

IT'S GOOD TO BE A CA REALTOR®

APRIL 2022

THIS MONTH, WE WANT TO MAKE SURE
THESE MEMBER BENEFITS ARE ON YOUR RADAR

CALIFORNIA HOUSING AFFORDABILITY BY ETHNICITY

Shareable materials featuring data on CA's current housing affordability by ethnicity.

Housing affordability deteriorated in 2021 for all California ethnic home-buying groups, largely due to double-digit home price growth that occurred during the COVID-19 crisis. C.A.R. has created a full report and shareable materials that highlight the differences in affordability between ethnic groups at the state and regional levels.

MOTIONGRAPHIC VIDEO

FULL REPORT

FAIR HOUSING DAY

Free virtual event for C.A.R. members.

Knowledge of fair housing laws isn't only essential for a legally compliant business, it's one of the best ways that REALTORS® can help address wealth and homeownership barriers that may be higher for people of color and other historically underserved groups.

Join C.A.R. for our first-ever Fair Housing Day on May 17 at 9 AM to learn what you can do to ensure that we can expand Californians' opportunities to own a home.

REGISTER HERE

C.A.R. HISPANIC AND LATINO IN-LANGUAGE CAMPAIGN

Closing the wealth gap through equity building.

Last year, C.A.R. launched a pilot campaign aimed at educating Hispanics and Latinos about the process of buying a home and the benefits of being a homeowner. Through equity building, one goal of the campaign is to close the wealth gap in the state.

This year's "Mi Familia" campaign will reach consumers through animations, 15-second digital videos, static banners, streaming audio, spot radio, paid and organic social ads, as well as a new Spanish version of the popular consumer website, Champions of Home — all created to help first-time home buyers receive financial guidance and better understand the market, down payment assistance, and the overall homebuying process.

LEARN MORE



CENTER FOR
CALIFORNIA
REAL ESTATE

CCRE Presents - Climate Change and Housing:
Strategies To Cope With The Impacts Of Wildfires
Moderated by C.A.R. President Otto Catrina

C.A.R.'s Center for California Real Estate (CCRE) presents a free 90-minute panel that covers climate change trends, efforts to build resiliency to protect communities, and the future of housing development in a wildfire-prone state.

REGISTER HERE

NEW BATCH OF MEMBER-ONLY BENEFITS COMING IN MAY.

