



Creating a Force for Housing

U.S. demographics and economic distribution are shifting at a rapid rate. Minorities will represent a much larger percentage of the American population and future household growth! The next generation of renters and buyers is becoming increasingly diverse, but minorities are significantly under-represented in the housing industry. It's time we actively recruit diverse employees who can reflect these changes in the housing landscape and drive our industry forward.

Advantages of Housing Workforce Diversity

Capture a larger share of the consumer market. Companies with employees who are more representative of their current and future customers will be better prepared to meet their target customers' needs. You can gain insight into a changing market when you hire a workforce that reflects the transition.

Power economic growth. Research conducted by McKinsey shows a correlation between increased diversity and better financial performance - with ethnically diverse firms being 35% more likely to outperform the median for their industry. Gender-diverse firms are 15% more likely to outperform.²

Improve communities nationwide. Promoting diversity in the industry will help ensure that housing options are created, designed and available to more Americans. A workforce with a variety of viewpoints and experiences can better equip your company to undertake the unique challenges of dynamic groups and better serve the underserved.



¹ Source: PEW Research Center

² McKinsey Report, Diversity Matters, February 2015

Visit FutureHousingLeaders.com to learn more.

So what can you do?

Join Future Housing Leaders

Future Housing Leaders is working to help foster and sustain a diverse applicant pipeline to promote a workforce that is well adapted to the evolving housing market. Industry employers work to promote diversity and ensure inclusion of students with diverse backgrounds, allowing them to explore and position themselves for rewarding careers in housing.

Businesses will develop relationships with schools with diverse populations and offer up-to-two-year paid internships that may ultimately lead to full-time employment. Future Housing Leaders will provide marketing and communications support, including best practices, program assistance and continuity.

Colleges can benefit by securing internships and jobs for their students, thereby increasing their graduate employment rates. Students will gain unique skills while pursuing paid internships and new job opportunities. They'll benefit from enhanced support and guidance for a successful internship and beyond.

In the fall of 2017, Future Housing Leaders was introduced on college campuses in **partnership with the National Urban League**. We will continue to build this effort into a multi-year industry commitment. As a respected leader in promoting diversity and inclusion in the workplace, Fannie Mae realizes we are in a unique position to connect industry leaders with talented, driven college students.

And you are in a unique position to join us in creating the next force in housing. Starting now.

Contact us at
info@futurehousingleaders.com
to get started today.

Working together,
we can help ensure
the housing industry
is more inclusive
and better equipped
to serve the
next generation
of increasingly
diverse renters and
homeowners.



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