

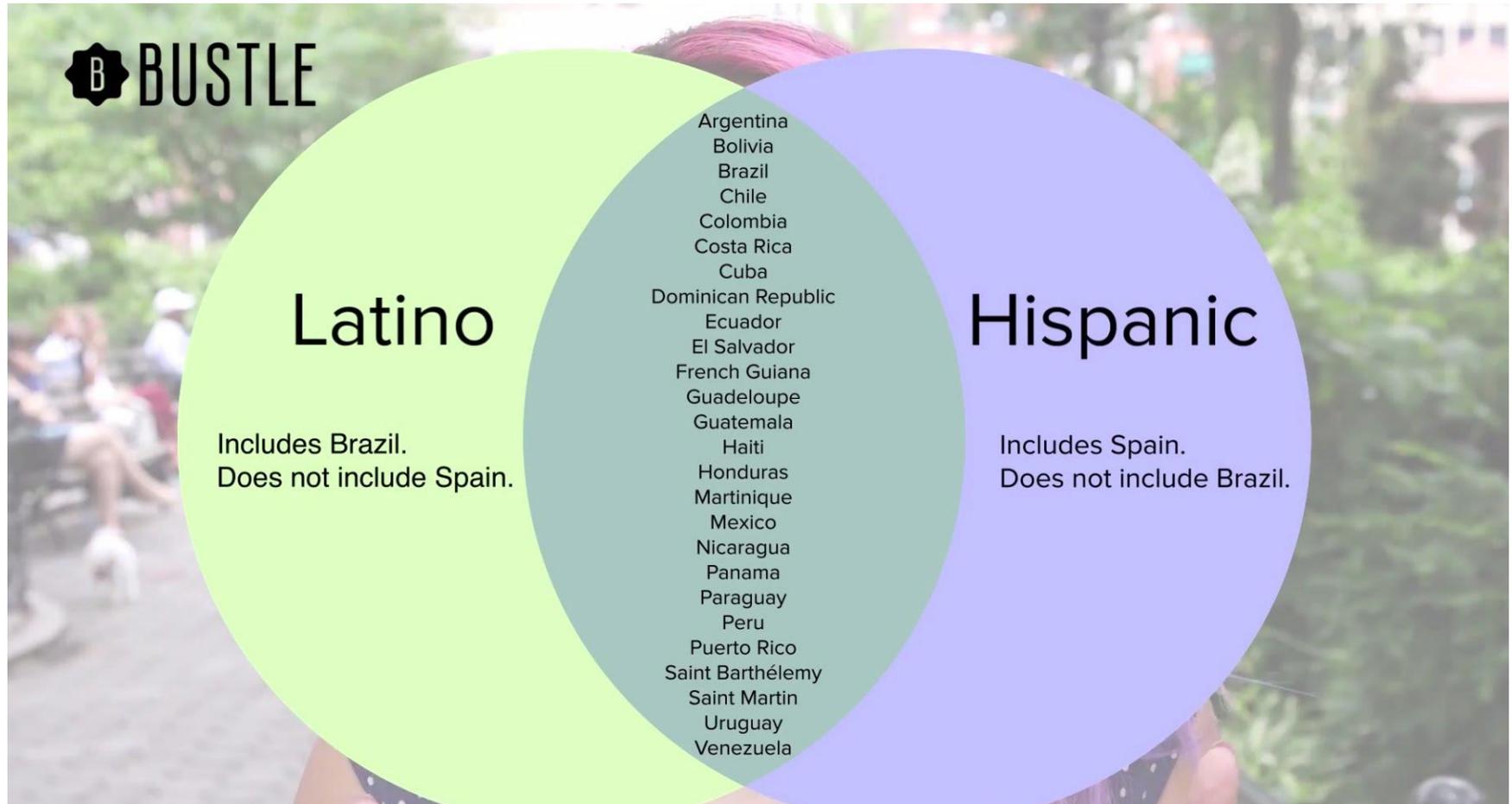
Reaching the Hispanic/Latino Market

By: Nestor Zuluaga

Hispanic vs. Latino

- Hispanic-Refers to persons of Spanish speaking origin or ancestry
- Latino-Refers to anyone of Latin American origin, including Brazilians.
- Hispanic word – Most commonly use in the east coast
- Latino word – Most commonly use in the west coast
- These terms foreign outside of US

Hispanic vs. Latino



Countries with populations



Latino vs Hispanic Population

• Mexico	114,975,406	Brazil	201,032,714
• United States	55,000,000	Spain	46,770,000
• Colombia	48,400,368	• Dominican Republic	10,088,598
• Argentina	42,192,494	• Haiti	9,801,664
• Venezuela	33,221,865	• Honduras	8,296,693
• Peru	29,549,517	• Paraguay	6,541,590
• Chile	17,067,369	• El Salvador	6,090,646
• Ecuador	15,223,680	• Nicaragua	5,727,707
• Guatemala	14,099,032	• Costa Rica	4,636,340
• Cuba	11,075,244	• Puerto Rico	3,690,923
• Bolivia	10,290,003	• Panama	3,510,045
		• Uruguay	3,316,328

