

# WORKING WITH THE LGBT COMMUNITY

According to the 2015 LGBT Home Buyer and Seller Survey from the National Association of Gay and Lesbian Real Estate Professionals:



89% of LGBT homeowners firmly believe that homeownership is a good investment



LGBT men and women are equally convinced



79% of LGBT non-homeowners think that homeownership is a good investment



This is true across all LGBT generations, including LGBT Millennials



WHAT THEY'RE LOOKING  
FOR IN A HOME

88% interested in purchasing a home value a safe neighborhood

49% want access to parks

## WORKING WITH A REALTOR®

86%

Think it is important that their agent be LGBT-friendly

72%

Say they are strongly concerned about some aspect of housing discrimination

13%

Think it is very important that their REALTOR® be LGBT-identified

