

“Over the last couple of decades, 50 percent of the growth in our market has come from communities of color. At Home with Diversity® is a program with nationally recognized standards that trains REALTORS® to work in multicultural markets.”

*Mark D. Allen, GRI, CIPS, CRS, RCE
CEO, Minneapolis Area Association of REALTORS®*

“We’ve offered At Home with Diversity® since it first became available. The thing our members like most is that they get good, practical information on how to work with people from other cultures.”

*Helen Carter, RCE, CAE, e-PRO,
Executive Vice President,
Knoxville Area Association of REALTORS®*

“Missouri is one of the states at the top of the list of REALTORS® who have completed At Home with Diversity® certification. Our members have gained the skills necessary to reach an ever-changing, growing, diverse market. At Home with Diversity® makes good business sense, and we are pleased to sponsor the course.”

*Terry Murphy, e-PRO, GRI, Director of Education,
Missouri Association of REALTORS®*

For more details, contact us at:
At Home with Diversity®
NATIONAL ASSOCIATION OF REALTORS®
500 New Jersey Avenue, NW
Washington, DC 20001
202.383.1201

TWright@Realtors.org or KLambert@Realtors.org
www.realtor.org/diversity



At Home with Diversity®

Sponsor the Course
Everyone Talks About





Diversity is good business.

By 2011, minority buying power in the United States is expected to approach \$3 trillion. Government and industry data indicate that more than two out of every three new households are being formed by foreign-born or minority residents in our communities. Minorities are projected to account for more than half of first-time homeowners by 2010.

It's good business for all real estate professionals to develop the skills needed to reach these growing markets. That's why the National Association of REALTORS® has developed At Home with Diversity®. And that's why diversity is an integral part of NAR's strategic plan.

25,000 are using new skills.

At Home with Diversity® is designed to fit the needs of REALTOR® associations, as well as firms, franchises, and schools in the real estate field. Whether your organization covers all of Iowa or a corner of New Jersey, this course will help you serve America's newest homebuyers. Ask any of the more than 25,000 course graduates who are unlocking their market's potential.

Give your members or associates the tools they need. Sponsor At Home with Diversity®.

At Home with Diversity® covers:

- Diversity marketing strategies
- Demographic research for your local area
- Fair housing "must knows"
- Ways to achieve diversity and invest in your business
- Skills to build diversity awareness and communication.

In response to your requests, the course now includes:

- Updated statistics, demographics, exercises, and resources
- Improved focus on the subtleties of fair housing
- Greater emphasis on developing an inclusive business plan
- More details on business etiquette for specific cultures
- Additional attention to international clientele and real estate practice.

You can now offer the course in a six-hour session. Course members can earn:

- Credit toward the CIPS, CRS, and PMN designations
- Three hours of fair housing continuing education credit
- NAR At Home with Diversity® certification.

For details regarding GRI options and Continuing Education that may apply in your state, contact your state REALTOR® association or the state Real Estate Commission.

It's easy to offer At Home with Diversity®.

1. Visit www.realtor.org/diversity and click on At Home with Diversity® Course. Download a Sponsor Application Form.
2. Fill out and send your Sponsor Application Form to NAR. This is a contract. A course sponsorship is good for two years and costs \$150.
3. NAR will send you At Home with Diversity® program materials.
4. Schedule your course, select a certified instructor from NAR's Web site, recruit students, and print course materials.
5. Present your At Home with Diversity® course. NAR charges an additional course fee of \$150 each time the course is offered. NAR will provide you with NAR certificates, At Home with Diversity® lapel pins, and logos for your students each time the course is offered.

Here's what students do.

Prospective students can find information on class offerings, instructors, and sponsors at www.realtor.org/diversity. To register, they contact the local sponsor directly. Fees are set by local sponsors and may vary by location. CE and GRI credit varies by state. For details, students should contact the course sponsor.