

# NAHREP Twin Cities

## A Resource for Housing Policy & Hispanic Homeownership

Columbia Heights City Council | September 28, 2026



**Who We Are:** The National Association of Hispanic Real Estate Professionals (NAHREP) is the nation's largest Latino business organization, with more than 50,000 real estate professionals and over 100 chapters.

**Mission: Advance Sustainable Hispanic Homeownership.**

### Why This Matters in Columbia Heights

- Latino residents make up 15.3% of Columbia Heights' population.
- Based on local Q4 2025 transaction research, nearly 28% of Columbia Heights residential purchases were made by Latino homebuyers.
- Columbia Heights' owner-occupied housing rate is 65.9%
- Latino families are not just part of Columbia Heights' population - they are investing in its neighborhoods and future

### How NAHREP Can Help

- Housing policy discussions
- Entry-level homeownership and attainable housing
- Workforce housing
- Community development and redevelopment
- Economic mobility through homeownership
- Market insight from professionals working directly with Latino buyers, sellers and business owners

### Housing Policy Is Local

Federal policy can provide tools, but the decisions that shape housing supply, redevelopment, zoning, affordability and neighborhood investment happen city by city.

#### Making Entry-Level Development Financially Viable

Demand for entry-level homeownership already exists. The opportunity is to ensure zoning, density, development standards, and local approval processes allow the market to build ownership housing at price points the next generation of Columbia Heights homeowners can reach.



**NAHREP Twin Cities Governmental Affairs Committee**

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