

CULTIVATING AN INCLUSIVE WORKFORCE

A Recruitment Toolkit for
REALTOR® Brokerages



Contents

Introduction

The Business Case

Utilizing an Equity Lens

Professional Organizations Who Serve Diverse
Groups in Washington

Templated Community Outreach Letters

Additional Resources

CREDITS:

We would like to thank those who provided guidance and feedback on the development of this toolkit. In addition, we would also like to express our appreciation to all members of the Connecting Real Estate Committee.

Ryan Weyandt	Cara McNeil
Nicole Bascomb	Liz Garcia
OB Jacobi	Steve Francks
Mike Connolly	Marc Gould
Dotsy Isom	Jasmyn D Jefferson
Wayne Stephens	Anne Jones
Ryan Davis	Myung-Hee Lee
Stacie Weedon	Jerry Martin
Lennox Scott	Bryan Greene
	Tiffany Wu

CREATED BY:

Momentum Professional Strategy Partners
www.MomentumPSP.com
info@momentumpsp.com or (253)319-3003



Momentum Professional Strategy Partners is a full-service DEIA (Diversity, Equity, Inclusion, and Accessibility) consulting firm. At Momentum, we work with our clients to engage in the process of cultural transformation while centering DEIA as their ethos. We provide assessments, coaching, workshops, public relations & marketing support, and community engagement support. Our team is devoted to working with our clients to transform their workplaces and communities through a DEIA lens.

Quick Facts about This Toolkit



This toolkit is:

- A summary of guiding principles and approaches for embedding a diversity, equity, inclusion, and accessibility lens into recruitment and engagement within the real estate industry.
- A call to action for the real estate industry to make diversity, equity, inclusion, and accessibility central to decision-making processes.
- A collection of sample applications that help translate motivation to work on equity and inclusion into action.



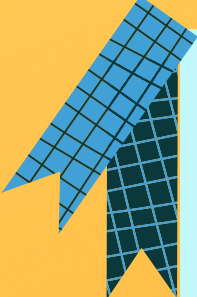
This toolkit is not:

- A comprehensive review of all the ways racial equity can show up within the real estate industry.
- An educational overview of how to be antiracist.
- A complete history of racism and real estate

The audience for this report is:

- Real estate professionals interested in using different levers for change—including at the personal, company, and industry scales—to make diversity, equity, inclusion, and accessibility a central part of their professional practice, the industry, and community outcomes.
- All current real estate professionals, recognizing that the demographic makeup of the industry needs to be more diverse.

Introduction

- 
- This section introduces the toolkit as a helpful guide for refining and improving recruitment approaches to attract more diverse identities and cultivate an inclusive workforce. Brief background about this toolkit's sponsors, WA Realtors and Momentum Professional Strategy Partners are given as well as key definitions about DEIA (Diversity, Equity, Inclusion and Accessibility).

Introduction

As leaders, we have both an opportunity and an obligation to build more diverse, equitable, and inclusive workplaces and communities. We acknowledge that the real estate industry has contributed to exclusionary government policies and real estate practices that marginalized communities of color and individuals with a diverse range of identities. In 2020, former president of the National Association of REALTORS® (NAR) Charlie Oppler recognized, "that NAR's past policies in support of racist practices, including steering, redlining, and creating covenants that prohibited non-white people from living in certain communities, were wrong."

From the Washington REALTORS®

Washington REALTORS® is an acknowledged national leader in developing programs and policies to increase access to homeownership for our historically excluded and underrepresented communities. Like many states, Washington must reconcile a history of unfair housing practices, including redlining and unfair lending practices that left many people of color unable to access the dream of homeownership. We remain committed to this work, we acknowledge that it is ongoing, and we invite accountability and discussion to help us carry out this work more thoughtfully and effectively.



Introduction

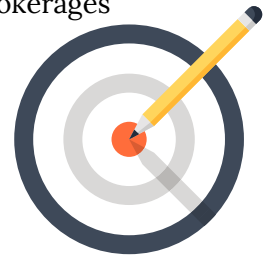
(Continued)

From Momentum Professional Strategy Partners

As a Diversity, Equity, Inclusion, and Accessibility consulting firm we have dedicated ourselves to driving positive change by helping our clients to attract, appoint, and onboard more diverse and representative talent. In doing so, we have learned how to bridge the gap between good intentions and concrete results. We have now distilled our experience into this short document: a succinct summary of practical actions that you can consider and challenge yourself with in order to refine and improve your recruitment approach. We have drawn the content from our own recruitment practices and from extensive conversations with others committed to inclusive recruitment.

This toolkit is not intended as a rigid prescription. We do not claim to have produced the final and definitive word on inclusive community engagement and recruitment. After all, this remains a rapidly evolving space, where constant vigilance and innovation is needed. But we recognize that brokerages need practical, grounded ways of freeing their processes from arbitrary barriers, biases, and preferences. Because good intentions alone do not reliably deliver results.





Definitions

DEIA: Diversity, Equity, Inclusion, and Accessibility

Diversity: is the collection of unique attributes, traits, and characteristics that make up individuals. They include values, beliefs, experiences, backgrounds, preferences, behaviors, race, gender, abilities, socioeconomic status, physical appearance, age, and so on. Some of these traits are visible, and many others are invisible.

Equality: is defined as each person or group of people being given the same resources or opportunities.

Equity: recognizes that each person has different circumstances and allocates each the exact resources and opportunities they need to reach an equal outcome.

Inclusion: is the degree to which an employee perceives that they're a valued member of the workgroup and is encouraged to fully participate in the organization.

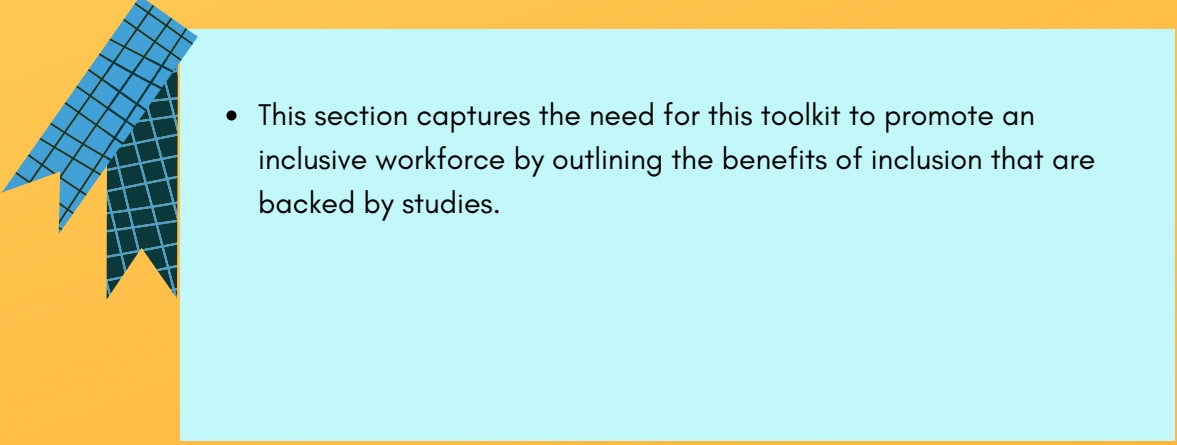
Accessibility: is giving equitable access to everyone along the continuum of human ability and experience.

