

DIVERSITY'S ROLE IN AFFORDABLE HOUSING

BACKGROUND

The character of American society is undergoing a profound and rapid change, and the rich mix of people represented in our communities is broader than ever before. The demographics shifts now underway, including an aging population and a society with increasing numbers of persons of color, are only two important trends. Immigration, from all corners of the world, is also contributing to our growing diversity.

Although this diversity is represented in all segments of the housing market, REALTORS® who know how to serve the affordable housing market will be better prepared to help buyers of any cultural background.

SUGGESTIONS



- The NAR Diversity Toolkit has helped associations of all sizes join the National Association of REALTORS® in its commitment to diversifying its membership and welcoming professionals of different cultural backgrounds into its leadership ranks. Download it for free at: www.realtor.org/government_affairs/diversity/toolkit.
- Many diverse groups have established communications networks, both formal and informal, as a way of assisting their members and coping with the larger society in which they live, including the task of homebuying. Seek out these organizations and build bridges between them and your local REALTOR® association. Doing so will help you understand the special needs of these communities and establish your association's members as honest and open-minded.

LEARN MORE



At Home with Diversity Course

This class teaches real estate professionals how they can increase their sensitivity and adaptability to future market trends. It addresses issues of diversity, fair housing, and cultural differences. Participants will learn practical skills and tools to expand business and effectively service all cultural groups.

National Association of REALTORS®

www.realtor.org/government_affairs/diversity/ahwd_course

DIVERSITY'S ROLE IN AFFORDABLE HOUSING *(continued)*



Diversity Initiative Grants

NAR offers *Diversity Initiative Grants* to state and local associations for financial support for programs and activities that position REALTORS® as leaders in diverse communities. These programs should support the strategies outlined in NAR's Fair Housing and Cultural Diversity Strategic Plan.

National Association of REALTORS®

www.realtor.org/government_affairs/diversity/comoutdivact



Equal Opportunity and Cultural Diversity Program

Information on education, grants, partnerships, and events for REALTORS®, including tools to help you connect with diverse groups and create business opportunities. Learn about the business case for diversity and inclusiveness, discover leadership opportunities, and find out about fair housing and equal opportunity.

National Association of REALTORS®

www.realtor.org/government_affairs/diversity



Leading with Diversity Workshop

NAR presents a three-hour workshop that helps associations develop key initiatives to make diversity a part of their strategy.

National Association of REALTORS®

www.realtor.org/government_affairs/diversity/leading_with_diversity

UP CLOSE

COMMITMENT TO DIVERSITY

Diversity of course is not limited to homeowners and prospective homebuyers; a true commitment to diversity must also include REALTORS® themselves. The Association Forum of Chicagoland, whose members include the Chicago Association of REALTORS®, has made a significant \$1 million effort to increase the diversity of its members' associations.

Learn more at:

www.associationforum.org/resources/diversity.asp

REALTORS® Grants to Promote Local and State Diversity Activities

A May 2009 magazine article describing NAR awards made to local associations under its *Diversity Initiative Grant Program*. The nine grants are listed, along with the name of the recipient organization and the specific undertaking for which they applied for funding.

Diversity Executive

www.diversity-executive.com/article.php?article=655