

THE LATINO FINANCIAL DIGNITY GAP

A RESEARCH WHITE PAPER

What the Numbers Tell Us About Latino Financial Exclusion in America — and Why It Must Change

Only 28%

of Latinos have a retirement account

63%

of Latinos rate their finances fair or poor

\$62,000

Latino median net worth vs. \$284K for White families

LOUIS BARAJAS, MBA, CFP®

Author • Financial Educator • America's Most Trusted Voice for Latinos • Creating a Latino Economic Revolution

■ INTRODUCTION

From Louis Barajas

I grew up in Boyle Heights, East Los Angeles. My father, Agapito, ran an ornamental iron business on Whittier Boulevard. My mother, Sarah, held our family together with the kind of strength and perseverance that no financial textbook has ever been able to measure. They did not struggle. They overcame. They faced predatory lending, lack of access, lack of financial and business education, and every obstacle a system could place in front of a working Latino family. They cleared those obstacles through sheer perseverance, and later, with some help from their son.

*In 1990, I became a Certified Financial Planner® because I knew our community deserved the same access to financial guidance that wealthy families in Beverly Hills took for granted. But the more I worked in this industry, the more I saw a truth nobody wanted to say out loud: **the financial planning system was never designed for us.***

*This white paper exists because I wrote *Finances Con Corazón: The Latino Journey to Financial Dignity* to change that. But before any of us can change a problem, we have to see it clearly. These pages lay out the data, plainly and honestly, without sugarcoating, so that journalists, policymakers, educators, and community leaders can understand what we are up against and why the work of financial dignity is urgent.*

The numbers here are not abstract. They are the stories of 68 million Americans who are building a \$4 trillion economy for this country, and who, at the end of the day, still cannot access the same financial guidance as the families they work alongside. That is not a failure of hard work. That is a failure of access, education, and a system that wasn't built with us in mind.

This is why I wrote this book. And this is why I am committed to helping build a Latino Economic Revolution, a movement where Latinos see and feel the urgency of this moment, come together with intention and purpose, and convert their collective economic power into generational wealth, political influence, and a voice that can no longer be ignored in this country. The numbers in these pages are not just statistics. They are a call to action. And the time to act is now.

Louis Barajas, MBA, CFP®

Author, *Finances Con Corazón: The Latino Journey to Financial Dignity*

Founder, Finances Con Corazón Movement • louisbarajas.com

■ EXECUTIVE SUMMARY

What This Research Reveals

This report draws on data from the U.S. Census Bureau, Federal Reserve, Pew Research Center, Bank of America Institute, Urban Institute, Brookings Institution, Bankrate, the Latino Donor Collaborative, UCLA, and the CFP Board to document five interconnected crises facing the Latino community in America today.



Five Key Findings

- 1 FINANCIAL STRESS:** 63% of Latinos rate their own financial situation as only fair or poor. 30% of full-time Latino workers struggled to pay rent or a mortgage last year — even those working full time face the same financial hardships as the unemployed.
- 2 THE WEALTH GAP:** The median White family holds \$284,000 in net worth. The median Latino family holds \$62,000. The average gap — measured by mean wealth — exceeds \$1 million.
- 3 POVERTY:** Latino poverty rates remain nearly double the White rate, even as the community drives record economic growth for the nation.
- 4 FINANCIAL INDUSTRY EXCLUSION:** Most wealth management firms require \$500,000 to \$5 million in assets to begin services. The median Latino household has \$62,000. The industry was not built for our community.
- 5 THE REPRESENTATION CRISIS:** Latinos are 20% of the U.S. population. Only 2.8% of Certified Financial Planners are Hispanic. Our community cannot see itself in the profession.

■ FINDING 01

Financial Stress in the Latino Community: The Numbers Are Clear

Across every major measure of financial well-being — income, savings, housing stability, and self-reported financial health — Latino families in America are under profound and persistent financial stress. This is not about effort. Latinos are among the hardest-working people in this country. This is about a system that was never designed to help them succeed.