International view



What they look like



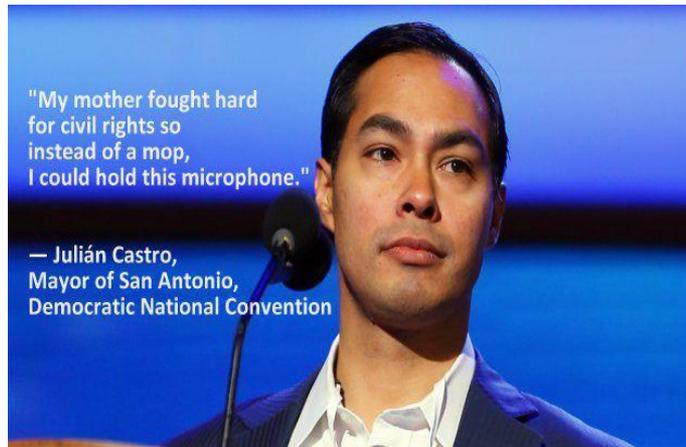
Is being Hispanic a matter of race, ethnicity or both?

- Federal policy defines “Hispanic” not as a race, but as an ethnicity. And it prescribes that Hispanics can in fact be of any race. But census findings suggest that standard U.S. racial categories might either be confusing or not provide relevant options for Hispanics to describe their racial identity. They also raise an important question long pondered by social scientists and policymakers:
 - Do Hispanics consider their Hispanic background to be part of their racial background, their ethnic background or both?
- Source: Pew Research Center Ana Gonzalez Barrera and Mark Hugo Lopez – June 15, 2015

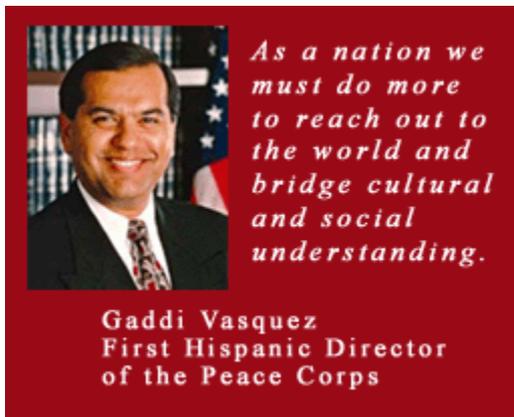
National View

- Political/national leadership
 - Number of Governors-2
 - Senators – 3
 - House of Representatives-32
 - Judges-400

Leadership



Julian Castro- Secretary of the US Department of Housing and Urban Development



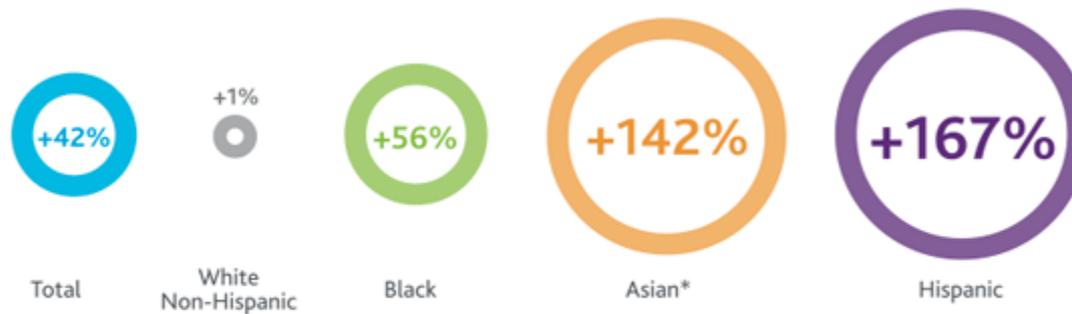
First Hispanic attorney general

Population Trends

- Eight states have a Hispanic population over 1 million: California, Texas, Florida, New York, Illinois, Arizona, New Jersey and Colorado
- As of March 2014 Hispanics are now the majority of population in California 34%
- New Mexico was the first state to have Hispanics be the majority of the population at 47%

