nahrep

HWP | HISPANIC WEALTH PROJECT

2022 State of HISPANIC WEALTH Report

IN PARTNERSHIP WITH

WELLS FARGO

Published September 23, 2022

Established in 2012, the American Center for Economic Advancement, dba the Hispanic Wealth Project™, is a non-profit charitable organization whose mission is to advance sustainable Hispanic homeownership through engagement in strategic efforts focused on Hispanic workforce participation in housing, small business development, and wealth building.

The National Association of Hispanic Real Estate Professionals® (NAHREP®) is a non-profit trade association founded in 1999. The association has a network of 40,000 real estate professionals and 100+ chapters that include real estate agents, brokers, mortgage professionals, and settlement service providers. NAHREP's mission is to advance sustainable Hispanic homeownership in America by educating and empowering real estate professionals who serve Hispanic homebuyers and sellers, advocating for policy that supports the organization's mission, and facilitating relationships between industry stakeholders and housing professionals.

The State of Hispanic Wealth Report is a publication of both NAHREP® and the Hispanic Wealth Project™.

ACKNOWLEDGEMENTS

The Hispanic Wealth Project™ (HWP™) is grateful for the outstanding commitments of the people and organizations whose contributions of time, thought leadership, and financial resources made our work possible.

Publication of the State of Hispanic Wealth Report has come to fruition through the generous financial and intellectual resources of the Hispanic Wealth Project's annual partners and data contributors. The HWP is appreciative of the HWP Founding Board of Advisors and the HWP Board of Directors whose strategic guidance and leadership advance its efforts to triple median Hispanic household wealth by 2024.

HWP ANNUAL PARTNERS

CHAIRMAN'S CIRCLE

WELLS FARGO

TRUSTEE

airbnb

CHASE

HWP STATE OF HISPANIC WEALTH REPORT AUTHORS AND CONTRIBUTORS

Noerena Limón, EVP of Public Policy & Industry Relations, NAHREP

Jaimie Smeraski, Policy, Learning & Research Director, NAHREP

Julie Aguilar, Senior Policy & Research Analyst, NAHREP

Jovana Campos, Intern, NAHREP

Miriam Torres Sanchez, Intern, NAHREP

HWP ANNUAL REPORT GRAPHIC DESIGN

Shelby Buska, Graphic Designer, NAHREP

Tyler McElmurry, Graphic Designer, NAHREP

Meghan Lucero, Senior Marketing Manager, NAHREP

HWP LEADERSHIP

Sara Rodriguez, Chairperson

Gerardo "Jerry" Ascencio

Gary Acosta

Jason Riveiro

Noerena Limón

NAHREP LEADERSHIP AND BOARD

Luis Padilla, 2022 NAHREP President

Gary Acosta, Co-Founder & CEO

Nuria Rivera, 2022 NAHREP President-Elect

Sara Rodriguez, Immediate Past President & HWP Chairperson

Oralia Herrera, Secretary

Mauricio Perez, Treasurer

Gerardo ``Jerry`` Ascencio, Chapter Subsidiary Chairman

Edwin Acevedo, Director

Nora Aguirre, Director

Atila (AT) Almeida, Director

Rob Chevez, Director

Mark Dimas, Director

Francisco Fernández, Director

Adriana Perezchica, Director

Diana Sifuentes, Director

Josué Soto, Director

Neily Soto, Director

Neil Terc, Director

Joe Castillo, Board Advisor

Armando Falcon, Board Advisor

Juan Martinez, Board Advisor

Joseph Nery, Board Advisor

HWP HISPANIC WEALTH PROJECT

nahrep

The American Center for Economic Advancement, dba the Hispanic Wealth Project™, is a non-profit charitable organization whose mission is to advance sustainable Hispanic homeownership through engagement in strategic efforts focused on Hispanic workforce participation in housing, small business development, and wealth building.

TABLE OF CONTENTS

1 BACKGROUND ..... pg 2

2 REPORT METHODOLOGY ..... pg 3

3 EXECUTIVE SUMMARY ..... pg 4

4 STATE OF HOUSEHOLD WEALTH ..... pg 7

5 FAST FACTS: BENCHMARKING NAHREP MEMBERS TO LATINOS OVERALL ..... pg 10

6 HOMEOWNERSHIP ..... pg 11

7 ENTREPRENEURSHIP ..... pg 15

8 SAVINGS AND INVESTMENTS ..... pg 19

9 APPENDIX A: SURVEY RESULTS ..... pg 24

10 APPENDIX B: HISPANIC WEALTH PROJECT INITIATIVES ..... pg 28

11 ENDNOTES ..... pg 30

HISPANIC WEALTH PROJECT **COMPONENT GOALS**

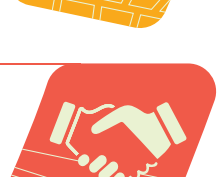
1

Homeownership, because it is the primary vehicle for wealth creation for the middle class and core to NAHREP's mission.

GOAL | Increase home equity wealth by achieving a Hispanic homeownership rate of 50 percent or greater.

2

Entrepreneurship, because small business is the engine that drives the U.S. economy and NAHREP's membership is comprised of successful small business owners who have gained wealth by establishing and growing their businesses.



GOAL | Increase the wealth generated from small businesses by increasing the number of Hispanic-owned employer firms to 400,000 or greater.

3

Savings and Investment, because stocks, bonds and retirement accounts have historically outperformed other investments and can help diversify an asset portfolio.

GOAL | Increase the wealth created from savings and investments by raising the percent of Hispanics who own a retirement account to 37 percent or greater.

BACKGROUND

In 2014, the National Association of Hispanic Real Estate Professionals (NAHREP®) established the Hispanic Wealth Project™ (HWP), an initiative born in the wake of the Great Recession, when Latinos[a] lost up to two-thirds of their median household wealth. It was then that the organization set the audacious goal to triple Hispanic household wealth by 2024. To guide that goal, the HWP produced a blueprint outlining three primary areas of focus, along with a series of targeted component goals for building wealth: **increasing homeownership, scaling small businesses,** and **diversifying investments.**

TRIPLING MEDIAN HOUSEHOLD WEALTH:
BENCHMARKING PROGRESS ON COMPONENT GOALS

In 2014, the Hispanic Wealth Project set the goal to **triple median household wealth** by 2024 along with three corresponding component goals.

Based on the sources from which the goals were set, to the right is a summary of progress toward these goals:

	2013	MOST RECENT DATA	2024 GOAL
HOMEOWNERSHIP RATE	46.1%	48.4%	50%+
HISPANIC EMPLOYER FIRMS	298,563	346,836	400,000+
RETIREMENT ACCOUNT PARTICIPATION	25.1%	25.5%	37%+
TOTAL MEDIAN HOUSEHOLD WEALTH	$15,150*	$36,050	$45,450

*INFLATION-ADJUSTED TO 2019 DOLLARS.

[a] For clarification, the terms "Hispanic" and "Latino" are used interchangeably throughout this document to refer to people of Mexican, Puerto Rican, Cuban, Central American, South American, Dominican, Spanish descent, and descent from other Spanish-speaking countries.

2022 STATE OF HISPANIC WEALTH SURVEY

Independent survey research is conducted annually by the Hispanic Wealth Project to offer a more nuanced understanding of Latinos in the U.S. and their experience with wealth creation. For the first time in 2022, the project conducted a survey of its own network, Latino members of the National Association of Hispanic Real Estate Professionals (NAHREP). NAHREP is a non-profit trade association with a network of over 40,000 real estate professionals and 100 chapters that include real estate agents, brokers, mortgage professionals, and settlement service providers. The organization's mission is to advance sustainable Hispanic homeownership.

NAHREP members are influencers within their community, aiding their clients in what is often the largest financial transaction of their lifetime — purchasing a home. The nature of their businesses means NAHREP members are often viewed as resources for their clients' finances, spanning beyond real estate transactions. The Hispanic Wealth Project aims to use the data from this survey to engage the NAHREP network in programs tailored to advancing their individual financial soundness, creating a multiplier effect on the greater Latino community.

SURVEY CONDUCTED ONLINE

784 LATINO MEMBER RESPONSES

36 STATES AND TERRITORIES, INCLUDING DC, AND PUERTO RICO

SURVEY METHODOLOGY

The 2022 State of Hispanic Wealth Report Survey was conducted online between July 12 and July 25, 2022. The survey was administered online and received 1,221 responses across 36 states, including the District of Columbia, and Puerto Rico. The scope of survey data analyzed was reduced to 784 responses, to include only NAHREP members that identify as Hispanic or Latino. Survey responses were received from each of the states and territories where NAHREP has a chapter presence.[b]

THINGS WE KNOW ABOUT NAHREP MEMBERS...

BELONG TO A PROFESSIONAL NETWORK

PURSUED A CAREER WITH A WEALTH BUILDING CULTURE

FREQUENTLY PARTICIPATE IN MASTERMINDS

[b] For a full list of NAHREP chapter locations, visit https://nahrep.org/regions/.

EXECUTIVE SUMMARY

As the next iteration of the Survey of Consumer Finances, the most reliable source for tracking wealth in the U.S., will not be published until 2023, the Hispanic Wealth Project surveyed nearly 800 Latino members of the National Association of Hispanic Real Estate Professionals (NAHREP). The results of this year's survey highlight how networks, narrowing knowledge gaps, and a zealous community's pursuit of the American dream can offer a roadmap for closing the wealth gap.

All things being equal, social capital can be the determining factor in people's careers, access to education, economic mobility, acquisition of assets, spending habits, and ultimately, wealth. The Hispanic Wealth Project, an initiative born out of NAHREP, has focused on Latino wealth creation. From its inception, the Hispanic Wealth Project (HWP), understood that it had a unique opportunity to build a case study demonstrating how networks can be uniquely leveraged to tackle the Latino/non-Hispanic White wealth gap.

To close knowledge gaps and transform thinking around money, the HWP established a set of culturally relevant wealth disciplines that became known as the NAHREP 10. These disciplines permeated every aspect of the organization, becoming embedded into the ethos of the NAHREP network and stimulating previously tabooed conversations around money and wealth creation, not only among members but also among their respective communities. NAHREP became a space where members had continuous access to financial education, where they masterminded and inspired wealth building strategies, where they were encouraged to develop deliberate strategies to build wealth among like-minded individuals, and where the ultimate motivation was rooted in family — building generational wealth, while impacting the broader Latino community. By focusing on members within a network, wealth creation can become a movement that has a ripple effect on communities nationwide.

"Dime con quién andas, y te diré quién eres."
Tell me who you surround yourself with and I'll tell you who you are.

NET WORTH, INCOME, AND ECONOMIC INDICATORS

Goal: Tripling median Hispanic household wealth by 2024 ($45,450)

Latino household wealth has more than doubled between 2013 and 2019, significantly outpacing the general population. Latino household wealth has increased by 138 percent to $36,050 in 2019, compared to a 36 percent increase for the overall population.[1] With a sharp rise in home equity and increased homeownership rates in both 2020 and 2021, the next iteration of the Survey of Consumer Finances is poised to show that Latino median household wealth increased substantially during the pandemic. Real estate acquisitions play an important role in both the growth of Latino household wealth and the substantial wealth gains of NAHREP members. NAHREP members have benefited from the real estate market's recent success, as professionals/advisors and investors, as entrepreneurs, and through stock market investments - all of which are at the core of NAHREP's member education programs.

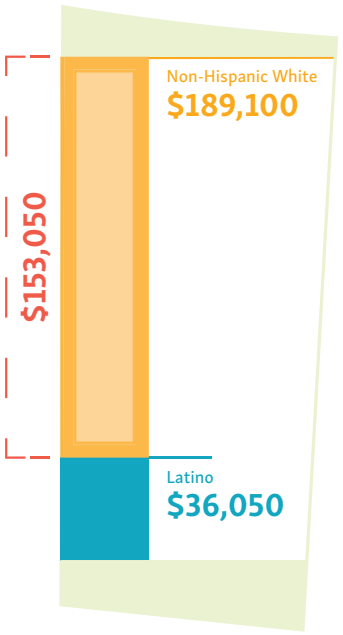
Four times the net worth of the overall Latino population nationwide: More than three-quarters (80.8 percent) of NAHREP members have a net worth of at least $150,000, more than four times the median net worth of Latinos in the U.S., while 29.4 percent have a net worth of at least $1 million.

Millionaires achieve wealth through asset diversification: Nearly all (99.3 percent) of NAHREP members with a net worth of $1 million or more are homeowners — 88.6 percent own investment properties, and 82.0 percent invest in the stock market.

Incomes drive wealth: While Latinos overall have a median household income of $55,000,[2] nearly all (89.2 percent) of NAHREP members have an annual household income of at least $60,000. More than half (55.9 percent) earn at least $150,000 and 14.7 percent earn $400,000 or more. Mortgage lenders in the NAHREP network boast the highest incomes, with one in four (24.6 percent) earning at least $400,000, compared to one in ten (10.5 percent) of those in real estate sales. This difference can be partially explained by the refinance boom of the past two years.

FROM HOMEOWNERSHIP TO THE WEALTH GAP

Latino and Non-Hispanic White Households 2019



SOURCE: **FEDERAL RESERVE**

[c] The NAHREP 10 disciplines can be found at https://nahrep.org/nahrep-10-disciplines/.

REAL ESTATE INVESTING

Goal: Achieving a 50 percent Hispanic homeownership rate by 2024

While the Latino homeownership rate has reached 48.4 percent[3] and is on track to reach 50 percent by 2024, homeownership and real estate investing have become more lucrative, yet also less accessible. Low housing inventory, rising interest rates, and affordability constraints pose threats to future homeownership growth. As experts in the homebuying process, it is unsurprising that real estate is the primary driver of wealth for NAHREP members.

Rise in homeownership during historic equity appreciation: Home purchase originations made to Latinos in 2021 increased by 14.7 percent.[4] At the same time, the average annual equity gain increased to $55,300 per borrower at the end of 2021, more than twice the gain from 2020.[5]

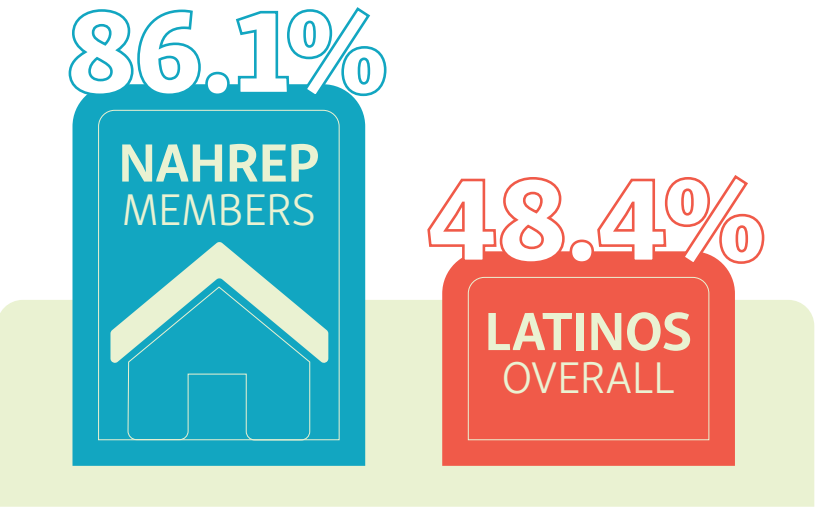
Homeownership gap remains sizeable but largely driven by age: The Latino homeownership rate has been steadily increasing for the past seven years but the homeownership gap has yet to narrow significantly. The Latino homeownership rate is 25.7 percentage points lower than their non-Hispanic White counterparts. However, age is a key driver of the homeownership gap. When comparing adults under the age of 30, the gap nearly closes, narrowing by 18.8 percentage points.[6]

NAHREP members invest in what they know: Nearly all NAHREP members are homeowners, with 86.1 percent owning some form of real estate, nearly twice the overall homeownership rate for Latinos in the U.S.

As Latino wealth rises, real estate investments increase: Among the overall Latino population, 8.4 percent of Latinos own an investment property, an increase of 24.2 percent between 2010 and 2019.[7] NAHREP members invest in real estate at nearly 7 times the rate of Latinos overall, with 58.7 percent owning investment property outside of their primary residence.

NAHREP MEMBERS: **HOMEOWNERSHIP RATE**

NAHREP members are predominantly homeowners, nearly twice the rate of Latinos overall



SOURCE: **HWP SURVEY**

Real estate investments used as retirement vehicles: The majority (81.3 percent) of NAHREP members plan to use their real estate investments as a source of retirement funding.

