

The NATIONAL ASSOCIATION OF REALTOR®'s Diversity in Leadership Initiative

Diversity in leadership is a strategic priority of the NATIONAL ASSOCIATION OF REALTORS®. The NAR Strategic Plan states that

NAR will seek to promote diversity in REALTOR® membership and leadership to reflect America's diversity.

In 1998, NAR initiated a program with four strategies aimed at making REALTORS® leaders in a culturally diverse real estate environment:

Strategy One: Preparing members to work in our diverse market.

Rationale: America's diversity is growing. Half of new homebuyers are minorities.

Status: More than 20,000 members hold the At Home with Diversity® certification, with skills and knowledge necessary for including diverse markets in their businesses.

Strategy Two: Increasing diversity in the real estate workplace.

Rationale: A diverse workforce signals acceptance and inclusion to the consumer and increases understanding of diverse cultural and business needs.

Status: Brokers have been hiring more diverse agents. Some large firms have diversity officers. Diversity in the workforce has translated to diversity in the membership.

Strategy Three: Increasing diversity in the membership.

Rationale: In 1999, 5 percent of NAR's members were minorities. Today, more than 30 percent of the population and 12 percent of NAR members are minorities.

Status: The At Home with Diversity® course and the Diversity Toolkit and grants have been catalysts leading to increased diversity in the membership. More than 25 percent of NAR's new members since 1999 are minorities.

Strategy Four: Increasing diversity in leadership.

Rationale: NAR elevated this priority to help REALTORS® remain competitive in a market characterized by dramatically increased diversity.

Status: The Equal Opportunity Cultural Diversity Committee created a working group on leadership diversity whose participants included NAR leaders outside the committee. The working group recommended a series of actions to achieve the goal of annually increasing diversity among participants and leadership in the Association.

Definitions

Diversity: Inclusion of all constituencies within the REALTOR® community with a focus on those underrepresented in leadership. For the purposes of the Diversity in Leadership Initiative, the focus is on racial and ethnic diversity.

Leadership: Elected and appointed leaders including those of committees, advisory boards, and working groups, as well as key political contacts.

Minority: In this initiative, racial and ethnic groups who are a minority in NAR's membership.

What value does diversity in leadership bring your association?

It's a simple calculation, really. More and more Americans come from different racial and ethnic groups. Every day, more Americans of every race and ethnicity set out to buy homes and other property. This market—like any other market experiencing rapid growth—will attract needed services. The only question is, who will provide them?

Every community cultivates its own network of trusted real estate professionals. As with all professionals, their knowledge and connections are their business. Diverse NAR leadership ensures that these communities will benefit from NAR's immense bank of knowledge and expertise, while REALTORS® will gain deeper market access, greater consumer confidence, and the jolt of creativity sparked by the inclusion of new perspectives.

NAR's community outreach activities complement its diversity recruitment drive by demonstrating that REALTORS® can play a positive role in shaping their communities. When REALTORS® show that they care about the communities they are helping to build, the people they serve will take notice.