"63% of Latinos rate their own financial situation as only fair or poor — even as they drive record economic growth for the entire United States." — Pew Research Center, 2025

What the Data Shows

MEASURE OF FINANCIAL STRESS	FIGURE	SOURCE
Latinos rating finances fair or poor	63%	Pew Research Center, 2025
Full-time Latino workers who struggled to pay rent/mortgage	30%	Pew Research Center, 2025
Latinos who borrowed from family or friends in last year	36%	Pew Research Center, 2025
Latinos worried about losing pay if they miss work	40%	Pew Research Center, 2025
Latinos who struggled to afford food, medical care, or housing	1 in 4+	Pew Research Center, 2025
Latino median household income vs. White households	Significantly lower	U.S. Census Bureau, 2024

Perhaps the most revealing data point of all: **Latinos who work full time are just as likely as unemployed Latinos to struggle paying for food, medical care, and housing.** Employment is not the problem. The system is the problem.

Roughly one in three Latinos borrowed money from family or friends in the last year — a reflection of the community's deep values of mutual support, and a clear signal that formal financial institutions are failing to serve them.

■ FINDING 02

The Wealth Gap: A \$1 Million Divide

The most revealing measure of economic inequality is not income — it is net worth. Net worth captures everything a family owns minus everything it owes. It is the foundation of financial security, the engine of generational wealth, and the single clearest picture of who has been left behind.

Net Worth by Race — 2022 Federal Reserve Data

GROUP	MEDIAN NET WORTH	VS. WHITE FAMILIES
Asian Households	\$320,900	Highest
White Households	\$284,000	Benchmark
Hispanic / Latino Families	\$62,000	22% of White
Black Families	\$44,000	15% of White

Sources: Federal Reserve Survey of Consumer Finances 2022; Pew Research Center; Urban Institute

The Average (Mean) Gap Is Even Larger

When measured by average (mean) wealth — which captures the ultra-wealthy at the top — the gap between White families and Hispanic families exceeds **\$1 million**. The Urban Institute called this a historic high in 2022.

The Lifetime Earnings Gap

GROUP	ESTIMATED LIFETIME EARNINGS (born 1960–1964)
White Men	\$2.9 million
White Women	\$1.7 million
Hispanic Men	\$1.7 million
Hispanic Women	\$883,000
Black Men	\$1.8 million
Black Women	\$1.3 million

Source: Urban Institute, 2024

The Inheritance Gap

Wealth is largely passed from one generation to the next. This is precisely why the gap persists. Only **4% of Hispanic families** expect to receive an inheritance, compared to **17% of White families**. Without inherited wealth as a foundation, each Latino generation must start from scratch — fighting the same battles their parents fought.

The Investment Gap

- 62% of White Americans have a retirement account — vs. only **28% of Hispanic families**.
- The median value of directly-held stocks by White households is \$20,000 — **twice that of Hispanic families** (\$11,000).
- Only **16% of Hispanic households** own bonds, stocks, or mutual funds directly — vs. 35% of White and 47% of Asian households.
- The top 10% of earners hold two-thirds of all national wealth. The bottom half holds just 2.5%.

■ FINDING 03

Poverty by the Numbers: Progress and Persistent Pain

The good news: Latino poverty rates have been declining. Between 2023 and 2024, the Hispanic poverty rate fell from 16.6% to 15.0% — real progress that reflects the hard work and resilience of the community. But the gap with White Americans remains wide and stubborn.

GROUP	POVERTY RATE (2023–24)	CONTEXT
Hispanic / Latino	15.0%	<i>~2x White rate</i>
Black / African American	17.9%	<i>Highest rate</i>
White (Non-Hispanic)	7.7%	<i>Benchmark</i>
Asian	Lower	—

Sources: U.S. Census Bureau 2024; Pew Research Center 2025

"In 2023, Black and Latino poverty rates were more than double the non-Hispanic White rate." — Center on Budget and Policy Priorities, 2023

Beyond raw poverty numbers, inequality by race extends to health insurance coverage. Between 2023 and 2024, the uninsured rate rose by 0.4 percentage points for both Black and Latino Americans — more than double the increase seen for White Americans. Financial insecurity and health insecurity are deeply connected.