LGBTQIA+: is an inclusive term that includes people of all genders and sexualities, such as lesbian, gay, bisexual, transgender, questioning, queer, intersex, asexual, and pansexual. While each letter in LGBTQIA+ stands for a specific group of people, the term encompasses the entire spectrum of gender fluidity and sexual identities.

Historically Underrepresented/Historically Excluded: is a term that refers to any group of people that has been historically excluded from full rights, privileges and opportunities in a society.

Bias: is showing prejudice in favor of or against a person or group compared with another, usually in a way considered to be unfair. We all have both conscious and unconscious biases that shade our thinking and interactions.

The Business Case

- 
- This section captures the need for this toolkit to promote an inclusive workforce by outlining the benefits of inclusion that are backed by studies.

The Business Case

Labor shortages, digitization, significant demographic shifts, and the global pandemic that started in 2020 have refined the workforce, workplace, and marketplace.

Workforce trends posted by international consulting firms such as PricewaterhouseCoopers and McKinsey & Company have performed comprehensive research on the future of work while providing insight on the new skills, habits, and behaviors people will need to embrace in order to remain relevant, competitive, and sustainable.

Company culture is swiftly evolving, and to keep up, organizations must innovate... We have this singular opportunity to create the culture and circumstances that will allow each employee to do their best work and to lead their best life.

Teuila Hanson - Chief People Officer at LinkedIn

A consistent theme across all of the research done is that workers will continue to pursue 'best place to work' environments". Analysts often look at nine workplace attributes, including career opportunities, compensation, benefits, culture, diversity and work-life balance. A [2019 study](#) covered by the Harvard Business Review, found that a high sense of 'belonging' which is described as a 'sense of being accepted and included by those around you', was tied to the following:

- 56% increase in job performance
- 50% reduction in turnover risk
- 75% reduction in employees taking sick days.

Inclusion is an increasingly powerful business differentiator, capable of driving significant value.

In today's competitive recruitment market, we need to work hard to attract the best candidates to our workplaces. Due to the pandemic, people are considering workplace culture more than ever before, and 76% of job seekers [report](#) that a diverse and inclusive workforce is an important factor when evaluating companies and job offerings.

The Business Case (Continued)

Creating Welcoming Spaces

Having a culture where people feel included, appreciated, and safe will have a positive impact on productivity. We encourage employers to create safe spaces where everyone can be included and bring as much of themselves to work as they choose.

As well as improved productivity and profitability, providing a psychologically safe environment can bring other workplace benefits, including improved engagement, increased trust, and better teamwork.

A Talent Differentiator

In a competitive labor market, inclusion is also a talent differentiator – studies continue to report that employees believe that having an openly supportive focus on diversity and inclusion has provided their organization with wider access to the best talent.

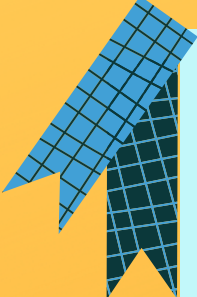
Contributing to a Sustainable Workforce

It's estimated that around half of the working population is now made up of Gen Z and Millennials so the business case for taking an authentic approach to inclusion is evident. The workplace expectations of Gen Z and Millennials are different from previous generations. These groups will actively look at employers through an inclusion lens, with 83% of Gen Z candidates stating that a company's commitment to diversity and inclusion is important when selecting a workplace.

In addition, these generations are reported to be more actively engaged with a company that fosters an inclusive work environment and has a corporate diversity, equity, inclusion and accessibility plan, increasing productivity, and developing trust and loyalty.



Utilizing an Equity Lens

- 
- This section expounds upon equity and illustrates how it differentiates from equality. Here, the equity lens is defined as a set of questions we ask ourselves when we plan, develop or evaluate a policy, program, or decision. These questions, as well as tips for using an equity lens in numerous daily practices are covered in this section.

What is Equity?

Although the terms **equity** and **equality** may sound similar, implementing one versus the other can lead to drastically different outcomes for marginalized or historically excluded people. **Equity** recognizes that each person has different circumstances and allocates each the exact resources and opportunities they need to reach an equal outcome.

In the photo below, you see four people who have unequal access to the activity of riding a bike. With equal access to evenly distributed resources, their access to the activity of riding a bike is still unequal. The equitable solution, however, customizes the resources that each person needs to access the experience of riding a bike, leading to positive outcomes for each person.

Equity is the process, equality is the outcome.

Equality



Equity



© 2017 Robert Wood Johnson Foundation
May be reproduced with attribution.

The infographic above is available through the Robert Wood Johnson Foundation (www.rwjf.org) as part of their Visualizing Health Equity: One Size Does Not Fit All #PromoteHealthEquity project.

Making Business Decisions With An Equity Lens

An equity lens is a set of questions we ask ourselves when we plan, develop or evaluate a policy, program, or decision. Utilizing an equity lens as real estate leaders will help identify potential impacts on historically excluded and underrepresented individuals and groups while helping to identify and potentially eliminate barriers.



Why Do We Use an Equity Lens?

The Equity Lens is like a pair of glasses. It helps you see things from a new perspective. It helps you become more effective in your everyday work by obtaining a clearer focus and more complete view.

You can use an equity lens to:

- Incorporate a diversity of perspectives to strengthen the capacity of work teams and help them generate better solutions
- Create a positive, respectful, and inclusive work environment
- Address systemic barriers and inequities people face
- Evaluate decisions, policies, practices, and procedures with a focus towards more equitable outcomes
- Anticipate the unintended consequences of decisions, policies, programs, etc.; especially as they affect historically excluded and under-represented communities.

Utilizing an Equity Lens in Communications

Applying an equity lens to all communications ensures that we are taking deliberate action to ensure that historically excluded groups are heard, and that information is accessible to everyone.

1. Have we considered all possible audiences?

Yes ___ No ___

- Who has been historically excluded?

2. What specific communication strategies are we using to ensure historically excluded groups are heard and reached? (e.g., working with community leaders, direct outreach, bulletin boards, community newspapers, and social media)

3. In what ways are the messages we are communicating fostering inclusion, respect, and equity?

4. Are the messages that we're communicating inclusive, respectful, truthful, and equitable across all audiences?

Yes ___ No ___

5. Have we utilized concepts, terms, and tools that are easily accessible by the full diversity of our audience? (e.g. plain language, accessible formats, graphics, multiple languages, both online and print, phone messaging and voicemail).

Yes ___ No ___

6. Have we considered what populations will be missed by only using certain methods? (e.g. online, email or social media communications)

Yes ___ No ___

7. Have we considered if there is a budget or alternative resources for translation services?

Yes ___ No ___

Utilizing an Equity Lens in Communications

(Continued)

Applying an equity lens to all communications ensures that we are taking deliberate action to ensure that historically excluded groups are heard, and that information is accessible to everyone.