ENTREPRENEURSHIP AND SCALING

Goal: Increase the number of Hispanic-owned employer businesses to 400,000 or greater by 2024

According to the U.S. Census Bureau, as of 2019, there are 346,836 Latino-owned employer firms, a 4.6 percent increase from the previous year.[8] However, only three percent of Latino businesses are considered scaled, having an annual revenue of $1 million or more.[9] Building wealth through entrepreneurship and scaling requires increasing the number of employer businesses, as well as ensuring access to capital, networks, and education. NAHREP members receive mentorship, education, and networks through their participation in the organization. However, more needs to be done to bridge access to capital.

NAHREP is a network of entrepreneurs: The majority of NAHREP members (68.6 percent) own a business, while 58.3 percent of NAHREP business owners are sole proprietors or independent contractors.

Employer firms are 5.7X more likely to be scaled: Employer firms make up 31.5 percent of businesses within the NAHREP network, compared to only 6 percent of Latino-owned businesses overall.[10] One in ten (11.8 percent) NAHREP businesses are scaled. NAHREP employer businesses are 5.7 times more likely to be scaled than non-employer businesses.

Few access traditional forms of funding: Among NAHREP business owners, only 4.6 percent used institutional funding sources, such as small business loans, in order to start their businesses. Almost all (91.1 percent) of NAHREP entrepreneurs used their personal savings, while 21.0 percent used personal credit cards.

SOURCE: **HWP SURVEY**

SAVINGS, INVESTMENTS, AND THE DIVERSIFICATION OF ASSETS

Goal: Raising the Latino retirement account participation rate to 37 percent or more

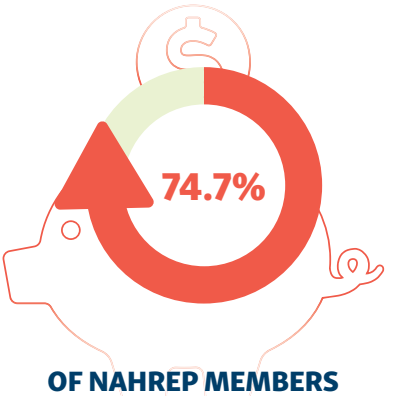
The lack of asset diversification among the Latino community has worsened in recent years, posing long-term risks for the broader Latino population. Today, only 25.5 percent of Latinos invest in a retirement account.[11] In response, NAHREP has concentrated efforts to provide education around asset diversification, stock market investments, future planning, and a mature understanding of wealth.

NAHREP members are diversified: Accordingly, three-quarters (74.7 percent) of NAHREP members invest in a retirement or brokerage account, significantly outpacing the general Latino population. Asset diversification is directly tied to household wealth. More than half (56.4 percent) of NAHREP members who invest in the stock market have a net worth of $500,000 or more, compared to 38.8 percent of those who don't.

Knowledge gaps are a primary driver of stock-based investment hesitation: For NAHREP members who do not invest in either a retirement or brokerage account, a lack of investment knowledge is the most common roadblock (27.3 percent). Among non-investors, 78.8 percent are homeowners and 39.4 percent are investment property owners, which signals a proclivity toward more intuitive and familiar assets, such as real estate.

NAHREP MEMBERS: **INVESTING IN THE STOCK MARKET**

NAHREP has focused efforts to boost retirement account participation



OF NAHREP MEMBERS INVEST IN A RETIREMENT OR BROKERAGE ACCOUNT

SOURCE: **HWP SURVEY**

Latinos are more likely to invest in cryptocurrency: Nearly a third (29.9 percent) of NAHREP members invest in cryptocurrency, a surprisingly high number considering only 11 percent of adults in the U.S. invest in cryptocurrency.[12] The majority (69.7 percent) report learning about it from a friend or family member.

Prepared for emergency, but unprepared for wealth transfer: A lion's share of NAHREP members (85.3 percent) have cash set aside for emergencies, future investments, and other planned expenses, and over half (54.4 percent) of those that have cash set aside have at least $25,000 in liquid savings. While NAHREP members have savings and investments, their wealth is unprotected by an estate plan. Despite above-average asset ownership rates, only 36.8 percent of NAHREP members have an estate plan in place.

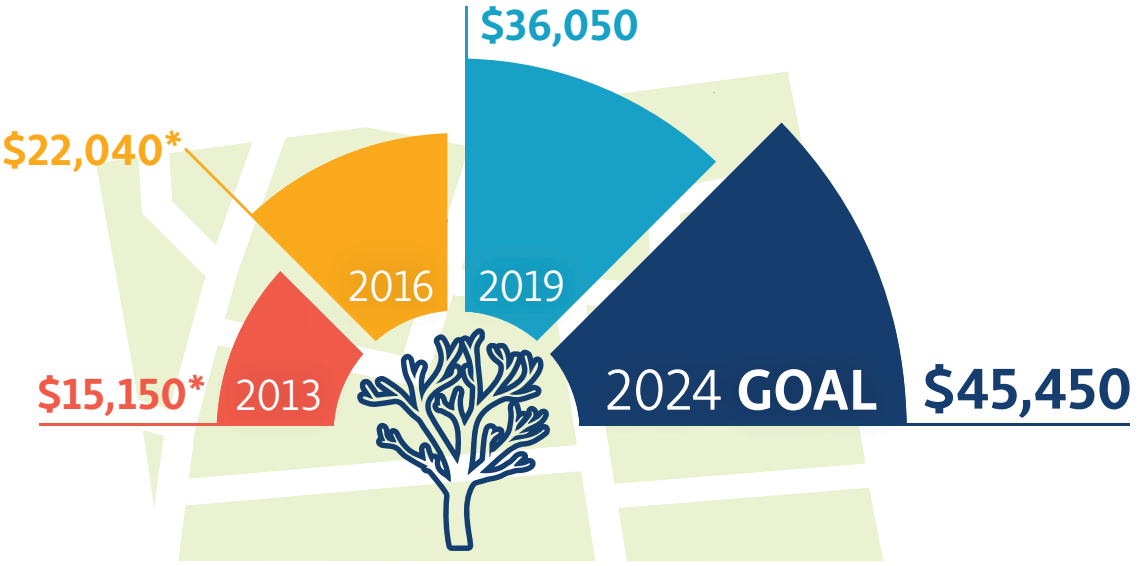
CONCLUSION

The future of the U.S. economy falls squarely on the shoulders of U.S. Latinos. Latinos are predicted to account for more than half (53.1 percent) of new household formations over the next 20 years, while non-Hispanic White household formations decline.[13] Between now and 2060, Latinos will make up 68 percent of the U.S. population growth[14] and 64.8 percent of labor force growth over the next ten years.[15] Bridging the wealth gap is imperative to long-term U.S. economic growth.

NAHREP is a Latino business organization that has made financial education and wealth creation primary objectives. For that reason, NAHREP serves as a unique case study for the broader Latino population. Networks can also serve as incubators for what can be achieved for the overall population. The Hispanic Wealth Project has supported the idea that real estate professionals are influencers. The average NAHREP member connects with more than 1000 people in their professional network. By adopting a deliberate and disciplined approach to wealth building principles, NAHREP members have the collective capacity to positively influence millions of people in their respective communities.

Considering that NAHREP members are trained in the business of buying and selling real estate, it is not surprising that they are almost twice as likely to be homeowners. The survey also shows that the wealth of NAHREP members is also more diversified than the overall Latino population, which suggests a more sophisticated approach to wealth building. By embedding culturally relevant financial education, creating spaces for individuals to mastermind around wealth creation, NAHREP has created a movement around wealth building that can have the ripple effects needed to make larger leaps forward in bridging the Latino wealth gap in America.

THE GOAL OF TRIPLING **HISPANIC HOUSEHOLD WEALTH**



*INFLATION-ADJUSTED TO 2019 DOLLARS.

SOURCE: **FEDERAL RESERVE**

STATE OF HOUSEHOLD WEALTH

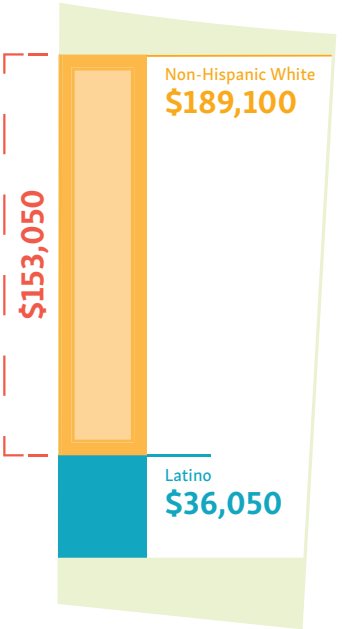
HISPANIC WEALTH PROJECT GOAL: To triple median household wealth by 2024, from $15,150 to $45,450.

LATINO WEALTH HAS MORE THAN DOUBLED SINCE 2013

Following the Great Recession when Latinos lost up to two-thirds of their household wealth, the Hispanic Wealth Project set a goal to triple median household wealth by 2024. Inching closer toward the finish line for this goal, significant strides have been made. Increasing homeownership rates, real estate investments, and entrepreneurial activity have more than doubled Latino household wealth since 2013, significantly outpacing other demographic groups. Latino household wealth has increased by 138 percent between 2013 and 2019, compared to a 36 percent increase for the overall population. As of 2019, the most recent data available showed Latinos held a median net worth of $36,050.[16] With a sharp rise in home equity and higher homeownership rates in both 2020 and 2021, the next iteration of the Survey of Consumer Finances is poised to show that Latino median household wealth increased substantially during the pandemic. However, while net worth for Latino households is climbing, the wealth gap between Latinos and their non-Hispanic White counterparts remains substantial.

THE WEALTH GAP

Latino and Non-Hispanic White Households 2019



SOURCE: **FEDERAL RESERVE**

LACK OF ASSET DIVERSIFICATION POSES LONG-TERM RISKS

Latinos were hit explicitly hard during the Great Recession, in large part due to their lack of asset diversification outside of real estate investments. Today, diversification within the Latino community has not improved significantly, over-exposing them to long-term market risks. Latinos have the lowest participation rate of any demographic in retirement accounts, stocks, bonds, and pooled investments.[17]

The low Latino retirement account participation rate is markedly concerning, as it has trended downward over the last decade.

LATINO YOUTH AND LABOR OFFER ECONOMIC INFRASTRUCTURE

With a median age of 30[18], most Latinos are still approaching their peak wealth building years. Age undoubtedly plays a role in net worth, as older individuals benefit both from longer time in the workforce and more time for assets to appreciate in value. When looking at adults under the age of 35, the Latino/non-Hispanic White wealth gap ratio is cut by half.[19] Additionally, Latinos have contributed to the overwhelming majority (80.8 percent) of U.S. labor force participation growth over the past decade[20], an outsized role that underscores the extent to which continued economic growth relies on Latinos.

2021 MARKED RECORD GAINS FOR REAL ESTATE INDUSTRY

The pandemic exacerbated wealth disparities between those who owned assets and those who did not. Nearly half (49 percent) of low-income households reported enduring employment or income loss at the beginning of the pandemic.[21] At the same time, a new billionaire was created every 30 hours worldwide over the last two years.[22] Wealth appreciation was especially pronounced for those who owned real estate. In Q3 of 2021, the average annual gain in home equity was $56,700 per homeowner, the largest annual gain in more than 11 years, and more than three times that of the previous year.[23] In 2021, there was $4.8 trillion in loan origination volume, up 33.8 percent from 2020. Home purchase originations alone reached $1.9 trillion, an annual increase of 16.2 percent.[24] Driven by historic low interest rates, the industry experienced one of the most profitable refinance booms and real estate markets in history.

NAHREP MEMBER INSIGHTS

The National Association of Hispanic Real Estate Professionals (NAHREP) is the largest Latino business organization in the country, composed of lenders, real estate agents, and settlement and insurance agents, along with ancillary professionals within the real estate industry. Given the success of the real estate industry over the past years, NAHREP members benefit both as industry professionals and real estate investors. They also own a diverse set of financial assets, including stock-based investments.

NAHREP OUT-INDEXES IN HIGH NET WORTH INDIVIDUALS

With an ethos rooted in wealth creation through real estate acquisition, entrepreneurship, and asset diversification, more than three-quarters (80.8 percent) of NAHREP members have a net worth of at least $150,000, more than 4 times the median net worth of Latinos across the U.S., with 29.4 percent reporting a net worth of at least $1 million.

The vast majority (86.1 percent) of NAHREP members own real estate, while 68.6 percent own their own businesses, and 70.2 percent invest in a retirement account, all of these factors contribute to their high net worth.

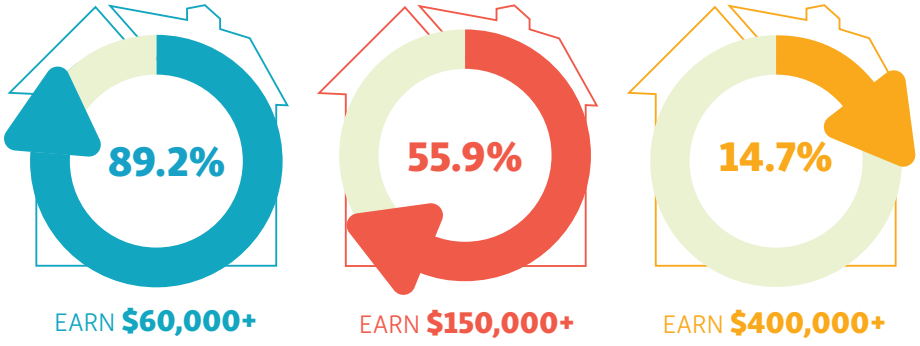
Unsurprisingly, NAHREP members who own investment properties and those with a scaled business, hold the most wealth. About two-thirds (64.2 percent) of scaled business owners and 44.3 percent of investment property owners have a net worth of at least $1 million.

UNDERSTANDING NAHREP MILLIONAIRES

Nearly two-thirds (62.7 percent) of NAHREP members with a net worth of $1 million or more have a bachelor's degree or higher, compared to 49.4 percent of members overall. Nearly all (99.3 percent) own real estate and 88.6 percent are investment property owners. For those who own investment property, nearly one-third (30.3 percent) own six units or more. Additionally, 82.0 percent invest in a retirement or brokerage account, compared to 74.7 percent of members overall.

NAHREP MEMBERS: **HOUSEHOLD INCOME**

NAHREP members classify as high income households



SOURCE: **HWP SURVEY**

NAHREP MEMBERS CLASSIFY AS HIGH-INCOME EARNERS

While Latinos overall have a median household income of $55,000,[25] nearly all (89.2 percent) NAHREP members have an annual income of at least $60,000. More than half (55.9 percent) earn at least $150,000 and 14.7 percent earn $400,000 or more. However, NAHREP member incomes vary by profession. Mortgage lenders in the NAHREP network report the highest household incomes, with nearly one in four (24.6 percent) earning at least $400,000. In comparison, one in ten (10.5 percent) of those in real estate sales earn a household income at or above $400,000.

NAHREP member income distributions also vary by gender, nativity, and region. Men are more likely to report ultra-high household incomes, with 19.6 percent earning at least $400,000, compared to 11.3 percent of women. Foreign-born NAHREP members have slightly lower incomes than their U.S.-born counterparts, with 53.7 percent earning a household income of $150,000 or more, compared to 57.8 percent of U.S.-born members. Geographically, NAHREP's Midwest region reported the highest incomes, a region that houses a large concentration of members from the Chicago area. Comparatively, the Mountain region reported the lowest incomes.[d]

NATIVITY'S RELATION TO WEALTH BUILDING

Foreign-born members have higher rates of homeownership, investment property ownership, and entrepreneurship, but are less likely to invest in the stock market. They also tend to be more educated, but generally have lower household incomes. While incomes are lower, their net worth is higher. Foreign-born entrepreneurs in the NAHREP network are significantly more likely to access small business loans, rather than relying on personal credit to fund their businesses. Overall, immigrants in the network are more optimistic about their future financial standing.

DESPITE MARKET CHANGES, NAHREP MEMBERS REMAIN OPTIMISTIC

The real estate market is projected to cool off from its record 2021 highs, given rising interest rates and continued low housing supply. Home sales are predicted to drop from 6.9 million in 2021 to 6 million in 2022 and 5.4 million in 2023.[26] By 2023, interest rates are predicted to reach upwards of 5 percent, cutting some potential buyers out of the market.[27] Despite the expected market dip, 2022 is still predicted to be the second highest sales year since 2007.[28]

Despite market changes, NAHREP members remain optimistic. More than half (53.4 percent) expect their household income to increase in 2022, while only 15.6 percent expect their income to decrease. Foreign-born members are the most optimistic, with 58.9 percent expecting their incomes to increase, compared to 49.5 percent of U.S.-born members.

