



FOR IMMEDIATE RELEASE

Tuesday, June 1, 2021

Contact:
Stephanie Visscher
Communications Manager
svisscher@remax.com | 303-796-3661

RE/MAX Joins LGBTQ+ Real Estate Alliance, Further Empowering Agents in Fight for Equality in Real Estate

The organization's training and networking resources will help agents build business as they advocate for LGBTQ+ buyers and sellers on their real estate journey

DENVER – RE/MAX, LLC today announced a new corporate sponsorship of [The LGBTQ+ Real Estate Alliance](#), reaffirming the company's commitment to fair housing for all and promoting LGBTQ+ homeownership. Through this new relationship, RE/MAX agents of all identities will have access to training, resources, and networking as they strive to overcome obstacles around housing that continue to face the LGBTQ+ community.

The LGBTQ+ homeownership rate is currently 49%, far behind the U.S. average of 65%. Through housing policy advocacy and training efforts, the LGBTQ+ Real Estate Alliance strives to change the statistics by ending discrimination and empowering all LGBTQ+ consumers on their journey of homeownership. This sponsorship is the latest step in a longtime effort by RE/MAX to increase diversity among homeowners. Since 2019, RE/MAX has been a member of the [Business Coalition for the Equality Act](#), which supports legislation that would prohibit discrimination on the basis of sexual orientation and gender identity.

"The RE/MAX sponsorship of the LGBTQ+ Real Estate Alliance is an important step in our continued work to end discrimination in the real estate process," said **Mike Reagan, RE/MAX Senior Vice President, Industry Relations and Global Growth and Development**. "RE/MAX celebrates the diversity to be found in our global network of nearly 140,000 real estate agents and is committed to serving as an advocate for both LGBTQ+ agents and consumers."

Since its founding in October 2020, the LGBTQ+ Real Estate Alliance has grown to more than 50 chapters across 30 states.

"As we enter Pride Month, we are thrilled to welcome RE/MAX, one of the most recognizable brands in the real estate industry," says Ryan Weyandt, CEO of the LGBTQ+ Real Estate Alliance. "While our community has made great strides since the 1969 Stonewall Riots launched the modern LGBTQ+ movement, we continue to fight to eliminate housing discrimination based on sexual orientation and gender identity at the federal level and in 27 states. We now add RE/MAX as another incredibly powerful voice to help The Alliance in our advocacy efforts, including helping increase LGBTQ+ homeownership rates and welcoming those in the community who want a real estate career."

The LGBTQ+ Real Estate Alliance joins a comprehensive lineup of organizations, including the [Asian Real Estate Association of America](#), the [National Association of Hispanic Real Estate Professionals](#), and the [National Association of Real Estate Brokers](#), working with RE/MAX to break down barriers to homeownership and build a more inclusive real estate experience.

###

About the RE/MAX Network

As one of the leading global real estate franchisors, RE/MAX, LLC is a subsidiary of RE/MAX Holdings (NYSE: RMAX) with nearly 140,000 agents in more than 110 countries and territories. Nobody in the world sells more real estate than RE/MAX®, as measured by residential transaction sides. RE/MAX was founded in 1973 by Dave and Gail Liniger, with an innovative, entrepreneurial culture affording its agents and franchisees the flexibility to operate their businesses with great independence. RE/MAX agents have lived, worked and served in their local communities for decades, raising millions of dollars every year for Children’s Miracle Network Hospitals® and other charities. To learn more about RE/MAX, to search home listings or find an agent in your community, please visit www.remax.com. For the latest news about RE/MAX, please visit news.remax.com.