8. Are the images that we're using representing the full diversity of our workplace and the communities we serve? Yes ___ No ___

- Do they capture the diversity within specific communities of people?
Yes ___ No ___
- Will the people portrayed in the images relate to and feel included in the way they are represented?
Yes ___ No ___
- Is everyone portrayed in positive images that promote equity and break stereotypes?
Yes ___ No ___

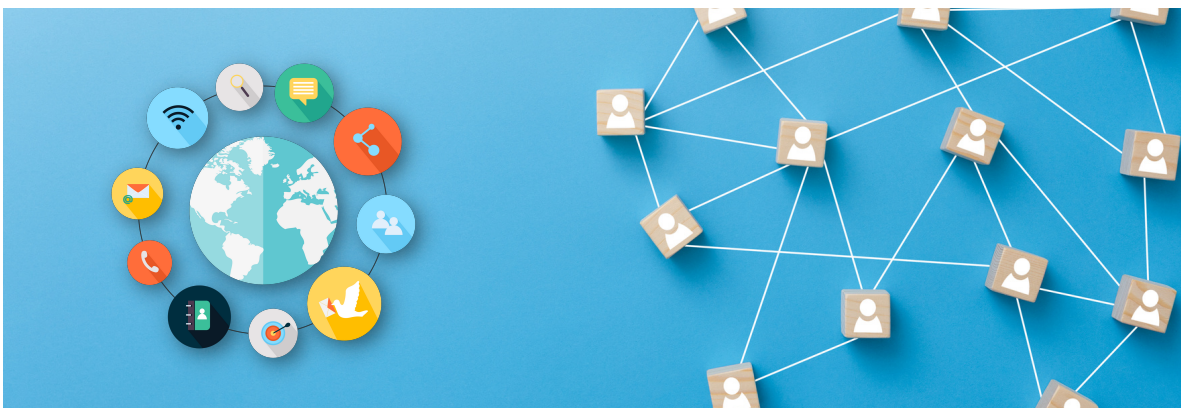
*****Consider: Who is active and passive? Who is at the center? Who is serving and being served?**

Inclusive Language Tips

Adapted from 'Inclusive Language: How To Use and Promote It at Your Organization'

1. Avoid company or team acronyms.
2. Use plain language in your writing rather than expressions or jargon.
3. Refer to a theoretical person as 'they' instead of 'he' or 'she'.
4. Ensure your company's designs or images reflect a diverse group of people.
5. Be mindful of terms related to race, ethnicity, nationality, and culture.
6. When speaking to colleagues about family, use gender-neutral labels for family members.
7. Be mindful of medical conditions and ability terms.
8. When in doubt, ask individuals which pronouns they prefer (but make it clear they can choose not to identify, as well).

To learn more about the above tips, click [here](#).



Utilizing an Equity Lens to Engage Workteams and the Local Community

Applying an equity lens to our engagement with our work teams and local community allows us to take action to ensure everyone benefits.

1. What approaches and outreach will help to ensure that those who need to be engaged can fully participate?

- How can we create opportunities for people least likely to be heard to ensure they share their specific concerns? *E.g. use of multiple techniques such as focus groups and online surveys, types of questions asked, simultaneous interpretation, sign language, and anonymous feedback.*

2. Is our team representative of the diversity of the population we are engaging?

Yes ___ No ___

- What steps can we take to ensure we are inclusive of a diversity of perspectives?

3. Which colleagues or community groups with experience in these specific communities can help us conduct outreach?

- How are we compensating these outreach partners?

4. Is there a history - between our brokerage and the community, or within our industry - that we need to consider?

Yes ___ No ___

- If trauma exists, how will we address it?

Utilizing an Equity Lens to Engage Workteams and the Local Community

(Continued)

Applying an equity lens to our engagement with our work teams and local community allows us to take action to ensure everyone benefits.

- How will we ensure everyone is heard?

5. What steps can we take to remove participation barriers when creating community events? (e.g., dependent care, transportation, safety, language, accessible location, time, multiple formats, avoid religious and cultural holidays, culturally appropriate).

6. Is the environment welcoming to participants who may be reluctant to share their views?

Yes ___ No ___

If not, what can we do to change this? (e.g., pair up a new participant with an experienced one to help those new to the process feel encouraged to participate).

Does the pace, format, and language of the engagement accommodate everyone, including participants who are least likely to speak up and for whom the information may be new?

Yes ___ No ___

7. How will we demonstrate accountability and commit to maintaining relationships with the people who we collaborated with or were involved in our community engagement activity?

Utilizing an Equity Lens as Leaders and Managers



Applying an equity lens as leaders allows us to become change agents so that we can better utilize everyone's diverse talents and skills.

1. What steps are we taking to create a respectful and inclusive environment? Ask...

- Are we communicating clearly to our work teams and colleagues about inappropriate behavior, such as offensive jokes and negative comments?

Yes ___ No ___

- Are we actively gathering input and ideas from our work teams and colleagues with diverse perspectives?

Yes ___ No ___

- Are we encouraging our work teams and colleagues to contribute positively to creating an inclusive workplace?

Yes ___ No ___

- Have we been leading by example?

Yes ___ No ___

2. Have we created support systems for members of our work teams who may experience harassment, prejudice or discrimination?

Yes ___ No ___

3. Are there policies, procedures, practices, and/or attitudes that unintentionally prevent some people from fully engaging in our work? (e.g., schedule conflicts with religious holidays or family responsibilities; workload distribution)

Yes ___ No ___

- What alternatives are possible?

4. Are we aware of our commitments to diversity, equity, inclusion and accessibility and do we ensure that our work teams are equally informed?

Yes ___ No ___

5. Is equity, inclusion, and accessibility incorporated into the criteria for evaluating candidates for promotions or management positions? Yes ___ No ___

If not, how might we include it?

Utilizing an Equity Lens to Recruit New Brokers

Applying an equity lens in our recruiting practices and policies, creates opportunities to increase diverse skills and perspectives in the workplace.

1. Do brokers in our office reflect the diversity of the community we serve? Who is underrepresented?

2. What knowledge, skills, experience, and diversity would add value to our work team?

3. Do our job requirements and selection criteria unnecessarily limit who would qualify?

4. Have we considered where best to post employment opportunities to ensure that the widest diversity of people are able to access them?

5. Do we encourage our work teams and community partners to help with outreach to help broaden the applicant pool from diverse groups?

6. Have we ensured that interview panels are composed of individuals who bring diverse backgrounds and experiences relevant to the position?

7. Have we considered ways to reduce barriers in the interview process to make it more welcoming and friendly (i.e., physically accessible)

8. What checks and balances do we have in place to counter **unconscious or undisclosed biases** in recruiting?

Utilizing an Equity Lens to Plan Professional Development Opportunities

Applying an equity lens to all stages of the onboarding and training process creates opportunities create an environment where everyone can contribute.

1. Do we include diversity, equity, inclusion, and accessibility requirements when planning for internal and external trainers?

Yes ___ No ___

2. What knowledge, skills, experience, and diversity would add value to our work team?

3. Will the learning objectives be designed to influence participants' awareness and consideration of individuals and communities from diverse backgrounds?