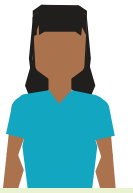
However, optimism does vary by profession. Mortgage lenders, who benefited greatly from low interest rates and a booming refinance market in 2021, are less optimistic that their 2022 incomes will either stay the same or increase. Only 37.2 percent of mortgage lenders expect their incomes to increase in 2022, compared to 59 percent in real estate sales. Conversely, nearly a third of mortgage lenders (30.2 percent) expect their income to decline.

NAHREP MEMBERS: **FOREIGN-BORN VS. U.S.-BORN**

SOURCE: **HWP SURVEY**

[d] A geographical breakdown of NAHREP's regions is available at: https://nahrep.org/regions/.

FAST FACTS: BENCHMARKING NAHREP MEMBERS TO LATINOS OVERALL



	NAHREP MEMBERS	LATINOS IN THE U.S.
AGE	**44** Median age	**30** Median age
EDUCATION	**49.4%** have a bachelor's degree or higher	**19.0%** have a bachelor's degree or higher
HOUSEHOLD INCOME	**89.2%** have a household income of at least $60,000	**$55,000** median household income
NET WORTH	**29.4%** have a net worth of $1 million or more	**3%** have a net worth of $1 million or more
NATIVITY STATUS	**59.8%** are U.S.-born	**47.9%** are U.S.-born
HOMEOWNERSHIP RATE	**86.1%** are homeowners	**48.4%** are homeowners
INVESTMENT PROPERTY OWNERSHIP	**58.7%** own an investment property	**8.4%** own an investment property
SELF-EMPLOYMENT	**68.2%** are self-employed	**10.6%** are self-employed
EMPLOYER BUSINESSES	**31.5%** of business owners have at least one employee	**9%** of business owners have at least one employee
SCALED BUSINESSES	**11.8%** of businesses have an annual revenue of $1 million or more	**3%** of businesses have an annual revenue of $1 million or more
INVEST IN A RETIREMENT ACCOUNT	**70.2%** invest in a retirement account	**25.5%** invest in a retirement account

SOURCES: **2022 STATE OF HISPANIC WEALTH REPORT SURVEY, FEDERAL RESERVE, MCKINSEY & COMPANY, STANFORD LATINO ENTREPRENEURSHIP INITIATIVE, AND U.S. CENSUS BUREAU.**

HOMEOWNERSHIP

COMPONENT GOAL 1: Increase home equity wealth by achieving a Hispanic homeownership rate of 50 percent or greater.

OWNING REAL ESTATE HAS BECOME BOTH MORE PROFITABLE AND MORE EXCLUSIVE

The concept that "homeownership is the gateway to the middle class" is rooted in the notion that working-class individuals have the ability to build generational wealth through their homes. The equity that grows through appreciating home values is a seed that, when planted, can catapult gardeners, teachers, firefighters, restaurant workers, and other working-class individuals into a position where they can pass wealth on to the next generation. One-third of existing wealth among the Latino community can be attributed to home equity, the largest share of any asset category for Latinos.[29]

Today, 48.4 percent of Latinos are homeowners, a rate that has steadily increased for the past seven years.[30] In 2021, 735,138 home purchase loans were originated to Latinos, which marked a 13.7 percent increase from the previous year. Growth in home purchase originations was most pronounced in the Northeast region, growing by 26.8 percent year-over-year. The smallest increase came from the Mountain region, which only grew by 6.7 percent.[31]

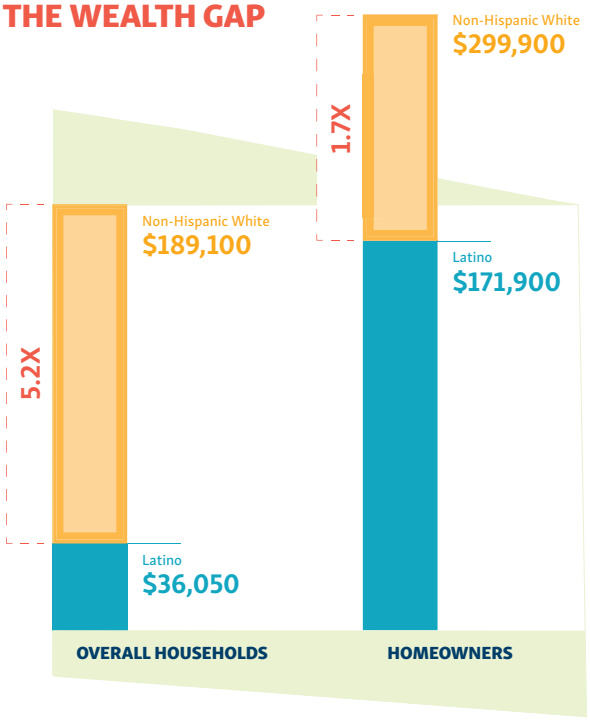
The HWP's goal of tripling median household wealth relies on Latinos reaching a 50 percent homeownership rate, a critical juncture where the median Latino household would be an owner-household. With the understanding that Latino homeowners have 28 times the wealth of Latino renters, reaching that 50 percent homeownership threshold should create a sudden spike in overall Latino household wealth. In order to close the wealth gap, homeownership opportunities must be accessible to Latino families.

HOMEOWNERSHIP, PIVOTAL TO WEALTH CREATION

In June 2022, average home prices grew by 18.3 percent, marking the 125th consecutive month of year-over-year increases.[32] Today, the median sales price for a single-family home in the U.S. is $440,300, a figure that has not declined since 2009.[33] The average annual equity gain was $55,300 per borrower at the end of 2021, more than twice that of 2020.[34]

Homeownership can have fundamental implications for bridging the wealth gap. Based on Federal Reserve data, the wealth gap narrows considerably when comparing homeowners of different racial and ethnic backgrounds. Overall, Latinos have a median net worth of $36,050, compared to $189,100 for non-Hispanic White households. However, Latino homeowners stand at a $171,900 median net worth, compared to $299,900 for non-Hispanic White homeowners.

HOMEOWNERSHIP NARROWS
THE WEALTH GAP



SOURCE: **FEDERAL RESERVE**

HOUSING INVENTORY POSES GREATEST RISK TO HOMEOWNERSHIP GROWTH

The supply of entry-level housing remains the greatest threat to advancing sustainable Hispanic homeownership. A lack of housing inventory creates an ecosystem marked by competition, as multiple consumers bid for the same property. As a result, home prices increase, advantaging cash buyers. Freddie Mac estimated that in 2020, the U.S. was short 3.8 million housing units relative to demand, a gap 52 percent larger than two years prior.[35] A realtor.com® analysis estimates the gap has since reached 5.24 million units.[36] Additionally, nine of the top ten metropolitan statistical areas (MSAs) exhibiting the highest rate of housing underproduction have a Latino population above the national average, while seven out of ten have a Latino population above 40 percent.[37]

RISING INTEREST RATES EXACERBATE AFFORDABILITY PROBLEMS

Tight housing supply has created an unprecedented home price appreciation rate. While CoreLogic predicts that home price appreciation will continue to slow from the 20 percent annual peak reached in March 2022, price gains are expected to remain positive.[38] To make matters worse, interest rates have soared as high as 5.8 percent in June of 2022, rates unseen since 2008.[39] With the rise in interest rates, borrowers are now further restricted from the number of homes they can afford. The second quarter Latino homeownership rate reaffirmed the added barrier rising interest rates are imposing on prospective Latino homebuyers. The Latino homeownership rate dipped to 48.3 percent in Q2, below the 2021 annual homeownership rate.[40]

DID YOU KNOW?
Latinos were responsible for more than half (51 percent) of U.S. population growth and more than one-third (36 percent) of household formation growth over the past 10 years.

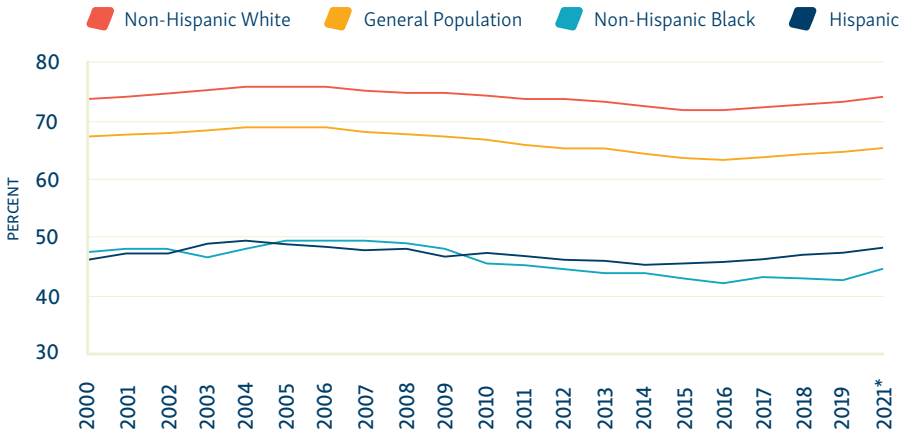
HOMEOWNERSHIP GAP REMAINS SIZEABLE

The future of the real estate market depends on the ability of Latino households to drive homeownership growth. While Latinos have seen consistent homeownership growth year-over-year since 2014, a persistent homeownership gap exists between Latino and non-Hispanic White households. Latinos are predicted to account for more than half (53.1 percent) of new household formations between 2020 and 2040, while non-Hispanic White household formations are expected to decline.[41] Bridging the Latino/non-Hispanic White homeownership gap will be crucial to the national U.S. homeownership rate.

In 2021, the Latino homeownership rate reached 48.4 percent, an increase of nearly one percentage point from 2019, but still 25.7 percentage points lower than their non-Hispanic White counterparts.[42] While even modest homeownership gains are significant, especially given the immense population growth and disproportionate rates of household formations among the Latino population, the gap has yet to narrow significantly. However, age is a key driver of the homeownership gap. When comparing adults under the age of 30, the gap nearly closes, narrowing by 18.8 percentage points.[43]

HOMEOWNERSHIP GAP BY RACE AND ETHNICITY

National Homeownership Rates 2000 - 2021



*DATA REPORTED BY THE U.S. CENSUS BUREAU IN 2020 WAS OMITTED DUE TO METHODOLOGICAL CHANGES IN DATA COLLECTION DURING THE PEAK OF THE PANDEMIC.

SOURCE: **U.S. CENSUS BUREAU**

REAL ESTATE IS AN ASSET LATINOS UNDERSTAND

Latinos have historically had a strong desire to become homeowners, as real estate is a tangible asset that can be intuitively understood and has immediate utility. That enthusiasm spills over to purchasing investment properties and second homes, albeit sometimes at the expense of other assets. According to the Federal Reserve, 8.4 percent of Latino households own an investment property. Not only is this rate growing, but between 2010 and 2019, Latinos increased their investment property ownership rate by 24.2 percent. During that same period, the non-Hispanic White, non-Hispanic Black, and the general population all experienced a decrease in investment property ownership.[44]

According to Fannie Mae's National Housing Survey, Latino sentiment surrounding real estate as a means of building wealth remains high, with 80 percent of Latinos reporting they would be better off owning a home than renting. However, only a small percentage of Latinos believe now is a good time to buy a home, given the current state of the market. In July 2022, only 11 percent of Latinos believed it was a good time to buy, the lowest rate since 2011, and the lowest of any demographic.[45]

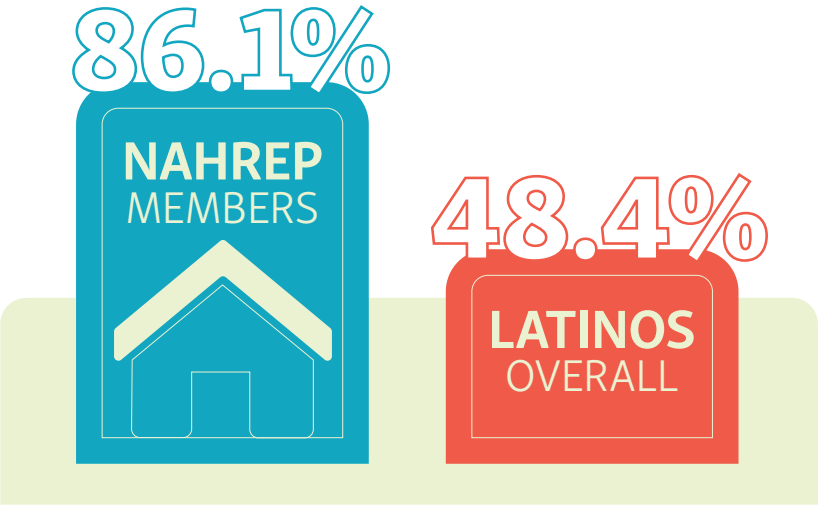
NAHREP MEMBERS: **INVESTMENT PROPERTY RATE**

NAHREP members are small landlords

SOURCE: **HWP SURVEY**

NAHREP MEMBERS: **HOMEOWNERSHIP RATE**

NAHREP members are predominantly homeowners, nearly twice the rate of Latinos overall



SOURCE: **HWP SURVEY**

NAHREP MEMBER INSIGHTS:

NAHREP MEMBERS HAVE AN OVERWHELMINGLY HIGH HOMEOWNERSHIP RATE

Given that NAHREP members are real estate professionals, it is not surprising that the majority are both homeowners and investment property owners. These two factors play a significant role in their relatively above average net worth. Nearly all NAHREP members are homeowners, with 86.1 percent owning some form of real estate, almost twice the overall homeownership rate for Latinos across the U.S. Additionally, more than half of NAHREP members overall (58.7 percent) own an investment property outside of their primary residence, nearly seven times the rate of Latinos overall. Additionally, foreign-born members have some of the highest homeownership rates at 89.3 percent, while 63.3 percent own investment property.

MOST NAHREP MEMBERS ARE "SMALL LANDLORDS"

NAHREP members are predominantly mom-and-pop investors, owning just one (39.5 percent) or two (25.1 percent) investment properties. However, a sizable portion (18.7 percent) own 5 units or more. Many are relatively newer investors, with 41 percent having bought their first investment property less than 5 years ago. This is especially true among foreign-born members, with 47.7 percent having purchased less than 5 years ago, compared to 35.8 percent of U.S.-born members.

Over half (59 percent) of NAHREP investors overall bought their first investment property at least 5 years ago, and a quarter (25.3 percent) are seasoned real estate investors, having owned their investment properties for more than 15 years. Investors that have owned their properties longer naturally hold more equity. In Q1 of 2022, home equity in the U.S. reached a record $27.8 trillion, more than double what it was 15 years prior, catapulting wealth creation as a result.[46]

INVESTORS RELY ON NETWORKS AND BUY IN LOCAL COMMUNITIES

Over half of NAHREP members own investment properties in the city or county where they live (57.7 percent), an indication that they are more comfortable investing and managing properties in communities that they know. However, nearly a third (30.1 percent) invest throughout their state. A smaller percentage purchase investment properties in multiple states (22 percent) or purchase internationally (10.1 percent).

Accordingly, NAHREP members tend to use their own friends and networks to find investment properties (69.2 percent). Trade associations, such as NAHREP, provide a platform for members to engage with each other and share resources. Other popular avenues for finding new investment properties are real estate agents (45.3 percent), the Multiple Listing Service (MLS) (37.5 percent), and general online platforms (27.9 percent).

INVESTMENT PORTFOLIOS MOSTLY CONSIST OF SINGLE-FAMILY, LONG-TERM RENTALS

An overwhelming majority of NAHREP members purchase single-family properties (83.5 percent) with the intention to rent these out as long-term rentals (88.4 percent). Just under one-third, 29.4 percent, buy properties to rehabilitate and resell, or "buy and flip." A smaller percentage of NAHREP investors use their properties as short-term rentals, only 19 percent.

While single-family properties are notably the most popular, a sizable number of members buy multi-family buildings (38.7 percent) or commercial properties (13.7 percent). A small percentage invest in mixed-use properties (8.1 percent), reflecting the limited zoning for mixed-use spaces.

Rental property strategies vary quite dramatically by region for NAHREP members. In the Midwest region, 97.7 percent of investment property owners rent their properties out long-term, while in the Mountain region, short-term rentals, such as Airbnb, are more popular (29.7 percent). Members in the Northeast region are far more likely to rehabilitate and resell properties, with 38.5 percent of NAHREP real estate investors in the region having flipped at least one property.

DOWN PAYMENT IS MOST COMMON REASON FOR NOT OWNING A HOME

A smaller subset of NAHREP members (13.9 percent) do not own any real estate. These members tend to skew younger, have achieved lower levels of education, and have a lower household income than NAHREP homeowners. With a median age of 39, only 36.7 percent have a bachelor's degree or higher, and 41.3 percent have an annual household income of less than $60,000. While these financial figures are higher than that of Latinos overall, they are significantly lower than those of NAHREP homeowners.