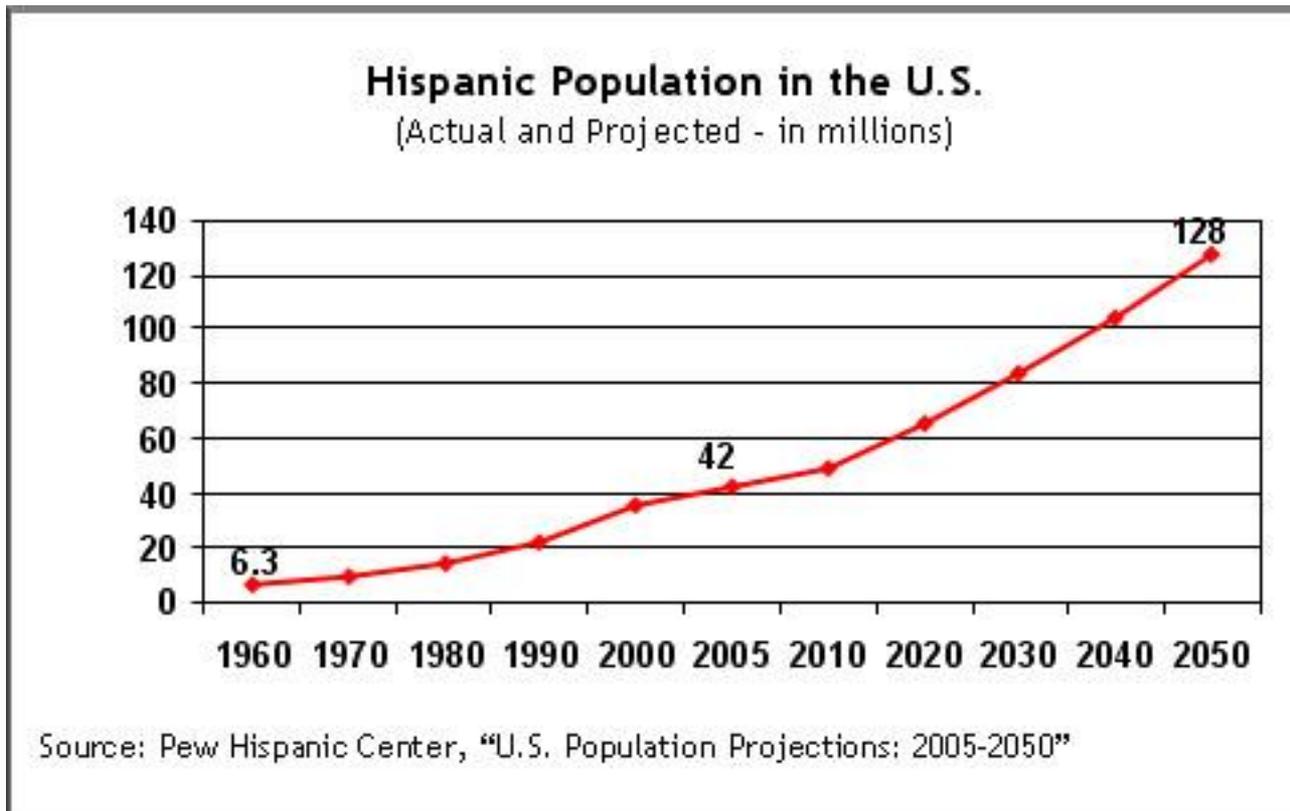
Projected U. S. Population Growth

Projected U.S. Population Growth From 2010 to 2050



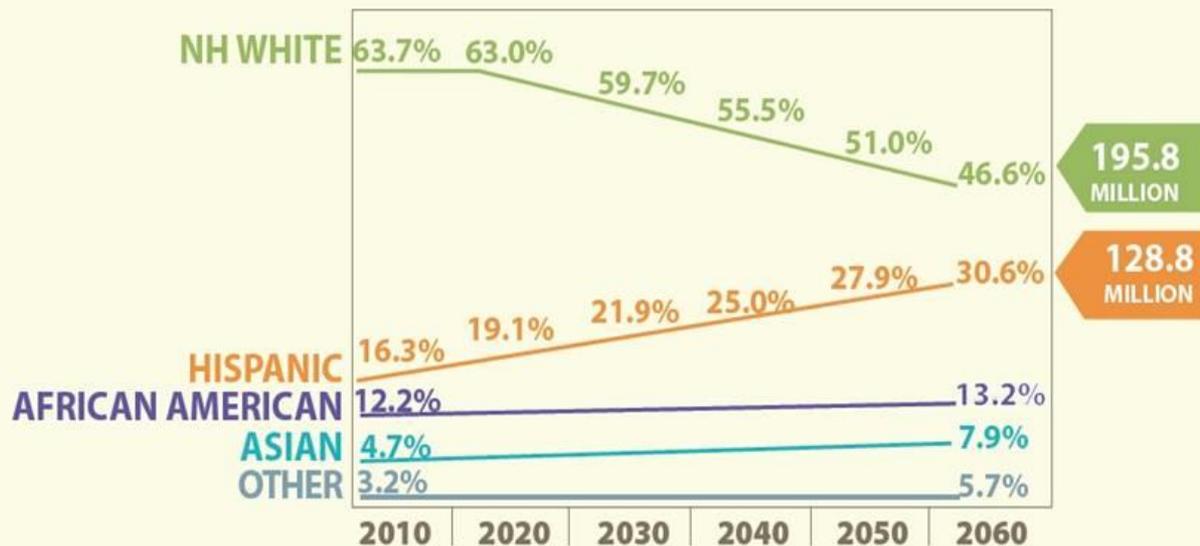
*Excludes American Indian, Alaska Native, Hawaiian & Other Pacific Islander
Source: U.S. Census Bureau Population Projections

