

2024 STATE OF HISPANIC HOMEOWNERSHIP REPORT — SOCIAL MEDIA & PROMOTIONAL TOOLKIT

PURPOSE OF THIS TOOLKIT

This toolkit is designed to help raise awareness and drive engagement for the 2024 State of Hispanic Homeownership Report. The report provides a comprehensive analysis of Hispanic homeownership trends, highlighting key milestones, challenges, and policy recommendations to ensure sustainable homeownership growth.

ABOUT THE 2024 STATE OF HISPANIC HOMEOWNERSHIP REPORT

The 2024 State of Hispanic Homeownership Report highlights a record high of 9.8 million Hispanic homeowners, reflecting a net increase of 238,000 new Hispanic owner-households in the past year. However, despite this milestone, the Hispanic homeownership rate declined for the first time in a decade due to affordability challenges, high interest rates, and evolving industry regulations.

The report underscores the resilience of Hispanic homebuyers and the urgency of policy changes needed to address affordability, credit access, and housing supply issues. It also explores migration trends, as more Hispanic homebuyers move to affordable housing markets across the U.S.

TOP 10 TAKEAWAYS

1. The Hispanic homeownership rate declined in 2024 for the first time in ten years, dropping by half a percentage point to 49%.
2. The decline was due to Hispanic household formation outpacing homeownership growth, with 676,000 new Hispanic households formed in 2024.
3. Despite challenges, Hispanic homeownership reached a record high of 9.8 million households.
4. The Latino population remains young, with a median age of 31, driving high household formation rates.
5. Enthusiasm for homeownership remains strong, despite concerns over affordability and market uncertainty.
6. Home prices have risen by 5% in the past year and 47% since before the pandemic, making affordability a top concern.
7. Mortgage interest rates remained high in 2024, ranging from 6.0% to 7.25%, limiting purchasing power.
8. New broker commission regulations introduced in 2024 create additional hurdles for first-time homebuyers.
9. Texas continues to be a top destination for Hispanic homebuyers, along with emerging markets in the Midwest and Northeast.

10. Immigration reform is critical to addressing labor shortages in the construction industry, which impact housing supply.

REPORT RELEASE DETAILS

Report Release Date: March 24, 2025

Report Access: The report will be available for download at <https://nahrep.org/shhr>

ABOUT NAHREP

We are The Voice for Hispanic Real Estate® and proud champions of homeownership for the Hispanic community. Homeownership is the symbol of the American Dream, the cornerstone of wealth creation, and a stabilizing force for working families. Our role as trusted advisors and passionate advocates is to help more Hispanic families achieve the American Dream in a sustainable way that empowers them for generations to come. For more information, visit <https://nahrep.org/>.

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HASHTAGS

Join the conversation and spread awareness about the 2024 State of Hispanic Homeownership Report using the following hashtags:

**#HispanicHomeownership #HomeownershipTrends
#RealEstate #CommunityWealth #2024SHHR**

SAMPLE SOCIAL MEDIA POSTS

Hispanic homeownership reached a record high of 9.8 million households in 2024!

Read the latest data, trends, and policy recommendations in the 2024 State of Hispanic Homeownership Report. Download now! nahrep.org/shhr

#HispanicHomeownership #Policy #2024SHHR #NAHREP

[The 2024 State of Hispanic Homeownership Report is here!](#)

[From record-breaking growth to emerging market trends, the report highlights the momentum and resilience of Hispanic homebuyers across the country. Read more at \[nahrep.org/shhr\]\(https://nahrep.org/shhr\)](#)

#HispanicHomeownership #RealEstate #2024SHHR #NAHREP

Latinos are ready to buy, but inventory, affordability, and regulations stand in the way.

Discover key trends and strategies shaping Hispanic homeownership in the 2024 State of Hispanic Homeownership Report. Download your copy today! nahrep.org/shhr

#HomeownershipTrends #2024SHHR #NAHREP #CommunityWealth

VISUAL ASSETS

The accompanying zip file contains visual assets to include in your social media posts.

CONTACT INFORMATION

- For questions, contact | press@nahrep.org