

2024 Allyship Program



WELCOME

A NOTE FROM OUR CEO

The LGBTQ+ Real Estate Alliance was shaped by historic forces. We started the Alliance in 2020 during an epic global pandemic that kept the industry sequestered for nearly two years, followed by an extraordinary housing cycle triggered by COVID and driven by remote workers and high demand. Entering our third season, we are in a housing market gripped by paralysis created by high interest rates, low inventory, and record-low sales. This market has only been overshadowed by unprecedented anti-LGBTQ discrimination that has set the community on its heels.

One of these cycles would have been challenging enough for a new organization. But, despite these forces, the Alliance has managed to move forward, grow, and thrive. Today, we are 4000 members strong with 39 chapters in our network. We are strong and remain committed to our charter to create a housing experience that is fair and accessible to anyone who wants it despite who they love or how they identify.

In fact, the importance of our members' services has never been more relevant to the LGBTQ+ community than it is today. More than 525 anti-LGBTQ+ bills have been filed in 41 states, with 75 enacted as laws. This has created a climate of fear and anxiety for the LGBTQ+ community, with some people fleeing their homes to move to safer states and neighborhoods. Make no mistake, hate impacts housing. The support of Allies has never been more important.

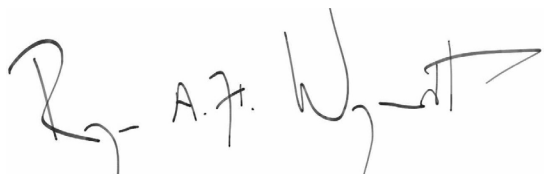
To that end, we are dedicated to education and teaching practitioners how to work with the LGBTQ+ community. To date, the Alliance has trained 3,500 agents and industry leaders through our Ally course. This remains the centerpiece of our strategy to combat bias through awareness. Likewise, we also endeavor to expand our efforts to reach further into the LGBTQ+ community through education by teaching the basics of financial literacy.

Beyond training, the Alliance has also taken steps to find new ways to be relevant to support its diversity partners. While anti-woke rhetoric continues to challenge the principles of diversity, equity, and inclusion, the Alliance is advancing ways to engage in new conversations. During Pride, for instance, we hosted a closed roundtable forum for LGBTQ leaders that head our partners' employee resource groups. The forum led to an important exchange of ideas with 100 percent of participants requesting future meetings.

As a diversity partner, you can count on the Alliance to help you drive awareness at your companies about the buying power of the LGBTQ+ segment, the demographic shifts that will impact your products and service offerings and the cultural influences that affect your own LGBTQ workers.

Partner with us and join us on this journey as we seek to effect real change in our business. Together, we can create a marketplace that celebrates and welcomes everyone.

Sincerely



Ryan A. H. Weyandt
Chief Executive Officer + Founder



ABOUT THE LGBTQ+ COMMUNITY

THE 2023 LGBTQ Market At a Glance



Of GenZ (those people born between 1997 and 2003) identify as LGBTQ

Source: Gallup



Of homes sold in 2022, 12% were purchased by LGBTQ people

Source: Zillow



Six-in-ten Americans say legalization of same-sex marriage is good for society

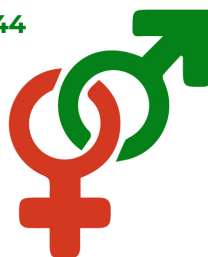
Source: Pew Research Center



The median age for LGBTQ+ homeowners is 44 a decade and a half younger than

59 FOR CISGENDER
heterosexual homeowners.

Source: Zillow Group Consumer Housing Trends Report



Same-sex couples have a higher rate of employment than married opposite-sex couples and a higher median income than all opposite-sex couples.

46.7%

of same-sex couples have a household income over **\$100,000**

Source: U.S. Census



More than a quarter

28%
of LGBTQ+ homeowners live in an urban area.

Source: Zillow Group Consumer Housing Trends Report



LGBTQ people will make up almost 1 in 5 voters by 2040.

