

Bias Override: Overcoming Barriers to Fair Housing

Course Description

Bias Override: Overcoming Barriers to Fair Housing helps real estate professionals interrupt stereotypical thinking so they can avoid fair housing pitfalls and provide equal professional service to every customer or client. Participants will examine the history of bias in real estate, learn about the mind science of identity, study how implicit bias can result in fair housing violations, and engage in interactive exercises to enhance communication skills and business relationships with clients of all backgrounds.

Learning Objectives

At the conclusion of the course, participants will be able to:

- Describe the history of bias and discrimination in real estate to understand how neighborhoods became segregated and appreciate the challenges many consumers still face because of their identities.
- Explain how implicit bias may result in violations of Fair Housing laws and industry ethics.
- Identify interventions to prevent implicit bias, identity anxiety, and stereotype threat from influencing behavior so that consumers are treated with equal concern, respect, and fairness.
- Increase personal motivation to confront these phenomena in their business and community.

Bias Override Timed Outline

Introduction	Time
<ul style="list-style-type: none"> • Welcome • Agenda and Learning Objectives • Group Agreements • Guides or Gatekeepers? • The Fairness Paradox • BRICK • <i>Activity:</i> Let's Get Personal - Fill in the Blank 	15 min
<p>Bias in Historical Context</p> <ul style="list-style-type: none"> • History of Racism and Exclusion in Housing <ul style="list-style-type: none"> ○ Racial Zoning ○ Racial Covenants ○ Race and Property Values ○ REALTOR® Code of Ethics • The Fair Housing Act of 1968 • <i>Video:</i> How the Irish Became White 	20 min
<p>The Mind Science of Bias</p> <ul style="list-style-type: none"> • Experiencing the conscious v. unconscious brain • <i>Activity:</i> Stroop Task • <i>Activity:</i> Triangles 	10 min
<p>Understanding Implicit Bias</p> <p>Explaining the importance of preventing implicit bias in real estate practices</p> <ul style="list-style-type: none"> • Defining implicit bias • Attribution Error • Confirmation Bias 	10 mins
<p>How Implicit Bias Can Lead to a Fair Housing Violation</p> <ul style="list-style-type: none"> • Steering • Denial of Equal Service 	20 min

Group Discussion: Identifying Bias by Real Estate Agents	5 min
Implicit Bias Interventions <ul style="list-style-type: none"> ● What increases bias? What does not reduce bias? ● Interventions <ul style="list-style-type: none"> ○ Clear Protocols ○ Individuate ○ Counter-Stereotyping ○ Perspective-Taking ○ Peer-to-Peer Intergroup Contact ● <i>Video: Implicit Bias Interventions</i> ● Practice Tips: Working with Buyers 	15 min
Break	5 min
Identity Anxiety Explaining the importance of preventing identity anxiety in real estate practices <ul style="list-style-type: none"> ● Defining identity anxiety and how it is experienced ● Impacts of identity anxiety on clients ● Impacts of identity anxiety in the workplace 	20 min
Poll: Identity Anxiety in Your Life	1 min
Strategies to Address Identity Anxiety <ul style="list-style-type: none"> ● Evidence-Based interventions ● KNOW: Avoid Unnecessary Errors ● RESET Conversation to Fail Fast 	15 min
Identity Anxiety: Case Scenario and Group Discussion	10 min

Stereotype Threat Explaining the importance of preventing stereotype threat in real estate practices. <ul style="list-style-type: none">• Defining stereotype threat• The impact of stereotype threat for ourselves and community members• Strategies to reduce stereotype threat for clients; working to build trust that agents are allies	15 min
Mind Science Conclusion <ul style="list-style-type: none">• Bias override tools• Practice tips• Closing words	20 min
Q&A	
Total	3 hours