

2024 **DIVERSITY REPORT**

AUGUST 2024

Prepared by the 2024 ABoR Diversity Committee in
collaboration with Unlock MLS Research.



FROM THE 2024

ABOR DIVERSITY COMMITTEE CHAIR

2024 marks an important milestone for the Austin Board of REALTORS® and our Diversity, Equity, Inclusion, and Belonging (DEIB) initiatives. Five years ago, ABoR created a Diversity Committee that included representation from our Strategic Partner organizations and released its inaugural Diversity Report.

In that time, ABoR's DEIB program has made significant strides to become one of the most robust local REALTOR® DEIB programs in the nation and has brought real change to our Association:

- Nearly 8 in 10 members perceive ABoR as a diverse organization (78%).
- Our Board of Directors is the most diverse in ABoR's nearly 100-year history and now aligns with the demographics of our Association as a whole.
- Racial disparities between ABoR membership and the Austin-Round Rock-San Marcos MSA are shrinking.

Increasing inclusion, belonging, and representation doesn't happen overnight. It's hard work, and I am incredibly proud of the ABoR Diversity Committee's wholehearted commitment and unwavering dedication since 2019 to make ABoR more reflective of the diverse communities we serve. Building a Culture of Belonging is a core component of ABoR's 2024-2028 Strategic Plan. I'm excited for what we can achieve together over the next five years.



After all, this work is never done. Representation matters more now than ever before. It's vital that Central Texans can work with an agent who deeply understands their lived experience, culture, and needs. We must continue to embrace the changes in our marketplace to help give every Central Texan an equitable shot at owning a home.

PATRICIA WILLIAMS
2024 CHAIR

METHODOLOGY

The findings and recommendations in the 2024 Diversity Report are derived from the following data sources along with input from the 2024 ABoR Diversity Committee.

DEMOGRAPHICS OF OUR BOARD OF DIRECTORS

We analyzed the demographic data of the ABoR Board of Directors for the last ten years (2014 to 2024).

DEMOGRAPHICS OF OUR MEMBERSHIP

Member demographics data in this report is derived from the 2024 ABoR and Unlock MLS Member Satisfaction Survey, which had over 2,600 respondents. Compared to the same survey in 2021, this represents an increase of over 700 respondents. In addition, significantly fewer respondents declined to provide demographic information when taking the 2024 survey.

DEMOGRAPHICS OF THE COMMUNITY WE SERVE

Unlock MLS Research analyzed the latest available U.S. Census data regarding resident demographics within the Austin-Round Rock Metropolitan Statistical Area (MSA), the City of Austin, and Travis, Williamson, Hays, Bastrop, and Caldwell counties. County-level and city-level data is sourced from the 2022 American Community Survey (ACS) 5-Year Estimates, while the MSA-level data is sourced from the 2018 ACS 5-Year Estimates.

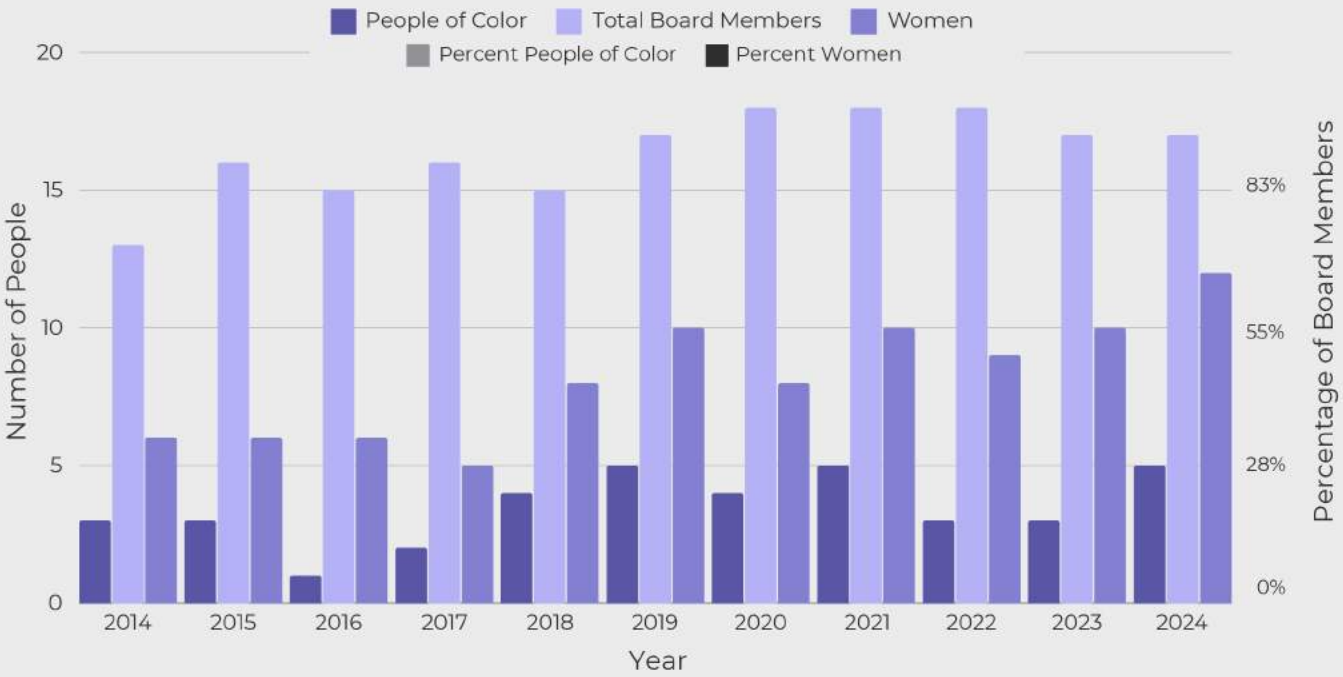
ABOUT UNLOCK MLS RESEARCH

Unlock MLS Research is the economic research and publication arm of Unlock MLS, the most complete, accurate, timely, and reliable real estate marketplace for the 18-county Central Texas region. Led by ABoR and Unlock MLS Housing Economist Dr. Clare Knapp, Unlock MLS Research delivers timely market intelligence that helps Central Texas real estate professionals, consumers, and policymakers understand trends and economic factors impacting the region's housing market.

BOARD DEMOGRAPHICS

2014-2024

The ABoR Board of Directors is becoming more diverse in terms of race and gender. As of 2024, 70.5% of Board Directors are women, up from previous years. The proportion of Board Directors who are people of color remains steady at 29%, which is close to the percentage of ABoR members who identify as people of color or multi-racial (30.7%). However, the board has a higher percentage of women compared to the overall membership, where only 62.4% are women. More details can be found on pages 6-7 of the report.