Source: Human Rights Campaign



Of the LGBTQ+ community are raising children

Source: The Williams Institute



The estimated size of the U.S. LGBTQ Economy is **\$1.7 TRILLION**

Source: National Gay & Lesbian Chamber of Commerce



of LGBTQ+ adults prefer to live in a suburban, small town with a walkable community.

Source: Zillow Group Consumer Housing Trends Report



ABOUT THE ALLIANCE

STAFF



Ryan Weyandt
Chief Executive Officer
St. Paul, MN

Ryan leads the LGBTQ+ Real Estate Alliance as their Chief Executive Officer and Founder since its inception in June of 2020. Weyandt had spent the decade prior to that in the mortgage industry, with Wells Fargo and U.S. Bank in various roles. Prior to his lending career, he held a variety of senior roles with firms in operations and event management, and founded RAW Insight, an organizational development consulting firm. He served on the Minnesota Realtors' Diversity and Inclusion Committee and previously led the NAGLREP Foundation (501c3), along with being a past-president of that organization's Minnesota chapter. He is a University of St. Thomas grad who completed his Master's work in Organizational Leadership at St. Catherine University. Weyandt was named as a RISMedia Real Estate Newsmaker in 2021 and 2022.



Mary Mancera
Senior VP, Industry Relations
Encinitas, CA

Mary has 16 years experience in the diverse real estate segment. Most recently, she spent six years leading business development for NAGLREP after a decade directing Communications for the National Association of Hispanic Real Estate Professionals. Mary has worked in five different industries and has a proven track record for driving strategic partnerships and national brand building within the nonprofit and private sectors. Prior to launching her firm Phase Two Communications in 2003, Mary spent seven years leading Marketing and Communications at Upper Deck and six years in communications at Bank of America. She is a graduate of San Diego State University.



David Siroty
VP, Communications + PR
Encinitas, CA

David founded Imagine Productions, an integrated marketing and communications firm, in December 2016. He has more than 30 years of real estate industry experience. Prior to launching his own firm, David spent 13 years leading global communications for Coldwell Banker Real Estate where he guided the brand's diversity initiatives. David is an ally of and to the LGBTQ+ community and spent more than three years serving on the leadership team of NAGLREP. He is a graduate of Syracuse University.



Alex Cruz
Director of Education
Cleveland, OH

Alex has been in real estate since 2006 and has become a top producer for the Task Team with Berkshire Hathaway HomeServices Professional Realty. He is active in the Akron Cleveland Association of Realtors and also serves on the Board of Directors of Plexus - the LGBT + Allied Business Chamber of Commerce for Northeast Ohio. He was the founder and past-President of the Cleveland chapter of the National Association of Gay and Lesbian Real Estate Professionals (NAGLREP). Alex also authored the nation's first CE course for real estate professionals providing insight into how to best serve LGBTQ homebuyers and sellers.



Pip Franke
National Chapter Program Manager
Flagstaff, AZ

Pip boasts a rich background in Administrative roles within Higher Education, amassing over five years of experience. Prior to his tenure with the Alliance, Pip ventured into the realms of the Esports and Graphic Design Industry, where he used his expertise at burgeoning startups, playing an integral role in shaping their visual identity, brand, and community expansion. Beyond his professional endeavors, Pip is a passionate and vocal advocate for LGBTQ+ rights and a staunch supporter of various causes close to his heart.



Alayna Gohl
Executive Operations Assistant
St. Paul, MN

Alayna has been in retail and operations over the last 8 years. Before joining the Alliance, Alayna worked as an Operations Coordinator at JostensPIX in Minnesota. Developing her administrative career in a fast-paced start-up has strengthened their ability to adapt and implement creative solutions. This is Alayna's first year with the LGBTQ+ Real Estate Alliance.



Randy Kravarik
Tech Manager
Orlando, FL

VISION

To create a world free of housing discrimination.

MISSION

Advocate. Elevate. Celebrate.

Advocate for fair housing for all and promote LGBTQ+ homeownership. Elevate professionalism in the industry through education and networking. Celebrate diversity and inclusion in our members and allied partners.

VALUES

- Community
- Collaboration
- Equality + Equity
- Inclusion
- Transparency
- Pride

CORE BELIEF

We believe in accountable leadership to the members of the organization, as well as the practice of transparency from all members, in all things.