■ FINDING 04

Built for the Top 10%: How the Financial Industry Leaves Latinos Out

Here is a fact that rarely makes headlines: the financial planning industry was designed — structurally, economically, and culturally — to serve Americans who are already wealthy. That design has consequences for 68 million Latinos.

The Asset Minimums That Lock People Out

ADVISOR TIER	TYPICAL ASSET MINIMUM	SERVICES
Robo-advisors / entry-level	\$0 – \$25,000	Digital only, limited guidance
Standard financial advisors	\$50,000 – \$500,000	Basic planning services
Full-service wealth managers	\$500,000 – \$2,000,000	Comprehensive planning
Premium wealth management	\$2,000,000 – \$5,000,000	Full team, tax, estate, legacy
Elite private wealth (Goldman Sachs)	\$10,000,000 – \$20,000,000	Ultra-high-net-worth only

Sources: SmartAsset; BAS Financial; Wealthfront; Exchange Capital Management, 2025

Where That Leaves Latinos

With a median net worth of \$62,000, the typical Latino household falls well below the minimum threshold for most financial advisors — and nowhere near the level required for the comprehensive planning services that build true generational wealth.

- Only 23% of all Americans currently use professional financial advisory services.
- The top 10% of earners hold two-thirds of all national wealth.
- The top 1% alone controls \$49.2 trillion — 30.8% of total U.S. wealth.
- The bottom 50% of Americans hold just 2.5% of national wealth.

"The financial planning system was designed for families who already have wealth. Most Latinos are not in that category — and no one in the industry is saying it loudly enough." — Louis Barajas, MBA, CFP®

■ FINDING 05

The Face of Financial Advice: Who Latinos See (and Don't See)

Research consistently shows that people are more likely to seek professional guidance from someone who looks like them, shares their cultural background, and understands the unique challenges they face. By that measure, the financial planning profession is failing the Latino community.

CFP® Professional Diversity — A Glaring Gap

CATEGORY	HISPANIC	BLACK	ASIAN	WHITE
U.S. Population	~20%	~13%	~6%	~60%
CFP® Professionals	2.8%	1.9%	4.1%	~88%
Finance & Insurance Workforce	11%	N/A	N/A	72%+
Financial Advisors (all types)	~9.5%	5.6%	8.3%	72.1%

Sources: CFP Board Professional Demographics 2022; Hispanic Executive / BLS 2025; Cerulli Associates

There are currently **109,238 Certified Financial Planners** in the United States. The Hispanic community represents 20% of the U.S. population. If CFP® professionals reflected the population they serve, there would be over **21,800 Hispanic CFPs**. Today there are fewer than **3,100**.

This is not simply a diversity problem. It is a **service gap**. When advisors do not reflect the community, they miss the cultural context — the familismo, the immigrant experience, the limiting financial beliefs, the distrust of institutions — that shapes how Latinos relate to money.

■ FINDING 06

The \$4 Trillion Paradox: Massive Power, Massive Underservice

This is the most important and most overlooked story in American finance today.

"The U.S. Latino economy has reached \$4 trillion — the fifth-largest in the world if measured independently. Larger than the United Kingdom. Larger than France. And yet 63% of Latinos rate their own finances as only fair or poor."

The Economic Power Is Real

- The U.S. Latino GDP reached **\$4 trillion** in 2023, growing to **\$4.4 trillion** in 2024.
- Latino GDP is the **second-fastest growing** major economy in the world, trailing only China.
- Latino purchasing power stands at **\$4.1 trillion** — growing 2.4x faster than the national average.
- Latino consumer spending grew **4.9% per year** — more than double the rate of non-Latinos.
- Latinos accounted for **28.3% of total additions to national GDP** between 2017 and 2022.
- Latinos will represent **22.4% of the U.S. labor force by 2030**.
- With a **median age of 31**, Latinos are the youngest and fastest-growing workforce segment.

The Financial Disconnect

Despite this extraordinary economic contribution, the wealth generated by Latino labor is not staying in Latino households. The community is building America's economy while struggling to build their own financial security.