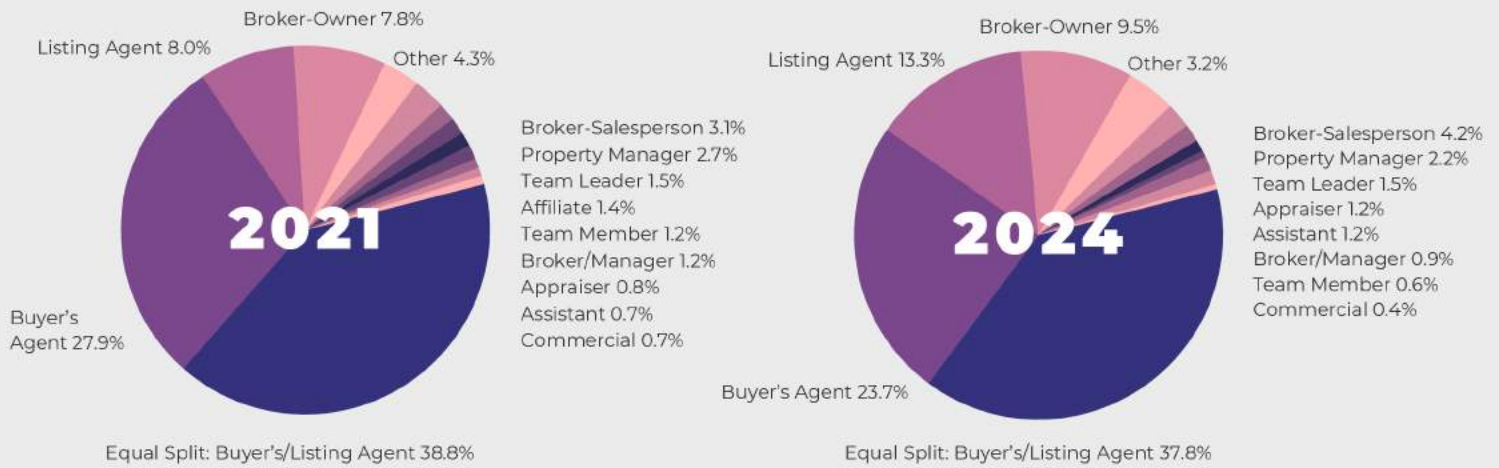
MEMBER SURVEY

2021 V. 2024



Primary roles remained largely unchanged from 2021, with nearly 40% of ABoR members splitting time as a listing agent and a buyer's agent (38.8%). Among the agents who primarily worked on one side of the transaction, there was a clear majority of buyer's agents versus listing agents (23.7% versus 13.0%, respectively).

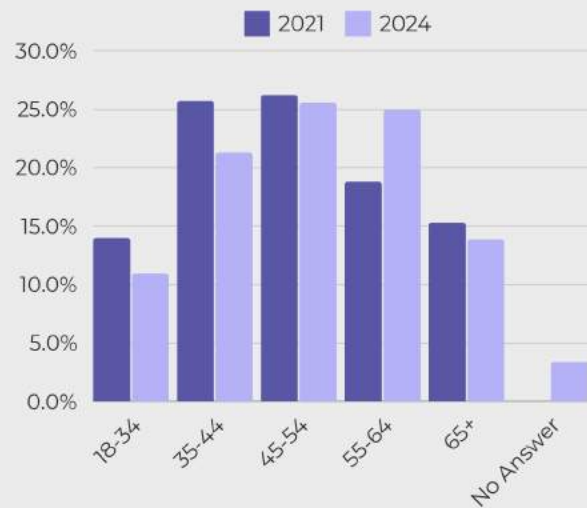
PRIMARY ROLE(S) IN REAL ESTATE



YEARS OF REALTOR® MEMBERSHIP



AGE RANGE



The pandemic-driven surge of new and younger agents has slowed, with only 8.4% of members with less than one year of experience compared to nearly 20% in 2021. In the last three years, the number of members who have over 20 years of experience and are between 55-64 in age grew significantly (an increase of 14.3% and 6.2%, respectively).

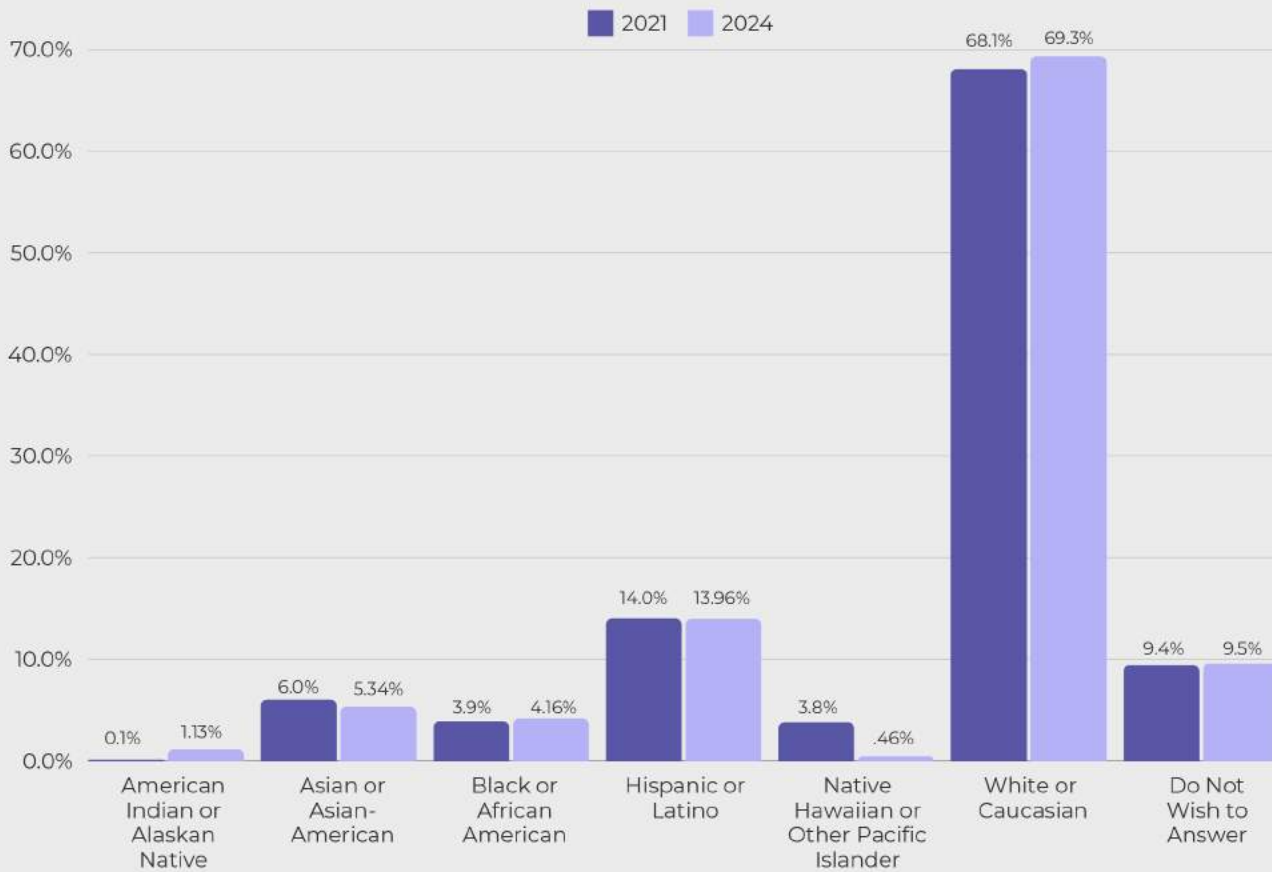
MEMBER SURVEY

2021 V. 2024

IDENTIFIED RACE OR ETHNICITY

ABoR members' identified race or ethnicity remained largely unchanged from 2021 to 2024. Members identifying as American Indian or Alaskan Native, Black or African American, or White or Caucasian increased slightly from 2021, whereas Native Hawaiian or Other Pacific Islander decreased from 3.8% to .46% in 2024.

2021 V. 2024



Note: Members were able to select multiple options in alignment with their racial identity. Therefore, the answer distributions above will not add up 100%.

