

# ALLYSHIP PROGRAM



2026

# WELCOME

## A NOTE FROM OUR CEO

Friends and Partners,

"In the middle of difficulty lies opportunity," Albert Einstein once said. No truer words were ever spoken because, after all, it is the face of challenge that uncovers the real bones of character. The Alliance – a five-year-old organization – experienced unexpected challenges in 2025 that gave us the opportunity to revisit our mission, our character as leaders and our commitment to the LGBTQ+ community. We remain undaunted by the obstacles and focused more than ever about creating access to a discrimination-free housing experience for the LGBTQ+ community.

We have work to do. The cultural and political environment has become even more polarized under the current administration with over 400 anti-LGBTQ+ bills introduced in the U.S. in 2025 alone, many targeting the very spaces where people live, work, and build families. This hostility doesn't just harm individuals—it stifles economic potential and weakens communities. It has sent many LGBTQ+ families fleeing for safer blue states.

The gains in support for LGBTQ+ rights are hard to feel in the current environment. Our community continues to face unique barriers in real estate, from discrimination and lack of legal protections to the growing impact of anti-LGBTQ+ legislation that fuels housing insecurity. A recent study by the Urban Institute found that same-sex couples are 73% more likely to be denied a mortgage than heterosexual couples with identical financial profiles. Transgender and nonbinary individuals face even steeper hurdles, often encountering bias in appraisals, financing, and even simple interactions with agents and lenders.

This is where allyship can and does make a difference. By supporting the LGBTQ+ Real Estate Alliance, your organization helps create systemic change—whether through combating discrimination at its roots across the industry, advocating fair housing standards and inclusive policies for all, or ensuring LGBTQ+ buyers have access to knowledgeable, affirming professionals.

But this isn't just about social responsibility—it's a powerful market opportunity. The LGBTQ+ community wields \$1.7 trillion in annual buying power in the U.S., with homeownership aspirations that defy stereotypes. According to Nielsen, LGBTQ+ individuals are more likely to prioritize homeownership than the general population, and they actively seek out businesses that align with their values. Companies that demonstrate authentic inclusion don't just earn loyalty—they tap into a resilient, high-growth market.

Together, we can ensure that LGBTQ+ individuals are not just able to find housing—but to find welcoming, affirming spaces where they can thrive.

I'd love to discuss how we can collaborate to make an impact—and to position your brand as a leader in all diverse segments. Thank you for considering this opportunity to stand with us.

With gratitude.



*Mary Mancera*

Mary Mancera  
Interim CEO

# LGBTQ COMMUNITY AT A GLANCE

## CONSUMER PURCHASE POWER

**\$917**  
BILLION



Source:  
NGLCC

## OVERALL U.S. ECONOMY

**\$1.7** TRILLION



Source:  
NGLCC LGBTQ+business contribute to the economy

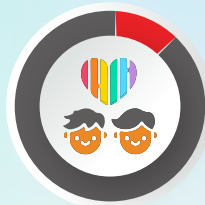
## HOUSING ECONOMY

**\$183** BILLION



Source:  
Zillow \*11% of U.S.  
home sales in 2023

## U.S. ADULTS THAT IDENTIFY LGBTQ+



**10%**

Source:  
Gallup

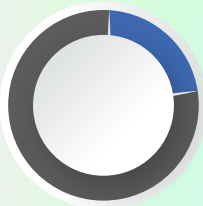
## LGBTQ ADULTS IN THE U.S.

**13.9** MILLION

Source:  
Williams Institute  
\*This number has doubled  
since 2012



## GEN Z ADULTS THAT IDENTIFY LGBTQ+



**22.3%**

Source:  
Gallup



## SAME-SEX COUPLES IN THE U.S.

**700,000**

Source:  
Williams Institute



## LGBTQ+ PARENTS IN THE U.S.

**2.5** MILLION



## TRANSGENDER PEOPLE IN THE U.S.

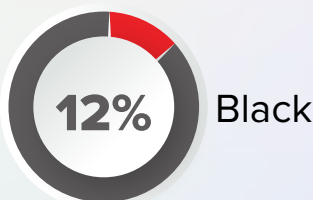
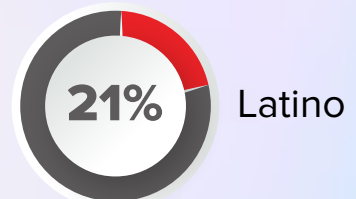
**1.6** MILLION