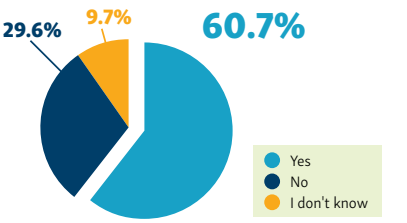
When asked what their primary reasons were for not buying a home, the most common reasons were not having enough money saved for a down payment (16.1 percent) and not being able to afford the house or neighborhood they desired (15.2 percent). These justifications are consistent with the overall experience of Latinos in low housing supply environments.

NEARLY ALL NAHREP MEMBERS PLAN TO BUY AN INVESTMENT PROPERTY

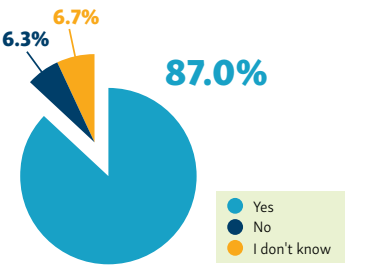
Regardless of their current ownership status, more than half of NAHREP members overall (60.7 percent) plan to buy an investment property or additional properties in the next 12 months, while nearly all (87.0 percent) plan to buy in the next 5 years. NAHREP's Midwest region is seeing the most immediate investment activity, with 70 percent of members actively looking to buy an investment property within a year.

PLANS TO BUY: INVESTMENT PROPERTIES

ACTIVELY LOOKING TO BUY WITHIN THE NEXT **12 MONTHS**



PLANNING TO BUY WITHIN THE NEXT **5 YEARS**



SOURCE: **HWP SURVEY**

ENTREPRENEURSHIP

COMPONENT GOAL 2: Increase the wealth generated from small businesses by increasing the number of Hispanic-owned employer firms to 400,000 or greater.

THE STATE OF LATINO ENTREPRENEURSHIP

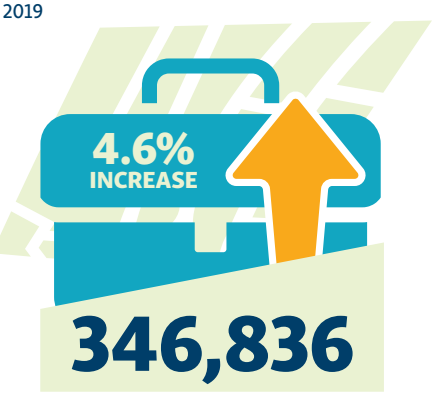
Entrepreneurship and business ownership offer individuals an opportunity to expand their income, live creatively, and establish greater autonomy over their lives. But more importantly, small business ownership has substantial implications on wealth creation. Latino business owners have a median net worth of $174,920, five times the median net worth of Latinos overall.[47] Over the past decade, the number of Latino businesses have increased by 44 percent, outpacing that of non-Latino businesses, a promising statistic.[48]

The motivation behind the HWP's goal to increase the number of Latino-owned employer firms to 400,000 or greater stems from the belief that employer firms are often the precursor to scaled businesses, those earning $1 million or more in annual revenue. The goal is to convert more of the emerging number of Latino small businesses into larger, more established firms, maximizing wealth building potential, stimulating job creation, and spurring local economic growth. According to the U.S. Census Bureau, there are 346,836 Latino-owned employer firms as of 2019, a 4.6 percent increase from the previous year.[49] While the goal for Latino-owned employer firms is close to being met, only three percent of Latino businesses have scaled.[50]

More broadly, Latino firms represent 6 percent of all employer firms and employ 2.9 million people.[51] The number of employees in Latino-owned businesses has grown by 53.6 percent since 2007, significantly outpacing job creation by non-Hispanic White employer businesses, which has grown by only 9.8 percent during that same time period.[52]

LATINO-OWNED EMPLOYER FIRMS

2019



SOURCE: **U.S. CENSUS BUREAU**

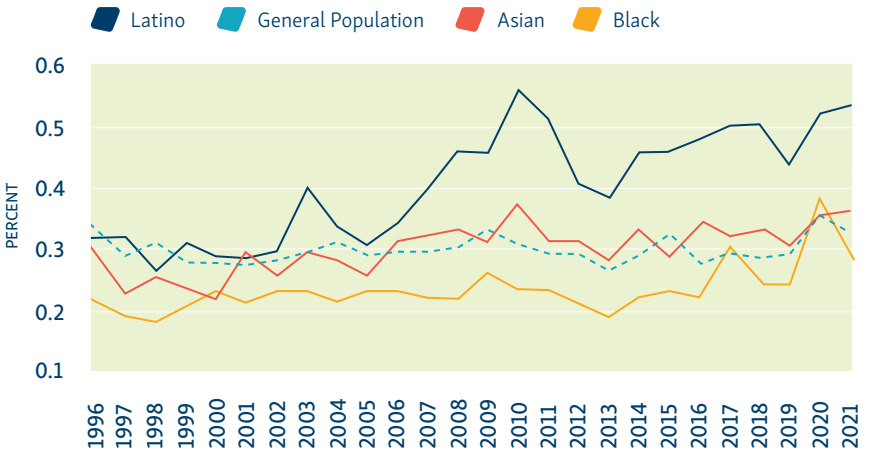
A WAVE OF NEW LATINO ENTREPRENEURS

In what has been coined "the Great Resignation," 47.8 million people voluntarily left their jobs in 2021.[53] Latinos were more likely than other demographics to voluntarily leave for better opportunities. One in four Latino adults (24 percent) resigned in 2021, compared to 17 percent of non-Hispanic White workers.[54] While job departures are slowing down, the motivations behind the Great Resignation continue to take effect, especially for Latinos.

Many who quit their jobs in 2021 left to start their own businesses. About 5.4 million new business applications were submitted in 2021, a 23 percent increase from 2020 (4.3 million) and 53 percent from 2019 (3.5 million).[55] Much of this growth is attributed to Latinos. According to the Kauffman Indicators of Entrepreneurship, between 2020 and 2021, Latinos saw the highest increase in the rate of new entrepreneurs, while the general population experienced a decrease. Latinos have continuously held the highest rate of new

RATE OF NEW ENTREPRENEURS BY RACE AND ETHNICITY

1996 -2021



SOURCE: **KAUFFMAN INDICATORS OF ENTREPRENEURSHIP**

entrepreneurs in the Kauffman index for the past two decades.[56]

The Latino entrepreneurial spirit is also evidenced in their widespread participation in the gig economy. Nearly one-third (30 percent) of Latinos report having performed work through an online platform, compared to only 12 percent of non-Hispanic White workers.[57] Of note, in 2019, the top industries that experienced gig economy growth were real estate and property management, generating $15.1 million in revenue.[58]

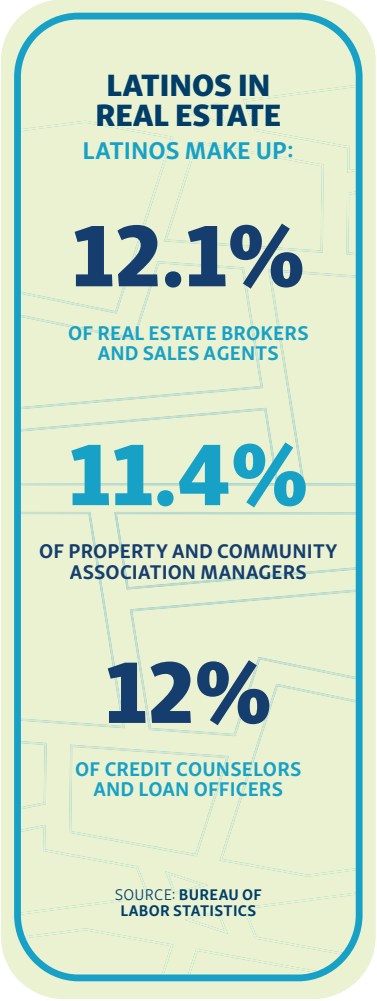
ACCESS TO CAPITAL REMAINS A CHALLENGE

Latino-owned businesses continue to face challenges securing the capital they need to grow and scale, despite their growing economic potential. According to the Stanford Latino Entrepreneurship Initiative (SLEI), Latino business owners are 60 percent less likely to receive approval for a $100,000 loan when compared to their non-Hispanic White counterparts.[59] If Latino-owned businesses were funded at the same rate as non-Hispanic White owned businesses, they could potentially produce an additional $3.3 trillion in revenue by 2030.[60] Unfortunately, Latino-owned businesses access venture capital at an even lower rate. Less than 1 percent of venture capital and private equity investor funding goes to Latino-owned businesses.[61]

REAL ESTATE IS THE FOURTH FASTEST GROWING INDUSTRY

Real estate and housing play a pivotal role in Latino entrepreneurship. Latino entrepreneurs are building businesses across the entire industry, from the construction of new homes to real estate sales transactions. In the construction industry alone, there are 56,832 Latino-owned employer firms.[62] Approximately 16 percent of employer firms in the construction sector are Latino-owned, making it the number one industry for Latino-owned employer firms.[63]

In that same vein, real estate is the fourth fastest-growing industry for Latino entrepreneurs.[64] In 2019, there were 13,184 Latino-owned employer businesses in real estate, including rental and leasing.[65] Overall, Latinos represent 15 percent of real estate professionals industrywide, working in real estate sales, property management, appraisals, and other fields.[66]



NAHREP MEMBER INSIGHTS

NAHREP IS A NETWORK OF ENTREPRENEURS

NAHREP is a network of individuals within the real estate industry united under a common mission — advancing sustainable Hispanic homeownership. They are essentially in the business of wealth creation.

The majority of NAHREP members (68.6 percent) own a business. This is inclusive of independent contractors and those with a side business outside of their primary source of income. However, while most are entrepreneurs, most do not have employees. More than half (58.3 percent) of NAHREP business owners are sole proprietors or independent contractors, while 10.2 percent employ only a spouse or child.

MOST NAHREP ENTREPRENEURS ARE SEASONED PROFESSIONALS

Over half (51.2 percent) of NAHREP business owners started their businesses more than six years ago, enough time for most to establish a cadence to the management of their businesses. Nearly one in four (24.9 percent) NAHREP businesses have been operating for at least 15 years.

However, a sizable number (about 17.4 percent) started their business during the pandemic, adding to the wave of businesses that have developed over the last couple of years. This segment of NAHREP business owners tends to skew younger and are more likely to be from NAHREP's Midwest region.

MORE LIKELY TO BE EMPLOYER BUSINESSES

The measure of employer firms substantiates the likelihood of scaled businesses within the NAHREP network. As such, 31.5 percent of the entrepreneurs within the NAHREP network are considered employer firms, compared to only 6 percent of Latino-owned businesses overall.[67]

Most NAHREP employer businesses have only a handful of employees. The majority (68.2 percent) of employer businesses within the NAHREP network have fewer than five employees. This is most pronounced among those in real estate sales (78.7 percent).

NAHREP BUSINESS OWNERS ARE MORE LIKELY TO BE SCALED

Reflecting the higher rate of employer firms, 11.8 percent of NAHREP businesses are scaled, significantly higher than the percentage of Latino entrepreneurs overall. To underscore the correlation between employer firms and scaled businesses, NAHREP employer businesses are 5.7 times more likely to be scaled than non-employer businesses.

High net worth individuals in the NAHREP network own well-established, scaled businesses. The vast majority (80.7 percent) of scaled business owners have been operating for at least six years, while 45.2 percent have been in business for 15 years or more. This translates into significant wealth gains. Over half (64.2 percent) of scaled business owners in the NAHREP network have a net worth of $1 million or more, compared to 33.3 percent of NAHREP business owners overall.

LESS DIVERSIFIED THAN NON-BUSINESS OWNERS

NAHREP business owners are more likely to own an investment property outside of their primary residence when compared to non-business owners, at 63.0 percent and 48.5 percent, respectively. This is most pronounced among those with scaled businesses, with 80 percent owning at least one investment property.

NAHREP business owners, however, are 13.3 percent less likely than non-business owners to invest in a retirement account, with 66.9 percent of business owners investing in a retirement account, compared to 77.2 percent of non-business owners. Non-retirement brokerage accounts only make up for part of this difference. While NAHREP business owners are more likely to own a brokerage account (30.7 percent compared to 23.2 percent), business owners are still 8.3 percent less likely to invest in either a retirement or brokerage account, compared to their non-business owner counterparts.

NAHREP **EMPLOYER BUSINESSES** ARE

5.7X

MORE LIKELY TO BE SCALED THAN **NON-EMPLOYER BUSINESSES**

SOURCE: **HWP SURVEY**

A LOOK AT
NAHREP ENTREPRENEURS

	% OF NAHREP BUSINESSES
SOLE PROPRIETORS & INDEPENDENT CONTRACTORS	**58.3%**
EMPLOYER BUSINESSES	**31.5%**
SCALED BUSINESSES REVENUE OF $1 MILLION OR MORE	**11.8%**

SOURCE: **HWP SURVEY**

PREDOMINANTLY USED PERSONAL SAVINGS TO START BUSINESSES

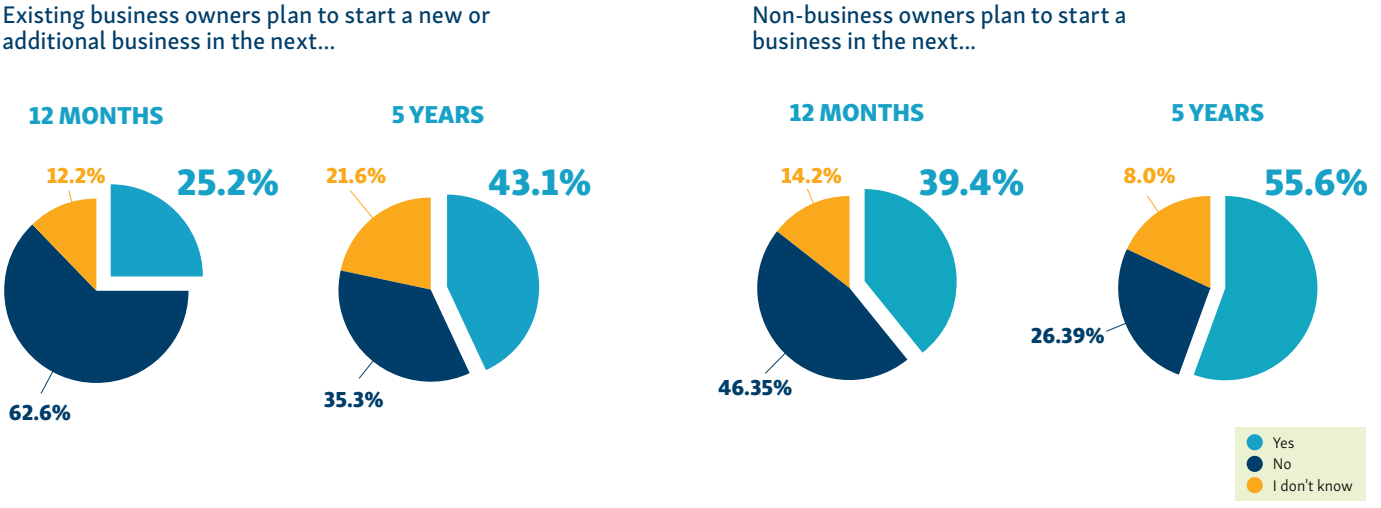
Almost all (91.1 percent) of NAHREP entrepreneurs used their personal savings to start their businesses, with 21 percent having used credit cards. This is reflective of the overall population of Latino business owners. In SLEI's latest survey, personal and family savings was the most used funding source at 31 percent, followed by business credit cards at 25 percent.[68] However, foreign-born NAHREP entrepreneurs were less likely to use credit cards to fund their business, despite having comparable credit scores to their U.S.-born counterparts. Only 15.8 percent of foreign-born business owners relied on credit cards to fund their business, compared to 24.5 percent of U.S. born members.

Among NAHREP business owners, only a small percentage used institutional funding sources, such as small business loans (4.6 percent), with a small 8.2 percent increase among NAHREP employer businesses. Foreign-born individuals are more likely to access small business loans in comparison to U.S.-born individuals, at 6.5 percent and 3.5 percent, respectively. Scaled businesses were 44.4 percent more likely to use more formal streams of funding, such as small business loans, as opposed to non-scaled business owners, at 6.5 percent and 4.5 percent, respectively. While scaled business owners were more likely to have accessed small business loans, these still made up a relatively small portion of their business funding.

