



FREE HOMEBUYING ADVICE (855) 493-4002

# Center for Financial Advancement

A solution to the mortgage industry's diversity challenge



The face of the typical homebuyer is changing. People of color will account for four of five of the newly created households over the next decade. The mortgage finance industry will be particularly challenged by this sea-change in demographics. To keep pace, mortgage lenders must attract and retain young, skilled, and diverse talent.

***"Diversity is critical to the future success of the mortgage industry. Not only does it strengthen our companies, but it helps us to reach out to an increasingly diverse customer***

**base."** Jeffrey Schummer, VP Education Business Development, Mortgage Bankers Association

The **Center for Financial Advancement**™ (CFA) helps the industry to solve this critical need. We partner with, recruit, train and place students from Historically Black Colleges and Universities (HBCUs) to intern in partnering mortgage and real estate companies. Participating CFA Scholars are exposed to credit, money management, and homeownership in order to become a savvy consumer and future homeowner.



## **Diversify your team. Grow your business. Become a Partner.**

- › Gain market share and greater brand recognition in African American communities
- › Attract a pipeline of minority interns and potential permanent hires
- › Cultivate a workforce that mirrors homebuyers of today and tomorrow
- › Have a better-prepared pipeline of millennial buyers and owners of colors
- › Get CRA credits
- › Benefit from a powerful marketing and public relations plans that will:
- › Reach more than 2 million families nationwide through positive press, university alumni, and local outreach
- › Produce more than 3 million social media impressions using Facebook, Twitter, Instagram and the CFA website

Explore partnership opportunities today!

For more information contact:

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855.493.4002 or 301.891.8405

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**HBCU Students Join CFA Movement for Homeownership, Careers and Financial Education**

TriceEdneyWire.com

The Center for Financial Advancement movement was launched on the heels of a recent study that says although more African-

Americans than ever are going to college, Black students are still overrepresented in majors that result in the lowest paying jobs. [Learn more...](#)

## How Are Black Colleges Doing? Better Than You Think, Study Finds

Two researchers' new study of degree attainment at Historically Black Colleges and Universities versus predominantly white institutions, also known, in the study, as PWIs, found that the chances of graduating in six years for black students are significantly higher at the black colleges, when controlling for key variables.

[Learn more...](#)

## RELEVANT



### HOMEOWNERSHIP AT 23 YEARS OLD



After watching her parents rent their entire lives, Latika Wesley, having a fascination with real estate, knew she wanted to buy her first home sooner rather than later.

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