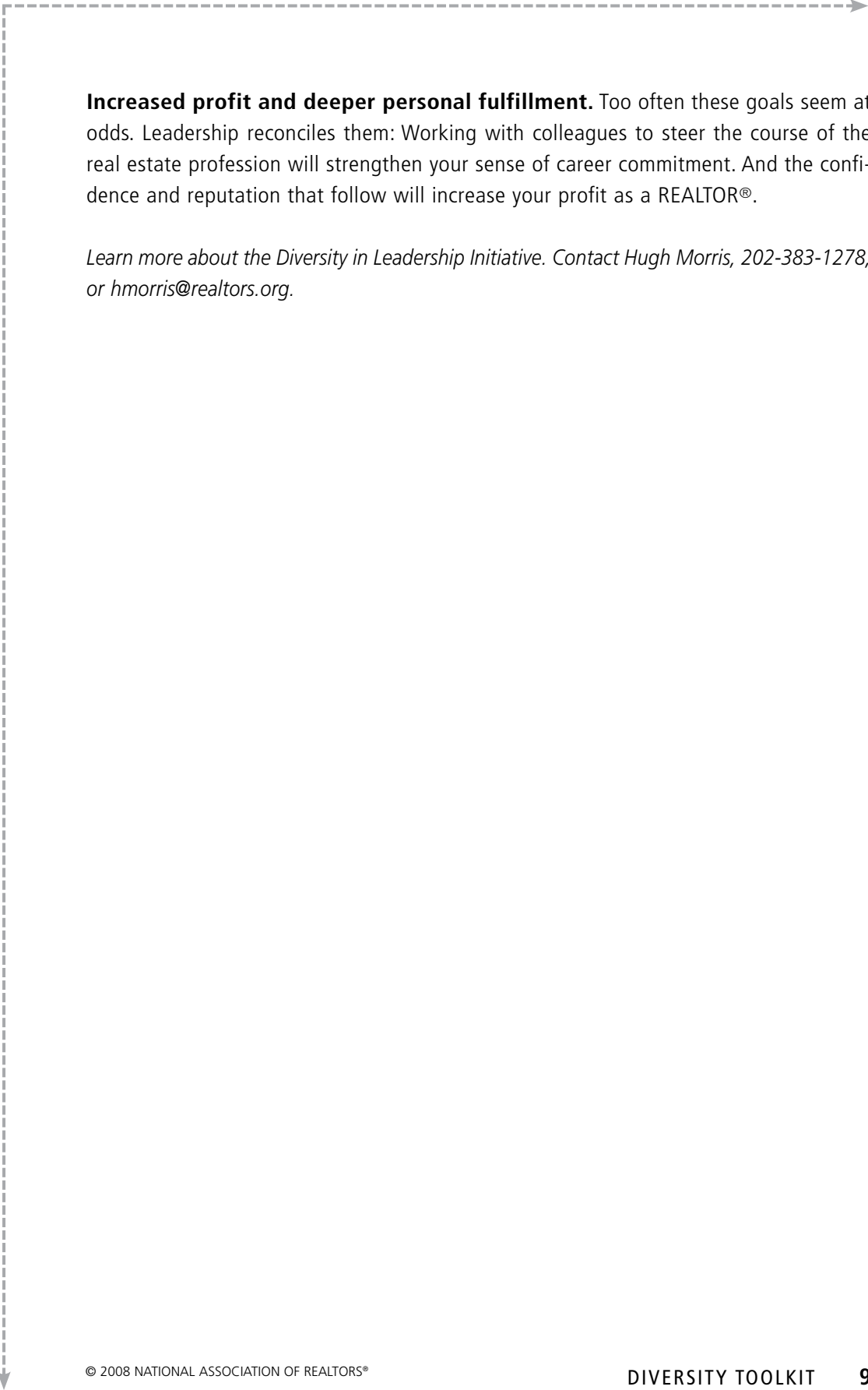
Finally, NAR's faithful reflection of its consumer base will affirm its status as "The Voice for Real Estate®." When NAR speaks to legislatures and other regulatory authorities, its message will be loud, clear, and unmistakable.

What value does your participation as an association leader bring you?

Leadership brings value—in every sense of the word.

More contacts and fewer cold calls. Every REALTOR® you collaborate with becomes another contact in your expanding network of market connections. You'll spend less energy negotiating the early, uncertain stage of business relationships and stay focused on deals with partners you trust.

More knowledge and more power. Your knowledge of markets, your contacts, and your hunch about the next big investment trend all are valuable themselves. But that value multiplies when you exchange them with your colleagues.



Increased profit and deeper personal fulfillment. Too often these goals seem at odds. Leadership reconciles them: Working with colleagues to steer the course of the real estate profession will strengthen your sense of career commitment. And the confidence and reputation that follow will increase your profit as a REALTOR®.

Learn more about the Diversity in Leadership Initiative. Contact Hugh Morris, 202-383-1278, or hmorris@realtors.org.