We will be an organization that hears every voice and will reflect the values and ethics of its members.

DISTINCTIONS

The LGBTQ+ Real Estate Alliance is distinguished in the following ways:

- The official LGBTQ+ Real Estate and Housing industry group supported by NAR and CREA
- Unique consumer-facing directory
- Allies are at the heart of the Alliance

LEADERSHIP

BOARD OF DIRECTORS



Ryan Weyandt
Chief Executive Officer
St. Paul, MN



Tim Hur
Director – Board of Directors
Atlanta, GA



John Thorpe
2021 National President & Chairman Emeritus
Fort Lauderdale, FL



Austin Rowe
Director – Board of Directors
Memphis, TN



Dave Gervase
Director – Board of Directors
Fort Lauderdale, FL



Feroza Syed
Director – Board of Directors
Atlanta, GA



Timothy Garvey
Parliamentarian
Winchester, MA



Derek Lee
Director – Board of Directors
Fort Lauderdale, FL



Sean Frank
Director – Board of Directors
Fort Lauderdale, FL



Gabrielle Claiborne
Director – Board of Directors
Atlanta, GA



Monty Smith
Director – Board of Directors
Seattle, WA



Kimberly Davis
Director – Board of Directors
Dallas, TX

ELECTED OFFICERS



Anita Blue
2024 National President
Houston, TX



Erin Morrison
2024 Immediate Past President
Austin, TX



Justin Ziegler
2024 National Vice President
Atlanta, GA



Tim Garvey
2023 Parliamentarian
Boston, MA



John Lynah
2024 National Treasurer
Boston, MA



Riaz Pooran
2024 National Secretary
Houston, TX



Zaylore Stout
General Counsel
Minneapolis, MN

LOCAL CHAPTER PROGRAM



ALLIANCE CHAPTER PROGRAM EVOLVES

The Alliance chapter network is a work in progress that continues to evolve with the growth in membership. The Alliance has 36 chapters across the country that regularly host educational events and mixers. Alliance chapters are supported with marketing materials, how-to manuals and leadership forums where chapter leaders share best practices. New chapters must have a board and meet a list of criteria before they are approved.

The current roster includes:

- Atlanta, GA
- Austin, TX
- Boston, MA
- Central MD
- Central Valley, CA
- Charlotte, NC
- Chicago, IL
- Cincinnati, OH
- Columbus, OH
- Denver, CO
- El Paso, TX
- Fort Lauderdale, FL
- Houston, TX
- Jacksonville, FL
- Kansas City, KS
- Las Vegas, NV
- Long Beach, CA
- Los Angeles, CA
- Missouri
- Nashville, TN
- New York, NY
- Oklahoma City, OK
- Orlando, FL
- Phoenix, AZ
- Pittsburgh, PA
- Raleigh-Durham, NC
- Sacramento, CA
- San Diego, CA
- San Francisco, CA
- Sierra Tahoe, NV
- Silicon Valley, CA
- Triad, NC
- Tampa Bay, FL
- Twin Cities, MN
- Washington D.C.
- Western Washington, WA

"Congratulations, Alliance, for the fight against discrimination and the fight for inclusion. The road to equality continues to be the one less traveled, however it's the road that must be taken. No short cuts or detoured considered. I believe homeownership is a means to build wealth and can be a catalyst for entrepreneurship. U.S. Bank wants to help everyone get there. Thank you, Alliance, for all you do."



Lenny McNeill

Executive Vice President National Head of Strategic Markets Consumer Lending
U.S. Bank

