



FUTURE  
HOUSING  
LEADERS™

**Future Housing Leaders™**

Creating a Force for Housing



# Future Housing Leaders (FHL)

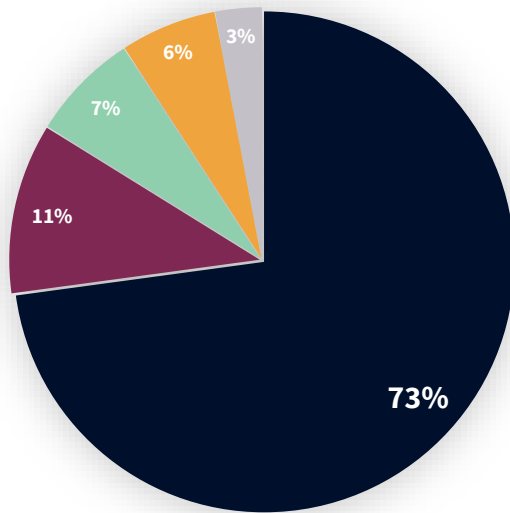
- Opportunity for Change
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# Opportunity for Change

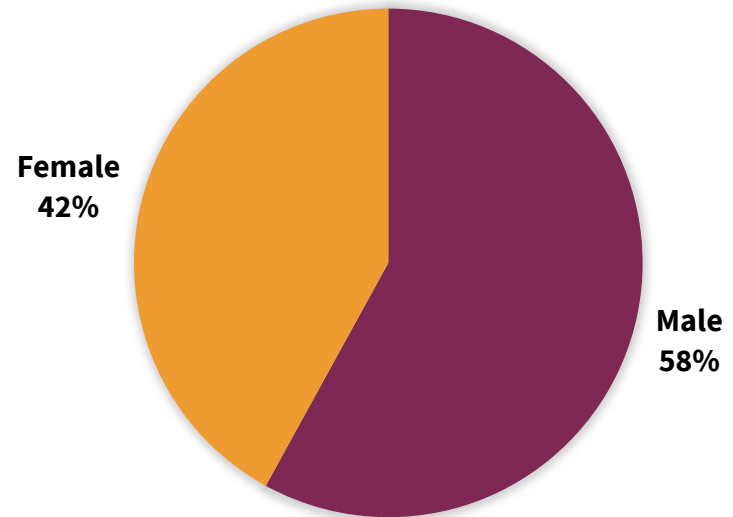
## Under-representation in Housing Industry Workforce

Demographics of Housing Industry



■ White ■ Asian ■ Hispanic ■ Black ■ Other People of Color

Gender of Housing Industry



Source: Polygon Research 2019: Polygon Research analysis based on American Community Survey 5-year PUMS data (2013-2017) and EMSI data (March, 2018 - March, 2019)

# Opportunity for Change

- Research shows that **more diverse companies and institutions perform better than their less diverse counterparts**
- There is a need to reach historically underserved markets, many of which have unique challenges that may be **unfamiliar to the housing industry's current workforce**
- Generate interest and awareness of the industry to help students **consider housing as a viable career option**



# Future Housing Leaders Program Overview



**Connects** college students to paid internship and entry-level jobs with top employers in the housing industry who are committed to diversity and inclusion.



**Provides access to opportunities in the housing industry: finance, investment, development and construction sales and marketing, lending, property management, professional services and technology**



**Supports students throughout their internships and career by providing access to industry leaders, training, and resources.**



# Benefits of Participating: Attract & Partner

- Access to a network of **200+ students**, sourced at colleges & universities that have high performing diverse student populations
- Help to build your diversity pipeline through engaging with our program partners



HACU

HISPANIC ASSOCIATION OF  
COLLEGES AND UNIVERSITIES



# Benefits of Participating: Collaborate & Elevate

Elevate brand awareness for your company and careers in the housing industry at Future Housing Leaders events.