Source:  
Williams Institute

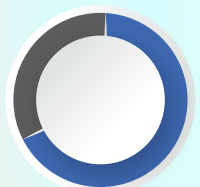


## RACIAL BREAKDOWN OF LGBTQ COMMUNITY

Source:  
Williams Institute



## PUBLIC APPROVAL OF LGBTQ MARRIAGE



**69%**

Source:  
Gallup



# ABOUT THE ALLIANCE

## STAFF



**Mary Mancera**  
Interim CEO  
Encinitas, CA

Mary has 16 years experience in the diverse real estate segment. Most recently, she spent six years leading business development for NAGLREP after a decade directing Communications for the National Association of Hispanic Real Estate Professionals. Mary has worked in five different industries and has a proven track record for driving strategic partnerships and national brand building within the nonprofit and private sectors. Prior to launching her firm Phase Two Communications in 2003, Mary spent seven years leading Marketing and Communications at Upper Deck and six years in communications at Bank of America. She is a graduate of San Diego State University.



**David Sirotky**  
VP, Communications + PR  
Encinitas, CA

David founded Imagine Productions, an integrated marketing and communications firm, in December 2016. He has more than 30 years of real estate industry experience. Prior to launching his own firm, David spent 13 years leading global communications for Coldwell Banker Real Estate where he guided the brand's diversity initiatives. David is an ally of and to the LGBTQ+ community and spent more than three years serving on the leadership team of NAGLREP. He is a graduate of Syracuse University.



**Alex Cruz**  
Director of Education  
Cleveland, OH

Alex has been in real estate since 2006 and has become a top producer for the Task Team with Berkshire Hathaway HomeServices Professional Realty. He is active in the Akron Cleveland Association of Realtors and also serves on the Board of Directors of Plexus - the LGBT & Allied Business Chamber of Commerce for Northeast Ohio. He was the founder and past-President of the Cleveland chapter of the National Association of Gay and Lesbian Real Estate Professionals (NAGLREP). Alex also authored the nation's first CE course for real estate professionals providing insight into how to best serve LGBTQ homebuyers and sellers.



**Pip Franke**  
National Chapter Program Manager  
Tacoma, WA

Pip boasts a rich background in Administrative roles within Higher Education, amassing over five years of experience. Prior to his tenure with the Alliance, Pip ventured into the realms of the Esports and Graphic Design Industry, where he used his expertise at burgeoning startups, playing an integral role in shaping their visual identity, brand, and community expansion. Beyond his professional endeavors, Pip is a passionate and vocal advocate for LGBTQ+ rights and a staunch supporter of various causes close to his heart.



**Alayna Gohl**  
Executive Operations Assistant  
St. Paul, MN

Alayna has been in retail and operations over the last 8 years. Before joining the Alliance, Alayna worked as an Operations Coordinator at JostensPIX in Minnesota. Developing her administrative career in a fast-paced start-up has strengthened their ability to adapt and implement creative solutions.

## VISION

To create a world free of housing discrimination.

## MISSION

Advocate. Elevate. Celebrate.

Advocate for fair housing for all and promote LGBTQ+ homeownership. Elevate professionalism in the industry through education and networking. Celebrate diversity and inclusion in our members and allied partners.

## VALUES

- Community
- Collaboration
- Equality + Equity
- Inclusion
- Transparency
- Pride

## CORE BELIEF

We believe in accountable leadership to the members of the organization, as well as the practice of transparency from all members, in all things.

We will be an organization that hears every voice and will reflect the values and ethics of its members.

## DISTINCTIONS

The LGBTQ+ Real Estate Alliance is distinguished in the following ways:

- The official LGBTQ+ Real Estate and Housing industry group supported by NAR and CREA
- Unique consumer-facing directory
- Allies are at the heart of the Alliance