ANNUAL PARTNERSHIPS

Benefits	Community Builder \$100,000	Advocate \$75,000	Champion \$50,000	Partner \$35,000	Friend \$25,000	Ally \$15,000	Corporate Member \$5,000
Chapter Network							
Chapter Event speaking opportunities*			X	X	X		
Chapter Events logo branding on chapter meeting collateral			X	X	X	X	
Local Chapter Leadership Committee participation - per availability of sponsor personnel			X	X	X	X	X
Presenting** sponsor distinction on Chapter special event branding	X						
*The Alliance will make introductions to chapters but the fulfillment happens between the chapter and sponsor							
**Presenting sponsor distinction on national events. Pertains to Community Builder and Advocate levels only.							
Branding							
Logo on LGBTQ+ Real Estate Alliance website realestatealliance.org	X	X	X	X	X	X	X*
Logo on The Alliance Monthly Newsletter	X	X	X	X	X	X	
Annual sponsors receive prominent branding on the Alliance website, Alliance marketing materials, all event signage, program materials.	X	X	X	X	X	X	
Co-branding on event media ads	X	X					
One standalone e-blast to member base	X	X	X				
*Presenting sponsor distinction on national events. Pertains to Community Builder and Advocate levels only.							
*Corporate Members will be recognized in a special section on the website.							X
PR & Communications							
Distribution of your brand news in the Alliance Newsletter	X	X	X	X			
Sponsor generated educational content opportunities on the Alliance consumer-facing website.	X	X	X	X			
Collaboration/participation in Alliance digital programming	X	X	X	X			
Leadership Opportunities							
Seat on Sponsor Advisory Committee	X	X	X	X	X		
Seat on the LGBTQ+ Real Estate Alliance Mortgage Advisory Council* (Reserved for lenders)	X	X	X	X	X		
The President's Council (only available to sponsors at the community builder level)	X						
Online Directory							
Directory listings on realestatealliance.org including entry to Members Only Facebook Group	55	45	35	25	15	10	5
*These are elective benefits. If partner does not want the complementary membership listings, they will NOT be substituted with another benefit							
Value Add Custom Benefits				Choose 5	Choose 4	Choose 3	Choose 2
How to be an Ally to the LGBTQ+ Community Online Course	X						
One LGBTQ+ Thought Leader for your Online Event*							
LGBTQ+ Thought Leader for your Company Event	X						
One-quarter page ad in the Alliance Magazine (Published during PRIDE 2024)	X	X					
LGBTQ practitioner focus group (*Available only at the Champion levels & above)	X						
Five additional LGBTQ+ Real Estate Alliance conference registrations	X						
Custom Initiative (Available to Community Builder Partners only)	X						
One e-blast to membership or Alliance chapter leaders							
Participation in the LGBTQ+ ERG Leaders Roundtable Discussion							
*Thought leader appearances for PRIDE must be booked in advance by no later than April 1, 2024							
Value-add benefits are elective choices. Partners are NOT obligated to use them. No substitutions will be made.							
LGBTQ+ Real Estate Alliance Conference Sept 25-27 Resorts World, Las Vegas							
Hospitality Suite	X	X					
One Conference speaking opportunity*	X	X	X	X			
Reserved Conference Table for 10	3 tables	2 tables	1 table				
Conference Registrations	25	18	12	6	3	2	
One conference breakout session			X	X	X		
Logo on conference website, conference marketing materials	X	X	X	X	X	X	
Insert in event tote bag	X	X	X	X	X		
Partner promotion across social media	X	X	X	X	X		
Discounted group rate on conference registrations	X	X	X	X	X	X	X
Conference expo booth	Preferred booth placement	Preferred booth placement	Preferred booth placement	X	X		
*This may be a 15-minute TEDx talk, a panel discussion or a breakout session. This is at the discretion of the Alliance.							
2024 LGBTQ Housing Policy Symposium Spring 2024							
Branding on all event marketing materials	X	X	X	X	X		
Logo Recognition on Conference App, General Session Screens, event signage	X	X					
Presenting Sponsor	X						
Supporting Sponsor		X	X				
Reserved Conference Table for 10	X	X	X				
Participation in event panel discussion	X	X	X				
Symposium Registrations	40	30	15	10	5	2	1
Message on event video reel	X	X					
Discounted group rate on symposium registrations	X	X	X	X	X	X	X

2024 LGBTQ+ REAL ESTATE ALLIANCE CONFERENCE

Sept 25-27 | Resorts World, Las Vegas

BENEFITS

Title Sponsorship (Three Available) \$40,000

Title sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, digital media signage.