Hispanic Population in US



Population Projections

By 2060, Hispanics are expected to make up 31% of the population

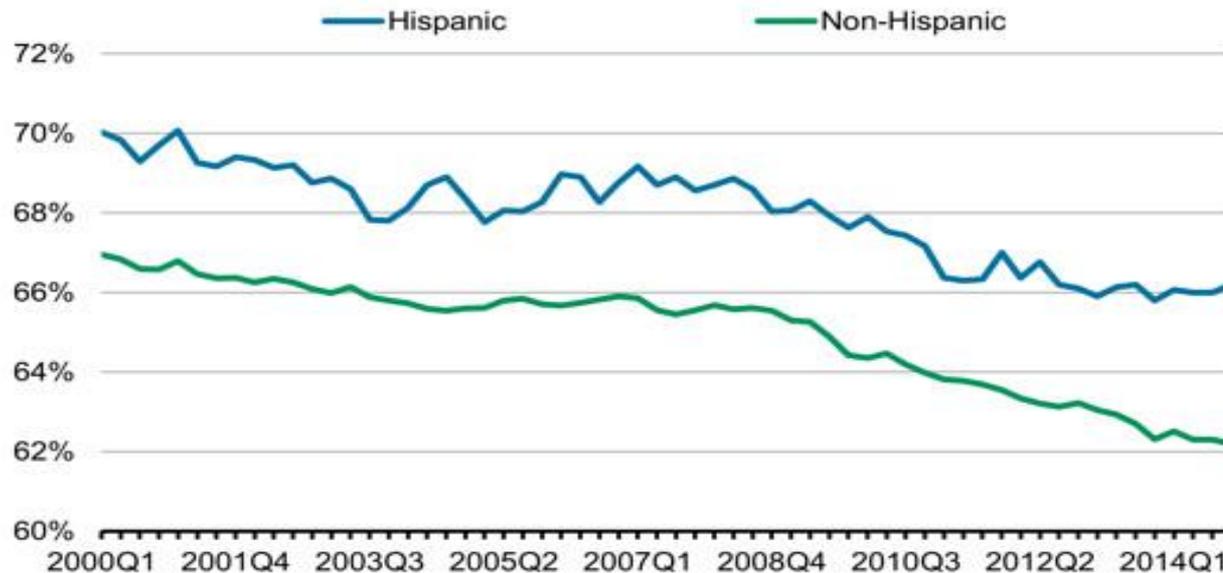


Employment growth

- The U.S. Hispanic population will account for 40% of employment growth over the next five years and more than 75% from 2020 to 2034

Different Directions

U.S. labor-force participation rates, by ethnicity

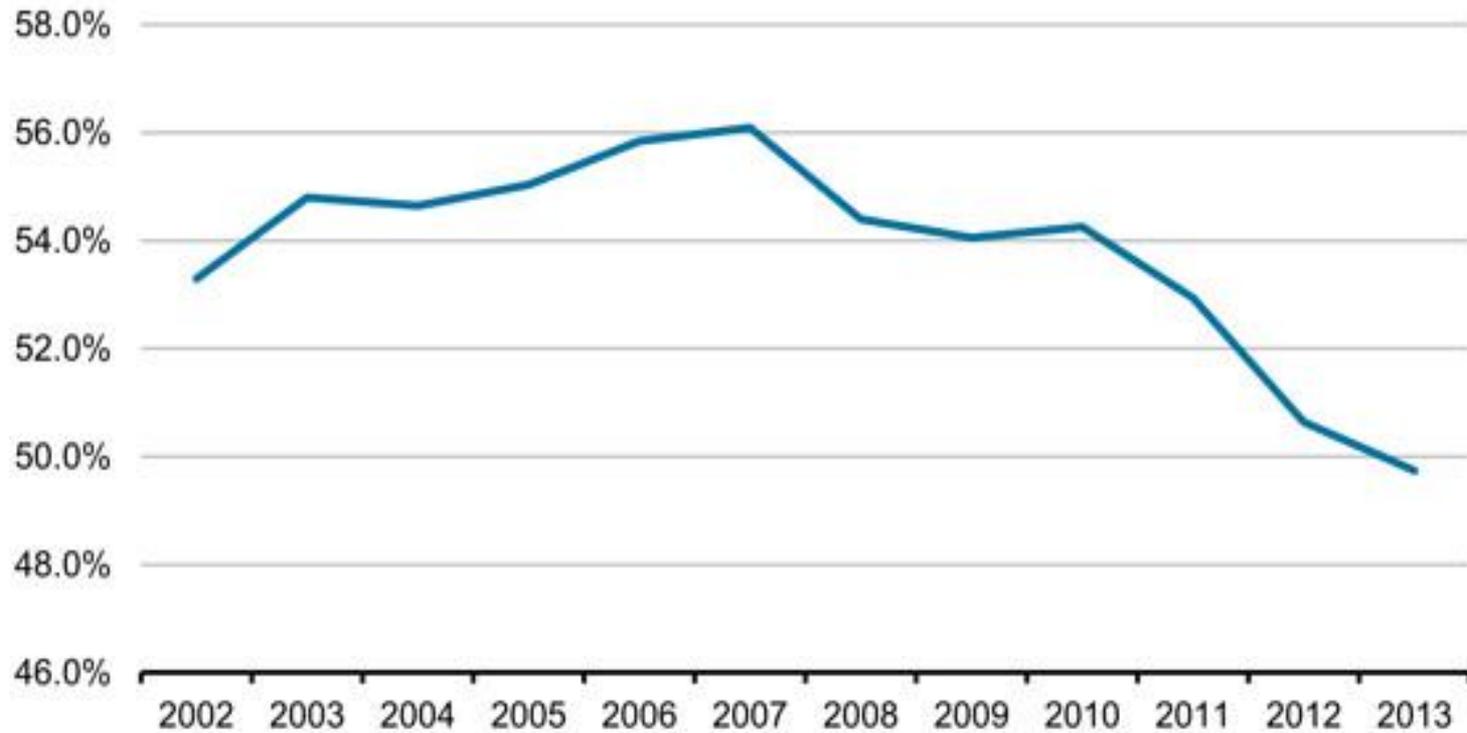


Source: IHS tabulations of Current Population Survey public-use microdata files | WSJ.com

Work force

Born in the U.S.A.