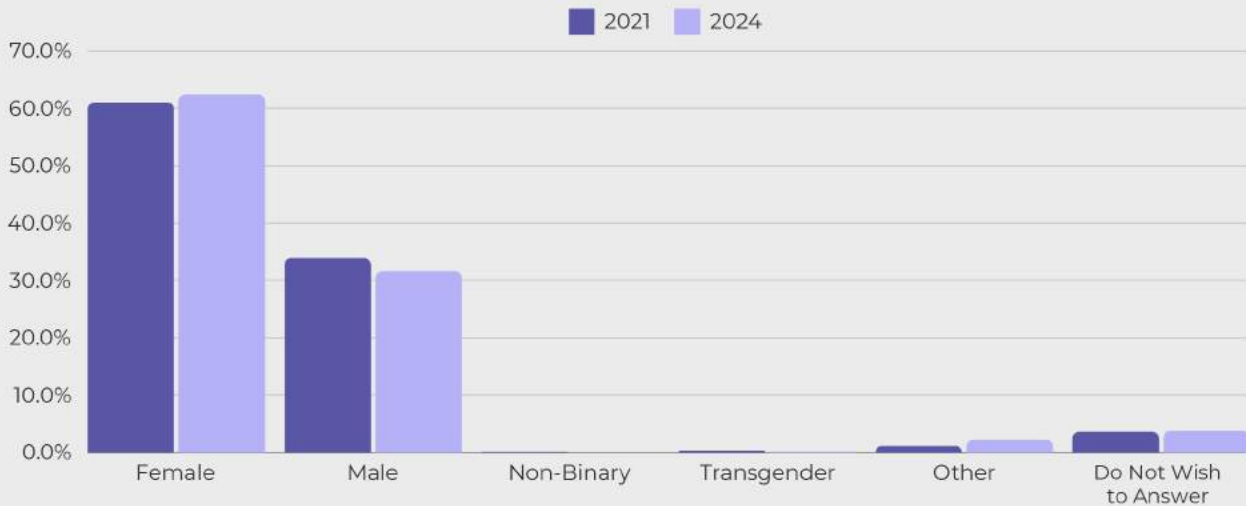
MEMBER SURVEY

2021 V. 2024



IDENTIFIED GENDER

Identified gender has remained largely consistent from 2021 to 2024. The female-to-male ratio of ABoR members remains close to 2:1, while the number of ABoR members who chose “other” doubled from 1.1% to 2.2% in 2024.



SEXUAL ORIENTATION

Sexual orientation among ABoR members has remained largely consistent from 2021 to 2024, with approximately 1 in 20 members identifying as LGBTQ+.



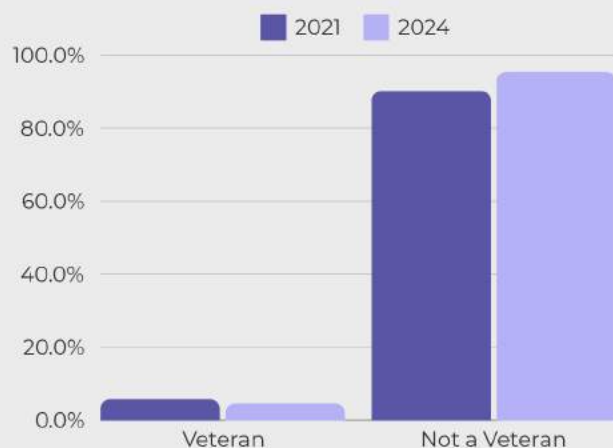
MEMBER SURVEY

2021 V. 2024



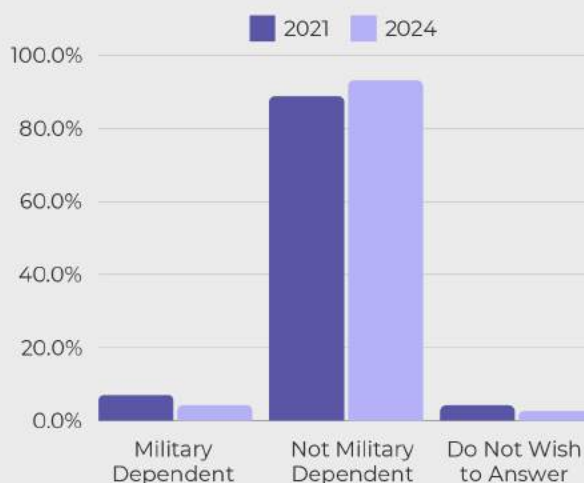
VETERAN STATUS

The number of veterans among our membership decreased from 5.7% in 2021 to 4.6% in 2024.



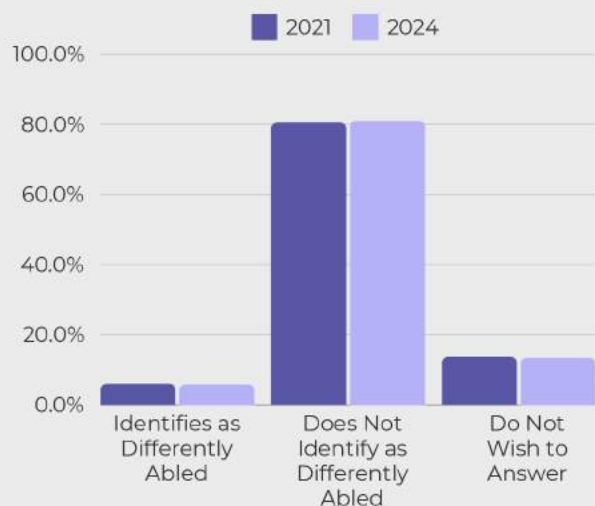
MILITARY DEPENDENT STATUS

The number of military-dependent members decreased to 4.2% in 2024.



DIFFERENTLY-ABLED STATUS

The number of members who identify as differently-abled remained consistent from 2021 to 2024.



HOMEOWNERSHIP STATUS

81.3% of ABoR members are homeowners, and 26.8% are investors—both increases from the 2021 report.



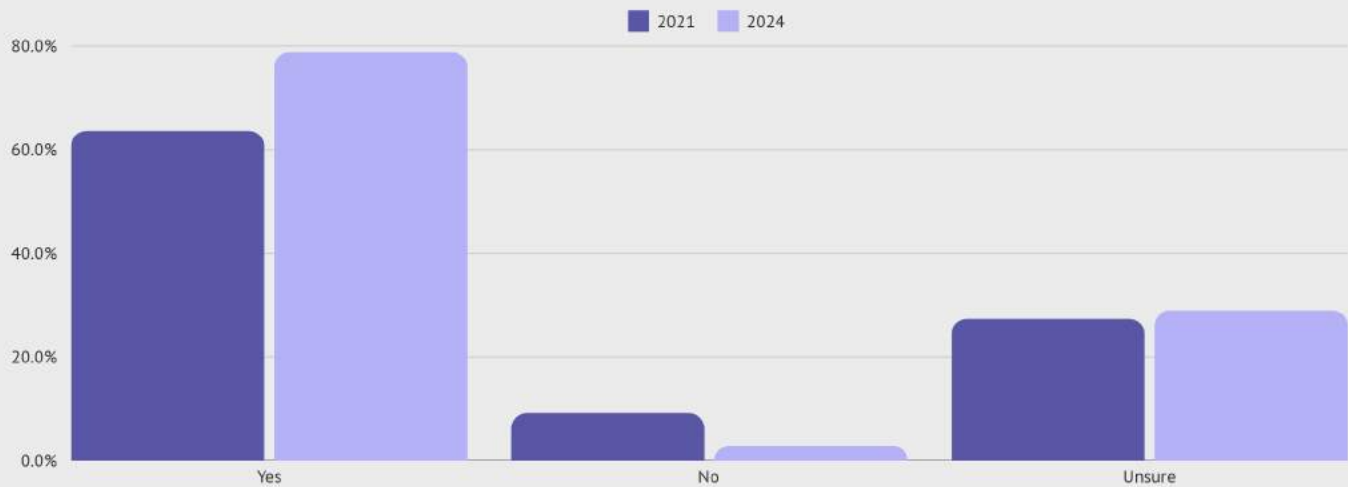
MEMBER SURVEY

2021 V. 2024



Members' perception of ABoR as a diverse organization jumped 15% from 2021 to 2024, with almost 80% of members agreeing that ABoR is a diverse organization. At the same time, the number of members who disagree declined from 9.1% in 2021 to only 2.7% in 2024.

PERCEPTION OF ABoR AS A DIVERSE ORGANIZATION



WHAT COULD ABoR DO TO BE A MORE INCLUSIVE ORGANIZATION?