METRIC	VALUE	SOURCE
U.S. Latino GDP (2024)	\$4.4 trillion	<i>UCLA / Cal Lutheran, 2025</i>
Latino Purchasing Power	\$4.1 trillion	<i>Latino Donor Collaborative, 2025</i>
Median Latino Net Worth	\$62,000	<i>Federal Reserve SCF, 2022</i>
Latinos with Retirement Accounts	28%	<i>Federal Reserve, 2022</i>
Latinos Rating Finances Fair/Poor	63%	<i>Pew Research, 2025</i>

■ FINDING 07

The Invisible Investor: Latinos and the Stock Market

The stock market is the single most powerful wealth-building engine in American history. Over the long run, it has produced more wealth for more families than any other asset class. And Latinos are nearly shut out of it — not by law, but by a combination of limited income, lack of financial education, distrust of institutions, and a system that never marketed itself to them.

GROUP	OWN ANY STOCK	SHARE OF TOTAL STOCK VALUE	MEDIAN HOLDINGS (if invested)
White Adults	70%	88% of all stock value	\$51,000 median holdings
Black Adults	53%	0.7% of all stock value	\$12,000 median holdings
Hispanic Adults	38%	0.7% of all stock value	\$11,000 median holdings

Sources: Gallup Economy and Personal Finance Survey 2024–2025; Motley Fool / Federal Reserve; Pew Research Center 2024

"Despite making up nearly 19% of the U.S. population, Hispanic Americans own only 0.7% of all stocks by value — a share that is actually lower today than it was in 1989." — Motley Fool Research / Federal Reserve • TIAA Institute-GFLEC P-Fin Index (2024) • FINRA Investor Education Foundation National Financial Capability Survey • National Financial Educators Council (2024) • UnidosUS Banking in Color Report • Stanford Latino Entrepreneurship Initiative SOLE 2024 • McKinsey & Company Latino Economic State Report • U.S. Small Business Administration • Center for American Progress • UCLA Latino Policy & Politics Institute Data

- Only **38% of Hispanic adults** own any stock, compared to 70% of White adults — a 32-point gap.
- Latinos own **0.7% of all stock market wealth** despite being nearly 19% of the U.S. population.
- That 0.7% share has **declined since 1989** — meaning Latinos have lost ground as the market has boomed.
- **35% of White Americans'** individual financial wealth is in stocks and mutual funds, versus only **14% for Hispanic Americans**.
- The most common way most Americans own stock is through a retirement plan — and only **28% of Latinos** have one.
- Among Latinos who do invest, the median stock holding is just **\$11,000** — versus \$51,000 for White households.

The result: when the stock market booms — as it has dramatically in recent decades — Latino families largely do not benefit. The wealth that is created flows almost exclusively to White households. This is not an accident of fate. It is the predictable consequence of a financial education system that failed to reach the Latino community.

■ FINDING 08

Real Estate: The Bright Spot with Serious Barriers

If there is one area where the Latino community is building wealth at scale, it is real estate. Latino homeownership has been growing steadily for over a decade and hit record numbers in 2025. But barriers remain significant — and the gap with White Americans is still wide.

Homeownership Rates by Race — 2024

GROUP	HOMEOWNERSHIP RATE	GAP VS. WHITE FAMILIES
White (Non-Hispanic)	73.1%	Benchmark
Asian Americans	63.2%	10 pts below White
Hispanic / Latino	49%	24 pts below White
Black / African American	44%	29 pts below White

Sources: Urban Institute 2024; National Association of Realtors 2025; NAHREP State of Hispanic Homeownership Report 2025

The Record-Breaking 2025 Numbers

2025 was a landmark year for Latino homeownership — even as the broader housing market struggled.

- Latino households added **441,000 new homeowners in 2025** — the largest annual gain on record.
- Total Latino homeowners reached a historic **10.2 million households**.
- Latinos drove **92.6% of all new household formation** in the U.S. in 2025.
- Without Latino buyers, the U.S. housing market would have seen a **decline of 125,000 homes**.
- Latinos are projected to account for **70% of all net new homeowners by 2040** (Urban Institute).