Yes ___ No ___

4. Will participants develop competency and skills to work sensitively and effectively with individuals from diverse backgrounds?

Yes ___ No ___

5. Are all participants required to fully participate in the training? Yes ___ No ___

- Is specific outreach required to include them? Yes ___ No ___
- Are barriers addressed? (e.g., safety, language, accessible location, time, avoiding religious cultural holidays, accommodations)

Yes ___ No ___

6. Have we integrated the diverse perspectives of people with specific equity concerns or needs, even if they may not be obvious? (LGBTQIA+ identities, dietary, auditory, language needs or preferences, accommodations).

Yes ___ No ___

7. Is the content sensitive to the experience of participants who may experience systemic barriers and/or injustices?

Yes ___ No ___

8. In the evaluation of our trainings, do we ask whether there were any barriers to participation or whether our work teams found our facilitator to be inclusive of the diversity of participants?

Yes ___ No ___



Utilizing an Equity Lens to Work with People

Applying an equity lens to the ways that we work with our colleagues cultivates respect, as we take action to create a welcoming workplace and provide quality service.

1. When we interact with people, do we check our own assumptions? Ask...

- Do I hold assumptions about people that get in the way of how I work with them?
Yes ___ No ___
- Do I avoid stereotypes and biases so that I can see the individual for who they really are?
Yes ___ No ___
- Am I able to respect our differences and yet recognize what we have in common?
Yes ___ No ___
- Do I lead by example?
Yes ___ No ___



2. Are we paying attention to those who are not expressing their ideas?

Yes ___ No ___

3. In what ways are we encouraging feedback and full participation from everyone present?

4. Do we consider potential barriers in each situation, and work to minimize them? (e.g., language, ability differences, prejudice, sexual or racial discrimination)

Yes ___ No ___

5. If we are not sure which barriers may exist, do we ask our colleagues?

Yes ___ No ___

6. Do we discourage jokes, insults, and negative comments that are offensive to people?

Yes ___ No ___

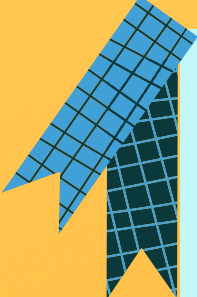
7. Do we recognize and build on the strengths and assets of all individuals?

Yes ___ No ___

8. Are there procedures, policies, and practices in place that limit our capacity to be inclusive?

Yes ___ No ___

Equitable Community Engagement and Recruitment

- 
- This section covers three helpful steps for equitable community engagement and recruitment. When to use key elements of the toolkit as well as recruitment strategies are covered in this section.

3 Steps for Equitable Community Engagement and Recruitment

1

Prepare and Adjust:

Before engaging with and recruiting from diverse communities, your organization should assess its mindset and make adjustments if needed. This first step is crucial not only for recruiting, but also nurturing and retaining a steady stream of diverse talent.

Key tools needed for this step: *Equity Lens, Business Case, Community Partnership Questionnaire, Additional Resources.*

In addition to completing the Community Partnership Readiness Questionnaire, key questions to ask for this step include:

1. Has the brokerage created a culture of belonging within the existing workplace?
2. Does the brokerage understand the barriers to entry for those they seek to engage and recruit? If so, are they prepared to support efforts to mitigate them?
3. What is the mindset around DEIA? Is the importance of equity or accessibility understood?
4. Do folks within the brokerage understand how the communities they seek to engage or recruit from feel about the organization?

Suggested Adjustments: If your brokerage couldn't answer or responded no to many of these questions, you can consider the following:

- Invest in trainings or DEIA consultants to support cohesion on the subjects of DEIA and fostering belonging
- Hire a community engagement specialist to survey or hold community conversations to understand the barriers for community or what the opinion of your brokerage or real estate careers are.
- Use the additional resources provided in the toolkit to research and gain understanding of the history of real estate issues for various communities and learn about DEIA topics that will help you prepare and transform.

3 Steps for Equitable Community Engagement and Recruitment

2

Show Up For Community:

Once the work to assess your mindset and make needed shifts are done you can move forward to this step. Showing up for community means building partnerships with trusted organizations already on the ground in communities you seek to engage. This step includes sponsoring community events they hold and asking these organizations the best ways you can show support to their community and/or collaborate together.

The three major benefits of this effort are:

1. Direct contact with an audience of warmer leads.
2. Increased exposure and opportunity to build familiarity for the brokerage within community.
3. Strengthened relationships and foundations of trust established with community organizations already on the ground.

This will help set the groundwork for future recruitment requests and help contribute to a steadier stream of folks from communities you seek to recruit.

Key tools for this step: *Where to Share Job Openings & Community Events: List of Local Professional Organizations, Affiliated Real Estate Organizations, Overcoming Key Challenges to Community Partnerships, Community Outreach Email Templates: Meet One on One and Request to Sponsor Event*

ALTERNATE PAGES

3 Steps for Equitable Community Engagement and Recruitment

3

Engage Community:

Now that you have built the foundations of trust through showing up and developing partnerships and relationships, you can begin to engage and recruit. Use your relationships to share offerings within your brokerages to the community organizations you have engaged. Continue to strengthen your relationship by inviting them to your events.

Make sure you have folks that are comfortable engaging diverse communities leading out the recruitment efforts. Oftentimes people can tell when others are not comfortable. Additionally, for many BIPOC communities, there is a preference for other BIPOC folks to lead out engagement efforts. If you do not have a BIPOC recruiter, be open and honest about that and your efforts to recruit more equitably. Have folks who can be comfortable in their uncomfortableness. At the very least authenticity can be appreciated.

Another option is to connect and collaborate with diverse affiliated organizations to work together to table at events. Ensure to have methods to compensate folks that assist in tabling for their time. This could be monetary or media promotion etc.

Key tools for this step: *Community Outreach Email Templates: Meet one on one, Invitation to an Event, Affiliated Real Estate Organizations, Sharing an Opportunity, Request to Table Event, Additional Resources: Connecting Real Estate Shareable Graphics*

Helpful tips for engaging:

- Language can often be a barrier to engagement. Use services like CyraCom to translate outreach materials into the most commonly spoken languages in Washington. This includes but is not limited to Spanish, Chinese (Simplified and Traditional), Korean, Vietnamese and more. Ask the community organization holding the event which languages are commonly spoken in the community and if/what translated materials are needed.
- Have inclusive graphics in outreach materials when tabling or performing outreach.

Equitable Recruitment Strategies To Consider

Adjust your Language

Are your job postings and advertisements gender neutral and inclusive? Coded language in job descriptions is a common problem and research has found it can often dissuade qualified candidates, especially women and people of color from applying. Consider using gender decoder tools like the U.S. Department of Labor's Ableist Language Detector, Textio, or Textmetrics to help you recognize and correct coded language in your job descriptions. DataPeople is a trusted source that also helps in writing inclusive job descriptions and emails.