# LEADERSHIP

## — 2025 NATIONAL BOARD —



**TOMMIE WEHRLE**

2026 National President  
*Hartford, CT*



**MARY MANCERA**

Interim-CEO  
*San Diego, CA*



**JUSTIN ZIEGLER**

Immediate Past President  
*Atlanta, GA*



**JOHN LYNAH**

Treasurer  
*Boston, MA*



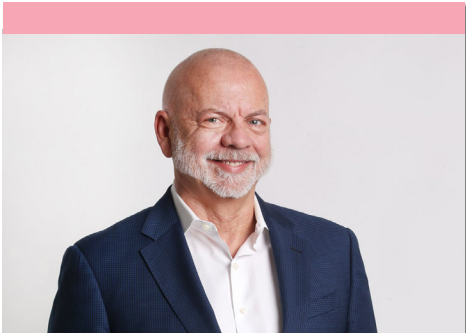
**JIM SCHIEFELBEIN**

Secretary  
*Chicago, IL*



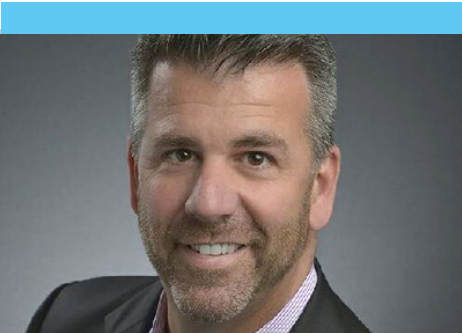
**TIM HUR**

National Board  
*Atlanta, GA*



**MONTY SMITH**

National Board  
*San Francisco, CA*



**RICHARD WOODS**

First Vice President  
*San Diego, CA*



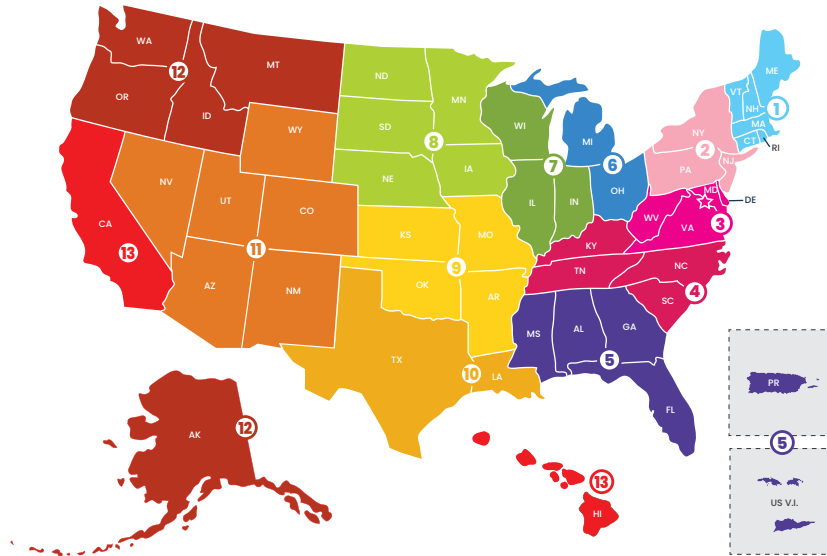
**AUSTIN ROWE**

Second Vice President  
*Nashville, TN*



# LOCAL CHAPTER PROGRAM

## CHAPTER DELEGATE BOARD



- 1 REGION ONE**  
CT, MA, ME, NH, RI, VT  
BRENDA HUELLE
- 2 REGION TWO**  
NJ, NY, PA  
NICO MAKUCH
- 3 REGION THREE**  
DE, D.C., MD, VA, WV  
KRISTINE MILKOVICH
- 4 REGION FOUR**  
KY, NC, SC, TN  
JASON SCOTT
- 5 REGION FIVE**  
AL, FL, GA, MS, PR, USVI  
PETER PARENTE
- 6 REGION SIX**  
OH, MI  
RICK PARILLO
- 7 REGION SEVEN**  
IL, IN, WI  
RICHARD WOODS – INTERIM
- 8 REGION EIGHT**  
IA, MN, NE, ND, SD  
TOM WHEELER
- 9 REGION NINE**  
AR, KS, MO, OK  
JACKIE GARBER – INTERIM
- 10 REGION TEN**  
LA, TX  
MELISSA YOUNG
- 11 REGION ELEVEN**  
AZ, CO, NV, NM, UT, WY  
SCOTT EMERSON
- 12 REGION TWELVE**  
AK, ID, MT, OR, WA  
DAN DARR
- 13 REGION THIRTEEN**  
CA, HI  
RICHARD WOODS – INTERIM

## ALLIANCE CHAPTER CONTINUES TO GROW

Our 30+ chapter network is the lifeblood of the Alliance. Chapters deliver the member experience and are the Alliance’s voice in the local real estate and housing community. From coast to coast and all points north and south, LGBTQ+ real estate practitioners show up at local Alliance chapter educational programming, social events and fundraisers in the spirit of community.