- Participate in Future Housing Leaders-sponsored executive speaking engagements
- Join Housing Matter Series panel discussions alongside peers in the industry
- Engage in one-on-one mentoring with interns that are looking for advice about careers in housing
- Network with other Future Housing Leaders employer partners at Future Housing Leaders on-campus events
- Leverage Fannie Mae resources to discuss best D&I practices



# Current Employer Partners

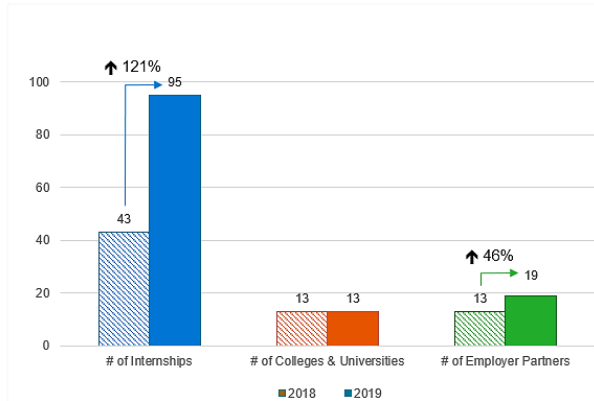




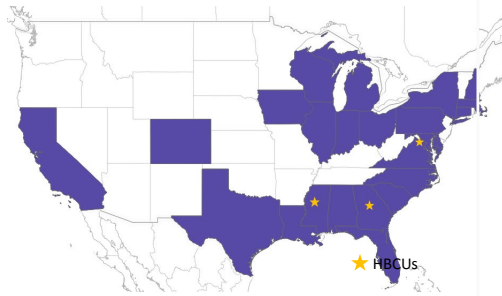
# Future Housing Leaders Highlights: 2019

Housing Industry employers have an opportunity to help advance their workforce to better meet the changing needs of future renters and homeowners

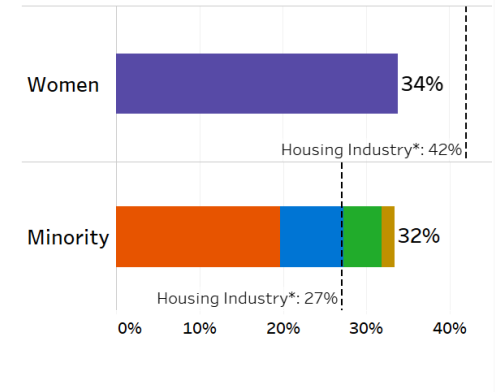
### FHL Program Key Statistics



### FHL Intern Geographic Footprint



### Diversity of FHL Interns



- **95 interns** – a **120%** increase from 2018.
- Interns represented **48 different** colleges and universities
- **1/3** of interns identified themselves as a member of a minority group
- **34%** percent of interns are women
- **97%** of interns say they would recommend FHL to others
- **85%** of interns say they are likely to pursue a career in housing based on their internship experience
- **9.4%** increase in # of interns that had “*extreme interest*” in pursuing a career in housing



\*67 interns responded to the pre-internship survey, while 33 responded at the end of their internship experience.

# Our Impact

“

My internship experience supported by Future Housing Leaders provided me with the on-the-job leadership experience I need to develop the skills essential to thrive in a fast-paced, collaborative environment.

”



—DREW PHILLIPS  
Spelman College

Intern at Berkley Point Capital, 2018



“

My Future Housing Leaders internship helped me gain important work experience and build connections in housing.

”



—CAL VI  
St. John's University  
Intern at Arbor Realty, 2018



# Get Involved



## Contact

Marcus Cole to discuss ways to partner:

- [marcuscole@futurehousingleaders.com](mailto:marcuscole@futurehousingleaders.com)



## Stay Informed

via the following channels:

- [Future Housing Leaders Website](#)
- [Twitter](#)
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## Read

about the Future Housing Leaders:

- [Future Housing Leaders and Mortgage Bankers Association partnership](#)
- [Marcus Cole on Future Housing Leaders](#)
- [Future Housing Leaders blog](#)





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