Use your Relationships

Share opportunities with the diverse external partners you have engaged and ask for recommendations. Ask to table at their events. This will help you to target people where they are. Develop or strengthen a diverse employee referral program. The Harvard Business review recently reported a study which found "referred candidates are of higher quality than applicants from the general public and are more likely both to receive and accept an offer, stay at the job longer, and perform better". Encourage employees, especially those with diverse identities to share their connections. However, to keep this process equitable, it is important to note this system of referrals should not seek to replace, but rather work alongside current recruitment efforts.

Revamp your social media and advertisements

Do your advertisements and social media posts reflect the communities you seek to recruit? Representation and feelings of belonging can be key for many. In Momentum's DEIA Analysis, which took a deep dive into a series of focus groups with BIPOC and LGBTQ Realtors, many participants shared a desire for more diverse advertisements and named lack of representation as a barrier. After, showing support for and developing relationships with community it is important to analyze current posts or advertisements and consider including more folks from a variety of backgrounds. You may use the social media posts in this toolkit for recruitment purposes.

Equitable Recruitment Strategies To Consider

Engrain DEIA into your organizational culture

It's not enough to claim one values the principles of DEIA. As the saying goes, actions speak louder than words. If new recruits don't feel welcomed, valued or supported in your environment they will leave. If your brokerage seeks to effectively recruit and retain diverse community members the organization must live out those values. In practice, this means working to make people of various backgrounds feel welcome and ensure they have support to perform to the fullest of their abilities in the workplace.

In Momentum's 2022 DEIA Data Analysis, our team found barriers for BIPOC community members into the Real Estate industry included high cost of entry, lack of mentorship/support as well as racism and sexism in the industry.

Engraining DEIA could look like providing professional development, mentorship and training to support everyone's growth in the industry. It could mean revisiting policies around cost of entry or implementing scholarships so those from various socioeconomic backgrounds can thrive. It could also mean creating a brave space for folks to talk about their experiences, current harms and insights for change if there are policies that are harmful.

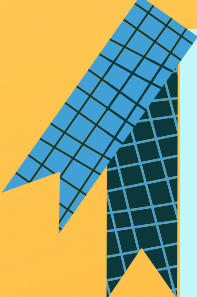
Examine your hiring team

Some candidates may reject offers if they do not see any diversity reflected in both the recruitment and hiring process. They may assume from these initial interactions the organization is entirely one way and therefore will be uncomfortable in the space. Having a diverse hiring team might mitigate these concerns.

Recognize it takes time

Recruiting diverse communities in a way that is sustainable, impactful and equitable isn't a quick or easy task. It can take several months to a few years to prepare ones organization, garner trust and build relationships from communities one seeks to engage and perform recruitment activities. Be prepared to put in time for this work. Be open to changing how things have always been done.

Community Engagement Checklists

- 
- This section provides a helpful questionnaire and best practices checklist for effective community engagement. Tips for overcoming challenges before, during and after a community partnership are also discussed.

Community Partnership Readiness Questionnaire

Question	Yes	No	I Don't Know
Are you genuinely interested in and committed to the community partnership?			
Does your mission, culture, and priorities encourage, support, and acknowledge the value of community partnerships?			
Do you have a previous history of working with the community? • Is this history a positive one?			
Do you have any knowledge about the community you are seeking to partner with (for example, culture, norms, history)?			
Do you have existing relationships within the community you are seeking to partner with? ◦ Are these relationships positive?			
Do you have the necessary skills to begin and sustain a partnership? (check one or more) • <u>Communication</u> : The ability to provide and receive feedback and be a clear and effective verbal and nonverbal communicator. • <u>Cultural humility</u> : The ability to share power and control over decisions. • Interpersonal skills • Listening skills			
Can you contribute any of the following to the partnership? • Staff and/or volunteers • In-kind resources (e.g. meeting space, technology, dissemination network) • Connections to key community leaders and resources • Knowledge of the issues/topics to be addressed • Training and technical assistance • Other: (e.g. financial resources)			

Best Practices for Planning for Effective Community Engagement



Provide small gathering meeting opportunities: Consider providing a range of opportunities for small gatherings. Smaller meetings, rather than large meetings or individual meetings, may enable greater participation by people with communication or cognitive barriers.



Accessible meeting locations and venues: Consider the location of the meeting and the accessibility of the building, room, and facilities for people with disabilities or people who may need additional mobility support. Meeting locations must be conveniently located, and well lit, with access to vehicle parking and public transportation. Venues should enhance the ability to listen and concentrate, and be free of features that might trigger conditions that limit the ability to participate.



Timing of meetings: Consider whether the timing and location of meetings will encourage people to attend. Some community members have safety, security, and mobility concerns that would preclude them from attending engagement events at night, while others may still be active or working and prefer evening or weekend meetings. Meeting locations must be conveniently located, well lit, with access to car parking and public transport. This information should be made available to older people when inviting them to attend meetings



Communicate effectively: Consider whether community members have particular communication needs.

- Listen well
- Be respectful
- Use plain language
- In communication materials, utilize large fonts and colors that are easy to read
- Where appropriate, provide refreshments
- Share status updates or outcomes as follow-ups after each interaction



Overcoming Key Challenges to Community Partnerships



Before you engage:

Learn more about the community. Focus on learning about the history of the community and the historical context of community's history.

Research existing community-based efforts, paying attention to the role of those impacted in the creation and sustainability of those efforts.

Assess ways you can contribute to those existing efforts (time, talent or investment).

During the experience:

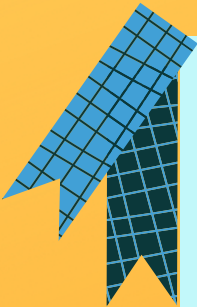
Engage with respect, compassion, and humility.

After the experience:

Reflect and ask: What did I learn? How did the experience challenge what I thought I knew? What do I need to learn more about?

Consider how you will continue to engage as an active community partner.

Professional Organizations Who Serve Diverse Groups in Washington

- 
- This section provides a comprehensive list of diverse organizations whom the reader can share job openings to or attend community events.

Where to Share Job Openings & Community Events: List of Local Professional Organizations



Statewide Asian & Pacific Islander Serving Organizations

Asia Pacific Cultural Center:

<https://www.asiapacificculturalcenter.org/>

Asia Pacific Cultural Center (APCC) is a center for cultural exchange providing programs and services that promote the greater awareness, understanding, equity, and inclusion of the Asian and Pacific Islander people.

Chinese American Citizens Alliance Seattle Chapter:

<http://cacaseattle.org/index.html>

The mission of the Chinese American Citizens Alliance Seattle Chapter is to promote and protect civil rights, develop leadership in Chinese youth and provide community service.

Greater Seattle Chinese Chamber of Commerce:

<https://www.seattlechinesechamber.org/>

The Greater Seattle Chinese Chamber of Commerce is a non-partisan group that aims to bring together civic, professional and business leaders to advocate, foster and protect the interests of its members. They partner with a network of alliances and associate memberships for the purposes of disseminating information relating to economic, social and political benefits to its members and the community at large..

