



LGBT

Better Homes and Gardens® Real Estate and NAGLREP Release Findings from First-of-its-Kind National LGBT Study Dedicated to Homeownership

Findings show overwhelming appreciation of and intent toward homeownership, but illustrate concerns that deserve industry awareness

Over the last decade, there has been an increasing amount of attention paid to the lesbian, gay, bisexual and transgender (LGBT) community, but little information has been available about this population segment's preferences, aspirations and mindset surrounding the home buying process and homeownership in general. Better Homes and Gardens® Real Estate and the National Association of Gay and Lesbian Real Estate Professionals (NAGLREP) are pleased to release findings from the first-ever LGBT Home Buyer and Seller Survey of more than 1,700 respondents that show a majority believe homeownership to be a good investment, but possess strong concern when it comes to housing discrimination.

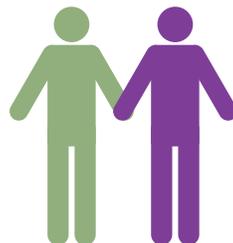
Homeownership is a good investment

89%



Homeowners Surveyed

75%



Non-Homeowners Surveyed

Nearly nine out of ten (89%) LGBT homeowners surveyed, and three out of four (75%) LGBT non-homeowners, think homeownership is a good investment. This rings true across all age groups, including Millennials. According to the data, 81 percent of LGBT survey participants feel a ruling for marriage equality will make them feel more financially protected and confident – key milestones along the path to homeownership.

Individuals who identify themselves as LGBT represent an estimated buying power of \$840 billion and reportedly live in 99.3 percent of all counties nationwide.

\$840 BILLION

In all, more than half (54%) of all LGBT respondents currently own some type of real estate. This is proportionately equal between gay/bisexual men and lesbian/bisexual women. For current LGBT homeowners, the top motivation for purchasing a new home is living in a better city or neighborhood (76%), having a bigger home (57%) and getting married (56%). For LGBT non-homeowners, achieving personal finance goals are most important to becoming first-time buyers, specifically saving for a down payment (86%), maintaining a stable job (84%) and qualifying for a mortgage (83%).

Top Motivations for Purchase



The exceedingly top neighborhood priority for LGBT respondents is safety (88%). Furthermore, when asked about the importance of different aspects of their ideal neighborhood and community, respondents are most concerned about living in a neighborhood with low crime

(80% very important), living in a state with an LGBT anti-discrimination ordinance (75% very important) and living in a progressive community (70% very important).

Among respondents, 73 percent stated strong concern about some aspect of

housing discrimination, either in purchasing a home or renting. The concerns include discrimination by real estate agents, home sellers, landlords, mortgage lenders, property management companies and neighbors. Concern rates were highest among transgender respondents.



Agent Reviews



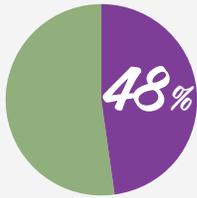
95%

Would look for a real estate professional with the highest reviews.

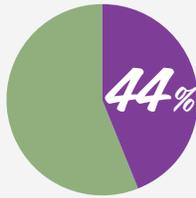
The vast majority of LGBT respondents considering purchasing a home would look for a real estate professional with the highest reviews on service and responsiveness (95%) over those with the highest number of home sales (5%).



Design in Mind



Outdoor Living Space



Open concept living area

For LGBT respondents looking to purchase a home, outdoor living space (48% a strong priority) and an open concept living area (44% a strong priority) reign supreme.

The Millennial Factor



82%

Concerned about rising rents



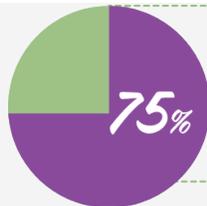
59%

Plan to have children in the future

For a generation that many have deemed “Generation Rent,” an overwhelming 82 percent of LGBT Millennials surveyed are concerned about rising rents, and 59 percent say they plan to have children in the future, both of which are potential motivators for purchasing a home.

Millennials

Believe it's a good investment ▶



▶ Half of those who currently do not own a home, stated they are not knowledgeable about homeownership

Sought-After Agent Qualities

LGBT respondents looking to purchase a home in the next three years are most concerned about selecting a real estate professional that is:

93%

A real estate professional with an excellent reputation

13%

A real estate professional identifying as LGBT

86%

An LGBT-friendly real estate professional

ABOUT



The Survey



The study was conducted by Community Marketing & Insights (CMI), which has been conducting LGBT consumer research for more than 20 years. Their practice includes online surveys, telephone

interviews, intercepts, focus groups and advisory boards in the United States, Canada and Europe.

The methodology for this research was a 10-minute online survey conducted in April 2015. 1,798 LGBT residents of the United States completed the survey. Participants were part of CMI's LGBT research panel. The panel of 70,000 LGBTs was recruited

over a twenty-year period from nearly 300 LGBT media events and non-profit organizations. This means that the results summarized here are representative of LGBT consumers who are "out" and who interact within the LGBT community.

National Association of Gay and Lesbian Real Estate Professionals



Established in 2007, The National Association of Gay and Lesbian Real Estate Professionals, NAGLREP, is an international trade organization that is part business and part advocacy.

The 850+ members of NAGLREP share a LGBT and gay friendly REALTOR® referral network. NAGLREP.com receives over 75,000 unique visits per month from LGBT and non LGBT home buyers and seller specifically looking to select a REALTOR or real estate professional sensitive and understanding of their needs. It has members in almost every state of the United States with local chapters in Arizona, California, Florida, Massachusetts, Michigan, Texas, Wisconsin, Virginia, and others.

The advocacy mission of NAGLREP is to advocate on behalf of the rights of the Lesbian, Gay, Bisexual, and Transgender (LGBT) community as it relates to housing and discrimination laws. Equally important to this mission is to work with legislators from near and far at the local, state and federal level to enact legislation that would eliminate all discrimination laws and provide fair and equal rights to the LGBT community. Membership is not limited to professionals of Gay and Lesbian Orientation.

Better Homes and Gardens Real Estate LLC

Better Homes and Gardens Real Estate LLC is a dynamic real estate brand that offers a full range of services to brokers, sales associates and home buyers and sellers. Using innovative technology, sophisticated business systems and the broad appeal of a lifestyle brand, Better Homes and Gardens Estate LLC embodies the future of the real estate industry while remaining grounded in the tradition of home. Better Homes and

Gardens Real Estate LLC is a subsidiary of Realty Holdings Corp. (NYSE: RLG), a global leader in real estate franchising and provider of real estate brokerage, relocation and settlement services.

The growing Better Homes and Gardens Real Estate network includes more than 9,100 affiliated sales associates and approximately 280 offices serving home buyers and sellers across the United States and Canada.

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