Member responses to this question varied greatly. Of the 750+ responses received, the following themes emerged:

- Over 55% of respondents expressed that ABoR is doing well in its DEIB initiatives and/or had no further suggestions for improvement.
- Nearly 8% of respondents recommended more DEIB education, networking, and community outreach opportunities.
- Almost 8% of respondents expressed the need to see continued diversity and representation amongst ABoR's leadership.
- Approximately 2% of respondents expressed concern with TREPAC and candidate endorsements at the state level.
- Over 17% of respondents expressed indifference or aversion to ABoR DEIB initiatives.

COMPARATIVE DEMOGRAPHICS

KEY FINDINGS

ABOR MEMBERSHIP & THE COMMUNITY IT SERVES

In comparing ABoR member demographics with the latest available U.S. Census data for the Austin-Round Rock-San Marcos MSA, ABoR's membership is...

1. LESS RACIALLY DIVERSE THAN THE MSA POPULATION

In general, ABoR members are less racially diverse than that of the community they serve. While Black / African-American and Asian American membership is fairly consistent with the MSA population (with variances of less than 2.5%), the gap between Hispanic / Latino residents and ABoR members is almost 18%. ABoR members consist of 9.7% more people who identify as white than the community they serve (69.3% versus 59.6%).

2. MORE FEMALE THAN THE MSA POPULATION

ABoR members consist of 12.4% more people who identify as female than the community they serve (62.4% versus 50%). This is consistent with REALTOR® age demographics at the state and national levels.

3. OLDER THAN THE MSA POPULATION

The Austin-Round Rock MSA population skews younger – half of its residents are under 34 years old (49%). Because ABoR is a professional trade organization, our membership numbers naturally skew older than the population at large. The 45-54 and 35-44 age brackets each represent a quarter of ABoR's membership (26.2% and 25.7%, respectively).

COMPARATIVE DEMOGRAPHICS

KEY FINDINGS



CHANGES IN RACIAL DISPARITIES: 2021 V. 2024

ABoR's membership is slowly becoming more reflective of the community it serves. From 2021 to 2024, the racial disparity between ABoR members who identify as white, Black, or Hispanic decreased. At the same time, however, the gap between the percentages of ABoR members who identify as Asian widened between 2021 and 2024.

WHITE / CAUCASIAN

The gap between the number of ABoR members who identify as white versus the percentage of the Austin-Round Rock-San Marcos MSA population who identify as white **decreased by 6 percentage points** (a gap of 15.7% in 2021 versus a gap of 9.7% in 2024).

HISPANIC / LATINO

The gap between the number of ABoR members who identify as Hispanic or Latino versus the percentage of the MSA's population who identify as Hispanic or Latino **narrowed slightly** (a gap of 18.6% in 2021 versus 17.9% in 2024).

BLACK / AFRICAN AMERICAN

The gap between the number of ABoR members who identify as Black or African American versus the percentage of Austin's population who identify as Black or African American **narrowed slightly** (a gap of 3% in 2021 versus 2.4% in 2024).

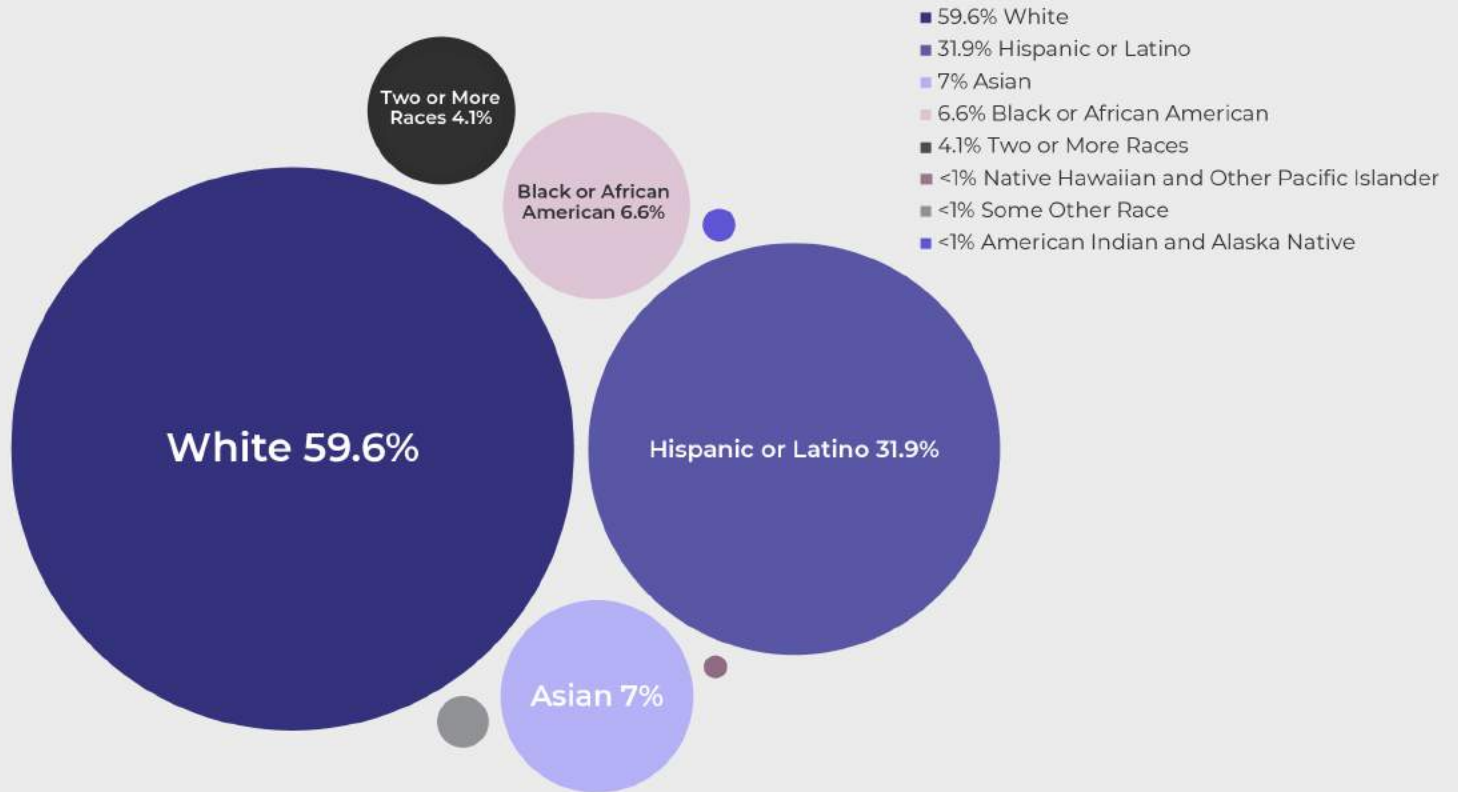
ASIAN / ASIAN AMERICAN

In 2021, the number of ABoR members who identified as Asian or Asian American outpaced that of the MSA population by 0.4%. In 2024, that ratio dropped by 2 percentage points, **creating a 1.7% gap** between the number of Asian members versus the Asian population within the MSA.