The share of Hispanic workers in the U.S. that are immigrants is falling.

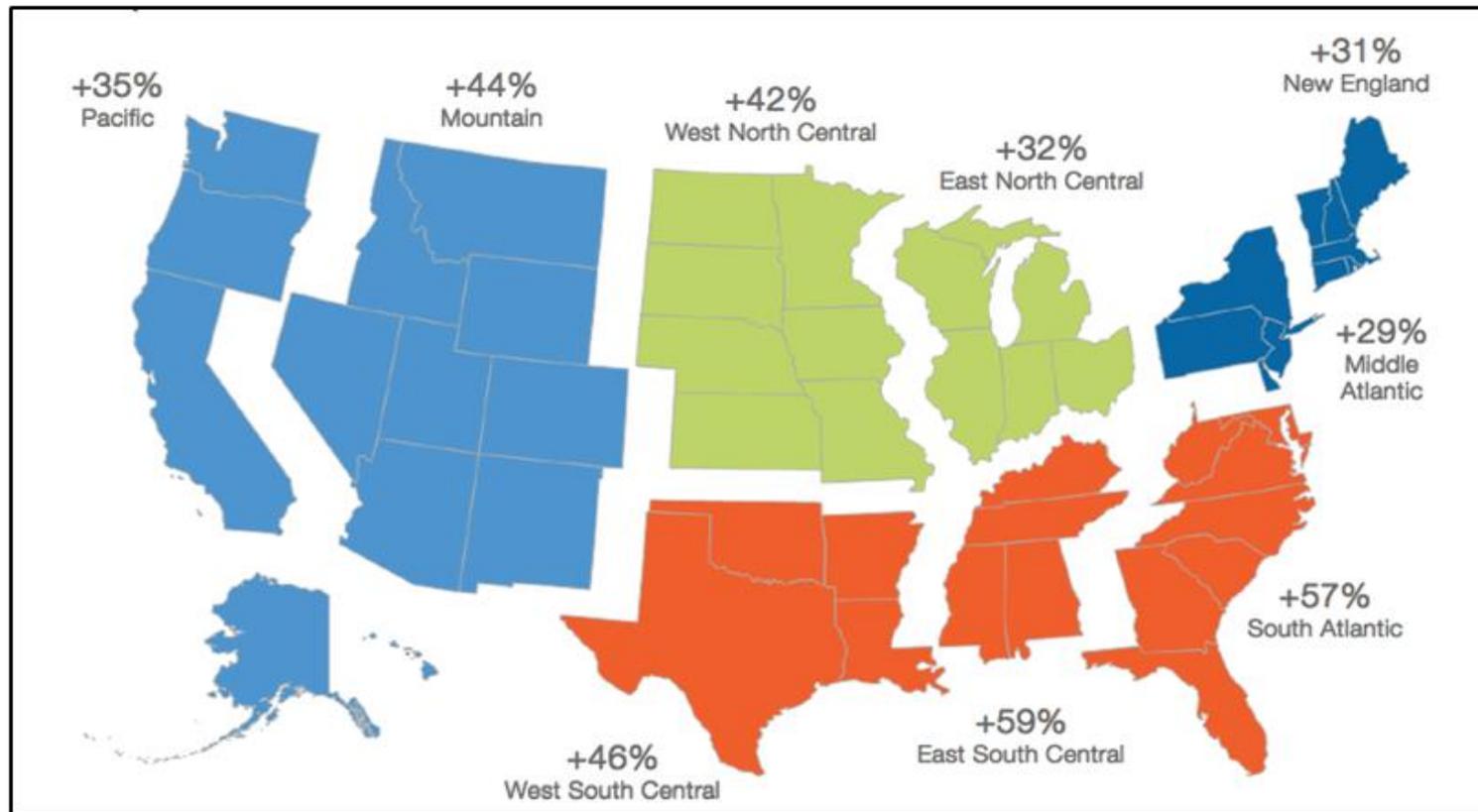


Pew Research Center, Census; BLS | WSJ.com