5-7 minute main stage speaking opportunity

One hospitality suite

One pre-conference dedicated eblast

One post-conference dedicated eblast

One Expo table/preferred placement

10 Conference Registrations

Flier or premium item in conference tote bag

One reserved table of 10

Welcome Reception (Two Available) \$30,000

Sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, digital media signage

5-7 minute main stage speaking opportunity during the event

One Expo table

8 Conference Registrations

Flier or premium item in conference tote bag

Signage in the venue

President's Gala (One Available) \$30,000

Sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, digital media signage, press

5-7 minute main stage speaking opportunity during the event

One Expo table

8 Conference Registrations

Reserved table of 10

Flier or premium item in conference tote bag

Signage in the venue

Luncheon Sponsorship (Two Available, one on Day 1 and one on Day 2) \$25,000

Luncheon sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, digital media signage

5-7 minute main stage speaking opportunity during the luncheon

One Expo table

Reserved Table of 10

8 Conference Registrations

Flier or premium item in conference tote bag

Continental Breakfast (Two Available, one on Day 1 and one on Day 2) \$20,000

Sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, digital media signage

5-7 minute speaking opportunity during the breakfast

6 Conference Registrations

One Expo Table

Flier or premium item in conference tote bag

Signage in the venue

Photo Station \$12,000

Sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, digital media signage

Branding on all photos

Two Conference registrations

Social Media posts of branded photos by the Alliance and attendees

One Expo table

Flier or premium insert in conference tote bag

Coffee Break (Two Available) \$10,000

Sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, digital media signage

One Conference Registration

Signage at the coffee station

One Expo table

Flier or premium item in conference tote bag

Conference Mobile App \$6,500

Sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, digital media signage

Banner on the app home page

One Conference Registration

One Expo table

Flier or premium item in conference tote bag

Expo Lounge \$6,500

Sponsor branding on all marketing collateral, including the website, email blasts, social

Banner in the Expo Hall

One Conference Registration

One Expo table

Flier or premium item in conference tote bag

Conference Tote Bag \$6,500

Sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, digital media signage

One Conference Registration

One Expo table

Flier or premium item in conference tote bag

Lanyard \$6,500

Sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, digital media signage

Branding on the lanyard

One Conference Registration

One Expo Table

Flier or premium item in conference tote bag

Charging Table (Four Available) \$6,500

Sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, digital media signage

Branding on the charging stations

One Conference Registration

One Expo table

Flier or premium item in conference tote bag

Water Station \$5,000

Sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, digital media signage

Branding at the water stations

One Conference Registration

One Expo table

Flier or premium item in conference tote bag

Supporting Sponsor (Unlimited Available) \$5,000

Supporting Sponsor branding on all marketing collateral, including the website, email

One Conference Registration

Flier or premium insert in the conference tote bag

Expo Table \$1,500

One Expo table

Branding on event signage

Two Expo Only Passes

"Enact is committed to supporting equality for all, and that includes housing equality. Through our partnership with the LGBTQ Real Estate Alliance, we not only support their efforts in driving change, but we've also become more educated as an organization on the challenges that face the LGBTQ+ community. We're proud to stand with the Alliance in advocating for the LGBTQ community and equality for all."



Susan Sullivan

Senior VP - Chief Human Resources Officer
Enact

2024 LGBTQ+ HOUSING POLICY SYMPOSIUM

Spring 2024



Last year saw an historic number of state level and local level legislation that discriminated against the LGBTQ community. Bias and discrimination remain a reality for LGBTQ home buyers and sellers. Federal protections are an imperative to put LGBTQ people on par with other protected classes. The LGBTQ+ Housing Policy Symposium brings together policymakers, industry leaders and LGBTQ+ real estate practitioners for meaningful dialogue about how to address issues through public policy and business practices.