The current roster includes:

- New Hampshire
- New Jersey
- NYC
- Pittsburgh
- Eastern PA
- DC
- Maryland
- Virginia
- North Carolina
- Nashville
- Orlando
- Tampa Bay
- Jacksonville
- Atlanta
- Illinois
- Indianapolis
- Wisconsin
- Minnesota
- Kansas City Metro
- Oklahoma
- Austin
- DFW
- San Antonio
- Houston
- El Paso
- Arizona
- Colorado
- Las Vegas
- Idaho
- Oregon
- Western Washington
- Montana
- Central Valley
- Long Beach
- Palm Springs
- San Francisco
- San Diego
- Sacramento



Of the 4.06 million homes sold in the U.S. in 2023, 11% were bought by LGBTQ+ people for a total contribution of \$183 billion into the housing economy.

Source: Zillow



# 2026 LGBTQ+ HOUSING POLICY SYMPOSIUM



Advocacy is essential for LGBTQ real estate practitioners as it amplifies their voices in the fight for equitable housing and workplace environments. Discrimination in housing remains a significant barrier for LGBTQ individuals, who often face bias in rental applications, mortgage approvals, and even neighborhood acceptance. By advocating for inclusive policies and fair housing laws, LGBTQ real estate professionals not only protect their clients but also foster safer, more welcoming communities. Additionally, within the industry itself, advocacy helps combat workplace bias, ensuring LGBTQ practitioners can thrive without fear of discrimination. Through education, policy reform, and visibility, these professionals challenge systemic inequities and push for meaningful change.

The annual LGBTQ Housing Policy Symposium serves as a critical platform for advancing these efforts, bringing together policymakers, corporate leaders, and real estate professionals to address pressing challenges. This event highlights the intersection of housing discrimination and workplace bias, fostering collaboration to create actionable solutions. By uniting diverse stakeholders, the symposium drives progress toward a future where LGBTQ individuals experience fair housing access and practitioners work in environments free from prejudice. Advocacy at this level not only influences legislation and corporate policies but also empowers LGBTQ real estate professionals to lead with authenticity, ensuring their expertise benefits both the industry and the communities they serve.

## SPONSORSHIP OPPORTUNITIES

### Title Sponsorship\*

\$15,000

Title sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, signage

### Welcome Reception

\$10,000

Sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions and signage at refreshment station

### Breakfast Sponsor

\$6,500

Sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, signage

### Lunch Sponsor

\$8,500

Luncheon sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, digital media signage

### Refreshments

\$5,000

Refreshment station branding, logo on all marketing collateral, including the website, email blasts, social media banners, press release mentions, signage

# 79%

of LGBTQ+ Individuals have experienced housing discrimination based on their identity.

Source: Zillow

# ASSOCIATION MEMBERSHIPS



The LGBTQ+ Real Estate Alliance plays a pivotal role in fostering understanding and acceptance of the LGBTQ+ community within the real estate industry by building strategic partnerships with local and state associations. These collaborations help advance inclusive education, and advocacy, ensuring that housing and workplace equality remain top priorities. With 50+ association partnerships nationwide, the Alliance amplifies its impact, empowering allies to create safer, more welcoming environments for LGBTQ+ professionals and consumers alike. By uniting the industry behind a shared mission of equity, these partnerships drive meaningful progress, breaking down barriers and championing diversity at every level of real estate. Together, we're not just changing the market—we're changing lives.

