

# Course Description and Outline

REALTORS® know the importance of adapting and remaining relevant in today's marketplace. By developing a business practice rooted in inclusion and equality, REALTORS® can help buyers of all cultural backgrounds achieve the dream of homeownership. The At Home With Diversity® (AHWD) certification course covers how to work effectively with diverse populations so you can build business success in today's multicultural real estate market.

## Course Learning Outcomes:

- Develop an increased awareness of cultural and personal biases that may inhibit you from fully embracing diversity and creating a successful multicultural real estate business.
- Learn inclusive, multi-cultural marketing and advertising strategies to broaden your client base.
- Formulate an inclusive business plan to help you create an enduring business that is able to adapt and evolve to an ever-changing marketplace.

## Learning Objectives:

### Module 1: The Foundation of a Better Business: Embracing Diversity

- Discuss the importance of embracing diversity on both a professional and personal level to grow a thriving and inclusive real estate business.
- Summarize the cultural concepts and social categories that will help you to better understand, relate to, and engage with clients in our diverse real estate market.
- Describe the immigrant community in the United States and their increasing buying power in the real estate market.

### Module 2: Housing Policy in America: Past and Present

- Outline the major historic events leading up to the Fair Housing Act and how it informs the need for inclusive housing policies today.
- Summarize what's in the Fair Housing Act, including its protected classes, its prohibitions, and its exemptions.
- Describe the real estate practices that pose particular risk of discrimination and the process to follow in reporting acts of discrimination.

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**Module 3: A House Is a Home: One America Principles**

- Explain why One America Principles are a fundamental part of inclusive real estate practices
- Articulate why embracing diversity and inclusion is important to effectively adhering to NAR's Code of Ethics and applying Fair Housing statutes.
- Describe how you can utilize the Equal Professional Model and summarize other strategies you can use to ensure your real estate practice is inclusive.

**Module 4: Be a Diversity Warrior: Combatting Bias to Create a Thriving Business**

- Distinguish between cultural and personal biases and how each can adversely shape our perceptions and behaviors when dealing with clients.
- Explain how understanding the differences between high- and low-context cultures can help you to create a more successful and inclusive real estate business.
- Summarize how reading nonverbal cues and active listening can help you better engage and effectively communicate with a diverse client base.

**Module 5: Expanding Your Business: Inclusive Multicultural Marketing**

- Understand the value of analyzing the demographics of your community and creating an inclusive brand.
- Explain the importance of networking and performing meaningful multicultural outreach in your community.
- Create an advertising and social media marketing strategy that is inclusive and FHA compliant.

**Module 6: Creating Your Inclusive Business Plan**

- Formulate an inclusive business plan that embraces diversity and grows your business.

# Course Outline

## MODULE 1: THE FOUNDATION OF A BETTER BUSINESS: EMBRACING DIVERSITY

- A STARTING POINT FOR SUCCESS
  - EMBRACING DIVERSITY MEANS INTEGRATING INTO A BUSINESS PLAN
  - EMBRACING DIVERSITY MEANS LIVING DIVERSITY
  - EMBRACING DIVERSITY MEANS EMBRACING INCLUSION
- THE LANGUAGE OF DIVERSITY AND INCLUSION
  - GENERAL CONCEPTS AND TERMS
  - SOCIAL GROUPS
    - RACE AND ETHNICITY
    - GENDER/SEXUALITY
    - INDIVIDUALS WITH DISABILITIES
    - AGE
    - RELIGION/FAITH
    - SOCIAL CLASS
    - FAMILIAL STATUS
- THE U.S. REAL ESTATE MARKET AT A GLANCE
  - NATIONAL STATISTICS
  - IMMIGRANTS AND INTERNATIONAL BUYERS
  - BUYING POWER OF DIVERSE MARKETS

## MODULE 2: HOUSING POLICY IN AMERICA: PAST AND PRESENT

- THE STRUGGLE FOR FAIR HOUSING: A BRIEF HISTORY
  - FREE–BUT NOT FROM DISCRIMINATION
  - CIVIL RIGHTS AND THE FAIR HOUSING ACT OF 1968
- THE FAIR HOUSING ACT: A CLOSER LOOK
  - PROTECTED CLASSES
  - MODIFICATIONS/ACCOMMODATIONS FOR PEOPLE WITH DISABILITIES
  - PROHIBITIONS OF THE FAIR HOUSING ACT
  - EXEMPTIONS UNDER THE FAIR HOUSING ACT
  - ADDITIONAL LAWS THAT IMPACT REAL ESTATE TRANSACTIONS
- FOUR AREAS OF REAL ESTATE PRACTICE THAT POSE RISK OF DISCRIMINATION
  - SCREENING
  - STEERING

