



CALIFORNIA
ASSOCIATION
OF REALTORS®



HOMEOWNERSHIP
MATTERS.



VOTE HOMEOWNERSHIP.

Raise your voice to own your future

Homeownership is more than buying a home. It's about creating opportunity, building financial security, strengthening communities, and achieving the California Dream. As candidates seek your vote, make sure they know that homeownership matters.

Use these conversation starters to ask candidates where they stand on the issues affecting homeownership. Whether you're attending a town hall, candidate forum, community event, or engaging on social media, your voice can help elevate policies that expand homeownership opportunities for more Californians.

Join the Conversation

1. Making Homeownership More Attainable

What policies or solutions do you believe would help more Californians achieve the dream of homeownership?

2. Increasing Ownership Housing Opportunities

What can be done to increase the supply of homes that Californians can realistically afford to own?

3. Supporting First-Time Homebuyers

What ideas do you have to help first-time and first-generation homebuyers overcome barriers to purchasing a home?

4. Strengthening California's Workforce

How can California create more opportunities for teachers, nurses, first responders, and other essential workers to own homes in the communities they serve?

5. Reducing Barriers to Building Homes

What changes would help make it faster, more predictable, and more cost-effective to build new homes for ownership housing?

6. Addressing the Cost of Owning a Home

Housing affordability extends beyond the purchase price. What role should government play in addressing costs like homeowners insurance and other long-term housing expenses?

7. Committing to Results

What specific things should be done to increase homeownership numbers in California, particularly for new homebuyers, and how would you measure progress toward it?

8. Protecting Today's Homeowners

What steps would you take to help existing homeowners stay in their homes as insurance premiums, taxes, and maintenance costs rise?



TOGETHER, WE CAN EXPAND OPPORTUNITY

Help put homeownership at the center of California's election.

We encourage you to:

- Ask these questions when attending candidate forums, town halls, debates, or community events.
- Engage with candidates on social media and encourage them to share their plans for making homeownership more attainable. Tag your posts #HomeownershipMattersCA.
- Reach out directly to candidates to tell them why homeownership matters to you, your family, and your community.
- Share these questions with friends, neighbors, and family members to encourage thoughtful conversations ahead of Election Day.
- Vote for leaders who recognize the importance of expanding pathways to homeownership and protecting opportunities for future generations.