India Association of Western Washington

<https://iacswa.org/>

The India Association of Western Washington provides a common identity to the Indian community and facilitate cultural, social, and educational services and opportunities for cultural integration from young to old of the community; as well as to foster those activities that enhance mutual understanding and appreciation between the Indo-American community and mainstream American community

Where to Share Job Openings & Community Events: List of Local Professional Organizations



Statewide Asian & Pacific Islander Serving Organizations

Japanese Cultural and Community Center of Washington

<https://www.jcccw.org/>

The Japanese Cultural & Community Center of Washington (JCCCW) is dedicated to preserving, promoting and sharing Japanese and Japanese American history, heritage and culture. In service of its mission, JCCCW currently provides a wide variety of educational, cultural, recreational and social programs as well as a central community gathering place for events and functions.

Kandelia (formerly known as the Vietnamese Friendship Association)

<https://www.kandelia.org/>

Kandelia's mission is to empower the Vietnamese community to succeed while bridging, preserving, and promoting cultural heritage.

Filipino Chamber of Commerce of the Pacific Northwest

<https://www.fccpnw.com/>

The Filipino Chamber of Commerce of the Pacific Northwest serves as an organization of Filipino business professionals in the Pacific Northwest for a common goal.

Spokane Chinese Association

<http://www.spokanechinese.org/>

The Spokane Chinese Association is a nonprofit volunteer organization of people of Chinese cultural heritage residing in the Spokane area, registered in the State of Washington. The association strives to advance communication and friendship among its members and to enrich their lives and local culture by organizing activities related to Chinese culture or common interests.

Where to Share Job Openings & Community Events: List of Local Professional Organizations



Statewide Black / African-American Serving Organizations

The Black Lens

<http://blacklensnews.com/>

The Black Lens is an independent community publication based in Spokane Washington, that is focused on the news, events, people, issues, and information of importance to the African American community.

The Tacoma-Pierce County Black Collective

<https://theblackcollective.org/>

Arising out of Tacoma, Washington's civil rights struggle in the 1960s, the Black Collective is a volunteer leadership organization engaged in addressing issues affecting the black community of Tacoma and Pierce County.

Tacoma Urban League

<https://thetacomaurbanleague.org/>

The Tacoma Urban League's mission is to assist African Americans and other underserved urban residents in the achievement of social equality and economic independence.

Urban League of Metropolitan Seattle

<https://urbanleague.org/>

The Urban League of Metropolitan Seattle empowers communities of color to thrive by providing economic, educational and employment support services.

The NAACP Spokane Branch

<https://naacpspokane.com/>

The NAACP Spokane Branch has been protecting and expanding the rights of marginalized people for over 100 years. By prioritizing education, criminal justice needs, civil engagement, and much more, they are able to stay on top of issues that affect Black Washingtonians in Spokane.

Where to Share Job Openings & Community Events: List of Local Professional Organizations



Statewide Black / African-American Serving Organizations

The Facts

<https://www.thefactsnewspaper.com/>

The Facts Newspaper was established September 7, 1961 by Fitzgerald Redd Beaver, and was one of the first Black-oriented newspapers in the Pacific Northwest. The Facts reports on Black heritage as well as the success and transition within the Black community. The Facts has a readership of over 80,000.

The Carl Maxey Center

carlmaxeycenter.org

The goal of the Carl Maxey Center is to uplift, empower and transform Spokane's African American community.

Black Dot Seattle

<https://www.blackdotseattle.com/>

Black Dot provides a safe space for entrepreneurs, creatives, technologists, and community builders of the African diaspora to connect, build business, and community.

Africatown Community Land Trust

<https://www.africatownlandtrust.org/>

Africatown Community Land Trust is working for community ownership of land in the Central District that can support the cultural and economic thriving of people who are part of the African diaspora. The Africatown Community Land Trust is comprised of real estate professionals, business executives, entrepreneurs, and longtime community members from the Central District.

Where to Share Job Openings & Community Events: List of Local Professional Organizations



Statewide Latinx Serving Organizations

Hispanic Business / Professionals Association (HBPA)

<http://www.hbpaspokane.net/>

HBPA's mission is to promote and serve Hispanic/Latino cultural, business, professional and educational interests, and social justice in the Inland Northwest.

Latinos en Spokane

latinosenspokane.org

Latinos en Spokane works to support the Latino population in their integration, community development, and civic participation in Spokane County.

CIELO

<https://www.cieloprograms.org/>

CIELO promotes community, self-sufficiency, and leadership of Latinos in the South Puget Sound.

Centro Latino

<https://micentrowa.org/>

Centro Latino is a community-based non-profit that works with Latino and Indigenous Native families, and provides educational programs, crisis intervention, family outreach services, and Arts & Culture programming.

Snohomish County Latino Coalition

<http://www.snohomishcountylatinocoalition.org/>

The Snohomish County Latino Coalition is a group of 100+ Latino community leaders that live and/or work in Snohomish County. Their mission is to advocate with and for the Hispanic/Latino/Latinx community in Snohomish County through an emphasis on empowerment, unification, equity, inclusion and accountability.

Where to Share Job Openings & Community Events: List of Local Professional Organizations



Statewide Latinx Serving Organizations

Casa Latina

<https://casa-latina.org/>

Casa Latina is a nonprofit organization that advances the power and well-being of Latino immigrants through employment, education, and community organizing.

Latino Community Fund

<https://www.latinocommunityfund.org/>

The Latino Community Fund cultivates new leaders, supports cultural and community-based non-profit organizations, and improves the quality of life for all Washingtonians. To achieve its mission and address the needs of Latinos, LCF programs create a vibrant community through civic engagement, healthy families, arts and culture.



Where to Share Job Openings & Community Events: List of Local Professional Organizations



Statewide Native American Serving Organizations

American Indian Community Center

<https://aiccinc.org/>

American Indian Community Center provides comprehensive social and economic development services encouraging individual and family self-sufficiency, protecting and preserving the cultures and traditions of Indian people.

The NATIVE Project

<http://nativeproject.org/>

The NATIVE Project mission is to provide quality services that promote wellness and balance of mind, body and spirit for individuals, staff, families, and communities.

Seattle Indian Center

<https://seattleindiancenter.org/>

The Seattle Indian Center is a long-standing and vibrant human services organization serving the Seattle metropolitan area. It was established in 1958 and has held 501(c)3 status since 1972, with the mission to provide programs and assistance to disadvantaged individuals.

National Center for American Indian Enterprise Development:

<http://ncaied.org/>

NCAIED is a non-profit organization with 40+ years of experience assisting American Indian Tribes and their enterprises with business and economic development. They are engaged in helping Tribal Nations and Native business people realize their entrepreneurial goals.

United Indians of All Tribes Foundation:

<https://unitedindians.org/>

The United Indians of All Tribes Foundation provides educational, cultural, and social services to indigenous people in the Puget Sound.

Where to Share Job Openings & Community Events: List of Local Professional Organizations



Statewide Native American Serving Organizations

Puyallup Tribe of Indians

<http://puyallup-tribe.com/>

The Puyallup Tribe of Indians have lived along the shores of the Puget Sound in Washington State for thousands of years. Over the past 160 years the Puyallup Tribe has become a recognizable force in the fight for tribal rights.

