

Greater Cincinnati Realtist Association

2025 Board of Directors



About the Greater Cincinnati Realtist Association

- The **National Association of Real Estate Brokers**, (NAREB) was founded in Tampa, Florida, in 1947 as an equal opportunity and civil rights advocacy organization for African-American real estate professionals, consumers and communities in America.
- NAREB is the oldest and largest minority trade association in America.
- Founded by 12 individuals, 1 woman and 11 men. One of the founders, Mr. Horace Sudduth is from Cincinnati, Ohio
- NAREB members are called Realtist
- Motto – "Democracy in Housing"
- Our local chapter is **Greater Cincinnati Realtist Association** (GCRA)



The Role of Realtist

Education & advocacy

Access to financing pathways

Sustainable ownership outcomes





A View from the Realist

- A. CURRENT CHALLENGES
- B. INTERVENTIONS
- C. Pathways to sustainability

State of Housing in Black Cincinnati

The Population of Cincinnati is approximately 309,513

White 50.4%
155,994

Black 39.6%
122,567

Hispanic 4.6%
14,237

Asian 2.6%
8,047

GCRA 2026 Realist Plan

1

Increase the number of African American Homeowners.

2

Be a leading advocate for democracy in Housing.

3

Dramatically Increase and support our membership base.

4

Make the Greater Cincinnati Realist Association a household name in the industry.

5

Value and grow our organizational partners.

State of Housing in Black Cincinnati Total Mortgages

Most recent HMDA Year

Total Mortgages were: 6,010

- White 4,923
- Black 1,292
- Hispanic 226
- Asian 199

Black loan denial 26.30%

State of Housing in Black Cincinnati

Key Takeaways

- Denial Rates
 - Black applicants had a 21% mortgage loan denial rate at traditional banks compared to 8% among white applicants.
 - At independent mortgage companies, Black denial rates were slightly lower at 15% compared to 6%.

Current Housing Market Snapshot

Increase the Number of African American Homeowners

- Increase the number of Home Ownership Events by at least 50%
- Monthly opportunities to engage with homeowners including homeownership fairs and other homebuyer education
- MOU with the Urban League, HOME, Faith-based Organizations



Median price: ~\$300K
metro
City avg value:
~\$240K
+~2% annual growth

Pricing



Market Speed

- 15–43 days avg DOM
- Listings selling efficiently
- Less frenzy than 2021-22



Supply and Access

SUPPLY & ACCESS

**INVENTORY
IMPROVING
AFFORDABILITY
PRESSURE PERSISTS
QUALIFICATION
IMPACTED BY RATES**

Why this Matters?

THE REALITY

What It Causes

Lower generational wealth

Reduced neighborhood stability

Limited access to capital





Be a leading advocate for democracy in housing

- Continue the work with the City of Cincinnati to streamline the ADDI process
- Engage with HOME on identifying leading issues with residential housing (rentals and home purchases). (FAB on HMS Board of Directors)
- Maximize opportunities with the Urban League and NAACP on issues with housing as they arise and partner in programming
- Identify more opportunities to develop or create a pipeline of homeowners



1) Increase the number of AA Homeowners

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What can we do Collectively?

CALL to ACTION

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Q & A
Thank You

