

RESOURCES

NATIONAL MULTI-CULTURAL HOUSING ADVOCACY & PROFESSIONAL ASSOCIATIONS

- Asian Real Estate Association of America (AREAA) - www.areaa.org
- LGBTQ+ Real Estate Alliance (the "Alliance") - www.realestatealliance.org
- National Association of Hispanic Real Estate Professionals (NAHREP) - www.nahrep.org
- National Association of Real Estate Brokers (NAREB) - www.nareb.com
- Veterans Association of Real Estate Professionals (VAREP) - www.varep.net
- African American Regional Education Alliance (AAREA) - www.theaarea.org
- Women's Council of Realtors (WCR) - www.wcr.org

NATIONAL HOUSING ADVOCACY & POLICY ORGANIZATIONS

- U.S. Department of Housing and Urban Development (HUD) - www.hud.gov
- Habitat for Humanity - www.habitat.org
- National Alliance to End Homelessness - www.endhomelessness.org
- National Fair Housing Alliance (NFHA) - www.nationalfairhousing.org
- National Housing Law Project (NHLP) - www.nhlp.org
- National Low Income Housing Coalition (NLIHC) - www.nlihc.org

STATE & LOCAL HOUSING ADVOCACY & POLICY ORGANZATIONS

- Maryland Inclusive Housing - www.mih-inc.org
- Project PLASE - www.projectplase.org
- Youth Empowered Society (YES) - www.yesdropincenter.org
- Women's Housing Coalition - www.womenshousing.org
- CASA's Housing & Community Development Department
www.wearecasa.org/housing-community-development-maryland

NATIONAL ASSOCIATION REALTORS® RESOURCES

- DEI brokerage roadmap
www.nar.realtor/magazine/broker-news/network/make-dei-a-reality-in-your-brokerage-right-now
- NAR Fair Housing Action Plan - www.nar.realtor/fair-housing/fair-housing-action-plan-act
- C2EX (Commitment to Excellence) - www.c2ex.realtor

[View this brochure online, for additional printing](#)
[or to share electronically, at www.GBBR.org/IDEA](http://www.GBBR.org/IDEA)



GBBR serves nearly 5,000 members in the Greater Baltimore area. GBBR provides training, public and professional education classes and workshops, arbitration and mediation services, and works in the legislative and regulatory arenas to assure that laws and policies benefit its members and preserve property owners' rights. For more information, visit www.GBBR.org.



We at GBBR have an **IDEA** that everyone has a seat at the table regardless of what makes us unique. This resource is designed to assist real estate brokerages, agents, and industry professionals in implementing principles of diversity, equity, and inclusion in their everyday practices.

IDEA is comprised of **I**nclusion, **D**iversity, **E**quity and **A**ccessibility.

INCLUSION: Bringing historically excluded individuals and/or groups into processes, activities, and decision/policy making.

💡 Inclusion is not simply tolerance; it is the intentional, unquestioned acceptance of all customers, clients, agents and employees.

DIVERSITY: The presence of a wide range of differences within a group. This includes but is not limited to race, familial status, nationality, color, religion, sex (including gender identity and sexual orientation), and disability.

💡 Success in diversity is when your organization reflects the entire community it serves.

EQUITY: The guarantee of fair treatment, access, opportunity, and advancement for all while striving to identify and eliminate barriers that have prevented the full participation of some groups.

💡 Equity is not the same as equality, but adjusting to meet individual needs so the *outcome* is equal.

ACCESSIBILITY: The commitment to providing tools, resources and information to everyone with respect to their unique abilities and diverse needs.

💡 Accessibility encompasses how organizations intentionally design and/or redesign to accommodate the characteristics of each individual.

While **DIVERSITY** is inviting everyone to the dance, **INCLUSION** is being asked to dance, **EQUITY** is making sure everyone has dance shoes that fit, and **ACCESSIBILITY** is making sure they can all get in!



WHERE TO START / RISK MANAGEMENT

Cultivating an Environment

- ▶ Taking measurable actions
- ▶ Willingness to effectively communicate
- ▶ Employs feedback to reshape it's culture for true change to occur

When you have an environment that is constantly evolving with members and leadership taking measurable actions, with the willingness to effectively communicate, that is not solely focused on hiring/recruitment as a strategy for being more diverse, but employs feedback to reshape it's culture for true change to occur.

Representation

- ◆ Seeking representation through partnership outreach to gain new perspectives in member and leadership
- ◆ With empowering members from all backgrounds

Seeking representation through partnership outreach to gain new perspectives in member and leadership roles is just one strategy we have for making GBBR and its partners better for tomorrow. With empowering members from all backgrounds, we at GBBR are providing not only the access for change to occur but the valued equity needed to see change through.

Retention

- Focusing on long-term evolution
- Listening to feedback from current employees and agents

Focusing on long-term evolution is a key attribute for retention amongst our members and partners.

Policies & Practices

- ♣ Having clear policies that all members of organization are aware of reduces conflict/confusion
- ♣ Having a plan or policy is only first step – implementation is key

Our goal of cultivating an environment that puts inclusivity on the forefront allows for diverse ideas to flourish through the access of equity, is engrained into our policies and practices to continue GBBR's legacy along with the local real estate community for the next 160 years.

EDUCATION

Bias Override video Series – National Association of REALTORS® (NAR) 3 part series about Implicit Bias and how it affects your business. Visit: www.nar.realtor/biasoverride

2020 Video Bias Override: Overcoming Barriers to Fair Housing – Original NAR video on bias. Visit: www.nar.realtor/videos/bias-override-overcoming-barriers-to-fair-housing

Fairhaven: A Fair Housing Simulation Training - NAR created this simulation to provide REALTORS® the opportunity to self evaluate how they would respond to different situations. This is a great starting point! Visit: www.nar.realtor/fair-housing/fairhaven

Newsday investigation – Long Island Divided – 2019 investigative report and video, "Testing the Divide" about how agents treat different clients. Visit: <https://projects.newsday.com/long-island/real-estate-agents-investigation>

OFFERINGS TO DIG DEEPER

At Home With Diversity - Available on line or in person at GBBR. Also available for certifications. For more info: www.nar.realtor/education/designations-and-certifications/at-home-with-diversity-ahwd

Bias Override Class – Available online or in person at GBBR. For more info: www.nar.realtor/fair-housing/bias-override-overcoming-barriers-to-fair-housing

Alliance certified Ally - This thought-provoking and interactive session will help you develop a better understanding of the LGBTQ+ community and provide you with knowledge on how to work with potential home buyers and sellers who identify as part of the community. For more info: www.realestatealliance.org/education

Fair Housing Course – GBBR regularly offers Fair Housing as a continuing education class, and is constantly updating and revising this state required course to better serve our members.

C2EX (Commitment to Excellence)- Program offered by NAR that empowers REALTORS® to evaluate, enhance and showcase their highest levels of professionalism. It's not a course, class or designation—it's an endorsement that REALTORS® can promote when serving clients and other REALTORS®. For more info: www.nar.realtor/c2ex