COMMUNITY DEMOGRAPHICS

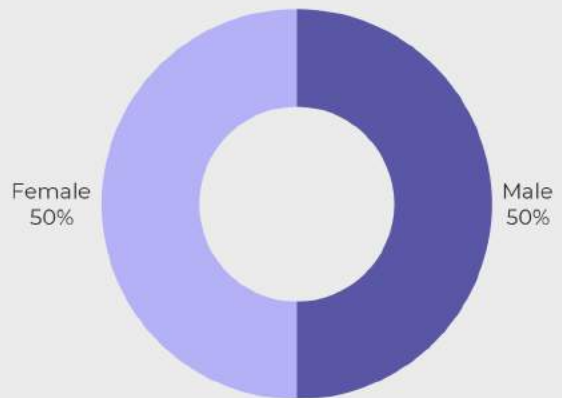
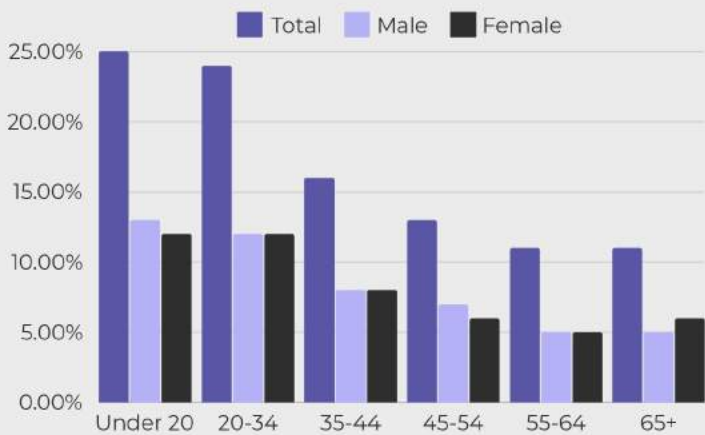
AUSTIN-ROUND ROCK MSA