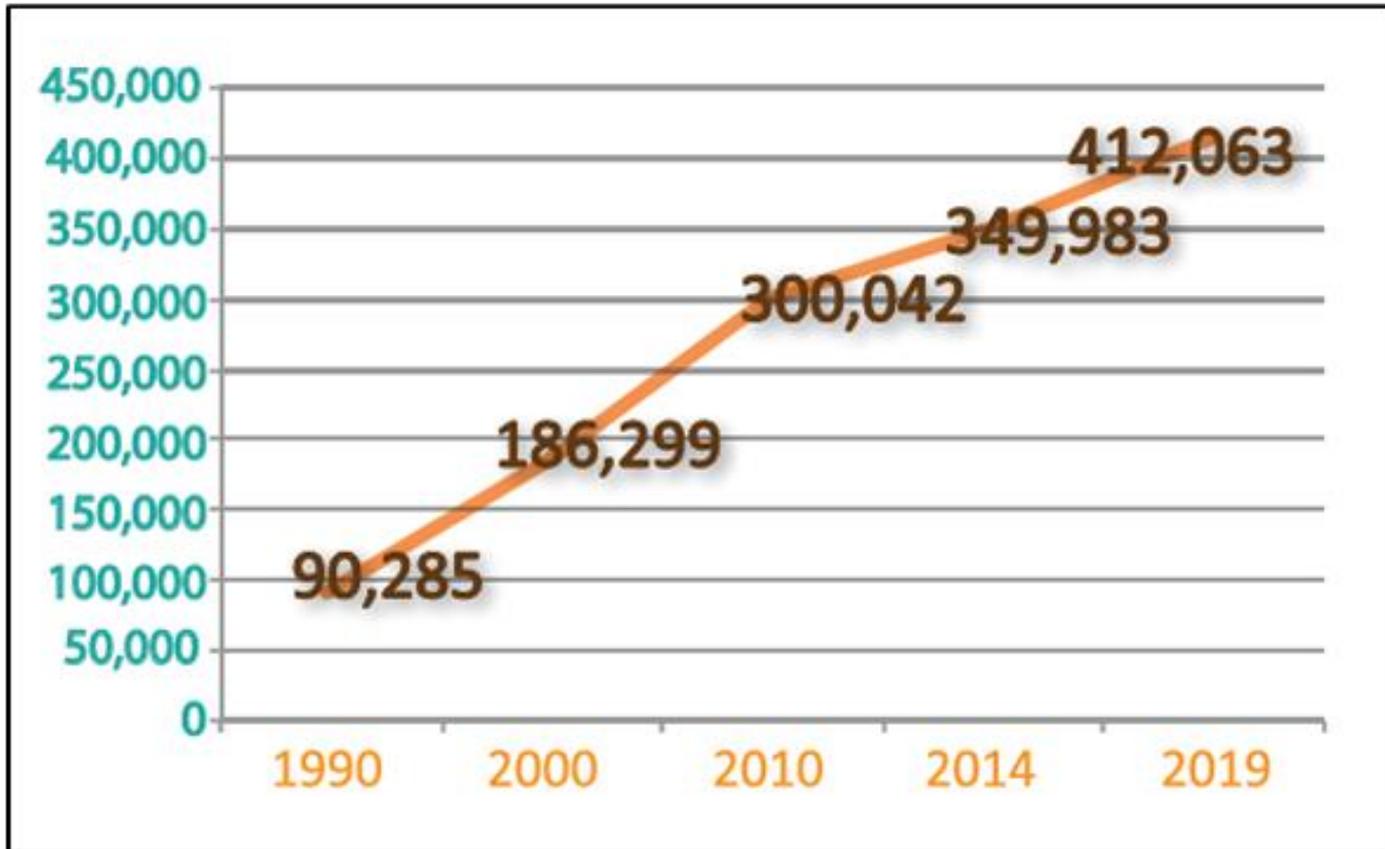
Business Sector

Between 2004-2014 us firms grew 22.2% while
Hispanic firms grew 43%

Projected increase in Hispanic owned businesses from 2007-2014???