The Barriers That Remain

- **17% of Hispanic mortgage applicants are denied** — vs. 11% for White and 9% for Asian applicants.
- Latinos typically enter homeownership **later in life** than White families, losing years of equity-building.
- In high-cost markets like California, **only 11% of Black and Latino households** can afford the median-priced home.
- Significant disparities in non-housing savings mean Latino homeowners have **less financial cushion** for repairs, emergencies, or downturns.
- The typical homeowner has nearly **\$400,000 in wealth**; the typical renter has just **\$10,000** — making access to homeownership critical.

"Latinos are buying homes at record rates. But they still face mortgage denial rates 55% higher than White applicants. The door is opening — but it's not fully open." — Louis Barajas, MBA, CFP®

Real estate represents the primary — and often only — wealth-building vehicle for most Latino families. That makes the barriers to homeownership not just a housing issue, but a generational wealth crisis. The community is working hard to get in the door. The system keeps making the door harder to open.

■ FINDING 09

The Knowledge Gap: Financial Literacy and the Latino Community

You cannot build wealth with tools you were never taught to use. Financial literacy — the ability to understand budgeting, saving, investing, credit, and debt — is the foundation of every financial decision a family makes. And on this measure, the Latino community has been consistently and measurably underserved.

Financial Literacy Scores by Race — 2024

GROUP	CORRECT ANSWERS ON P-FIN INDEX	CONTEXT
Asian Americans	54%	Highest
White Americans	53%	Benchmark
All U.S. Adults	48%	National average
Hispanic Americans	37%	16 points below White
Black Americans	36%	Lowest

Source: TIAA Institute-GFLEC Personal Finance Index (P-Fin), 2024; Motley Fool Research

- Only **24% of Hispanic adults** scored "high financial literacy" on the National Financial Capability Survey — down from 31% in 2009. Latinos are going *backward* on financial knowledge even as the economy grows around them.
- Among Latino youth, financial literacy is even lower — only **35% for millennials** and **36% for Gen Z**, compared to 50% for all U.S. adults.
- **Even highly educated Latinos score significantly lower** than similarly educated White peers on financial literacy tests — meaning education alone cannot overcome the structural barriers to financial knowledge in the Latino community.
- The largest gaps between Latino and White financial literacy are in **saving and investing** — precisely the two areas most critical to building long-term wealth.
- Financial illiteracy cost the average American **\$1,015 in 2024** alone, according to the National Financial Educators Council. For a community already stretched thin, that loss is devastating.

"The financial system was never designed to educate our community. When you don't know the rules of the game, you lose — not because you're not smart, but because nobody taught you how to play." — Louis Barajas, MBA, CFP®

Financial literacy is not a personal failure. It is a systemic one. When low-income communities — disproportionately Latino — have less access to quality financial education in schools, less exposure to wealth-building behavior at home, and less representation among financial professionals, the knowledge gap is the predictable result of a system that was not built for them.

■ FINDING 10

Locked Out of the System: The Unbanked and Underbanked Crisis

Before a family can save, invest, build credit, or even pay bills safely, they need a bank account. For millions of Latino families, that basic access to the financial mainstream does not exist — and without it, every other form of wealth-building becomes nearly impossible.

GROUP	UNBANKED RATE	CONTEXT
White Households (same income level)	1.7%	Benchmark
All U.S. Adults	6%	National average
Hispanic / Latino Households	8.4%	5x the White rate
Latino + Underbanked Combined	43%	No full banking access
Black + Underbanked Combined	47%	Highest combined rate

Sources: Federal Reserve Report on Economic Well-Being of U.S. Households, 2024; Brookings Institution; UnidosUS Banking in Color Report

Why Latinos Distrust the Banking System

The distrust is not irrational. It is earned. When unbanked Latino households were asked why they don't have a bank account:

- 21% said they cannot meet minimum balance requirements.
- 13.2% cited outright distrust of banks.
- 6% cited fees that are too high.
- Many cite **language barriers**, **immigration status concerns**, and the memory of the 2008 financial crisis — when predatory subprime mortgages caused Hispanic families to lose **44% of their wealth between 2007 and 2010**.