## ASSOCIATION PARTNERSHIPS

State Association	\$5,000	Local Association	\$2,500
Association logo on <a href="http://www.realestatealliance.org">www.realestatealliance.org</a>		Association logo on <a href="http://www.realestatealliance.org">www.realestatealliance.org</a>	
\$50 discount on Alliance professional membership for all members		One registration for the 2026 LGBTQ+ Real Estate Alliance Conference	
Association profile on <a href="http://www.realestatealliance.org">www.realestatealliance.org</a>		Association 25% discount courtesy rate for Alliance Conference registrations	
Association 25% discount courtesy rate for Alliance Conference discounted registrations		One virtual thought leadership appearance by an Alliance leader	
One Alliance thought leader appearance, virtual and/or at a state conference		25% Discount on Alliance Certified Ally Course for association staff members	
25% Discount on Alliance Certified Ally Course for association staff members		Access to portfolio of LGBTQ+ centric marketing materials	
The Alliance will work with association members to cultivate an Alliance chapter if it identifies agents to spearhead a local chapter.		\$50 discount on Alliance professional membership for all members	
Access to portfolio of LGBTQ+ centric marketing materials			

For associations interested in aligning with an LGBTQ+ Real Estate Alliance chapter in their market, please contact Pip Franke at [pip@realestatealliance.org](mailto:pip@realestatealliance.org).

# ANNUAL PARTNERSHIPS

Benefits	Advocate \$75,000	Champion \$50,000	Partner \$35,000	Friend \$25,000	Ally \$15,000	Corporate Member \$5,000
<b>Chapter Network</b>						
Chapter Event speaking opportunities*		X	X	X		
Chapter Events logo branding on chapter meeting collateral		X	X	X	X	
Local Chapter Leadership Committee participation - per availability of sponsor personnel		X	X	X	X	X
Presenting** sponsor distinction on Chapter special event branding						
<i>*The Alliance will make introductions to chapters but the fulfillment happens between the chapter and sponsor</i>						
<i>**Presenting sponsor distinction on national events. Pertains to Advocate levels only.</i>						
<b>Branding</b>						
Logo on LGBTQ+ Real Estate Alliance website realestatealliance.org	X	X	X	X	X	X*
Logo on The Alliance Monthly Newsletter	X	X	X	X	X	
Annual sponsors receive prominent branding on the Alliance website, Alliance marketing materials, all event signage, program materials.	X	X	X	X	X	
Co-branding on event media ads	X					
One standalone e-blast to member base	X	X				
*Presenting sponsor distinction on national events. Pertains to Advocate level only.	X					
*Corporate Members will be recognized in a special section on the website.						X
<b>PR &amp; Communications</b>						
Distribution of your brand news in the Alliance Newsletter	X	X	X			
Sponsor generated educational content opportunities on the Alliance consumer-facing website.	X	X	X			
Collaboration/participation in Alliance digital programming	X	X	X			
<b>Leadership Opportunities</b>						
Seat on Sponsor Advisory Committee	X	X	X	X		
The President's Council (only available to sponsors at the Advocate level only)						
<b>Online Directory</b>						
Directory listings on realestatealliance.org including entry to Members Only Facebook Group	45	35	25	15	10	5
<i>*These are elective benefits. If partner does not want the complementary membership listings, they will NOT be substituted with another benefit</i>						
<b>Value Add Custom Benefits</b>						
		Choose 5	Choose 4	Choose 3	Choose 2	
How to be an Ally to the LGBTQ+Community Online Course						
One LGBTQ+ Thought Leader for your Online Event*						
LGBTQ+ Thought Leader for your Company Event						
One-quarter page ad in the Alliance Magazine (Published during PRIDE 2026)						
LGBTQ practitioner focus group (*Available only at the Champion levels & above)						
Five additional LGBTQ+ Real Estate Alliance conference registrations						
One e-blast to membership or Alliance chapter leaders						
<i>*Thought leader appearances for PRIDE must be booked in advance by no later than April 1, 2026</i>						
<i>Value-add benefits are elective choices. Partners are NOT obligated to use them. No substitutions will be made.</i>						
<b>LGBTQ+ Real Estate Alliance Conference</b>						
Hospitality Suite	X					
One Conference speaking opportunity*	X	X	X			
Reserved Conference Table for 10	2 tables	1 table				
Conference Registrations	18	12	6	3	2	
One conference breakout session		X	X	X		
Logo on conference website, conference marketing materials	X	X	X	X	X	
Insert in event tote bag	X	X	X	X		
Partner promotion across social media	X	X	X	X		
Discounted group rate on conference registrations	X	X	X	X	X	X
Conference expo booth		Preferred booth placement	Preferred booth placement	X	X	
<i>*This may be a 15-minute TEDx talk, a panel discussion or a breakout session. This is at the discretion of the Alliance.</i>						
<b>2026 LGBTQ Housing Policy Symposium</b>						
Branding on all event marketing materials	X	X	X	X		
Logo Recognition on Conference App, General Session Screens, event signage	X					
Presenting Sponsor						
Supporting Sponsor	X	X				
Reserved Conference Table for 10	X	X				
Participation in event panel discussion	X	X				
Symposium Registrations	30	10	5	3	2	1
Message on event video reel	X					
Discounted group rate on symposium registrations	X	X	X	X	X	X