NAHREP ENTREPRENEURS STAY OPTIMISTIC

For the most part, NAHREP members are confident that they are at least somewhat prepared for a recession, with 67.7 percent reporting feeling either very or somewhat prepared. Regardless of market swings, NAHREP business owners are determined to expand their business ventures. Among existing business owners, 39.4 percent plan to start a new or additional business in the next 12 months, while 55.6 percent plan to start one in the next five years. For non-business owners, one in four (25.2 percent) are planning to start a business in the next 12 months, and 43.1 percent plan on starting one in the next five years.

NAHREP MEMBERS: PLANS TO START A BUSINESS



SOURCE: **HWP SURVEY**

SAVINGS AND INVESTMENTS

COMPONENT GOAL 3: Increase the wealth created from savings and investments by raising the percent of Hispanics who own a retirement account to 37 percent or greater.

LATINO INVESTMENTS IN RETIREMENT ARE DWINDLING

Latino retirement account participation in the U.S. trails below the HWP's goal. Only one in four (25.5 percent) Latino households in the U.S. invests in a retirement account, the lowest among any demographic.[69] While overall Latino household wealth and homeownership rates have been trending in a positive direction, progress around savings and investments has remained flat. Overall, Latinos continue to lack asset diversification and under-participate in stock market-based investments, disproportionately exposing them to natural economic fluctuations. Prior to the Great Recession, Latinos held a majority of their wealth in real estate, with far less invested in the stock market. What is more alarming is that a decade later, signs point to worsening levels of diversification. Since 2016, the Latino retirement account participation rate has decreased by 14.1 percent, the largest dip among all demographic groups.

LATINOS CONTINUE TO RESIST STOCK-BASED INVESTMENTS

While Latino retirement participation is low, even fewer purchase stocks (4.3 percent) through a brokerage account. The number of Latinos who reported participating in bonds and pooled investments (i.e. mutual funds) were too low to report on with statistical significance.[70]

The reluctance to participate in stock-based investments may partly stem from a lack of access. Latino households are 17 percent less likely than non-Hispanic White households to have access to a retirement plan.[69] Those without access are less likely to seek an IRA or similar private plan. In addition, private retirement plans account for only 6 percent of Latino household wealth, compared to 22 percent for non-Hispanic White households.[72]

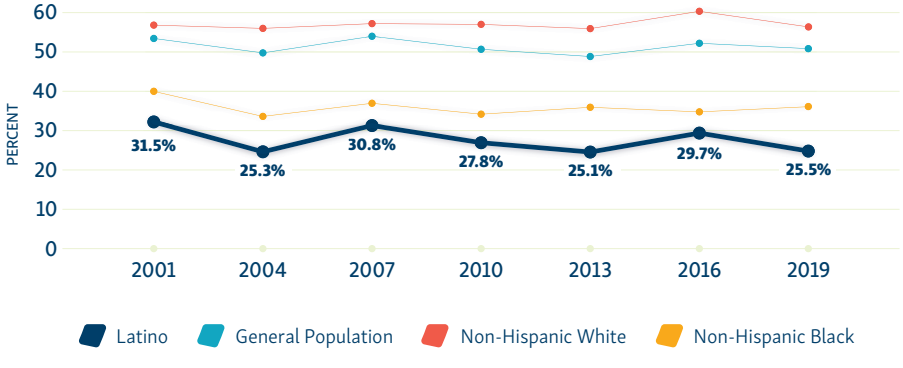
SAVING FOR RETIREMENT IS NOT A TOP PRIORITY FOR LATINOS OVERALL

Beyond access, there is a knowledge gap surrounding the importance of retirement savings and its relation to wealth building in the Latino community. Among all income groups, Latinos are the demographic most likely to report that retirement is not a priority.[73] Employee Benefit Research Institute (EBRI) research demonstrates that Latinos of both higher and middle incomes prioritized helping friends and family, and that women, across all incomes, have significantly lower levels of retirement account participation than men.[74]

Given the youth of the Latino population (median age of 30), it makes sense that planning for retirement would be downgraded to a lower rung in the list of priorities. Additionally, the cost of housing and other lifestyle expenses have grown in recent years. In the U.S., 46 percent of renters spent 30 percent or more of their earnings on housing, with 23 percent spending at least 50 percent. All of these circumstances make it difficult for many households to justify putting money aside for something so far away in the future.[75] However, planning for the future through retirement savings, preparing for unexpected emergencies, and being mindful of the transfer of wealth after death determine the ability to build generational wealth and protect households from the inevitable ebbs and flows of life.

RETIREMENT ACCOUNT PARTICIPATION BY RACE AND ETHNICITY

Since 2016, the Latino retirement account participation rate has decreased by 14.1%, the largest among demographic groups.



SOURCE: **FEDERAL RESERVE**

NAHREP MEMBER INSIGHTS

NAHREP HAS PRIORITIZED EDUCATING MEMBERS ON ASSET DIVERSIFICATION

The lack of asset diversification among Latino households and risks therein have been top concerns of the NAHREP and the Hispanic Wealth Project. As Latinos are young, investing in long-term tax-advantaged retirement investments could determine their capacity to close the wealth gap. NAHREP and the HWP have doubled down on providing financial education to the NAHREP network, much of it focused on asset diversification, retirement account participation, living below one's means, and stock market investing. Through webinars, conferences, peer influence, and a clear roadmap for wealth creation through the NAHREP 10 disciplines, building generational wealth has become the ethos of the organization. NAHREP is leveraging its network to create a ripple effect throughout Latino communities around the country.

NAHREP is a case study for the power that networks and social capital can have on upward economic mobility. A recent study conducted by Harvard's Opportunity Insights suggests that if individuals with lower socioeconomic status increase their share of friends with a higher socioeconomic status from 25 percent to 50 percent, their children experience an 8.2 percentile increase in economic mobility in adulthood.[76] In that vein, one of the most prevalent conversations among NAHREP is how to mastermind strategies for both business improvement and wealth. Since the NAHREP network is passionate about the power of building generational wealth and closing the wealth gap, the sharing of such information is one of the most important functions of the organization. Diversifying assets with stock-based investments, such as retirement accounts, is one of these strategies.

> "As the largest Latino business organization, we inherently get the power of building generational wealth. Most conversations I have with NAHREP members consist of masterminding strategies for business and wealth growth. **We get that when our network succeeds, our Latino community succeeds, and when our Latino community succeeds, the country succeeds."**
>
> **Luis Padilla,**
> RE/MAX Advance Realty,
> Miami, FL

THREE-QUARTERS OF NAHREP MEMBERS INVEST IN THE STOCK MARKET

NAHREP members have a notably high rate of stock-based investment participation, in line with the exposure to investment education and peer influence available through the NAHREP network. Three-quarters (74.7 percent) of NAHREP members invest in either a retirement or brokerage account, significantly outpacing the general population of Latinos. Separately, 70.2 percent of NAHREP members invest in a retirement account, while 28.3 percent invest in a non-retirement brokerage account, with 41.2 percent contributing more than 5 percent of their household income annually. Foreign-born members are less likely to invest in either, when compared to their U.S.-born counterparts, at 68.6 percent and 78.9 percent, respectively.

Retirement account participation rates are highest among non-business owners (77.2 percent) and those who have an income of at least $100,000 (76.1 percent). Unsurprisingly, some of the lowest participation rates are among non-homeowners (52.3 percent), yet even these far exceed the participation rate for the overall Latino population.

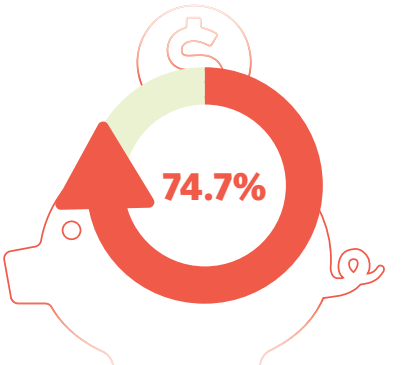
Asset diversification is directly tied to household wealth. More than half (56.4 percent) of those who invest in the stock market have a net worth of $500,000 or more, as opposed to 38.8 percent without investments in the stock market.

THE MAJORITY OF NAHREP MEMBERS MAKE INVESTMENT SELECTIONS THEMSELVES

Just over one-third (38.3 percent) of NAHREP members who invest report using a financial advisor to make investment selections, while the majority (58.4 percent) make selections themselves. Stock market investors within the network want additional information to support them in their investment decision making. Half (49.3 percent) would find value in a workshop or event focused on investing, while 38.7 percent would like access to a financial advisor. Only 26.6 percent indicated they had everything they need or want when it comes to investing, signaling that stock market education and programs would be beneficial, even for those who already invest.

NAHREP MEMBERS: **INVESTING IN THE STOCK MARKET**

NAHREP has focused efforts to boost retirement account participation



OF NAHREP MEMBERS INVEST IN A RETIREMENT OR BROKERAGE ACCOUNT

SOURCE: **HWP SURVEY**

AMONG NON-INVESTING NAHREP MEMBERS, LACK OF UNDERSTANDING DRIVES RESISTANCE

For NAHREP members who do not invest in either a retirement or brokerage account, a lack of knowledge on how to invest is the most common setback (27.3 percent), followed by affordability (21.7 percent). Among non-investors, 78.8 percent are homeowners and 39.4 percent are investment property owners, signaling a lack of priority on stock-based investments, in favor of more familiar assets. Real estate investments are not only more intuitive to the general population of Latinos, but also to NAHREP members who work within the real estate market, which explains their proclivity toward investing in real estate over other investments.

FINANCIAL ADVISORS AND CULTURALLY RELEVANT EDUCATION CAN FILL THE GAP

Among those that do not invest, 39.9 percent report that working directly with a financial advisor would make them feel more comfortable investing. Many of these are high-net worth individuals; 38.8 percent have a net worth above $500,000, creating significant opportunities for wealth managers.

Additionally, there is a market need for more culturally relevant education and financial advice on the fundamentals of the stock market and long-term retirement savings. The Employee Benefits Research Institute (EBRI) found that Latinos from all income brackets are more likely to report not knowing where to go for good financial or retirement planning advice.[77] In line with these findings, 34.9 percent of non-investors in the NAHREP network reported that an in-person or virtual workshop explaining how the stock market works would be helpful.

LATINOS INVEST IN CRYPTOCURRENCY AT HIGHER RATES

Nearly a third (29.9 percent) of NAHREP members invest in cryptocurrency, a surprisingly high number given that only 11 percent of adults in the U.S. invest in cryptocurrency.[78] The majority (69.7 percent) report learning about it from a friend or family member. Cryptocurrency investors with NAHREP membership tend to be high-income earners and have a wide array of investment vehicles, with 76.9 percent of cryptocurrency investors reporting an income above $100,000, and 81.6 percent also investing in either a retirement or brokerage account.

A LOOK AT NAHREP SAVINGS AND INVESTMENTS BY PROFESSION

	INVEST IN A RETIREMENT OR BROKERAGE ACCOUNT	INVEST IN CRYPTOCURRENCY	HAVE AT LEAST $25,000 IN LIQUID SAVINGS	AT LEAST SOMEWHAT CONFIDENT THAT THEY WILL BE PREPARED TO RETIRE
REAL ESTATE SALES AGENTS/BROKERS AND BROKER/OWNERS	67.4%	31.2%	53.2%	74.7%
MORTGAGE LENDERS LOAN OFFICERS, BRANCH MANAGERS, BROKER/OWNERS, ETC.	90.0%	28.1%	59.0%	83.9%
ALL OTHER PROFESSIONALS SETTLEMENT, INSURANCE, CORPORATE, ETC.	81.9%	22.2%	53.5%	80.6%

SOURCE: **HWP SURVEY**

For seasoned investors, cryptocurrency is likely another strategy for diversifying their wealth. However, somewhat alarmingly, 18.4 percent of cryptocurrency investors in the NAHREP network forgo investing in safer and more tax-advantaged investments, such as retirement or brokerage accounts, entirely.

In line with NAHREP members, Latinos generally over-index in cryptocurrency investments. According to a recent Morning Consult survey, 24 percent of Latinos invest in cryptocurrency, while Latino millennials are 90 percent more likely to invest than the general population.[79] Similarly, a survey by Pew Research finds Latinos are 31 percent more likely to invest in cryptocurrency than the general population, and 62 percent more likely than the non-Hispanic White population.[80] Today, one in four bitcoin owners in the U.S. are Latino, compared to only 16 percent of the general population.[81]

NAHREP MEMBERS HAVE SAVINGS FOR EMERGENCIES AND FUTURE INVESTMENTS

The NAHREP 10 disciplines stress the importance of living below one's means, as recessions are a natural occurrence in our economy. Having savings is critical to offset income loss in a recession, as seen during the COVID-19 recession, when the Latino unemployment rate reached 18.5 percent.[82] It is also essential to acquiring assets and building wealth. A capacity to save is largely driven by income and the ability to rely on appreciating assets. A lion's share of NAHREP members (85.3 percent) reported having cash set aside for emergencies, future investments, and planned expenses, with over half (54.4 percent) having at least $25,000 in liquid savings. Among those with at least $25,000 in savings, 95.1 percent were homeowners, 79.1 percent had retirement accounts, and 74.1 percent were business owners. Savings were largest among those living in NAHREP's Midwest region, with 66.1 percent having at least $25,000 set aside. This is likely due to lower cost of living in the Midwest, especially when compared to coastal regions.

The NAHREP saving trends are in direct contrast with concerning trends seen among the broader Latino population. According to the Survey of Consumer Finances, Latinos report having the lowest capacity to save out of any demographic. In 2019, 44.7 percent of Latino households reported savings, compared to 58.6 percent of the general population. Additionally, Latinos have consistently held the lowest savings rate since 2010. Among those who did save, Latino households had the second lowest median savings amount, $1,950, second to Black households.[83]

NAHREP MEMBERS ARE CONFIDENT THEY WILL BE PREPARED FOR RETIREMENT

Income, ownership of assets, and age contribute to a person's capacity to plan for the future. The majority (77.9 percent) of NAHREP members feel at least somewhat confident in their ability to retire, relying mostly on real estate investments (81.3 percent), retirement accounts (54.9 percent), and social security (51.5 percent). Understandably, individuals with higher incomes and more wealth feel more comfortable as they approach retirement age. A recent EBRI study found that 85 percent of Latinos with a household income of at least $75,000 felt at least somewhat confident they would have enough money to live comfortably through retirement, compared to 47 percent of Latinos earning less than $35,000.[84] Regardless of income, a small portion of NAHREP members indicated they never plan to retire (13.3 percent), a trend that has been more broadly seen among the Latino population.

THOSE WHO PLAN TO RETIRE ARE MORE LIKELY TO RETIRE EARLY

In general, Latinos retire at a younger age than non-Latinos. According to the Federal Reserve, 65 percent of Latinos retire at age 61 or younger, compared to 48 percent of the non-Hispanic White population. More than half of Latino retirees (53 percent) reported that they retired earlier than they expected.[85] Common reasons for retirees overall included developing a health issue or disability or having to care for a relative.[86]

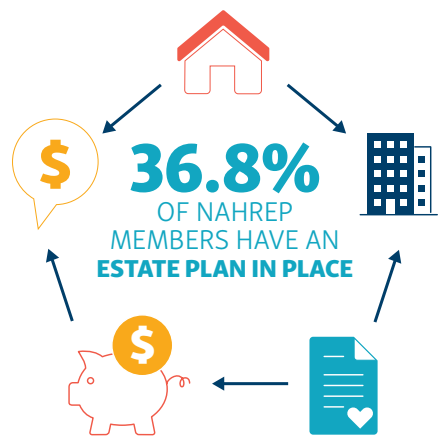
The most popular retirement projection for NAHREP members (42.6 percent) is a plan to retire between 60-69 years of age, with only 30.3 percent planning on retiring before they turn 60. NAHREP members who plan to retire before 60 tend to be younger, with a median age of 38. Nearly all (89.0 percent) NAHREP members who plan to retire early expect to fund their retirement through real estate investments, investing a smaller percentage of their income in a retirement account, compared to NAHREP members overall.

LATINOS ARE BEHIND ON ESTATE PLANNING

In an alarming trend, despite above-average asset ownership, only 36.8 percent of NAHREP members have an estate plan in place. An estate plan can protect generational wealth. Hesitancy to plan for the future may stem from the fact that Latinos tend to skew younger. In a survey conducted by Consumer Reports, 82 percent of Latinos reported not having a will, compared to 67 percent of non-Hispanic White households.[87] In that survey, 28 percent of Latinos felt they did not need a will because they were too young to have one.