The Real Cost of Being Unbanked

Without a bank account, families are forced into a parallel, high-cost financial system: check cashers, money orders, payday lenders, and predatory loan products. Every transaction costs more. Every financial emergency becomes a crisis. And every dollar that could be saved or invested is instead consumed by fees.

Being unbanked is not a lifestyle choice. It is a poverty trap — one that the mainstream financial industry has done almost nothing to dismantle.

■ FINDING 11

Targeted and Trapped: Predatory Lending in Latino Communities

When families cannot access banks and do not have savings to fall back on, they turn to whatever credit is available. For millions of Latino families, that means payday lenders, auto title loans, and check-cashing services — products specifically designed to be located in their neighborhoods and marketed to their community. The results are financially devastating.

- Latinos use predatory loans — payday, auto title, pawn — at **double the rate of White Americans**, even after controlling for income and credit risk. They are being **targeted, not just underserved**.
- Payday lenders are **disproportionately concentrated in majority Black and Latino neighborhoods**, deliberately placed where vulnerable families have the fewest alternatives.
- Payday loan interest rates regularly exceed **300% annually**. Nearly **80% of all payday loans are rolled over within two weeks** — trapping borrowers in a cycle of debt that compounds relentlessly.
- The fees extracted by payday lenders total over **\$8 billion per year** — taken almost entirely from the pockets of low-income families of color.
- The median payday loan borrower is in debt for **more than six months** and takes out **eight loans per year**. Roughly 1 in 4 borrowers cannot keep up with payments.
- Bitcoin ATMs — which charge hidden fees of **7% to 20% per transaction** — have been deliberately clustered in Latino grocery stores and neighborhoods in cities like Los Angeles, Dallas, and Miami, replicating the predatory geography of payday lending.
- The 2008 financial crisis decimated Latino wealth through **risky subprime mortgage loans**. Hispanic families lost **44% of their total wealth** between 2007 and 2010 — a generational wound that has never fully healed.

"The same community that Wall Street ignores is the one that payday lenders never miss. That is not a coincidence. That is a business model built on financial exclusion." — Louis Barajas, MBA, CFP®

Predatory lending is not a fringe issue. It is the direct financial consequence of a system that refuses to serve the Latino community with honest, affordable, and culturally competent products — and then profits from the gap it created.

■ FINDING 12

The Entrepreneurial Giant Being Held Back by Capital

No group in America starts businesses at a faster rate than Latinos. No group shows more resilience, creativity, or determination in building something from nothing. And no group faces steeper barriers to accessing the capital that would allow those businesses to grow.

The Growth Is Historic

- There are over **5 million Hispanic-owned businesses** in the U.S., contributing more than **\$800 billion to the economy annually**.
- Latino-owned employer businesses grew **35% between 2019 and 2024** — compared to just **6% growth for all businesses** over the same period.
- Latino-owned businesses **slightly outpaced White-owned businesses in profitability** in both 2023 and 2024 (Stanford Latino Entrepreneurship Initiative).
- **80% of Latino business owners** say their business grew in the last year — 7 percentage points higher than the national average.
- Latino-owned tech firms grew revenue at a CAGR of **11.6%** — outpacing White-owned tech firms at 7.7%.
- If Latino-owned businesses had the same average revenue as White-owned businesses, it would add **\$1.1 trillion** to the U.S. economy.

The Capital Gap That Holds Them Back

Despite this extraordinary entrepreneurial energy, Latino business owners face a financial system that consistently denies them the capital they need to scale.