# 2026 LGBTQ+ REAL ESTATE ALLIANCE CONFERENCE

## BENEFITS

### Title Sponsorship (Three Available) \$30,000

Title sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, digital media signage

5-7 minute main stage speaking opportunity

One hospitality suite

One pre-conference dedicated eblast

One post-conference dedicated eblast

One Expo table/preferred placement

10 Conference Registrations

Flier or premium item in conference virtual tote bag

One reserved table of 10

### Welcome Reception (Two Available) \$30,000

Sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, digital media signage

5-7 minute main stage speaking opportunity during the event

One Expo table

8 Conference Registrations

Flier or premium item in conference virtual tote bag

Signage in the venue

### Luncheon Sponsorship \$25,000

Luncheon sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, digital media signage

5-7 minute main stage speaking opportunity during the luncheon

One Expo table

Reserved Table of 10

8 Conference Registrations

Flier or premium item in conference virtual tote bag

### Continental Breakfast \$20,000

Sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, digital media signage

5-7 minute speaking opportunity during the breakfast

6 Conference Registrations

One Expo Table

Flier or premium item in conference virtual tote bag

Signage in the venue

### Coffee Break (Two Available) \$10,000

Sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, digital media signage

One Conference Registration

Signage at the coffee station

One Expo table

Flier or premium item in conference virtual tote bag

### Lanyard \$6,500

Sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, digital media signage

Branding on the lanyard

One Conference Registration

One Expo Table

Flier or premium item in conference virtual tote bag

### Water Station \$5,000

Sponsor branding on all marketing collateral, including the website, email blasts, social media banners, press release mentions, digital media signage

Branding at the water stations

One Conference Registration

One Expo table

Flier or premium item in conference virtual tote bag

### Supporting Sponsor (Unlimited Available) \$2,500

Supporting Sponsor branding on all marketing collateral, including the website, email blasts, social media banners, mobile app, press release mentions, digital media signage and main stage branding

One Conference Registration

Flier or premium item in conference virtual tote bag

### Expo Table \$1,500

One Expo table

Branding on event signage

Two Expo Only Passes

# 45%

of transgender and nonbinary young people reported that they or their family have considered moving to a different state because of LGBTQ+ related policies and laws.

Source: 2024 U.S. National Survey on the Mental Health of LGBTQ+ Young People

# 2026 INITIATIVES

<b>2026 Top Producers List</b>	<b>\$30,000</b>	RealTrends licensed list for top producing agents	Logo on all list collateral including website, graphic banners and social media. Press release announcing the winners. On stage presentation at the conference with logo on stage screen and background photo, co-branded list logo.
<b>2026 LGBTQ Report</b>	<b>\$25,000</b>	Annual study that presents new data on LGBTQs and homeownership	Title sponsors get branding in the report and a message inside; mentions in the press release; an opportunity to co-present the findings at the 2026 LGBTQ Housing Policy Symposium. Collateral includes a co-branded infographic that is distributed on social media.
<b>2026 PRIDE Sponsorship (Title Sponsorship, 2 available)</b>	<b>\$25,000</b>	A multimedia celebration of PRIDE that is promoted across the industry.	Title sponsorship includes: prominent sponsor logo placement on the website, sponsor logo placement in the June member newsletter, branding on social media banners, full page ad in the Alliance Magazine, a 300-word commentary/article in the Alliance Magazine, branding on LGBTQ infographic, branding on the First-time Homebuyer Class webinar
<b>2026 PRIDE Supporting Sponsor Branding</b>	<b>\$5,000</b>	A multimedia celebration of PRIDE that is promoted across the industry.	Supporting Sponsor benefits include: logo on sponsor page, quarter page ad in the Alliance Magazine



For Inquiries, Contact:

**Mary Mancera**

*Interim CEO*

[mary@realestatealliance.org](mailto:mary@realestatealliance.org)



LGBTQREALliance



LGBTQ+ Real Estate  
Alliance



RealEstateAlliance