RACE AND ETHNICITY



AGE

GENDER

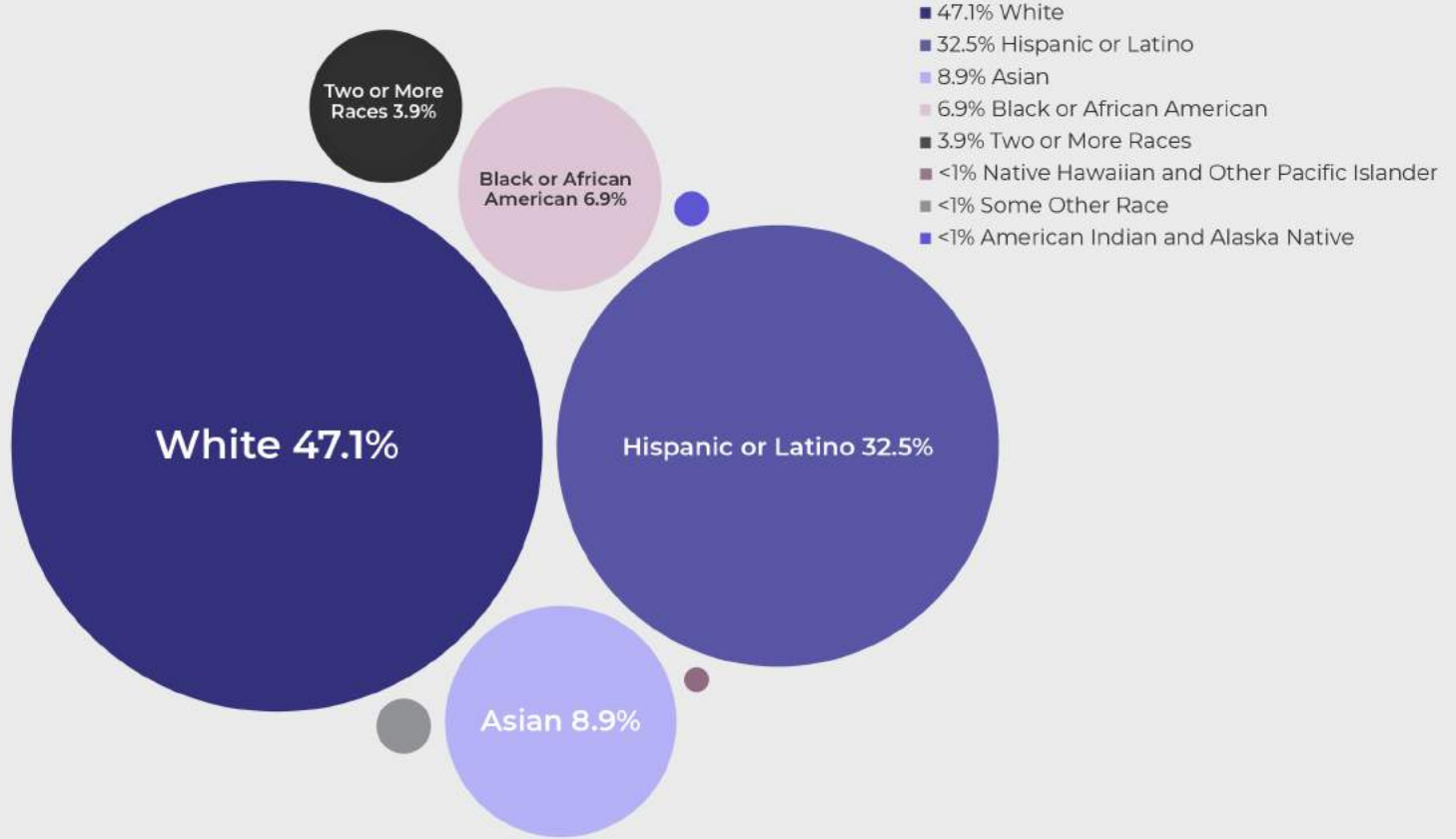


COMMUNITY DEMOGRAPHICS

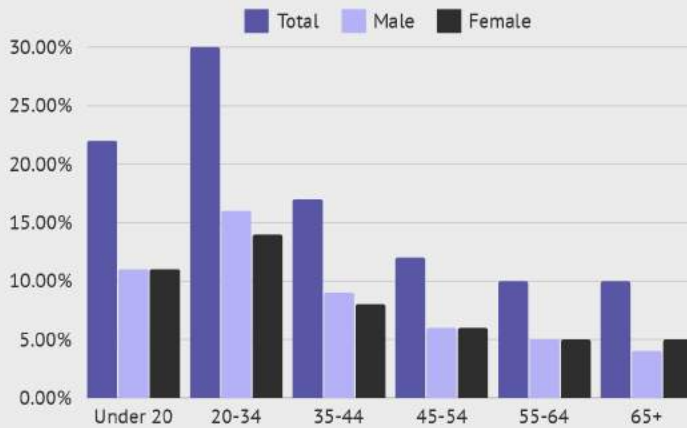
CITY OF AUSTIN



RACE AND ETHNICITY



AGE



GENDER



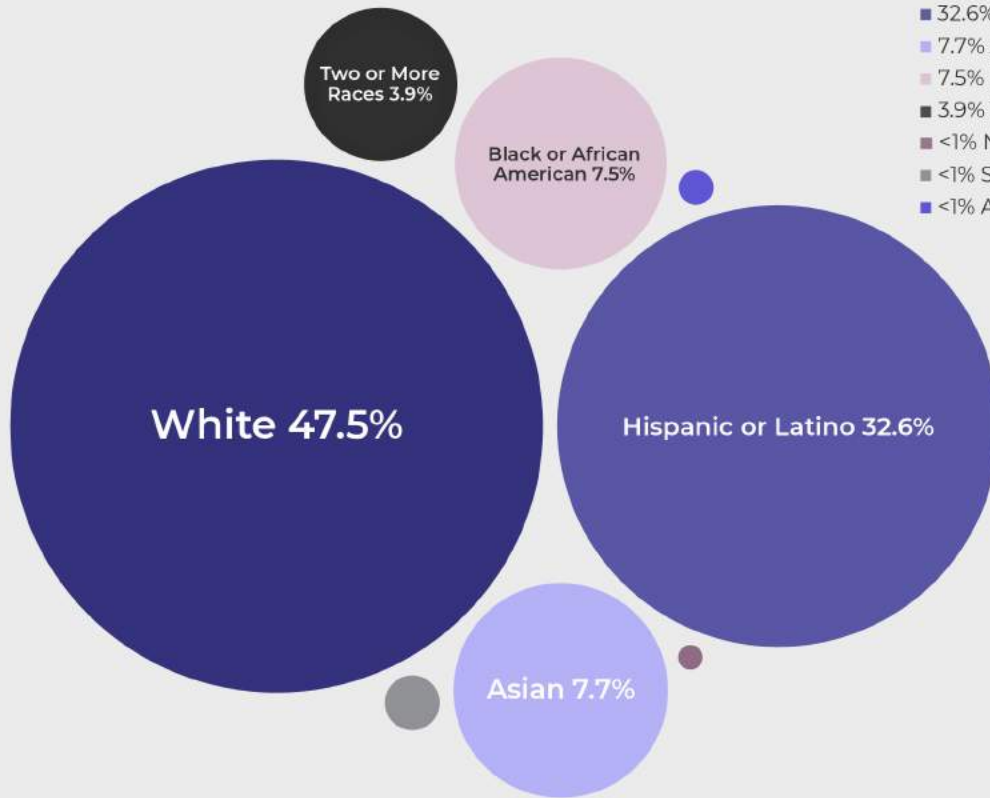
COMMUNITY DEMOGRAPHICS

TRAVIS COUNTY

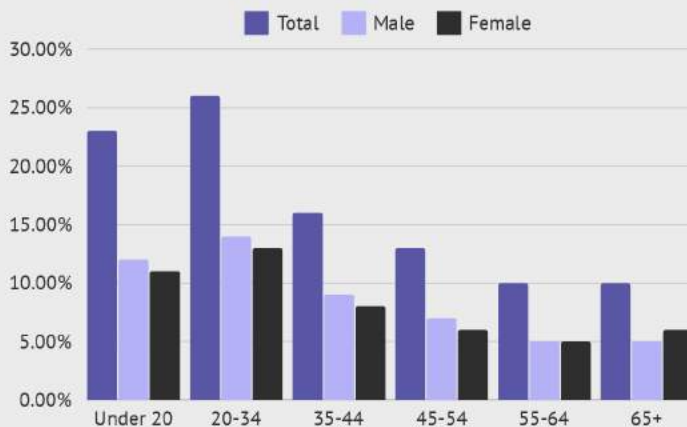


RACE AND ETHNICITY

- 47.5% White
- 32.6% Hispanic or Latino
- 7.7% Asian
- 7.5% Black or African American
- 3.9% Two or More Races
- <1% Native Hawaiian and Other Pacific Islander
- <1% Some Other Race
- <1% American Indian and Alaska Native