Where to Share Job Openings & Community Events: List of Local Professional Organizations



Youth Serving Organizations

Oasis of Hope

<https://oasisofhopecenter.org/about-us>

The Oasis Of Hope Center is firmly dedicated to serving their community with integrity, while engaging neighborhood families. They believe education, mentoring, providing health services, counseling and youth crisis prevention resources, will build nurturing relationships rooted in faith based foundations will foster individual growth.

East African Community Services

<https://www.eastafricanscs.org/>

The mission at EACS is to inspire East African immigrant and refugee families to achieve cradle to career success.

Where to Share Job Openings & Community Events: List of Local Professional Organizations

Statewide LGBTQIA Organizations



The Rainbow Center

<https://rainbowcntr.org/>

The Rainbow Center's mission is to expand resources and safe space for the lesbian, gay, bisexual, transgender, queer, questioning, two-spirit, and allied (LGBTQ2SA) community through education, advocacy, and celebration.

Spectrum Center

Spectrum's mission is to create a safe, intersectional, intergenerational, 2SLGBTQIA+ community gathering space that celebrates a resilient, healthy community through social connectedness and support, arts and culture, access to resources, and leadership development

Lambert House

<https://www.cieloprograms.org/>

Lambert House's mission is to empower lesbian, gay, bisexual, transgender, and questioning youth through the development of leadership, social, and life skills.

Affiliated Real Estate Organizations That Serve Diverse Groups



Asian Real Estate Association of America

<https://www.areaa.org/>

Founded in 2003, the Asian American Real Estate Association of America (AREAA) is a national nonprofit trade organization dedicated to improving the lives of the Asian American and Pacific Islander (AAPI) community through homeownership.

AREAA- Seattle Chapter (Asian Real Estate Association)

<https://areaa.org/greaterseattle>

AREAA is dedicated to promoting sustainable homeownership opportunities in Asian American communities by creating a powerful national voice for housing and real estate professionals that serve this dynamic market.

NAREB- Seattle Chapter (National Association of Real Estate Brokers)

<http://narebnw.org/western-washington-realist/>

- Western Washington Realist is the local chapter of the National Association of Real Estate Brokers (NAREB), which was formed in 1947 to help African Americans in the housing industry.

NAHREP (National Association of Hispanic Real Estate Professionals)

<https://nahrep.org/>

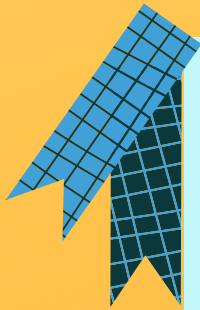
NAHREP's mission is to advance sustainable Hispanic homeownership by educating and empowering the real estate professionals who serve Hispanic home buyers and sellers.

LGBTQ+ Real Estate Alliance

<https://realestatealliance.org/>

The LGBTQ+ Real Estate Alliance was launched in June 2020 by leading members of the real estate industry. Influential real estate professionals and allies joined with other members of the LGBTQ+ community to create a new voice in real estate.

Templated Community Outreach Letters



- Presented in this section is a series of email templates that can be used for community outreach to collaborate on an event or hold one on one meetings with diverse organizations.

Community Outreach Email Template: Invitation to an Event

Dear (insert name of Business or Community Leader):

My name is (insert name) **and I am a** (insert job title) **at** (insert name of brokerage). **I value the impact** (insert organization name) **has within Washington State** (or insert a fact for a more personal touch). **I am interested in collaborating with** (insert company/organization name) **to support** (insert the mission of the organization).

A primary focus of my work is to connect with local businesses, clubs, churches, nonprofit organizations, and local government to build a network of leaders who have a passion for our community and who might be interested in working toward mutually beneficial partnerships to bring our local community together on issues connected to housing and real estate.

It would be our honor to host you and other local leaders at an upcoming event called (insert event name). **The event is designed to** (insert goal of the event) **and deepen our community relationships. When we come together around common goals, we truly can empower communities to thrive. I would be honored to have you join me.**

Warm regards,

(Insert Email Signature)

Community Outreach Email Template: Invitation to Meet One-on-One

Dear (insert name of Business or Community Leader):

I hope you're having a great week! My name is (insert name) **and I am a** (insert job title) **at** (insert name of brokerage). **I value the impact** (insert organization name) **has within Washington State** (or insert a fact for a more personal touch). **I became familiar with your work when** [how you discovered this person] **and wanted to reach out to tell you how much I admire your** [skill or specific experience].

If you're open to it, I'd love to connect to [keep in touch/learn more about your work/work of your organization] **and identify ways that we might be able to collaborate. I can be reached out** (insert contact information), **and have availability on the following dates** (insert available dates).

Looking forward to hearing from you!

Warm regards,

(Insert Email Signature)



Community Outreach Email Template: Request to Sponsor Event

Dear (Business or Organization):

My name is (insert name) **and I am the** (insert title) **at** (insert brokerage). **I am reaching out because our firm deeply admires the great work you are doing for community and your mission to** (insert organization mission). **We are interested in** (supporting/sponsoring) **your** (insert event).

Would you be able to let me know if your organization is open to this and what the fee and process would be?

Additionally, if there are other ways we can show support please let me know. I'd love to connect to share more about our (insert brokerage) **as well as identify additional ways we might be able to collaborate in the future. I can be reached at** (insert contact information). **Please let me know a few dates and times that work best for you to discuss.**

Looking forward to hearing from you!

Warm regards,

(Insert Email Signature)



Community Outreach Email Template: Request to Table Event

Dear (Contact name for Business or Organization):

Hello (insert name)! **I hope you are doing well. I am reaching out because our organization is interested in collaborating with you to connect more community members with resources and opportunities in the Real Estate Industry.**

We would love the opportunity to hold an informational booth at (insert event). **Would you be available to meet** (insert time options) **to discuss this further?**

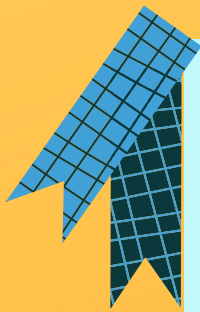
Looking forward to hearing from you!

Warm regards,

(Insert Email Signature)



Additional Resources



- This section outlines a series of helpful tips for assessing candidates with a Diversity, Equity, Inclusion and Accessibility lens. Additional resources include shareable Connecting Real Estate Social Media graphics, links to studies related to various DEIA issues within the Real Estate industry, resources for avoiding gender coded language in job descriptions and a guide for forming a local association DEIA committee are provided.

Assessing Candidates with a Diversity, Equity, Inclusion and Accessibility Lens

A Handout for Brokerage Recruitment Committees

When assessing whether an applicant is open and committed to issues related to equity, inclusion, and diversity, a candidate should:

- Demonstrate an understanding of diversity, equity, inclusion, and accessibility.
- Demonstrate self-awareness, in terms of understanding their own culture, identity, biases, prejudices, power, privilege, and stereotypes
- Demonstrates awareness of generational differences in work styles
- Demonstrate willingness to challenge and change institutional practices that present barriers to different groups
- Infuse diversity, equity, inclusion and accessibility concepts in response to questions not directly prompting for them
- Be capable of providing concrete examples and/or experiences in these areas
- Use inclusive language.
- Seem comfortable discussing issues related to DEIA
- Indicate experience, commitment, and/or willingness to promote issues related to DEIA
- Share successful experiences working with historically excluded groups.