METRIC	VALUE	CONTEXT
White business owners receiving full funding requested	40%	<i>Benchmark</i>
Latino business owners receiving full funding requested	21%	<i>Nearly half the rate</i>
McKinsey estimated lending gap (Latino vs. White SMEs)	\$200 billion	<i>Annual capital denied</i>
Venture capital funding for Latino-led startups (2024)	\$3.4 billion	<i>All-time high — still tiny</i>

Sources: Stanford Latino Entrepreneurship Initiative SOLE 2024; McKinsey & Company; HispanicPro Network 2025; U.S. Small Business Administration

"Latino entrepreneurs are outperforming. They are outworking. They are outgrowing. And they are being systematically underfunded. The \$200 billion lending gap is not a market inefficiency. It is a choice — and it is costing this country \$1.1 trillion in unrealized growth." — Louis Barajas, MBA, CFP®

Latino entrepreneurship is one of the most powerful engines of American economic growth. Access to honest, affordable capital — and to financial advisors who understand the unique challenges of running a business in the Latino community — is not just a matter of fairness. It is a matter of national economic interest.

■ THE SOLUTION

What We Are Doing About It: Finances Con Corazón

Finances Con Corazón: The Latino Journey to Financial Dignity is Louis Barajas's sixth book and the most important work of his 30-year career. It is the culmination of a lifetime spent in the barrio — as a son, as an advisor, as an educator, and as a member of the community these numbers represent.

What the Book Offers

- A culturally grounded framework for financial dignity — rooted in the real experiences of Latino families.
- The 3M's: Mindset, Money, and Meaning — a framework Louis has used with clients since 1991.
- Plain-language financial education, written for real people, not finance professionals.
- A movement, not just a book — the Finances Con Corazón community is growing nationwide.
- Practical tools to move from surviving to building — regardless of where you are starting from.

"Financial dignity is not a luxury. It is a right. And it is time the financial industry — and this country — acted like it." — Louis Barajas, MBA, CFP®

About Louis Barajas

Louis Barajas, MBA, CFP® is a nationally recognized financial advisor, author, public television host, and financial industry leader. Since 1986, he has been doing the work of bringing honest, competent, and culturally aware financial guidance to communities that the industry has long ignored. He has been a leading voice for diversity within the financial profession and a tireless advocate for expanding access to quality financial planning for *all* people, regardless of income, background, or zip code. He stars alongside Jean Chatzky and Patrice Washington on the national PBS series *Opportunity Knocks*. He sits on the CFP Board of Standards — the first Latino ever to do so. He has been named to the Billboard Top Business Managers list nine consecutive years (2017–2025) and recognized by InvestmentNews, Investopedia, and Financial Planning Magazine as one of the most influential financial professionals in the country.

He grew up in Boyle Heights, East Los Angeles. He returned to his community when it would have been easier not to, and has spent nearly four decades proving that financial excellence, cultural pride, and access for all are not in conflict. His mission has always been simple: every person deserves honest, competent, and culturally aware financial guidance — not just the wealthy.

CONNECT WITH LOUIS BARAJAS

Website: louisbarajas.com Email: louis@louisbarajas.com Phone: (714) 376-7865 Book: *Finances Con Corazón: The Latino Journey to Financial Dignity* Available July 15, 2026

DATA SOURCES: U.S. Census Bureau • Federal Reserve Survey of Consumer Finances (2022) • Pew Research Center (2025) • Bank of America Institute (2025) • Urban Institute (2024) • Brookings Institution • Bankrate / YouGov (2024) • Latino Donor Collaborative (2025) • UCLA / California Lutheran University Latino GDP Project (2025) • CFP Board Center for Financial Planning • MarketWatch Guides • Ramsey Solutions (2025) • SmartAsset • Hispanic Executive • Gallup Economy & Personal Finance Survey (2024–2025) • National Association of Realtors (2025) • NAHREP State of Hispanic Homeownership (2025) • National Fair Housing Alliance (2025) • Motley Fool Research / Federal Reserve • TIAA Institute-GFLEC P-Fin Index (2024) • FINRA Investor Education Foundation National Financial Capability Survey • National Financial Educators Council (2024) • UnidosUS Banking in Color Report • Stanford Latino Entrepreneurship Initiative SOLE 2024 • McKinsey & Company Latino Economic State Report • U.S. Small Business Administration • Center for American Progress • UCLA Latino Policy & Politics Institute