

State of Housing In Black America Trends & Strategies





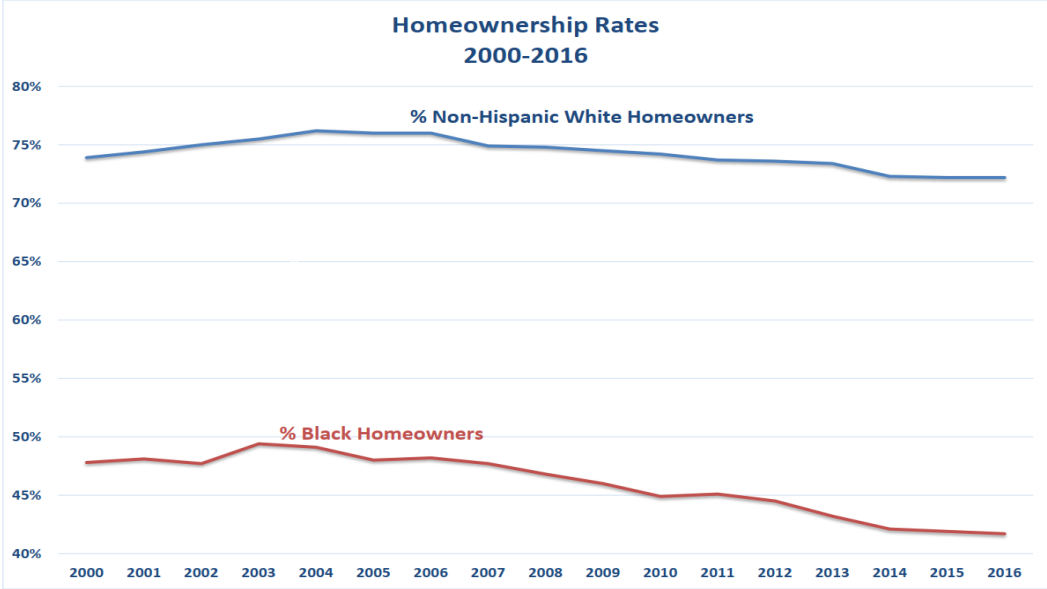
Background on NAREB

The National Association of Real-Estate Brokers (NAREB), is the oldest African-American real estate trade association in the country.

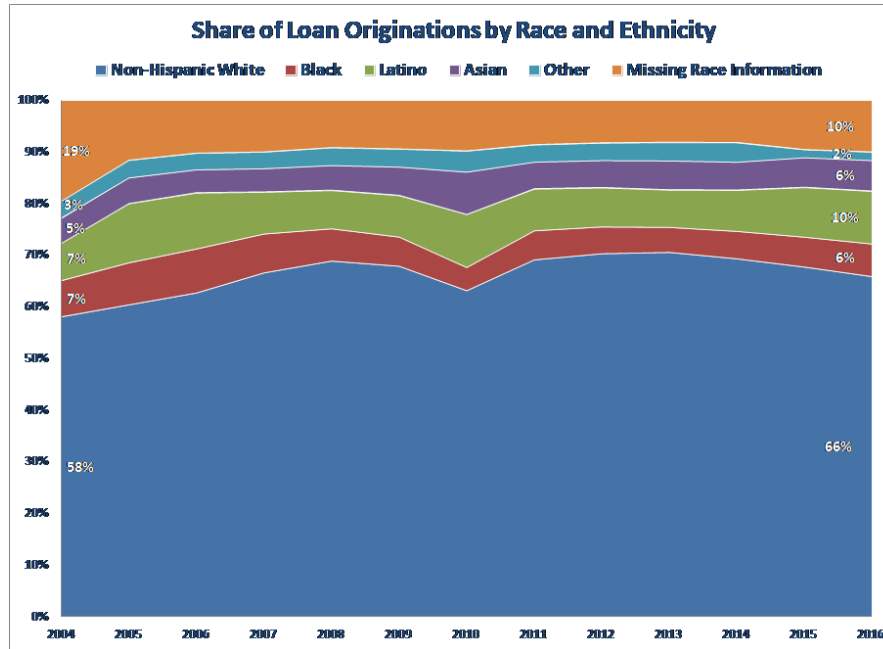
One of NAREB's initiatives, Two Million New Black Homeowners Program (2MN5), is in response to its annual report on the State of Housing In Black America (SHIBA)[®]. Aimed with a short and long-term core objective to eliminate the racial gap and disparity in homeownership in the United States (42% Black vs. 72% White).



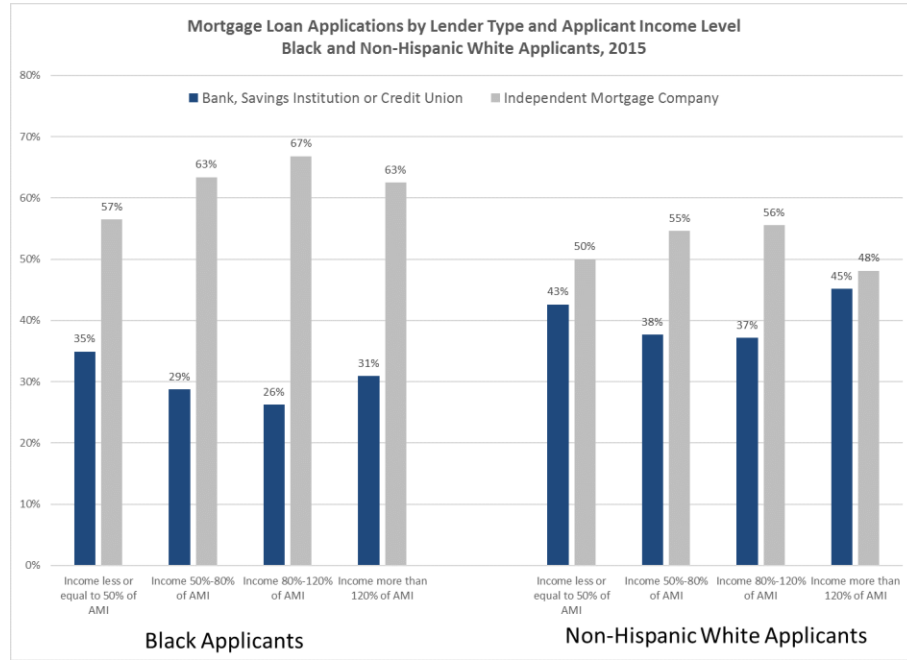
Black Homeownership Trends



Black Loan Originations Increase by 20%



Black Borrowers use Mortgage Companies



Why Black homeownership matters

- Homeownership strengthens families, stabilizes neighborhoods, creates jobs, and is important to the local, state and national economy
- Over 40% of small businesses start in the home (Bill Gates, Steve Jobs started their businesses at home)
- Black kids of parents that own a home have stronger educational, health and economic outcomes



Communicating Black Homeownership

- Sustainable and affordable homeownership
- Protecting the American Dream of Homeownership
- Growing Black wealth through homeownership
- Homeownership is the #1 way to create and transfer wealth in the U.S.
- We can not close the racial wealth gap in the U.S. without increasing the rate of Black homeownership



Advocacy for increasing Black Homeownership



- Promoting homeownership as a high priority for public policy.
- Loan Level Equality: The absence of hereditary or arbitrary class distinctions, biases or privileges in the mortgage origination process.
- Non-Bank Financial Institutions should have an accountability structure.

