

RESOURCES

National Multi-Cultural Housing Advocacy & Professional Associations

- African American Regional Education Alliance (AAREA)
- Asian Real Estate Association of America (AREAA)
- LGBTQ+ Real Estate Alliance (the "Alliance")
- National Assoc. of Hispanic Real Estate Professionals (NAHREP)
- National Association of Real Estate Brokers (NAREB)
- Veterans Association of Real Estate Professionals (VAREP)
- Women's Council of REALTORS® (WCR)

National Housing Advocacy & Policy Organizations

- U.S. Department of Housing and Urban Development (HUD)
- Habitat for Humanity
- National Alliance to End Homelessness
- National Fair Housing Alliance (NFHA)
- National Housing Law Project (NHLP)
- National Low Income Housing Coalition (NLIHC)

State & Local Housing Advocacy & Policy Organizations

- Baltimore Safe Haven
- CASA's Housing & Community Development Department
- Maryland Commission on Civil Rights
- Maryland Inclusive Housing
- Project PLASE
- Women's Housing Coalition

National Association of REALTORS® (NAR) Resources

- C2EX (Commitment to Excellence)
- DEI brokerage roadmap
- NAR Fair Housing Action Plan

SCAN QR CODE FOR HOTLINKS
TO ALL RESOURCES LISTED:



HISTORY

- Group first met in July of 2020 as a Presidential Advisory Group to look inward at what we could do beyond a public statement in response to the wrongful death of George Floyd in Minneapolis.
- In January of 2021, our group agreed to focus not just on racial bias/structural deficiencies, but also on equity and inclusion for all groups.
- In March of 2021, we created three public service announcements (PSAs) to promote housing for everyone, and include the benefits a REALTOR® brings to a transaction, ensuring all parties receive equitable treatment. These PSAs aired on cable and network television over the next two years.
- In September of 2021, the GBBR Board of Directors approved adding a Diversity, Equity, and Inclusion (DEI) committee to GBBR's roster as a standing committee, recognized in GBBR's bylaws.
- In 2022 we started our quarterly DEI email newsletter, which continued through year end 2023.
- In early 2023, the committee agreed that DEI as a phrase caused some push back in the community at large (due to misconception of only being based on race related initiatives) and that it did not address accessibility as an important facet of our mission. The committee voted to adopt IDEA as the new name; where highlighting Inclusivity ahead of Diversity, Equity has to be earned, and Accessibility for all.
- In April of 2024, we held our first annual IDEA Day; a daylong conference offering Professionalism, Fair Housing, and Implicit Bias classes.
- In April of 2024, the IDEA Committee hosted a career day with ACCE (Baltimore City junior and senior students based in the Hampden community).
- In September of 2024, the IDEA Committee was awarded Maryland REALTORS® DEI Leadership Award for outstanding achievement in the DEI landscape for Maryland Real Estate professionals.



Our Mission Statement

GBBR's Inclusion, Diversity, Equity and Accessibility Committee is committed to ensuring that equity and justice are incorporated with the day-to-day practice of real estate amongst our members as well as exuded towards the residents of Greater Baltimore.

Justice & Equity implementation in Greater Baltimore real estate starts at the top from GBBR's leadership, who will work to encourage open communication about racial injustices and inequalities that have been and are still taking place in real estate.

In addition, we want to create a cohesive and welcoming environment for REALTORS® and community members who feel they have not been granted their due racial justice and equity. Through leadership, our advisory group will develop and implement institutional changes by concluding what methods and practices are necessary and prove to be efficient in supporting the REALTOR® community with overturning these practices. This will include multi-racial building, convenings, leadership development and education.

The IDEA Committee at GBBR was established in 2021.



IDEA is comprised of **Inclusion, Diversity, Equity and Accessibility.**

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!



2024 IDEA Committee at GBBR

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 members 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 165 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>

SCAN QR CODE FOR HOTLINKS TO ALL EDUCATION & DIG DEEPER RESOURCES LISTED:



OFFERINGS TO DIG DEEPER

At Home With Diversity - Available on line or in person at GBBR. Also available for certifications.

Bias Override Class – Available online or in person at GBBR.

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.

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®.