AGE



GENDER

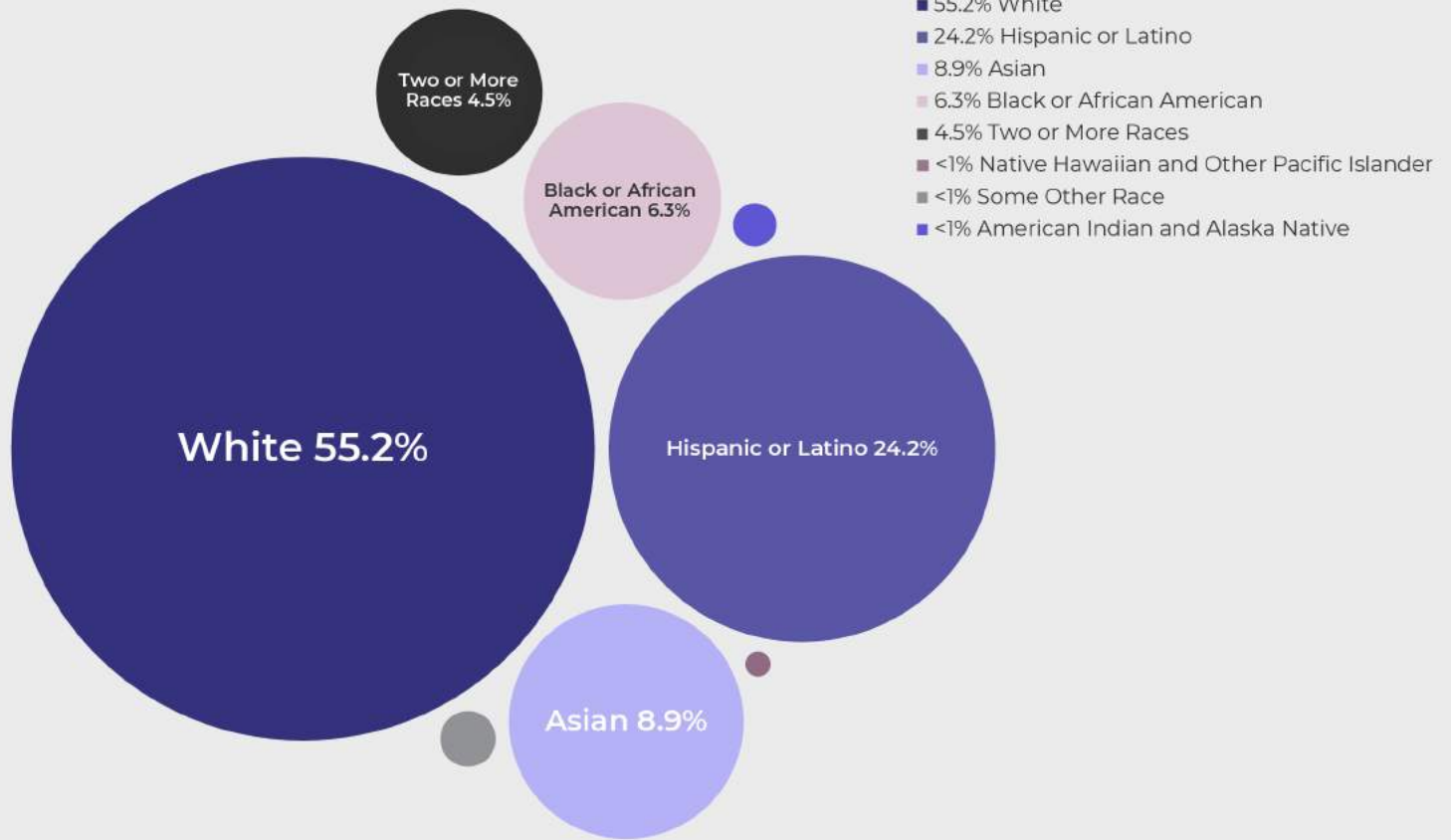


COMMUNITY DEMOGRAPHICS

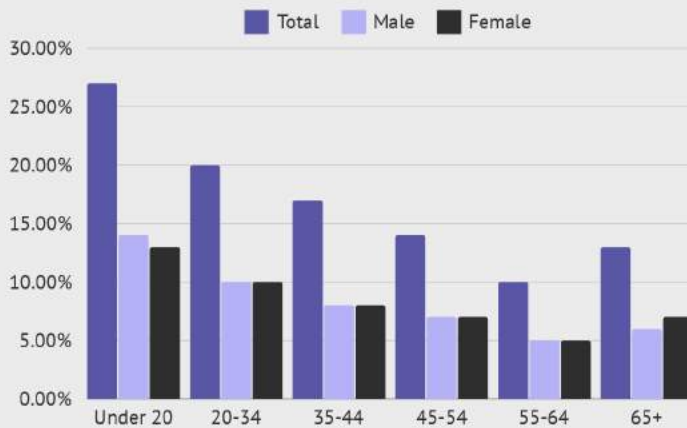
WILLIAMSON COUNTY



RACE AND ETHNICITY



AGE



GENDER



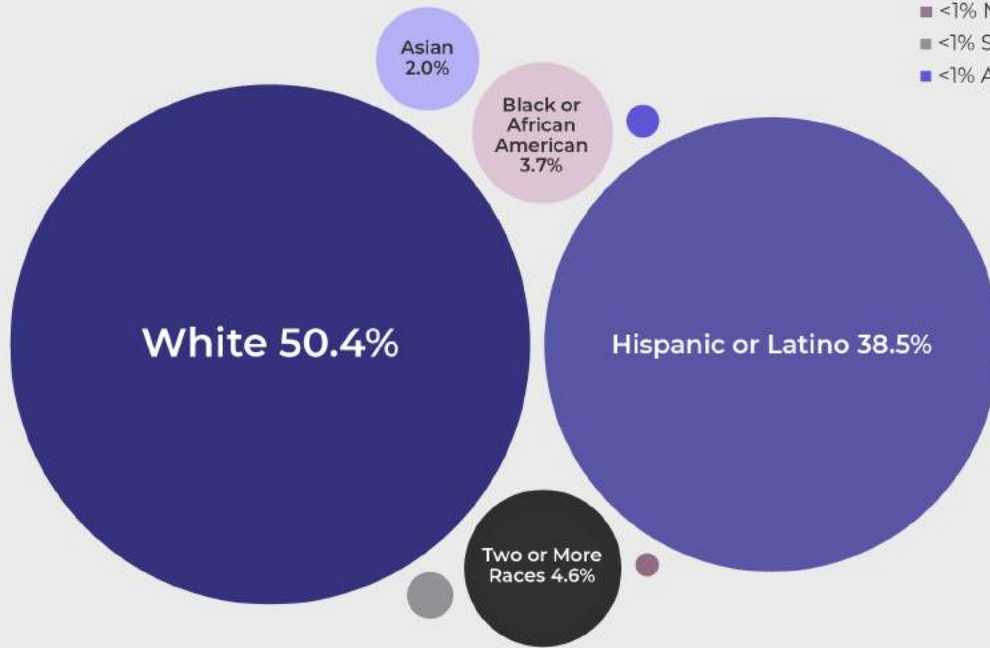
COMMUNITY DEMOGRAPHICS

HAYS COUNTY

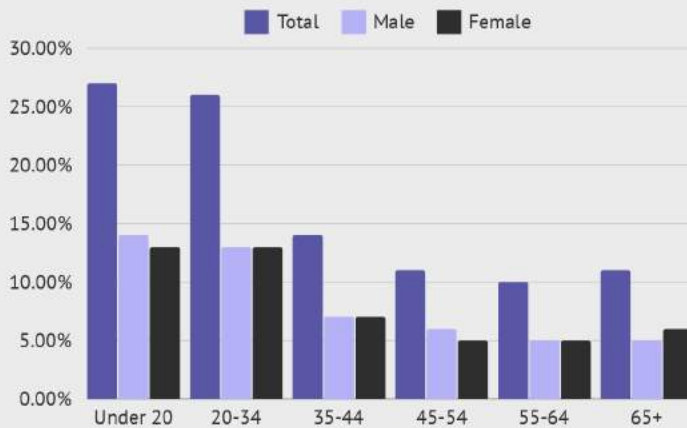


RACE AND ETHNICITY

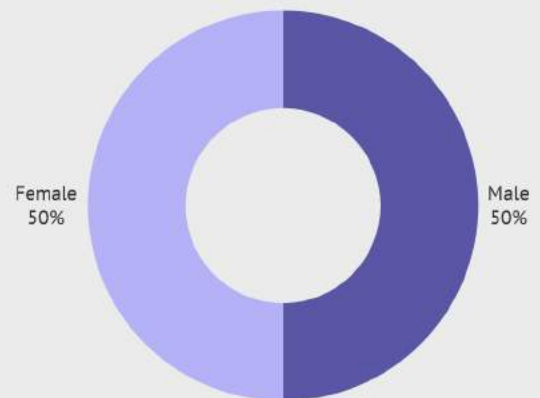
- 50.4% White
- 38.5% Hispanic or Latino
- 4.6% Two or More Races
- 3.7% Black or African American
- 2.0% Asian
- <1% Native Hawaiian and Other Pacific Islander
- <1% Some Other Race
- <1% American Indian and Alaska Native



AGE



GENDER



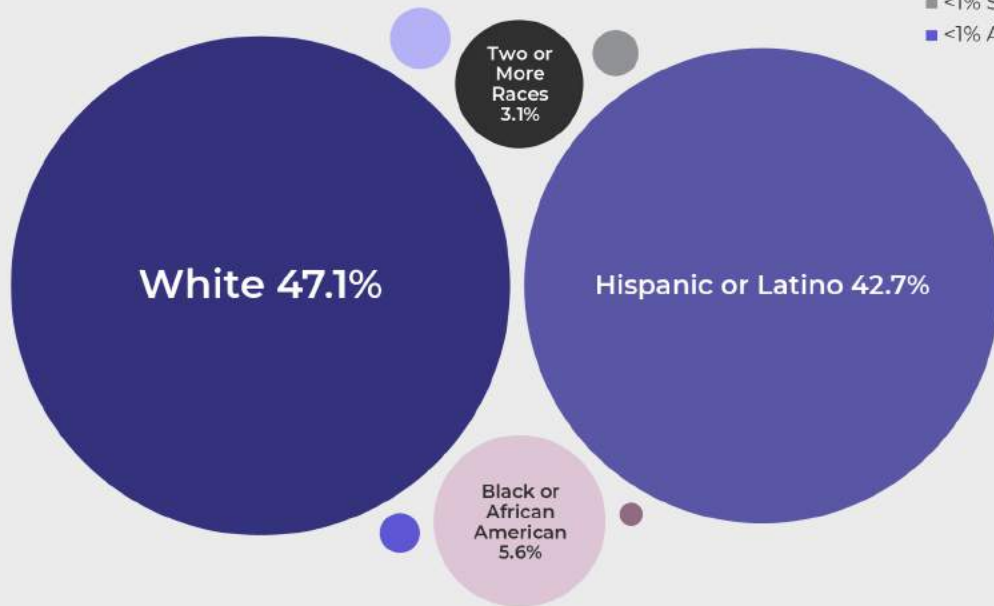
COMMUNITY DEMOGRAPHICS

BASTROP COUNTY

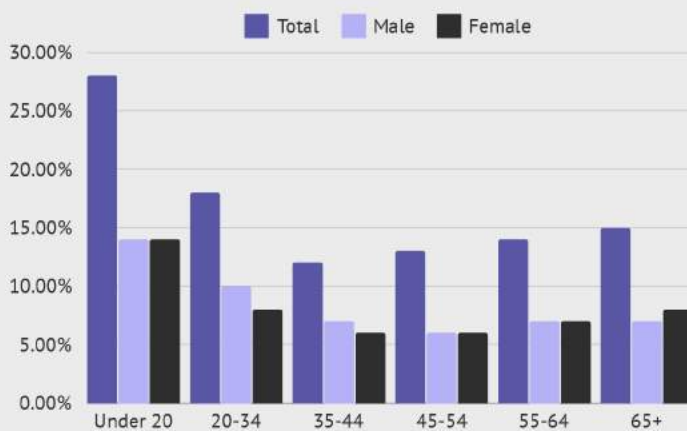


RACE AND ETHNICITY

- 47.1% White
- 42.7% Hispanic or Latino
- 5.6% Black or African American
- 3.1% Two or More Races
- <1% Asian
- <1% Native Hawaiian and Other Pacific Islander
- <1% Some Other Race
- <1% American Indian and Alaska Native