Growth of Hispanic population in Kansas

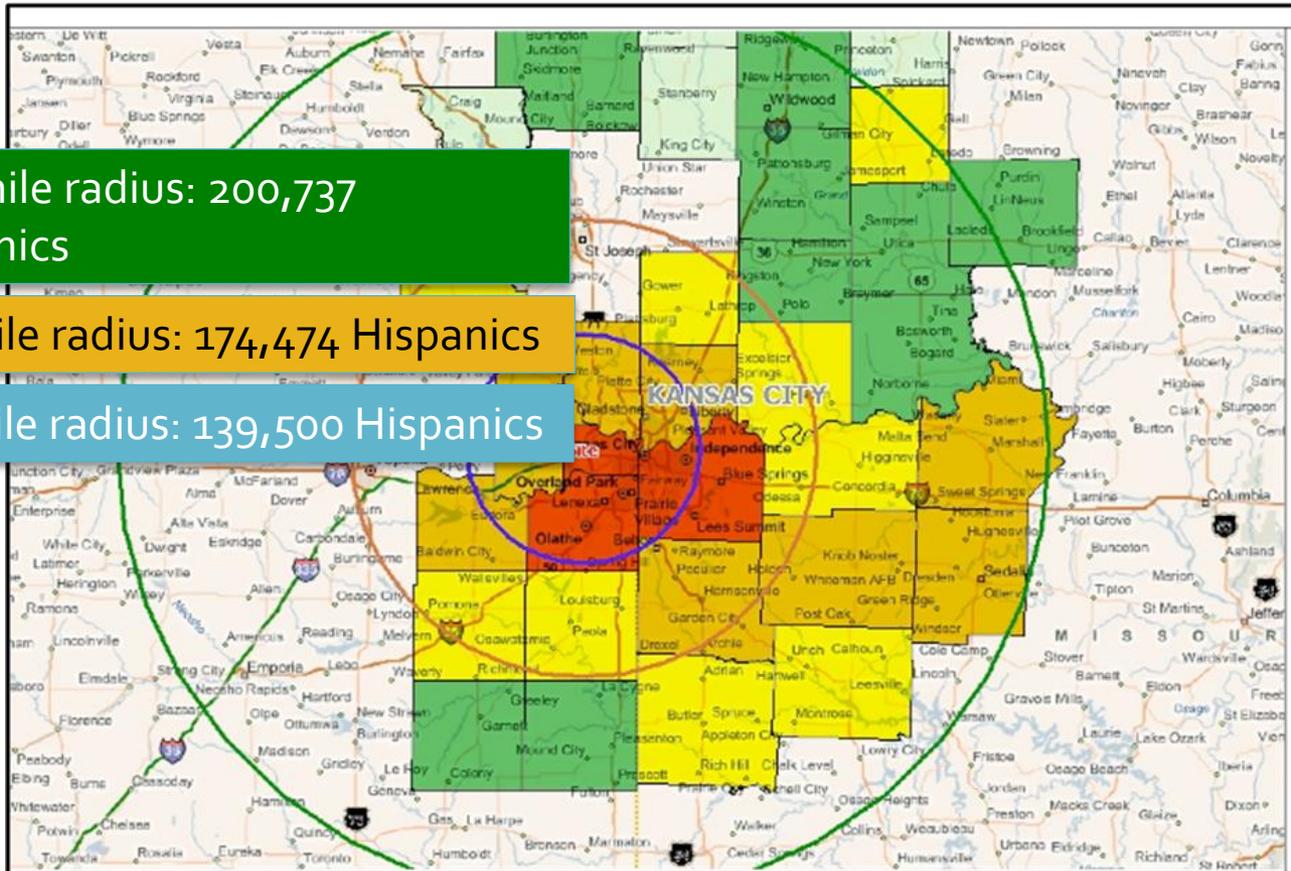


Kansas City and the surrounding area

100-mile radius: 200,737
Hispanics

50-mile radius: 174,474 Hispanics

25-mile radius: 139,500 Hispanics



Cultural Specifics

- 1st Generation-Foreign born
- 1.5 Generation or 1.5G – Immigrated during or before early teens
- Second Generation-Born in US
- Third Generation – Grand Parents influences still apply
- Fourth Generation – Full assimilation

Media Coverage

- Mainstream coverage of the Latino community is basically limited to issues of crime, immigration and illegal border-crossing.
- As such, it's not surprising that more than 30% of non-Latinos believe a majority of Latinos are undocumented. But that's simply not true: In fact, just 17% of Latinos in the U.S. are undocumented, and that number is actually dropping.

Attitudes & Behaviors

- Relationships matter
- Referral and loyalty tend to be high
- Tend to live in large, traditional, married with children families with lots of participation from other family members
- As adults less likely to live alone
- More often than not eat family meals at home
- Less cynical of advertising
- Strong entrepreneurial instincts

- Traditionally patriarchal structure
- Income levels rising-from 1991-2000 the growth of affluent Hispanic/Latinos rose 126%

Social Media Landscape

Hispanic Social Media Landscape

	Non-Hispanic			Hispanic	
	Reach	Growth		Reach	Growth
Facebook	74%	2%	Facebook	75%	8%
YouTube	58%	4%	YouTube	63%	8%
Blogger	32%	13%	Blogger	31%	16%
LinkedIn	15%	6%	LinkedIn	11%	15%
Twitter	17%	25%	Twitter	16%	33%
Google Plus	10%	N/A	Google Plus	9%	N/A
Tumblr	9%	69%	Tumblr	7%	105%
Pinterest	5%	1,827%	Pinterest	2%	2,517%

Source: comScore (000's) June 2011 - January 2012



Social Media Landscape

Hispanics spend more time in video and social networks



Monthly use of internet by activity - HH:MM



Source: Nielsen Online Panel

nielsen

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NAA 11th Annual Wall Street Summit

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Homeownership views

- 32 percent of all Americans consider owning a home a symbol of success compared to 56 percent of Hispanics
- 68 percent of Hispanics versus 57 percent of all Americans are more likely to think purchasing a home is a sound economic decision
- 73 percent of Hispanics compare to 57 percent of all Americans feel that home ownership is a good path to building family wealth for future generations.

Purchasing Power

- More than 52 million strong and representing the majority of population growth over the next five years, Latinos have become prominent in all aspects of American life. A growing, evolving population, Latinos are a fundamental component to future business success, with a buying power of \$1 trillion in 2010 that is projected to grow 50 percent to \$1.5 trillion in 2015.
- **The overall U.S. population is graying, but the Latino population remains young** and the primary feeder of workforce growth and new consumption. The median age of the Latino population is 28 years old, nearly ten years younger than the total market median age of 37 years. Given that the age for a new home buyer is between 26 and 46 years old, Latinos will become a force in residential purchasing over the next ten years.