SPONSORSHIP OPPORTUNITIES

Title Sponsorship* \$15,000

Title sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, signage

5-7 minute speaking opportunity

10 Conference Registrations

Acknowledgement on the event program

**Top tier corporate partners at the Community Partner level get presenting sponsor billing on this event*

Welcome Reception \$10,000

Luncheon sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, signage

5-7 minute speaking opportunity

5 Conference Registrations

Acknowledgement on the event program

Breakfast Sponsor \$10,000

Sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, signage

5-7 minute speaking opportunity

Reserved Table of 10

5 Conference Registrations

Acknowledgement on the event program

Lunch Sponsor \$10,000

Luncheon sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, digital media signage

5-7 minute speaking opportunity

Reserved Table of 10

10 Conference Registrations

Acknowledgement on the event program

ASSOCIATION MEMBERSHIPS



The Alliance values association partners and the opportunity to work with local and state groups. There are more ally agents in the business than LGBTQ practitioners and by collaborating with associations, the Alliance can reach into local markets. One solution doesn't fit all and the Alliance works with some associations via MOUs (memoranda of understanding) while other groups prefer one of the membership solutions below.



ASSOCIATION PARTNERSHIPS

State Association	\$5,000	Local Association	\$2,500
Association logo on www.realestatealliance.org		Association logo on www.realestatealliance.org	
\$50 discount on Alliance professional membership for all members		One registration for the 2023 LGBTQ+ Real Estate Alliance Conference	
Association profile on www.realestatealliance.org		Association 25% discount courtesy rate for Alliance Conference registrations	
Association 25% discount courtesy rate for Alliance Conference discounted registrations		One virtual thought leadership appearance by an Alliance leader	
One Alliance thought leader appearance, virtual and/or at a state conference		25% Discount on Alliance Certified Ally Course for association staff members	
25% Discount on Alliance Certified Ally Course for association staff members		Access to portfolio of LGBTQ+ centric marketing materials	
The Alliance will work with association members to cultivate an Alliance chapter if it identifies agents to spearhead a local chapter.		\$50 discount on Alliance professional membership for all members	
Access to portfolio of LGBTQ+ centric marketing materials			

2024 INITIATIVES

LGBTQPlusHomes Consumer Website Title Sponsorship	\$35,000	LGBTQPlusHomes.com attracted 1.5 million people in the first months since it came online. The site is supported by a digital marketing campaign.	Title Sponsorship includes: prominent logo placement on the website, banner ad placement on the home page carousel, quarterly blog post (advice about the housing market, homeownership), full page title ad in the Alliance Magazine
2024 Top Producers List	\$30,000	RealTrends licensed list for top producing agents	Logo on all list collateral including website, graphic banners and social media. Press release announcing the winners. On stage presentation at the conference with logo on stage screen and background photo, co-branded list logo.
2024 LGBTQ Report	\$25,000	Annual study that presents new data on LGBTQs and homeownership	Title sponsors get branding in the report and a message inside; mentions in the press release; an opportunity to co-present the findings at the 2024 LGBTQ Housing Policy Symposium. Collateral includes a co-branded infographic that is distributed on social media.
2024 PRIDE Sponsorship (Title Sponsorship, 2 available)	\$25,000	A multimedia celebration of PRIDE that is promoted across the industry.	Title sponsorship includes: prominent sponsor logo placement on the website, sponsor logo placement in the June member newsletter, branding on social media banners, full page ad in the Alliance Magazine, a 300-word commentary/article in the Alliance Magazine, branding on LGBTQ infographic, branding on the First-time Homebuyer Class webinar
2024 PRIDE Supporting Sponsor Branding	\$5,000	A multimedia celebration of PRIDE that is promoted across the industry.	Supporting Sponsor benefits include: logo on sponsor page, quarter page ad in the Alliance Magazine
2024 LGBTQ Homebuyer Guide Series	\$10,000	The second guide in a series of materials written by and for LGBTQ homebuyers	Sponsors get their own branded guide with an internal ad, an internal leadership message. All sponsor logos go on the main version posted on the Alliance Consumer website.
2024 LGBTQ Virtual First-Time Homebuyer Event	\$15,000	This is an annual event that is marketed in the LGBTQ community and is hosted during PRIDE month.	Sponsor benefits: Branding on all marketing materials, speaking role during the event, branded social media banners to promote their participation, list of consumer leads from the event.





For Inquiries, Contact:

Mary Mancera

Senior Vice President, Industry Relations

mary@realestatealliance.org



LGBTQREALliance



**LGBTQ+ Real Estate
Alliance**



LGBTQRE



RealEstateAlliance