

Homeownership and LGBTQ+ Consumers

This presentation is thought-provoking and interactive, helping you to develop a better understanding of the LGBTQ+ community and enhancing your knowledge on how to work with potential home sellers/buyers. The program will open your eyes to the discrimination issues LGBTQ+ buyers face, and help you learn how to address LGBTQ+ clients using inclusive language. You'll find out about LGBTQ+ demographics and their buying power and enhance your marketing skills to show you're an ally of the community.

Presenter: Alex Cruz, CNE is National Vice President for the LGBTQ+ Real Estate Alliance, and a REALTOR with the Task Team of Berkshire Hathaway HomeServices Professional Realty. The LGBTQ+ Real Estate Alliance advocates to raise awareness and educate for the rights of the LGBT community as it relates to housing and discrimination laws. Additionally, Alex serves on the Board of Directors of Plexus, the LGBT & Allied Business Chamber of Commerce for Northeast Ohio.