NAHREP MEMBERS:
ESTATE PLANNING

NAHREP members are behind on estate planning



SOURCE: **HWP SURVEY**

CONCLUSION

Latinos are tethered to America's future. As the youngest and second largest demographic in the U.S., Latinos are set to account for the majority of the U.S. population, labor supply, and household formation growth for the foreseeable future. However, the Latino/non-Hispanic White wealth gap remains significant, posing risks to long-term U.S. economic growth.

In an effort to close the wealth gap, NAHREP has embedded financial education and a roadmap for building generational wealth into the culture of the organization. As a result, NAHREP members overwhelmingly feel their participation in the organization has had a positive impact on their personal financial habits. In the Hispanic Wealth Project Survey, over half (56.1 percent) of NAHREP members reported that being a part of the organization positively improved their financial habits.

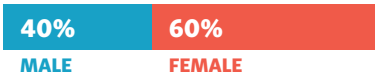
NAHREP serves as a case study for how networks can leverage their convening power to make wealth creation a central pillar of its mission. Networks can serve as incubators for strategies that can be deployed to the broader Latino population, while fully leveraging the understanding that each network influences its respective communities. Through establishing both internal and external financial goals, embedding culturally relevant financial education, and creating spaces for individuals to mastermind around wealth creation, a movement can arise and have the ripple effects needed to make significant leaps toward bridging the wealth gap in America.

APPENDIX A: 2022 STATE OF HISPANIC WEALTH REPORT SURVEY

SECTION 1: DEMOGRAPHICS

WHAT IS YOUR GENDER?

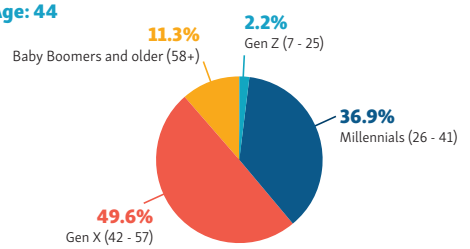
Population: All



WHAT IS YOUR AGE?

Population: All

Median Age: 44



WHAT IS THE HIGHEST LEVEL OF EDUCATION THAT YOU COMPLETED?

Population: All

High school diploma or less.....**7.5%**
Some college or two-year degree.....**43.1%**
Four-year college degree.....**28.3%**
Graduate degree.....**21.1%**

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR CITIZENSHIP STATUS?

Population: All

U.S.-born citizen.....**59.8%**
Naturalized citizen.....**33.2%**
Permanent resident.....**4.3%**
Visa, Temporary Protective Status (TPS) or DACA.....**1.3%**
Undocumented.....**0.3%**
Other/Prefer not to answer.....**1.1%**

WHAT WAS YOUR PERSONAL HOUSEHOLD INCOME IN 2021?

Population: All

Less than $60,000.....**10.8%**
$60,000 to less than $100,000.....**16.6%**
$100,000 to less than $150,000.....**16.7%**
$150,000 to less than $200,000.....**16.8%**
$200,000 to less than $400,000.....**24.4%**
$400,000 or more.....**14.7%**

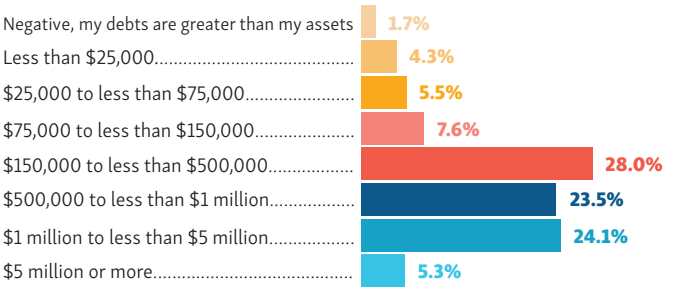
DO YOU EXPECT YOUR HOUSEHOLD INCOME TO INCREASE OR DECREASE IN 2022?

Population: All

Increase.....**53.4%**
Decrease.....**15.6%**
Stay about the same.....**27.4%**
I don't know.....**3.6%**

WHAT IS YOUR HOUSEHOLD'S APPROXIMATE NET WORTH?

Population: People who know their household net worth



WHICH OF THE FOLLOWING BEST DESCRIBES YOUR PERSONAL CREDIT SCORE?

Population: All

Excellent credit (FICO 800+).....**22.3%**
Very good credit (FICO 740-799).....**36.1%**
Good credit (FICO 670-739).....**30.1%**
Fair credit (FICO 580-669).....**10.0%**
Poor credit (FICO 300-579).....**1.4%**
Very poor credit (FICO less than 300).....**0.1%**

WHAT IS YOUR PROFESSION?

Population: All

Real estate agent/broker.....**52.6%**
Real estate broker/owner.....**8.4%**
Lender - Loan officer.....**15.4%**
Lender - Broker/owner or branch manager.....**7.4%**
Corporate employee.....**4.7%**
Settlement and insurance.....**6.8%**
Other.....**4.7%**

DO YOU HAVE A TEAM?

Population: Real estate agents/brokers

Yes.....**31.5%**
No.....**68.5%**

HOW MANY AGENTS ARE ON YOUR TEAM?

Population: Real estate agents/brokers with teams

Fewer than 5.....**64.3%**
5 – 9.....**19.4%**
10 – 14.....**6.2%**
15 – 19.....**3.1%**
20 or more.....**7.0%**

HOW MANY REAL ESTATE OFFICES DO YOU OWN?

Population: Real estate brokers/owners

1.....**76.1%**
2.....**13.4%**
3.....**6.0%**
4+.....**4.5%**

HOW MANY AGENTS WORK FOR YOU?

Population: Real estate brokers/owners

Less than 5.....**35.8%**
5 - 25.....**44.8%**
26 - 100.....**9.0%**
More than 100..**10.5%**

HOW MANY LOAN OFFICERS WORK FOR YOU?

Population: Lenders - Broker/owners and branch managers

Less than 5.....**58.6%**
5 – 25.....**39.7%**
26 - 100.....**1.7%**

SECTION 2: HOMEOWNERSHIP

DO YOU OWN REAL ESTATE?

Population: All

DID YOUR FAMILY OWN THE HOUSE YOU GREW UP IN?

Population: All

Yes.....**65.9%**
No.....**34.1%**

DO YOU OWN THE HOME YOU LIVE IN?

Population: Homeowners

Yes, with a mortgage.....**87.3%**
Yes, without a mortgage.....**8.7%**
No, I rent the home I live in.....**2.7%**
No, I have another arrangement....**1.3%**

DO YOU OWN ANY INVESTMENT REAL ESTATE (OTHER THAN YOUR PRIMARY RESIDENCE)?

Population: Homeowners

HOW MANY INVESTMENT PROPERTIES DO YOU OWN?

Population: Investment property owners

1.....**39.5%**
2.....**25.1%**
3.....**8.9%**
4.....**7.9%**
5.....**5.1%**
6+.....**13.7%**

WHEN DID YOU PURCHASE YOUR FIRST INVESTMENT PROPERTY?

Population: Investment property owners

Less than 5 years ago.....**41.0%**
Between 5-15 years ago.....**33.7%**
More than 15 years ago.....**25.3%**

HOW DID YOU FINANCE YOUR INVESTMENT PROPERTIES?

Population: Investment property owners

Conventional Mortgage.....**62.5%**
Cash.....**34.2%**
Hard Money.....**12.2%**
Home Equity Line of Credit (HELOC) from another property.....**9.9%**
Private Investors.....**9.4%**
Commercial Portfolio Lender.....**3.8%**
Renovation/Construction Loan.....**2.0%**

WHERE DO YOU PURCHASE INVESTMENT PROPERTIES?

Population: Investment property owners

In the city or county that you live in.....**57.7%**
Only in the state where you live.....**30.1%**
In multiple states.....**22.0%**
Internationally.....**10.1%**

WHAT IS YOUR INVESTMENT STRATEGY?

Population: Investment property owners

Long term rentals.....**88.4%**
Short term rentals.....**19.0%**
Buy and flip.....**29.4%**
Other (land, second home, etc.).....**5.8%**

WHAT TYPES OF INVESTMENT PROPERTIES DO YOU PURCHASE?

Population: Investment property owners

Single-family.....**83.5%**
Multi-family.....**38.7%**
Commercial.....**13.7%**
Mixed-Use.....**8.1%**

HOW DO YOU HOLD OWNERSHIP OF YOUR INVESTMENT PROPERTIES?

Population: Investment property owners

Personal.....**63.3%**
Business entity (sole owner).....**36.0%**
Business entity with partners.....**19.2%**
Other (trust).....**6.6%**

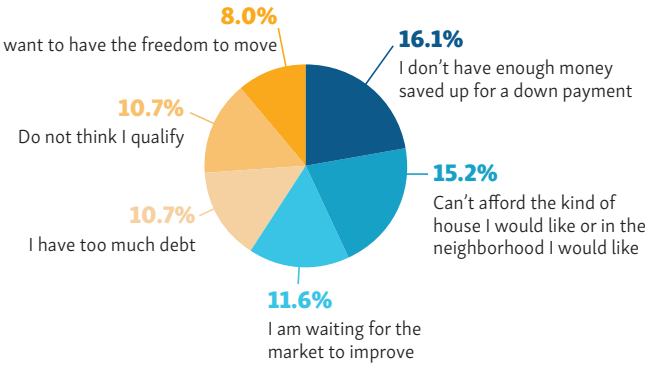
HOW DO YOU LEARN ABOUT INVESTMENT PROPERTY OPPORTUNITIES?

Population: Investment property owners

Friends or network.....**57.0%**
Real estate agent.....**45.3%**
MLS.....**37.5%**
Online search (Zillow, Realtor.com, etc.).....**21.0%**
Investment club.....**11.4%**
Commercial online platform (Ten-X, Auction.com, LoopNet, etc.).....**6.8%**
Influencer.....**6.1%**

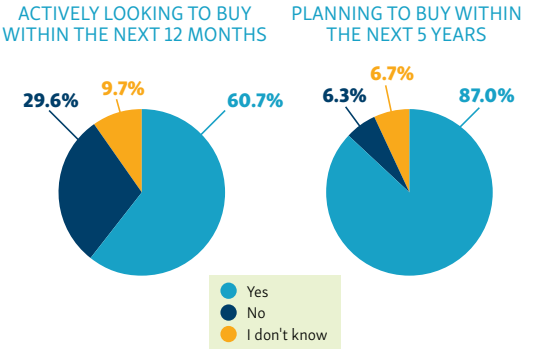
WHAT IS THE PRIMARY REASON YOU ARE NOT A HOMEOWNER?

Population: Non-homeowners



ARE YOU PLANNING TO BUY AN INVESTMENT PROPERTY OR SECOND HOME (OR ADDITIONAL INVESTMENT PROPERTIES) IN ANY OF THE FOLLOWING TIME PERIODS?

Population: All



SECTION 3: ENTREPRENUERSHIP

DO YOU CURRENTLY OWN A BUSINESS? For the purposes of this question, independent contractors and 1099 workers qualify as business owners, or if you own a side business outside of your primary source of income.

Population: All

HOW MANY EMPLOYEES DOES YOUR BUSINESS HAVE?

Population: Business owners

I am a sole proprietor or an independent contractor.....**58.3%**
My spouse and/or children are my only employees.....**10.2%**
My business has fewer than 5 employees.....**21.5%**
My business has 5 employees or more.....**10.0%**

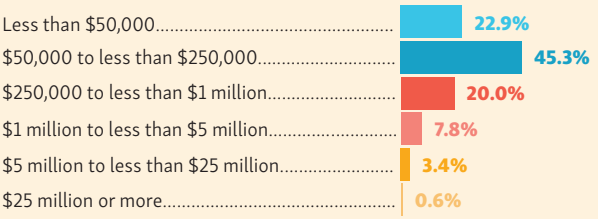
WHAT FUNDING DID YOU USE TO START YOUR BUSINESS?

Population: Business owners

Personal savings.....**91.1%**
Credit card.....**21.0%**
Personal Loan.....**6.9%**
Small Business Loan.....**4.6%**
Home Equity Line of Credit (HELOC).....**3.5%**
Funding provided by family or friends.....**3.5%**
Private investors.....**2.4%**

WHAT IS YOUR ANNUAL BUSINESS REVENUE?

Population: Business owners



HOW DO YOU PLAN TO GROW YOUR BUSINESS?

Population: Business owners

Organic growth (i.e. hire more staff or sales people).....**74.2%**
Add additional revenue streams (ancillary services, i.e. mortgage, escrow, title, etc.).....**31.9%**
Raise investment capital or borrow money.....**18.0%**
Merger and acquisition.....**8.0%**

WHAT DO YOU NEED THE MOST HELP WITH IN ORDER TO GROW YOUR BUSINESS?

Population: Business owners

Mentorship.....**52.9%**
Marketing.....**41.9%**
Accounting/Bookkeeping.....**30.2%**
Education on acquiring investment capital.....**29.7%**
Financial investment.....**29.3%**
Technology.....**24.7%**
Education on acquiring small business loans.....**23.2%**
Human Resources/Recruiting.....**16.9%**

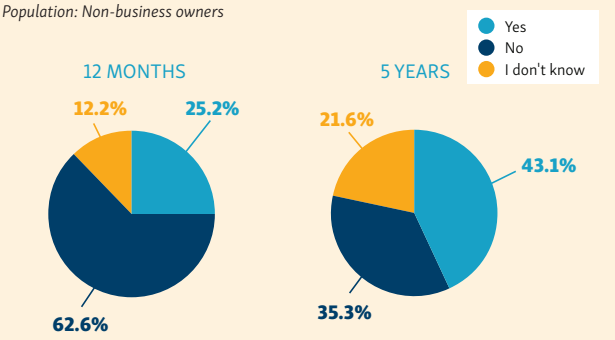
DO YOU FEEL YOUR BUSINESS IS PREPARED FOR A RECESSION?

Population: Business owners

Yes, very prepared.....**22.3%**
Yes, somewhat prepared.....**45.5%**
Unsure.....**23.8%**
No, not very prepared.....**6.9%**
No, not at all prepared.....**1.7%**

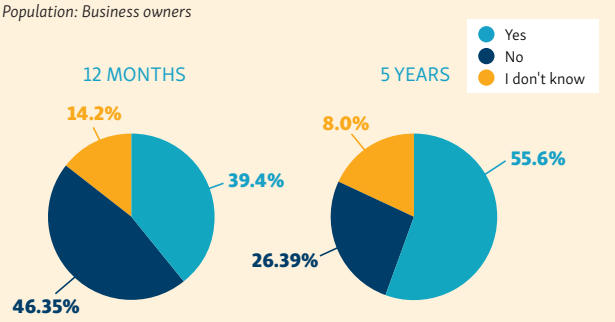
ARE YOU PLANNING TO START A BUSINESS IN THE NEXT...

Population: Non-business owners



ARE YOU PLANNING TO START A NEW OR ADDITIONAL BUSINESS IN THE NEXT...

Population: Business owners



SECTION 4: SAVINGS AND INVESTMENTS

DO YOU OR ANYONE IN YOUR HOUSEHOLD HAVE HAVE CASH SET ASIDE FOR AN EMERGENCY, FUTURE INVESTMENTS, OR OTHER PLANNED EXPENSES?

Population: All

APPROXIMATELY HOW MUCH CASH DOES YOUR HOUSEHOLD HAVE SET ASIDE FOR AN EMERGENCY, FUTURE INVESTMENTS, OR OTHER PLANNED EXPENSES?

Population: Households that have cash set aside

less than $5,000.....**10.4%**
$5,000 to less than $25,000.....**35.1%**
$25,000 to less than $50,000.....**23.7%**
$50,000 to less than $150,000.....**18.2%**
$150,000 or more.....**12.5%**

DO YOU OR ANYONE IN YOUR HOUSEHOLD HAVE ANY OF THE FOLLOWING ASSETS?

Population: All

Retirement Account(s) (Employer 401k/ IRA/Sep IRA, 403b).....**70.2%**
Savings, certificates of deposits (CD) or money market account(s).....**62.0%**
Whole life insurance policy.....**39.8%**
Cryptocurrency.....**29.9%**
Non-Retirement Brokerage account(s) (stocks and bonds).....**28.3%**
College savings (529 plan or ESA).....**12.0%**
None of the above.....**8.2%**
Angel/venture capital investments.....**2.3%**

DO YOU OR ANYONE IN YOUR HOUSEHOLD INVEST IN A RETIREMENT ACCOUNT OR BROKERAGE ACCOUNT?

Population: All

WHAT PERCENTAGE OF YOUR ANNUAL HOUSEHOLD INCOME DO YOU INVEST IN A RETIREMENT OR BROKERAGE ACCOUNT?