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- ADVERTISING
- LENDING DISCRIMINATION
- REPORTING ACTS OF DISCRIMINATION
  - AGENCIES TO CONTACT TO REPORT DISCRIMINATION
  - DEFEND FAIR HOUSING RIGHTS

**MODULE 3: A HOUSE IS A HOME: ONE AMERICA PRINCIPLES**

- NAR: BUILDING ON THE FOUNDATION OF FAIR HOUSING
  - ONE AMERICA PRINCIPLES
  - PHILOSOPHY OF INCLUSION
  - NAR'S FAIR HOUSING ACTION PLAN
- NAR: INCLUSIVE ETHICS AND PLEDGE
  - NAR'S CODE OF ETHICS
  - FAIR HOUSING DECLARATION
- THE EQUAL PROFESSIONAL SERVICE MODEL
  - SYSTEMATIC PROCEDURES
  - OBTAINING AND USING OBJECTIVE INFORMATION
  - LETTING THE CUSTOMER SET THE LIMITS
  - OFFERING A VARIETY OF CHOICES
  - FAIR HOUSING SCENARIOS: HOW WILL YOU RESPOND?
- ADDITIONAL STRATEGIES FOR INCLUSIVE PRACTICES
  - THINK OBJECTIVELY, ASK OBJECTIVELY
  - UTILIZE NAR'S OBJECTIVE RESOURCES
    - REALTORS PROPERTY RESOURCE®
    - THE REALTORS VALUATION MODEL® (RVM®)
    - SHARING INFORMATION RESPONSIBLY
  - CONDUCT A SYSTEMATIC NEEDS ASSESSMENT
  - ADVERTISE FAIR HOUSING

**MODULE 4: BE A DIVERSITY WARRIOR: COMBATting BIAS TO CREATE A THRIVING BUSINESS**

- TWO LEVELS OF BIAS: CULTURAL AND PERSONAL
  - ETHNOCENTRISM AND CULTURAL BIAS
  - PERSONAL AND IMPLICIT BIAS
- MULTICULTURAL COMMUNICATION STRATEGIES
  - HIGH- AND LOW-CONTEXT CULTURES

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- READING NONVERBAL CUES
- PRACTICE ACTIVE LISTENING
- BUSINESS NORMS AND ETIQUETTE: QUICK TIPS

**MODULE 5: EXPANDING YOUR BUSINESS: INCLUSIVE MULTICULTURAL MARKETING**

- RESEARCHING LOCAL DEMOGRAPHIC TRENDS
- ADVERTISING AND FAIR HOUSING LAWS
  - MARKET TO EVERYONE, NOT TO SOMEONE
  - EVALUATE YOUR MESSAGE FOR INCLUSION
  - DEVELOPING AN INCLUSIVE MARKETING BRAND AND PRACTICES
  - DEFINING YOUR INCLUSIVE BRAND
    - UNIQUE DIVERSITY AND INCLUSION SKILLS AND KNOWLEDGE
    - PERSONAL INTERESTS
    - PERSONAL TRAITS
  - FOSTER MEANINGFUL CONNECTIONS
  - NETWORKING AND REFERRALS
  - MULTICULTURAL COMMUNITY OUTREACH
    - EMPLOYERS
    - GOVERNMENT OFFICES AND SERVICES
    - PLACES OF WORSHIP
    - OTHER HOUSING INDUSTRY REPRESENTATIVES
    - MULTICULTURAL REAL ESTATE GROUPS
    - COLLEGES AND UNIVERSITIES
    - LOCAL MEDIA
  - SPHERES OF INFLUENCE
- SOCIAL MEDIA INCLUSION TIPS
- PROSPECTING, OFFERING, AND NEGOTIATING

**MODULE 6: CREATING YOUR INCLUSIVE BUSINESS PLAN**

- TRANSLATING ONE AMERICA PRINCIPLES INTO BUSINESS GOALS
- MARKETING GOALS
- FORMULATE A BUSINESS PLAN
- SAMPLE STRATEGIES FOR AN INCLUSIVE BUSINESS PLAN