

Mapping Access and Exclusion: Latino Home Purchase Lending Across California 2018-2024

Data source: HMDA data analyzed by LatinoProsperity with data provided by the National Community Reinvestment Coalition (NCRC) | February 2026

38%

Latino share of CA adult population

31%

Latino share of home purchase loans (2024)

10%

Bank loans to Latino borrowers

31%

Nonbank loans going to Latino borrowers

The Big Picture

California's 6.6 million Latino households represent the state's largest demographic group, yet they face significant barriers to homeownership, the primary vehicle for building wealth.

During 2018–2024, Latino borrowers increased their share of home purchase loans from 25.2% to 31.0%, a meaningful gain. But Latinos make up 37.7% of the adult population, meaning a substantial gap remains.

Only 46% of Latino households in California own their homes, compared to roughly two-thirds of White households. Latino median net worth is \$52,700, compared to \$474,800 for White households — a 9-to-1 gap largely driven by unequal access to homeownership.

Banks vs. Nonbanks: A Stark Divide

Traditional banks and nonbank mortgage companies serve Latino borrowers at dramatically different rates:

- Banks hold just 10% Latino share — less than half the overall market rate
- Nonbanks achieve a 31% Latino share — nearly 3x higher than banks
- Nonbanks account for 91% of all Latino borrowers served by the top 25 lenders

Among major banks, performance ranges from JPMorgan Chase (21% Latino share) to Citibank (5%) and Wells Fargo (7%) — both serving Latinos at less than one-quarter the nonbank rate.

Nonbank leaders demonstrate that reaching Latino borrowers at scale is entirely achievable.

Why This Matters

When banks underserve Latino borrowers, those families often must rely on nonbank lenders that may charge higher fees, offer fewer financial products, and provide less long-term support.

Regional Highlights

Region	Overall	Banks	Nonbanks
Los Angeles	19.0%	11.4%	23.6%
Inland Empire	38.6%	25.9%	39.4%
Sacramento	14.1%	10.8%	14.7%
San Diego	16.9%	11.8%	18.5%
San Francisco	8.6%	4.7%	13.7%
Fresno	38.7%	29.0%	38.9%

Latino share of home purchase loans, by market (2018–2024)

Key Regional Findings

- Inland Empire & Fresno have the highest Latino lending rates (38%+), reflecting their role as accessible entry points for working-class families.
- San Francisco is the starkest example of exclusion: Latinos receive only 8.5% of loans, despite driving much of the region's economy.
- Los Angeles, home to the largest concentration of Latino households, sees Latinos receive only 19% of loans — well below their nearly 50% population share.
- In Fresno, traditional banks are nearly absent from the market entirely, comprising only 2 of the top 25 lenders.

What Must Change

Banks must recommit to the mortgage market, particularly in Latino and low-to-moderate income communities where their retreat has been most damaging. This means re-establishing physical presence, hiring bilingual and culturally competent loan officers, and setting measurable lending goals.

Read the full report at www.latinoprosperty.org/research