Population: Households that invest in either a retirement or brokerage account

1 percent.....**6.3%**
Between 2 - 3 percent.....**24.6%**
Between 4 - 5 percent.....**23.0%**
Between 6 – 10 percent.....**29.5%**
More than 10 percent.....**16.5%**

WHICH OF THE FOLLOWING, IF ANYTHING AT ALL, WOULD YOU LIKE TO HAVE ACCESS TO HELP YOU WITH THOSE INVESTMENTS?

Population: Households that invest in either a retirement or brokerage account

Workshop or event on investing hosted by an organization I trust **49.1%**
Working directly with a financial advisor.....**38.5%**
Peer-to-peer investment club.....**29.3%**
Nothing, I have access to everything I need/want.....**26.5%**

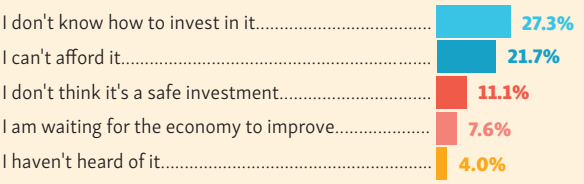
HOW DO YOU PRIMARILY MANAGE THESE INVESTMENTS?

Population: Households that invest in either a retirement or brokerage account

Myself or a family member primarily make investment selections.....**58.4%**
Myself or a family member primarily utilize a financial advisor to make investment selections.....**38.2%**
I don't know.....**3.4%**

WHAT ARE THE PRIMARY REASONS THAT YOU HAVE NOT INVESTED IN A RETIREMENT OR BROKERAGE ACCOUNT?

Population: Households that don't invest in either a retirement or brokerage account



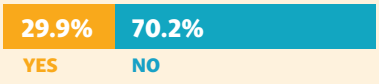
WHICH OF THE FOLLOWING, IF ANY AT ALL, WOULD MAKE YOU MORE COMFORTABLE INVESTING IN A RETIREMENT OR BROKERAGE ACCOUNT?

Population: Households that don't invest in either a retirement or brokerage account

Working directly with a financial advisor.....**39.9%**
An in-person or virtual workshop explaining how the stock market works.....**34.9%**
Reading or learning more about the stock market on my own.....**23.2%**
Having a trusted family member or friend who currently invests walk you through the process.....**21.7%**
There is nothing that would make me more comfortable...**18.7%**
Having your employer give you more training and guidance on investing.....**9.1%**

DO YOU OR ANYONE IN YOUR HOUSEHOLD INVEST IN CRYPTOCURRENCY?

Population: All



HOW DID YOU LEARN ABOUT INVESTING IN CRYPTOCURRENCY?

Population: Households that invest in cryptocurrency

A friend or family member.....**69.7%**
Website or online blog.....**26.9%**
YouTube or online videos.....**25.6%**
Social media (Facebook, Instagram, TikTok, etc.)..**20.1%**
Podcast or radio program.....**17.5%**
Your personal financial advisor.....**5.1%**

AT WHAT AGE DO YOU PLAN TO RETIRE?

Population: All

Before the age of 50.....**8.7%**
50 - 59.....**21.6%**
60 - 69.....**42.6%**
70 +.....**12.8%**
I am already retired.....**1.2%**
I never plan to retire.....**13.3%**

HOW CONFIDENT ARE YOU THAT YOU WILL BE PREPARED FINANCIALLY TO RETIRE?

Population: All

Very confident.....**30.4%**
Somewhat confident.....**47.6%**
Not very confident.....**15.9%**
Not at all confident.....**6.1%**

HOW DO YOU EXPECT TO FUND YOUR RETIREMENT?

Population: All

Real estate investment (rental income).....**81.3%**
Retirement Account (Employer 401k/ IRA/Sep IRA).....**54.9%**
Social security.....**51.5%**
Revenue from private business.....**35.8%**
Savings accounts I keep in a bank.....**32.7%**
Brokerage accounts (Non-retirement investments, CDs, stocks and bonds).....**26.3%**
Pension.....**12.2%**
Cash that I keep outside of a bank.....**10.6%**
My kids or other family members are going to support me.....**1.7%**

DO YOU HAVE AN ESTATE PLAN? (I.E. WILL, TRUST, POWERS OF ATTORNEY, ETC.)

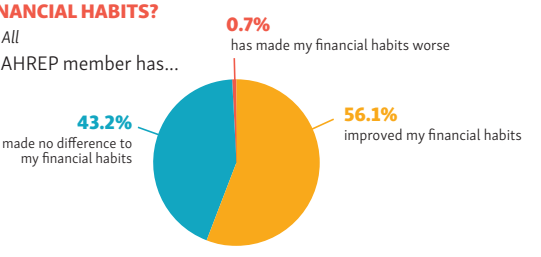
Population: All

Yes.....**36.8%**
No.....**63.2%**
I don't know.....**2.3%**

HOW HAS BEING A NAHREP MEMBER IMPACTED YOUR FINANCIAL HABITS?

Population: All

Being a NAHREP member has...



APPENDIX B: HISPANIC WEALTH PROJECT INITIATIVES

The Hispanic Wealth Project aims to build programs tailored for the NAHREP network to advance their individual financial soundness and leverage their influence on the greater Latino community. Using State of Hispanic Wealth Report survey data, the Hispanic Wealth Project has outlined the following programs and initiatives focused on homeownership, entrepreneurship, and savings and investments.

HOMEOWNERSHIP

Increase diversity in the real estate industry

Over the next 20 years, 70 percent of new homeowners are projected to be Latino.[88] In order to effectively serve the next generation of homebuyers, the real estate industry needs to reflect the populations it serves. Data shows that diversifying the industry will make a difference for prospective buyers. The Federal Reserve Bank of Dallas found that minority loan applications are more likely to be completed, approved, and ultimately originated if they are handled by a minority loan officer.[89] The HWP also believes that an increase in Latinos in the industry will inevitably lead to an increase in Latino homeownership and therefore, an increase in Latino overall wealth. HWP seeks to build a network of industry leaders who will support their community in increasing homeownership and wealth.

Advocate for policies and market products to increase homeownership

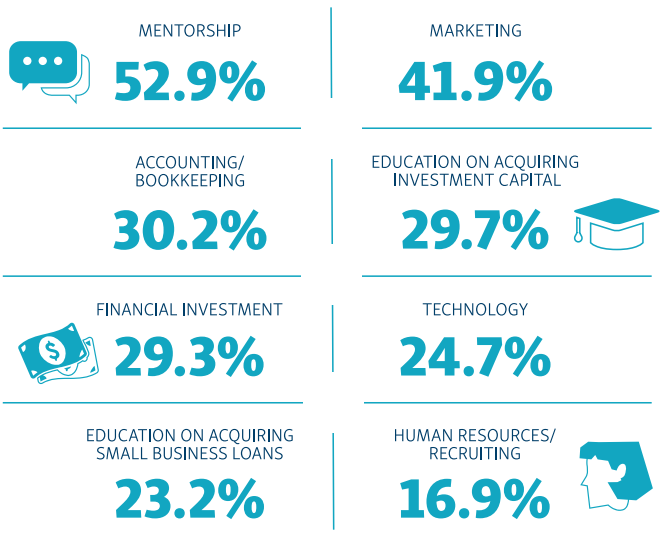
As the U.S. is facing a severe housing shortage, policies that impact housing production become an essential component of Latino wealth creation. The housing shortage is particularly dire in markets with high Latino populations —Texas and Florida, two states that hold 27.6 percent of the Latino population, saw the steepest housing underproduction rates.[90] With the objective of increasing housing supply by 5 million units, advocating for federal, state, and local public policy to stimulate the production of new homes is paramount. The Hispanic Wealth Project, in partnership with NAHREP, advocates for policies that lower building costs, ease zoning restrictions, remove barriers to new housing projects, and create incentives for owner-occupied units.

ENTREPRENEURSHIP

HWP Accelerator & Incubator Program

While Latinos are more likely to be entrepreneurial than their non-Latino counterparts, Latino-owned businesses tend to be small, with only three percent of Latino-owned businesses having scaled.[91] HWP survey data shows that mentorship is the number one resource Latino business owners needed to grow their business. NAHREP members also strongly requested education on acquiring investment capital and financial investments. In response to these needs, the Hispanic Wealth Project is launching an accelerator program where Latino-led start-ups in proptech and fintech can apply to receive investment capital, mentorship, access to industry leaders, and exposure to the HWP's broad network of real estate and finance professionals.

WHAT DO NAHREP BUSINESS OWNERS NEED IN ORDER TO GROW THEIR BUSINESSES?



SOURCE: **HWP SURVEY**

SAVINGS AND INVESTMENTS

HWP Investor Clubs

In an effort to advance existing participation in stock market-based investments, the Hispanic Wealth Project is launching a series of Investor Clubs or mastermind groups focused on wealth building through investments. Latinos, in particular, are less likely to have a diversified investing portfolio. Only 4.3 percent of Latinos reported investing in stocks through a brokerage account.[92] The HWP Investor Clubs will be located in several cities nationwide, with a focus on investing in securities, syndicates, and real estate. Participation in the Investor Club will be contingent on past investing experience.

HWP Angel Investor Network

In an effort to increase the amount of capital invested in Latino start-ups, the HWP is launching an Angel Investing Network. Currently, Latino-led start-ups receive less than 2 percent of available venture capital.[93] Accredited investors who are interested in investing in start-ups can join the network and invest in preapproved start-ups with as little as $5000. The HWP Angel Investor Network will provide opportunities for investors to diversify their assets, while providing much-needed capital to Latino-led start-ups with strong growth potential.

NAHREP 10 CERTIFIED TRAINER PROGRAM

97 CERTIFIED TRAINERS | **485** WORKSHOPS | **173,995** IMPRESSIONS NATIONWIDE | **21,351** AUDIENCE MEMBERS

The Hispanic Wealth Project created the NAHREP 10 diciplines in 2016 in an effort to provide culturally relevant financial education for the Latino community. As an organization, NAHREP recognized that while Hispanics were closing the income gap, Latinos had yet to close the wealth gap. The NAHREP 10 disciplines created a roadmap for economic prosperity and the building of generational wealth. NAHREP's greatest currency is the broad, passionate network of successful individuals who are committed to NAHREP and HWP's mission and are ready to take on the challenge of sharing the NAHREP 10 disciplines within their respective communities.

Launched in 2019, the NAHREP 10 Certified Trainer program is a platform for NAHREP leaders to expand the reach of wealth disciplines beyond NAHREP's network. Over the last three years, trainers have taken online class curricula, undergone an extensive interview process, and have started sharing the NAHREP 10 publicly.

Since the inception of the program, NAHREP 10 Certified Trainers have reached a wide variety of audience members, both virtually and in person. Presenting at 485 workshops, NAHREP 10 Certified Trainers have reached over twenty thousand individuals to date. When including other forms of media, such as podcasting, broadcast radio, and online videos, the NAHREP 10 Certified Trainers have shared the NAHREP 10 with nearly two hundred thousand unique audience members nationwide.

THE HWP WEALTH DISCIPLINES: THE NAHREP 10

1. **HAVE A MATURE UNDERSTANDING OF WEALTH AND PROSPERITY** because the one with the most toys usually loses.
2. **BE IN THE TOP 10% OF YOUR PROFESSION** because being good is not good enough.
3. **LIVE BELOW YOUR MEANS AND BE READY FOR THE NEXT RECESSION** because downturns are a regular part of our economic cycles.
4. **MINIMIZE DEBT** because it is the biggest enemy to wealth.
5. **INVEST AT LEAST 20% OF YOUR INCOME IN REAL ESTATE AND STOCKS** because they are the best and safest ways to build wealth (investing in other businesses does not count).
6. **KNOW YOUR NET WORTH INCLUDING THE VALUE OF YOUR BUSINESS** because you can't improve what you don't measure.
7. **BE POLITICALLY SAVVY** because public policy matters.
8. **BE PHYSICALLY FIT** because wealth without health is meaningless.
9. **BE GENEROUS WITH PEOPLE WHO ARE LESS FORTUNATE** because philanthropy feeds your spirit and gives more purpose to your work.
10. **BE ACTIVE IN THE LIVES OF YOUR FAMILY AND CHILDREN** because familia is central to who we are and nothing will motivate you more.

ENDNOTES

[1] Federal Reserve. (2020, November 17). Survey of Consumer Finances. Available from: https://www.federalreserve.gov/econres/scfindex.htm.

[2] Calculations made using U.S. Census Bureau, Current Population Survey, 2021 Annual Social and Economic Supplement (CPS ASEC) in CPSVision®.

[3] U.S. Census Bureau. (2022, August 2). Current Population Survey/Housing Vacancy Survey.

[4] Calculations made using Home Mortgage Disclosure Act (HMDA) data for home purchases in 2021 in HMDAVision®.

[5] CoreLogic. (2022, March 10). Homeowners Gained Over $3.2 Trillion in Home Equity in 2021. Retrieved from: https://www.corelogic.com/intelligence/homeowners-gained-over-3-2-trillion-in-home-equity-in-2021/

[6] Calculations made using U.S. Census Bureau, Current Population Survey, 2021 Annual Social and Economic Supplement (CPS ASEC) in CensusVision®.

[7] Federal Reserve. (2020, November 17). Survey of Consumer Finances. Available from https://www.federalreserve.gov/econres/scfindex.htm.

[8] U.S. Census Bureau. (2020). Annual Business Survey: Business Characteristics of Respondent Employer Firms by Sector, Sex, Ethnicity, Race, and Veteran Status for the U.S. States, and Metro Areas: 2019. Available from: https://www.census.gov/programs-surveys/abs/data/tables.html.

[9] Orozco, M., et al. (2018). "2018 State of Latino Entrepreneurship." Stanford Business. Retrieved from: https://www.gsb.stanford.edu/sites/default/files/publication-pdf/report-slei-state-latino-entrepreneurship-2018.pdf.

[10] U.S. Census Bureau. (2021). "Census Bureau Releases New Data on Minority-Owned, Veteran-Owned and Women-Owned Businesses." Retrieved from: https://www.census.gov/newsroom/press-releases/2021/characteristics-of-employer-businesses.html.

[11] Federal Reserve. (2020, November 17). Survey of Consumer Finances. Available from: https://www.federalreserve.gov/econres/scfindex.htm.

[12] Federal Reserve. (2022, May). "Economic Well-Being of U.S. Households in 2021." Retrieved from: https://www.federalreserve.gov/publications/files/2021-report-economic-well-being-us-households-202205.pdf.

[13] Goodman, L., and Zhu, J. (2021, January). Urban Institute. "The Future of Headship and Homeownership." Retrieved from: https://www.urban.org/research/publication/future-headship-and-homeownership.

[14] U.S. Census Bureau. (2020, February). "Demographic Turning Points for the United States: Population Projections for 2020 to 2060 U.S." Retrieved from https://www.census.gov/content/dam/Census/library/publications/2020/demo/p25-1144.pdf.

[15] U.S. Department of Labor. (2021). Civilian noninstitutional population by sex, race and Hispanic ethnicity. Retrieved from: https://www.dol.gov/agencies/wb/data/annual-data/civilian-noninstitutional-population-sex-race-hispanic.

[16] Federal Reserve. (2020, November 17). Survey of Consumer Finances. Available from https://www.federalreserve.gov/econres/scfindex.htm.

[17] Federal Reserve. (2020, November 17). Survey of Consumer Finances. Available from https://www.federalreserve.gov/econres/scfindex.htm.

[18] Calculations made using U.S. Census Bureau, Current Population Survey, 2021 Annual Social and Economic Supplement (CPS ASEC) in CPSVision®.

[19] Calculations made in partnership with Polygon Research using 2019 Survey of Consumer Finances microdata, 2019 inflation-adjusted dollars. Researcher information available from: www.polygonresearch.com.

[20] Bureau of Labor Statistics. (2021). Employment status of the civilian noninstitutional population by race, Hispanic or Latino ethnicity, sex, and age, seasonally adjusted. Retrieved from: https://www.bls.gov/web/empsit/cpseea04.htm.

[21] Horowitz, J., et al. (2021, March 5). "A Year Into the Pandemic, Long-Term Financial Impact Weighs Heavily on Many Americans." Pew Research Center. Retrieved from: https://www.pewresearch.org/social-trends/2021/03/05/a-year-into-the-pandemic-long-term-financial-impact-weighs-heavily-on-many-americans/.

[22] Oxfam. (2022, May 23). "Profiting from Pain." Retrieved from: https://www.oxfam.org/en/research/profiting-pain.

[23] Boesel, M. (2021, December 9). "Home Equity Gains Reached New Highs in 2021." CoreLogic. Retrieved from: https://www.corelogic.com/intelligence/home-equity-gains-reached-new-highs-in-2021/.

[24] Calculations made using Home Mortgage Disclosure Act (HMDA) data for home purchases in 2021 in HMDAVision®.