Connecting Real Estate Shareable Graphics

The graphics below can be shared on social media to promote Connecting Real Estate and used for recruiting purposes. [Please see link](#) for access to all assets and instructions for sharing.



Additional Resources



- The Black Experience in Real Estate hosted by New York University (Webinar Recording; June 23, 2020)
- Real Estate Agents Adapt to Needs of Clients with Disabilities Seeking the Right Home by Michelle Hoffman (Los Angeles Times; January 23, 2016)
- The Devaluation of Assets in Black Neighborhoods: The Case of Residential Property by Andre M. Perry, Jonathan Rothwell, and David Harshbarger (Brookings Institution; November 27, 2018)
- 'She Build': Creating an All-Women Real Estate Development Team by Lisa Prevost (New York Times; November 12, 2019)
- The Gender Wealth Gap Extends to Real Estate: Yale Study (The Real Deal; February 29, 2020)
- Know Your Price: Black Property Devaluation In A Nation Built With Our Hands And On Our Backs by Carla Bell (Essence; April 21, 2020)
- Real Estate Leaders Speak Out Against Racism by the National Association of REALTORS® (Realtor Magazine; June 2, 2020)
- Our Industry Needs to Move Forward on Racial Equity Now by Eric Rothman (HR&A Statement; June 11, 2020)
- **For a study about the prevalence of Black residents in redlined neighborhoods, see this working paper:** Fishback, Prince; LaVoice, Jessica; Shertzer, Allison and Walsh, Randall. "Race, Risk, and the Emergence of Federal Redlining." NBER Working Paper No. 28146, National Bureau of Economic Research, November 2020; https://www.nber.org/system/files/working_papers/w28146/w28146.pdf.
- **For a study about the social and economic effects of neighborhood credit-worthiness ratings, see this article:** Aaronson, Daniel; Faber, Jacob; Hartley, Daniel; Mazumder, Bhashker; and Sharkey, Patrick. "The Long-Run Effects of the 1930s HOLC 'Redlining' Maps on Place-Based Measures of Economic Opportunity and Socioeconomic Success." Regional Science and Urban Economics, January 2021; <https://doi.org/10.1016/j.regsciurbeco.2020.103622>.

Additional Resources

- [Textio](#). Tool to interrupt gender coded bias.
- [Datapeople](#). Inclusive Job Description Software.
- [Gender Neutral Job Descriptions](#).
- [Words Matter: Gender Coded Language in Job Ads](#)





DIVERSITY, EQUITY & INCLUSION

FREQUENTLY ASKED QUESTIONS • FIND MORE INFORMATION AT WAREALTOR.ORG/DEI

GUIDE

FORMING A LOCAL ASSOCIATION DIVERSITY, EQUITY, AND INCLUSION COMMITTEE

Equity and Inclusive efforts succeed if they are supported by your associations policies and leaders, while reflecting the needs of your membership.

Below is a guide to help Local Associations plan and form a DEI committee:

COMPOSITION:

- A committee of about 15 to 20 is usually effective in discussing and addressing diversity, equity, and inclusion issues. Key constituent groups to be included on the committee are leaders from other association committees such as Government Affairs and Professional Development, regional or local association representatives, and leaders from any state or local Boards of multicultural real estate organizations.
- Create a standing committee. A standing committee demonstrates your intent to make DEI and fair housing an integral part of your association's mission.
- Committee members and local association staff should participate in Culture Competency and Implicit Bias Training to be able to understand and have authentic, raw, and clear communication.

MEETINGS AND GOVERNING AUTHORITY:

- The committee should meet throughout the year, similar to other key committees of the association. In person meetings help develop trust among members that is particularly important when discussing issues such as racial and ethnic inclusion.
- The Diversity and Inclusion committee should also have authority, like other committees, to recommend policy and activities to the Board of Directors.

PURPOSE & MISSION STATEMENT:

Having a clear purpose is essential to an effective diversity, equity, and inclusion committee. The purpose is made stronger when it is clearly linked to the association's mission and strategic plan. The Diversity, Equity and Inclusion Committee's purpose must be distinct from similar committees such as membership or fair housing to help guide the leadership and members of the committee as they plan association policy and activities.



SAMPLE MISSION STATEMENTS:

- “The Diversity Committee supports Washington REALTORS® in its commitment to foster Diversity, Equity, and Inclusion in our association and industry through communication knowledge and encouraging community engagement.”
- “The Diversity Committee promotes diversity, equity, and inclusion within TPCAR and the communities we serve.”
- “To recommend policy and action regarding the inclusion of diversity in the Association’s governance, and that of local Associations within the state. To develop and recommend strategies and actions that will identify, engage, recruit and mentor future leaders at the state and local level who represent the diversity of our markets and the membership of our Associations. To provide guidance and support for local association inclusion efforts.”

DEVELOP CLEAR, LONG TERM GOALS THAT REFLECT YOUR ASSOCIATION AND YOUR ASSOCIATION'S STRATEGIC PLAN:

- Plan reasonably: Be realistic about what your association can control and affect. Put goals in order of priority so that the most needed can be addressed first.
- Create a DEI strategic plan for the next 3 years that reflects your goals, mission statement and purposes. DEI efforts should be achievable and will likely be incremental.
- Build a simple business plan for your DEI committee and its efforts. This can include what you want to accomplish in the next year, how it will be measured and any fiscal items that need to be budgeted within your association.
- Encourage members to learn about equity and fair housing and identify opportunities for doing so. DEI education is important for building relationships and business. The 'At Home with Diversity Course' is a great starting point.
- Identify real estate issues affecting local communities of people of color and develop association response.

- Encourage a diverse association and leadership.
- Develop strategic relations, partnerships, and coalitions with leading local people of color and community-based organizations.
- Apply for the NAR Diversity and Inclusion grant program to support your associations DEI activities.
- Measure your progress. Hold your committee and association accountable for DEI efforts, and be prepared to adjust course.

A WORD ABOUT OTHER DIVERSITY EDUCATION OR FAIR HOUSING ACTIVITIES AND CONCERNS:

Educating members about diversity and the importance of serving all communities without discrimination is a priority mission of our Associations. Those activities are distinct from those that work to assure that the leadership of the Association reflects the diversity of the state and the markets served by members. Associations should also have fair housing initiatives to address fair housing issues and education, including education about serving diverse markets within the state.

RESOURCES:

NAR Diversity and Inclusion Grants

realtorparty.realtor/community-outreach/diversity/grant-applications

NAR Diversity and Inclusion Program

www.nar.realtor/ae/leading-with-diversity-program

NAR Fair Housing Program

www.nar.realtor/fair-housing

Five-Point Framework to Address the Black Homeownership Gap

www.urban.org/sites/default/files/publication/100204/building_black_ownership_bridges_1.pdf

For questions or more information please contact Liz Garcia at liz.garcia@warealtor.org.

Note Page

Note Page

Note Page

Note Page

Note Page

Note Page