



At Home with Diversity®



Unlock Your Market's Potential

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 how to take At Home with Diversity®.

Contact your local or state REALTOR® association for upcoming At Home with Diversity® courses near you, or log onto www.realtor.org/diversity to get a list of course schedules, sponsors, and instructors. Costs vary by location, and CE and GRI credit varies by state. Ask your local sponsor for details.



NATIONAL ASSOCIATION
OF REALTORS®
The Voice for Real Estate®

Real Strength.
Real Advantages.



Diversity is good business.

By 2007, minority buying power in the United States is expected to reach \$2.3 trillion. Government and industry data indicate that 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.

More than 16,000 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 16,000 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.



"People come directly from Bangladesh to Missouri. In cities and counties throughout the country, markets are changing. Immigrants represent the fastest growing market segment in real estate. That's why we sponsor At Home with Diversity®. It makes business sense."

Dennis McDermott

Missouri Association of REALTORS®

"We strive to equip our agents with tools to expand homeownership opportunities for the growing number of multicultural and minority buyers entering the housing market. At Home with Diversity® has helped us accomplish this goal. Over 90 percent of our agent base is now certified. Positive support for this program led us to win the 2004 Cultural Diversity Award from our parent company, NRT Inc., at the International Business Conference."

Debbie Watson

Coldwell Banker Residential Brokerage

Dallas/Fort Worth, Texas

"Our members tell us that At Home with Diversity® was very relevant to their business, made them aware of how to treat clients with respect, and gave them a better understanding of differences and perceptions in our society. We're glad to be a sponsor."

Barbara Freestone

Arizona 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



NATIONAL ASSOCIATION
OF REALTORS®

The Voice for Real Estate®