AGE



GENDER



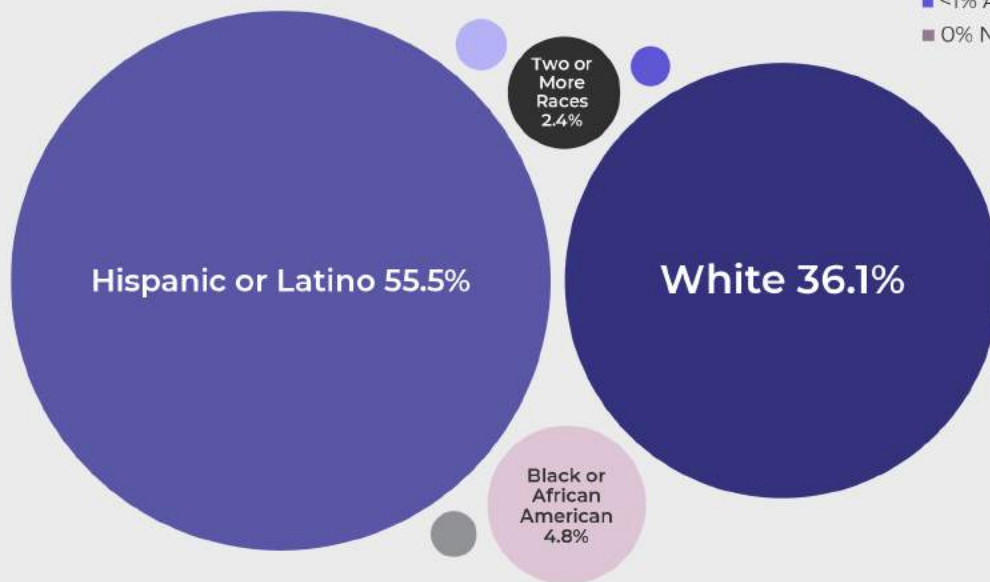
COMMUNITY DEMOGRAPHICS

CALDWELL COUNTY

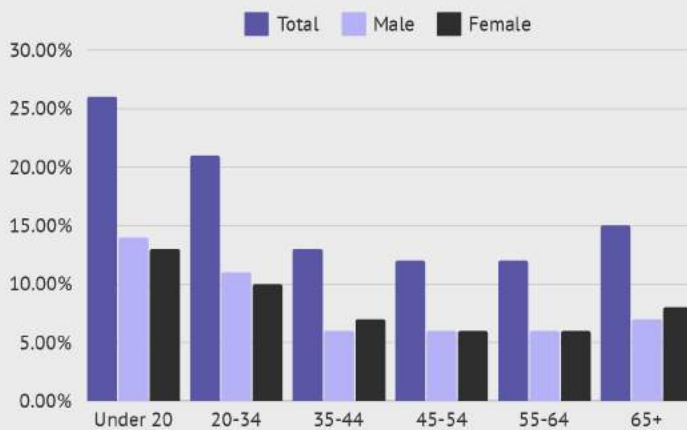


RACE AND ETHNICITY

- 55.5% Hispanic or Latino
- 36.1% White
- 4.8% Black or African American
- 2.4% Two or More Races
- <1% Asian
- <1% Some Other Race
- <1% American Indian and Alaska Native
- 0% Native Hawaiian and Other Pacific Islander



AGE



GENDER



ACHIEVEMENTS TO DATE

2022-2024

TIMELINE

In the last few years, ABoR has taken numerous steps through the Diversity Committee, ABoR Global, and more to champion inclusion and belonging in our Association and industry.

2022

Q1

Hosted new spokesperson training for ABoR volunteer ambassadors.

Introduced a Fair Housing-focused category, the Ethics Award, at the 2021 ABoR Industry Awards Gala.

Q2

Released 2021 ABoR Diversity Report after a one-year delay stemming from the COVID-19 pandemic.

Q3

Members participated in ABoR's first international trade mission to Ireland.

2023

Q1

Introduced new Staff Liaisons to the Diversity Committee to foster greater cross-collaboration with other ABoR programs and initiatives.

Q2

Filmed the first ABoR Diversity micro-education series with 2023 ABoR Diversity Committee members.

Through statewide advocacy efforts, stopped bills that banned or greatly limited property ownership by entities or individuals from certain foreign countries (such as SB 147) during the Texas Legislative Session.

Q3

Held the inaugural ABoR Diversity Summit in conjunction with the 2023 ABoR Annual Meeting, garnering over 400 in-person and virtual attendees.

Released ABoR's first multilingual resource, *Top 15 Things Every Foreign Client Should Consider*, in English and Spanish.

Received the most applications of any ABoR volunteer group for the Diversity Committee during ABoR's annual volunteer call.

Released "*The Truth About Austin's Housing: District Level Analysis*," a research report analyzing the impact of housing affordability issues on communities of color and first-time homebuyers.

2023

- Began the discovery for work creating an ABoR On-Demand course series that focuses on Fair Housing and serving Austin's rich, diverse community.
- Adopted "Build a Culture of Belonging" as a pillar of the 2024-2028 ABoR Strategic Plan (see below).

Q4

2024

- Launched ABoR YPN (formerly Austin Young Real Estate Professionals) as a new pathway for leadership and engagement for new ABoR members.
- Through ABoR Advocacy, supported the passage of the HOME Phase 2, which allows for a greater variety of housing types that can help make homeownership affordable and accessible for all Austinites.
- Began development of an ABoR Diversity Hub on ABoR.com to launch in Q4 of 2024.
- Hosted the second-annual ABoR Diversity Summit.

Q1

Q2

Q3

CONTINUED THE FOLLOWING DEIB INITIATIVES:

- REALTOR® and Strategic Partner Happy Hours
- Deepening relationships with Strategic Partners
- Member profiles and content highlighting the diversity of our membership
- Inclusion in Advocacy and Unlock MLS Research efforts

2024-2028 ABOR STRATEGIC PLAN

One of the core focuses of ABoR's new, five-year Strategic Plan is to "Build a Culture of Belonging" to foster a sense of community and connection among our membership. The work of the Diversity Committee and DEIB initiatives are essential to achieving this goal. To read the full Strategic Plan, visit [ABOR.com/StrategicPlans](https://www.abor.com/StrategicPlans).



ACHIEVEMENTS TO DATE

2021-2024



The Diversity Committee hosted its inaugural ABoR Diversity Summit in 2023. The Summit included several keynote presentations and agent panels, along with updates from our Strategic Partner organizations.



Through local, state, and national advocacy, ABoR helped advance housing policies that support Fair Housing as well as housing affordability and accessibility throughout Austin.



2024 DIVERSITY COMMITTEE PRIORITIES



DIVERSITY & INCLUSION HUB

Launch and maintain a Diversity & Inclusion Hub on the ABoR and Unlock MLS website. This Hub will serve as a home base for all DEIB classes, networking events, and consumer resources that foster belonging in our community and champion Fair Housing in our marketplace.



INSIGHTFUL PROGRAMMING

Develop DEIB programming for ABoR members based on information gleaned from qualitative and quantitative research to reach members where they are.



EXPANDED CONTENT

Collaborate with other ABoR volunteer groups and programs to thoughtfully expand DEIB-forward resources, such as multilingual content or resources for different practice areas.



RECOMMENDATIONS

WHERE WE GO FROM HERE



SHORT-TERM STRATEGIES

START:

- Launch a quarterly Diversity & Inclusion newsletter in which members can subscribe to stay engaged on DEIB initiatives at ABoR.
- Launch and maintain a Diversity & Inclusion Hub on ABoR.com.
- Develop and launch an education series focused on inclusion and belonging via ABoR On-Demand.
- Identify opportunities to participate in community events and initiatives that promote Fair Housing and working with a REALTOR®.

CONTINUE:

- Host an annual ABoR Diversity Summit.
- Host at least one REALTOR® and Strategic Partner Happy Hour annually.
- Produce member profiles and video content highlighting the diversity of our membership and community.

LONG-TERM STRATEGIES

START:

- Provide core ABoR and Unlock MLS resources, reports, and forms in multiple languages based on the most commonly spoken languages in Austin.
- Launch a Diversity Ambassador program to encourage as many members as possible to be involved in the latest DEIB initiatives.

CONTINUE:

- Offer annual DEI training to new and existing board members.
- Identify opportunities for equity and inclusion in the MLS and advocate for change when needed.
- Maintain a representative lens in member communication and social media.
- Offer diversity-minded speaker programs.



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