[25] Calculations made using U.S. Census Bureau, Current Population Survey, 2021 Annual Social and Economic Supplement (CPS ASEC) in CensusVision®.

[26] Freddie Mac. (2022, July 20). "Quarterly Forecast: Market Slowdown will Continue as High Rates and Prices Exacerbate Affordability Challenges." Retrieved from: https://www.freddiemac.com/research/forecast/20220720-quarterly-forecast-market-slowdown-will-continue-high-rates-and-prices-exacerbate.

[27] Freddie Mac. (2022, July 20). "Quarterly Forecast: Market Slowdown will Continue as High Rates and Prices Exacerbate Affordability Challenges." Retrieved from: https://www.freddiemac.com/research/forecast/20220720-quarterly-forecast-market-slowdown-will-continue-high-rates-and-prices-exacerbate.

[28] Hale, D., and Speianu, S. (2022, June 13). "2022 Housing Market Forecast Midyear Update: More Options for Home Shoppers." realtor.com®. Retrieved from https://www.realtor.com/research/2022-national-housing-forecast-midyear-update/.

[29] Calculations made in partnership with Polygon Research using 2019 Survey of Consumer Finances microdata, 2019 inflation-adjusted dollars. Researcher information available from: www.polygonresearch.com.

[30] U.S. Census Bureau. (2022, August 2). Current Population Survey/Housing Vacancy Survey.

[31] Calculations made using Home Mortgage Disclosure Act (HMDA) data for home purchases in 2021 in HMDAVision®.

[32] CoreLogic. (2022, August 2). "U.S. Home Price Insights – August 2022." Retrieved from:

https://www.corelogic.com/intelligence/u-s-home-price-insights-august-2022/.

[33] Federal Reserve Bank of St. Louis. (2022, July 26). "Median Sales Price of Houses Sold for the United States." Available from: https://fred.stlouisfed.org/series/MSPUS.

[34] Boesel, M. (2022, March 10). "Homeowners Gained Over $3.2 Trillion in Home Equity in 2021." CoreLogic. Retrieved from: https://www.corelogic.com/intelligence/homeowners-gained-over-3-2-trillion-in-home-equity-in-2021/.

[35] Freddie Mac. (2021, May 7). "Housing Supply: A Growing Deficit." Retrieved from: https://www.freddiemac.com/research/insight/20210507-housing-supply.

[36] Ratiu, G. (2021, September 9). "U.S. Housing Supply Continues to Lag Household Formations." realtor.com®. Retrieved from: https://www.realtor.com/research/us-housing-supply-continues-to-lag-household-formations/.

[37] Kingsella, M., and MacArthur, L. (2022, July). "Housing Underproduction™ in the U.S. 2022." Up For Growth. Retrieved from: https://www.upforgrowth.org/underproduction.

[38] CoreLogic. (2022, May 3). "U.S. Annual Home Price Growth Exceeds 20% in March, CoreLogic Reports." Retrieved from: "https://www.corelogic.com/press-releases/u-s-annual-home-price-growth-exceeds-20-in-march-corelogic-reports/.

[39] Freddie Mac. (2022, September 1). "Mortgage Rates Continue to Move Up." Retrieved from: https://www.freddiemac.com/pmms.

[40] U.S. Census Bureau. (2022, August 2). Current Population Survey/Housing Vacancy Survey.

[41] Goodman, L., and Zhu, J. (2021, January). Urban Institute. "The Future of Headship and Homeownership." Retrieved from: https://www.urban.org/research/publication/future-headship-and-homeownership.

[42] U.S. Census Bureau. (2022, August 2). Current Population Survey/Housing Vacancy Survey.

[43] Calculations made using U.S. Census Bureau, Current Population Survey, 2021 Annual Social and Economic Supplement (CPS ASEC) in CensusVision®.

[44] Federal Reserve. (2020, November 17). Survey of Consumer Finances. Available from: https://www.federalreserve.gov/econres/scfindex.htm.

[45] Fannie Mae. (2022). July 2022 National Housing Survey.

[46] Federal Reserve Bank of St. Louis. (2022, June 9). "Households; Owners' Equity in Real Estate, Level." Available from: https://fred.stlouisfed.org/series/OEHRENWBSHNO.

[47] Calculations made in partnership with Polygon Research using 2019 Survey of Consumer Finances microdata, 2019 inflation-adjusted dollars. Researcher information available from: www.polygonresearch.com.

[48] Orozco, M., et al. (2021). "2021 State of Latino Entrepreneurship." Stanford Business. Retrieved from: https://www.gsb.stanford.edu/sites/default/files/publication/pdfs/report-2021-state-of-latino-entrepreneurship.pdf.

[49] U.S. Census Bureau. (2020). Annual Business Survey: Business Characteristics of Respondent Employer Firms by Sector, Sex, Ethnicity, Race, and Veteran Status for the U.S. States, and Metro Areas: 2019. Available from: https://www.census.gov/programs-surveys/abs/data/tables.html.

[50] Orozco, M., et al. (2018). "2018 State of Latino Entrepreneurship." Stanford Business. Retrieved from: https://www.gsb.stanford.edu/sites/default/files/publication-pdf/report-slei-state-latino-entrepreneurship-2018.pdf.

[51] U.S. Census Bureau. (2020). Annual Business Survey: Business Characteristics of Respondent Employer Firms by Sector, Sex, Ethnicity, Race, and Veteran Status for the U.S. States, and Metro Areas: 2019. Available from: https://www.census.gov/programs-surveys/abs/data/tables.html.

[52] Orozco, M., et al. (2021). "2021 State of Latino Entrepreneurship." Stanford Business. Retrieved from: https://www.gsb.stanford.edu/sites/default/files/publication/pdfs/report-2021-state-of-latino-entrepreneurship.pdf.

[53] Bureau of Labor Statistics. (2022, June). "Job Openings and Quits Reach Record Highs in 2021, Layoffs and Discharges Fall to Record Lows." Retrieved from: https://www.bls.gov/opub/mlr/2022/article/job-openings-and-quits-reach-record-highs-in-2021.htm.

[54] Parker, K., and Menasce, J. (2022, March 9). "Majority of workers who quit a job in 2021 cite low pay, no opportunities for advancement, feeling disrespected." Pew Research Center. Retrieved from: https://www.pewresearch.org/fact-tank/2022/03/09/majority-of-workers-who-quit-a-job-in-2021-cite-low-pay-no-opportunities-for-advancement-feeling-disrespected/.

[55] Federal Reserve Bank of St. Louis. (2022, August 11). "Business Applications: Total for All NAICS in the United States." Retrieved from: https://fred.stlouisfed.org/series/BABATOTALNSAUS.

[56] The Kauffman Indicators of Entrepreneurship defines the rate of entrepreneurship as the share of non-business owner adults who begin a business per month. Fairlie, R. (2022, March). "National Report on Early-Stage Entrepreneurship in the United States: 2021." Kauffman Indicators of Entrepreneurship. Retrieved from: https://indicators.kauffman.org/wp-content/uploads/sites/2/2022/03/2021-Early-State-Entrepreneurship-National-Report.pdf.

[57] Anderson, M., et al. (2021, December 8). "The State of Gig Work in 2021." Pew Research Center. Retrieved from: https://www.pewresearch.org/internet/2021/12/08/the-state-of-gig-work-in-2021/#fn-27788-2.

[58] U.S. Census Bureau. (2022, June 30). "Selected Industries That Contributed to the U.S. Gig Economy: 2019." Retrieved from: https://www.census.gov/library/visualizations/2022/comm/industries-gig-economy.html.

[59] Orozco, M., et al. (2021). "2021 State of Latino Entrepreneurship." Stanford Business. Retrieved from: https://www.gsb.stanford.edu/sites/default/files/publication/pdfs/report-2021-state-of-latino-entrepreneurship.pdf.

[60] Saenz, H., et al. (2021). "Closing the Capital Gap: Fueling the Promise of Latino-owned Businesses." Bain & Company. Retrieved from: https://www.bain.com/globalassets/noindex/2021/bain_report_closing_the_capital_gap_fueling_the_promise_of_latino_owned_businesses.pdf.

[61] Saenz, H., et al. (2021). "Closing the Capital Gap: Fueling the Promise of Latino-owned Businesses." Bain & Company. Retrieved from: https://www.bain.com/globalassets/noindex/2021/bain_report_closing_the_capital_gap_fueling_the_promise_of_latino_owned_businesses.pdf.

[62] U.S. Census Bureau. (2020). "Annual Business Survey: Statistics for Employer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas: 2019." Available from: https://data.census.gov/cedsci/table?tid=ABSCS2019.AB1900CSA01&hidePreview=true.

[63] U.S. Census Bureau. (2020). "Annual Business Survey: Statistics for Employer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas: 2019." Available from: https://data.census.gov/cedsci/table?tid=ABSCS2019.AB1900CSA01&hidePreview=true.

[64] Orozco, M., et al. (2020). "2020 State of Latino Entrepreneurship." Stanford Business. Retrieved from: https://www.gsb.stanford.edu/sites/default/files/publication-pdf/report-2020-state-of-latino-entrepreneurship.pdf.

[65] U.S. Census Bureau. (2020). "Annual Business Survey: Statistics for Employer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas: 2019." Available from: https://data.census.gov/cedsci/table?tid=ABSCS2019.AB1900CSA01&hidePreview=true.

[66] Bureau of Labor Statistics. (2022, January 20). Household Data Annual Averages: Table 18. Employed persons by detailed industry, sex, race, and Hispanic or Latino ethnicity. Available from: https://www.bls.gov/cps/cpsaat18.htm.

[67] https://www.census.gov/newsroom/press-releases/2021/characteristics-of-employer-businesses.html

[68] Orozco, M., et al. (2021). "2021 State of Latino Entrepreneurship." Stanford Business. Retrieved from: https://www.gsb.stanford.edu/sites/default/files/publication/pdfs/report-2021-state-of-latino-entrepreneurship.pdf.

[69] Federal Reserve. (2020, November 17). Survey of Consumer Finances. Available from https://www.federalreserve.gov/econres/scfindex.htm.

[70] Federal Reserve. (2020, November 17). Survey of Consumer Finances. Available from https://www.federalreserve.gov/econres/scfindex.htm.

[71] Lamas, S., et al. (2021, September). "A Closer Look Into the Finances of Hispanic American Households." Morningstar. Retrieved from: https://assets.contentstack.io/v3/assets/blt4eb669caa7dc65b2/blt4503764f32930ff6/61af9cc028bb636fef292e50/Hispanic-Household-Finances.pdf.

[72] Lamas, S., et al. (2021, September). "A Closer Look Into the Finances of Hispanic American Households." Morningstar. Retrieved from: https://assets.contentstack.io/v3/assets/blt4eb669caa7dc65b2/blt4503764f32930ff6/61af9cc028bb636fef292e50/Hispanic-Household-Finances.pdf.

[73] Copeland, C., et al. (2021, June 10). "2021 Retirement Confidence Survey: A Closer Look at Black and Hispanic Americans." Employee Benefit Research Institute. Retrieved from: https://www.ebri.org/docs/default-source/ebri-issue-brief/ebri_ib_530_rcsbh2021-10jun21.pdf?sfvrsn=ba3a3b2f_6.

[74] Copeland, C., et al. (2021, June 10). "2021 Retirement Confidence Survey: A Closer Look at Black and Hispanic Americans." Employee Benefit Research Institute. Retrieved from: https://www.ebri.org/docs/default-source/ebri-issue-brief/ebri_ib_530_rcsbh2021-10jun21.pdf?sfvrsn=ba3a3b2f_6.

[75] Schaeffer, K. (2022, March 23). "Key facts about housing affordability in the U.S." Pew Research Center. Retrieved from: https://www.pewresearch.org/fact-tank/2022/03/23/key-facts-about-housing-affordability-in-the-u-s/#:~:text=In%202020%2C%2046%25%20of%20American,from%20the%20U.S.%20Census%20Bureau.

[76] Chetty, R., et al. (2021, August 1). Social Capital I: Measurement and Associations with Economic Mobility. Nature, 608(7921), 108-121. https://www.nature.com/articles/s41586-022-04996-4.pdf

[77] Copeland, C., et al. (2021, June 10). "2021 Retirement Confidence Survey: A Closer Look at Black and Hispanic Americans." Employee Benefit Research Institute. Retrieved from: https://www.ebri.org/docs/default-source/ebri-issue-brief/ebri_ib_530_rcsbh2021-10jun21.pdf?sfvrsn=ba3a3b2f_6.

[78] Federal Reserve. (2022, May). "Economic Well-Being of U.S. Households in 2021." Retrieved from: https://www.federalreserve.gov/publications/files/2021-report-economic-well-being-us-households-202205.pdf.

[79] Morning Consult. (2022). "The State of Consumer Banking and Payments." Retrieved from: https://go.morningconsult.com/rs/850-TAA-511/images/220120_State_of_Consumer_Banking.pdf.

[80] Perrin, A. (2021, November 11). "16% of Americans Say They Have Ever Invested In, Traded or Used Cryptocurrency." Pew Research Center. Retrieved from: https://www.pewresearch.org/fact-tank/2021/11/11/16-of-americans-say-they-have-ever-invested-in-traded-or-used-cryptocurrency/.

[81] Principato, M. (2021, June 22). "Crypto Services: Where Traditional Financial Institutions Can Find Interested Consumers." Morning Consult. Retrieved from: https://morningconsult.com/2021/06/22/crypto-services-where-traditional-financial-institutions-can-find-interested-consumers/.

[82] Krogstad, J. and Lopez, H. (2020, August 4). "Coronavirus Economic Downturn Has Hit Latinos Especially Hard." Pew Research Center. Retrieved from: https://www.pewresearch.org/hispanic/2020/08/04/coronavirus-economic-downturn-has-hit-latinos-especially-hard/.

[83] Federal Reserve. (2020, November 17). Survey of Consumer Finances. Available from https://www.federalreserve.gov/econres/scfindex.htm.

[84] Copeland, C., et al. (2021, June 10). "2021 Retirement Confidence Survey: A Closer Look at Black and Hispanic Americans." Employee Benefit Research Institute. Retrieved from: https://www.ebri.org/docs/default-source/ebri-issue-brief/ebri_ib_530_rcsbh2021-10jun21.pdf?sfvrsn=ba3a3b2f_6.

[85] Copeland, C., et al. (2021, June 10). "2021 Retirement Confidence Survey: A Closer Look at Black and Hispanic Americans." Employee Benefit Research Institute. Retrieved from: https://www.ebri.org/docs/default-source/ebri-issue-brief/ebri_ib_530_rcsbh2021-10jun21.pdf?sfvrsn=ba3a3b2f_6.

[86] Federal Reserve. (2021, May). "Economic Well-being of U.S. Households in 2020." Retrieved from: https://www.federalreserve.gov/publications/files/2020-report-economic-well-being-us-households-202105.pdf.

[87] Chang-Cook, A. (2022, August 10). "Why People of Color are Less Likely to Have a Will." Consumer Reports. Retrieved from: https://www.consumerreports.org/money/estate-planning/why-people-of-color-are-less-likely-to-have-a-will-a6742820557/.

[88] Goodman, L., and Zhu, J. (2021, January). Urban Institute. "The Future of Headship and Homeownership." Retrieved from: https://www.urban.org/research/publication/future-headship-and-homeownership.

[89] Frame, W., et al. (2022, June). "The Impact of Minority Representation at Mortgage Lenders." Federal Reserve Bank of Dallas. Retrieved from: https://www.dallasfed.org/-/media/documents/research/papers/2022/wp2207.pdf.

[90] Kingsella, M., and MacArthur, L. (2022, July). "Housing Underproduction™ in the U.S. 2022." Up For Growth. Retrieved from: https://www.upforgrowth.org/underproduction.

[91] Orozco, M., et al. (2018). "2018 State of Latino Entrepreneurship." Stanford Business. Retrieved from: https://www.gsb.stanford.edu/sites/default/files/publication-pdf/report-slei-state-latino-entrepreneurship-2018.pdf.

[92] Federal Reserve. (2020, November 17). Survey of Consumer Finances. Available from https://www.federalreserve.gov/econres/scfindex.htm.

[93] Bitters, J. (2022, January 26). "VC Funding To Early-Stage Latinx-Founded Startups In The US Has Stalled. Here's Why That Matters." Crunchbase News. Retrieved from: https://news.crunchbase.com/startups/latinx-startup-founders-vc-funding-something-ventured/.

HWP
HISPANIC
WEALTH
PROJECT

nahrep

HISPANIC WEALTH PROJECT

nahrep

HISPANICWEALTHPROJECT.ORG