



At Home with Diversity®

Are you ready for your next prospect?



In today's housing market, where client profiles are changing rapidly, earning the confidence of a potential homebuyer is more complex than it used to be.

- Shaking a client's hand isn't always the key to sealing a deal now.
- An improper form of address can turn a business transaction sour.
- Translating key phrases into your client's language generates success.

At Home with Diversity® teaches you to transact business in culturally competent ways. Now the course offers more information than ever:

- 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.

Participation in this six-hour session earns you credit toward the CIPS, CRS, and PMN designations, as well as fair housing continuing education and NAR At Home with Diversity® certification.

"There was a lot I didn't understand about the diversity of the real estate market before taking this course. At Home with Diversity® has helped us tap a previously untapped market. Now about 25% of my business is with the Hispanic population—that's \$1.5 million in deals."

Stanley Buckley, Burley, Idaho

"I believed that I knew all I needed to know about diversity to do well in my marketplace. I was wrong. I now have an awareness that gets transactions closed."

Leigh York, Weatherford, Texas

"I highly recommend this course to people in any business, but to real estate professionals in particular."

Martha Valerio, Bronx, New York

Contact your local or state REALTOR® association for 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.

Diversity is good business. Your next prospect is waiting.



NATIONAL ASSOCIATION
OF REALTORS®
The Voice for Real Estate®

Real Strength.
Real Advantages.



At Home with Diversity® Course

2009 NAR Annual - San Diego

At Home With Diversity® is an educational experience designed to present a picture of the changing face of the real estate industry. More importantly, the class teaches REALTORS® how to work effectively with — and within — a rapidly changing multicultural market.

■ Thursday, November 12, 2009

A one-day training seminar with instructor Dwayne Carte

8:30 - 4:00 pm at the San Diego Marriott Hotel and Marina

\$25.00 course fee as part of Right Tools Right Now program

For additional information, please contact us at 312.329.8393 or ahwd@realtors.org

■ REGISTRATION

Please type or print. Fax completed form to 312.329.8633 or email to ahwd@realtors.org

Name _____

Company _____

Co. Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

NRDS _____

■ PAYMENT INFORMATION

Check Visa MasterCard American Express

Check _____

Credit Card # _____ Expiration Date _____

■ How did you learn about the course?

Marketing from Broker - Please list Broker: _____

Marketing from Association - Please list Association: _____

Marketing from NAR

Other, please list: _____