Purchasing Power

- 12 Million net new home purchases between 2012-2020 , 40% will be sold to a Latinos.
- Hispanic purchasing power has increased at a compound annual growth rate of 7.5%, more than twice as fast as the 2.8% growth for the total U.S.

{ Sources: Excerpt from *The U.S. Hispanic Economy in Transition: Facts, Figures, and Trends* introduction by Juan B. Solana, U.S. Bureau of Labor Statistics }

Steps to reach the market

- 1. Bridge the language barrier
cultural nuances
- Hire a interpreter – Or refer them and go along to learn, bond, and satisfy Fair Housing.
- 2. Share knowledge
 - Credit score system
 - Banks in South America
 - Public Notary
 - For the most part Real Estate Agents are not used

Foreign Language List, KCRAR.com

For full list
of all
languages
see our
website

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KCRAR Bilingual Forms



CONTRATO DE VENTA DE INMUEBLE RESIDENCIAL RESIDENTIAL REAL ESTATE SALE CONTRACT

The green text is used for explanations for certain form sections and does not print.

1 **EL PRESENTE CONTRATO se celebra entre:** (NOMBRES EN IMPRENTA, INCLUYENDO ESTADO
2 CIVIL; SI NO SE COMPLETA, EL CONCESIONARIO ASISTENTE DEL VENDEDOR DEBERÁ INCLUIR
3 LOS NOMBRES DEL VENDEDOR ANTES DE LA PRESENTACIÓN AL VENDEDOR)
4 **THIS CONTRACT is made between:** (PRINT NAMES AND INDICATE MARITAL STATUS; IF NOT
5 COMPLETED, SELLER'S NAMES TO BE INSERTED BY LICENSEE ASSISTING SELLER PRIOR TO
6 PRESENTATION TO SELLER)

7
8 **VENDEDOR:** _____
9 **SELLER:** _____

10
11 **COMPRADOR:** _____
12 **BUYER:** _____

13
14 **Inmueble propiedad del banco (marque si corresponde):** Si el inmueble es propiedad del banco, y
15 el propietario titular del registro es desconocido a la Fecha de entrada en vigencia del presente Contrato, el
16 COMPRADOR y el VENDEDOR acuerdan que el nombre del VENDEDOR se modificará para que luzca
17 tal como se manifiesta en la Escritura de cierre, y se constituye por la presente por referencia y en toda
18 modificación y anexos. El VENDEDOR garantiza que posee plena autoridad para firmar y ejecutar el
19 presente Contrato en nombre del propietario titular del registro.

20 **Bank-Owned Property (check if applicable):** If the real property is bank-owned and the titled owner of
21 record is not known at the Effective Date of this Contract, BUYER and SELLER agree the name of the
22 SELLER is amended to as it is stated in the Deed at Closing and is incorporated herein by reference and in
23 any amendments and addenda. SELLER warrants it has full authority to sign and perform on this Contract
24 on behalf of the titled owner of record

Steps to reach the market

- 3. Show you are trustworthy
Some immigrants have a negative view of banks from their native countries.
Many Hispanics prefer to carry cash

Steps to reach the market

4. Build a relationship-

For Hispanics, it is all about building a long term relationship not just one transaction.

Steps to reach the Market

- 5. Create a community feeling- Having materials in their language. Community outreach to sponsor Hispanic events and partner with Hispanic organizations.

Marketing to Hispanics

Hispanic HH are:

3.5

Times

**more likely to respond to direct
mail than non-Latinos.**

Source:2008 Hispanic Direct Marketing Report

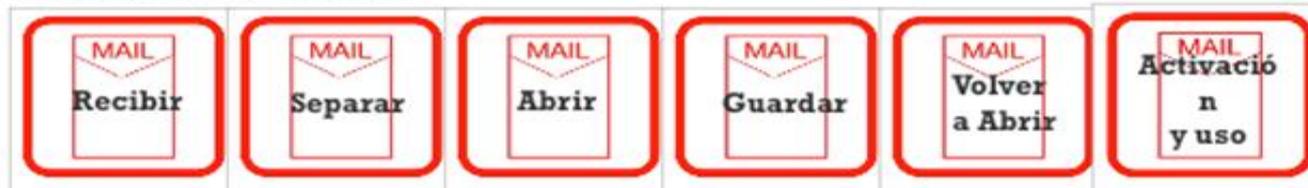
right Geoscape, www.geoscape.com, 1 (888) 211-9353.

Marketing to Hispanics

72%

Of Hispanics say they “Always” read their Direct Marketing materials

Los Momentos Criticos



Source: 2008 Hispanic Direct Marketing Report

Summary

- Latinos are a fundamental component to business success, and not a passing niche on the sidelines.
- Rapid Latino population growth will persist, even if immigration is completely halted.
- Latinos have amassed significant buying power, despite perceptions to the contrary.

Summary

- Hispanics are the largest immigrant group to exhibit significant culture sustainability and are not disappearing into the American melting pot.
- Technology and media use do not mirror the general market but have distinct patterns due to language, culture, and ownership dynamics.
- Latinos exhibit distinct product consumption patterns and are not buying in ways that are the same as the total market.

¡Gracias!

Nestor and Maria Zuluaga
Re/Max Realty Suburban