

# NAR Diversity Strategic Plan

**Vision:** REALTORS® are leaders in a culturally diverse real estate environment.

**Strategies:** Each of the following strategies is equally critical to implementing this vision.

**Develop and promote a business case for diversity for REALTORS® and brokers.**

*Short term Objectives:*

- Develop a business case for diversity linking changes to the bottom line of real estate firms including a picture of the real estate business in a multicultural future and directly present this case to the top 25 real estate brokers, all 50 state association leaders by the end of 2004.
- Put short, compelling diversity information on line by the first quarter of 2004, rotating facts and statistics on a frequent basis
- Target data to brokers and association leaders through existing NAR targeted communications.
- Provide information at the leadership conference
- Use successes as stories to approach others

**Increase diversity in the NAR membership and in the real estate workplace.**

*Short term Objectives:*

- Obtain demographic statistics regarding licensees who are not members.
- Develop materials state and local associations can use to recruit minority members, including materials designed to attract young professionals into the business.
- Working with International Operations, identify ethical issues and ways to address them that can be used to recruit members.
- Include workplace diversity objectives in educational and promotional diversity materials developed for brokers.

**Expand diversity in Association leadership.**

*Short term Objectives:*

- Members of the Equal Opportunity Cultural Diversity Committee identify minority members who are individually invited to participate in NAR committees and activities and as committee leaders
- Create an environment that supports minority members empowering themselves to become leaders
- Identify and promote leadership training and development for everyone and invite minorities to participate
- Invite and include minority real estate organization leaders.

## **Build and enhance alliances with minority real estate organizations.**

### *Short term Objectives:*

- Annual summit with leaders of NAR, NAREB, NAHREP, and AREAA focused on setting an agenda for cooperation and partnership on common program and policy objectives.
- Promote alliances at the local level and increase Realtor Association participation in national and local minority real estate organizations.
- Inclusion of minority partner organizations in NAR policy and program.
- Focus alliances on public policy cooperation and on mainstreaming issues in minority communities into NAR discussions.
- Diversity leadership and NAR leadership regularly meet to review alliance objectives, issues and nuances of the differences between the organizations.
- Alliances are based on the understanding that the partners have overlapping membership.
- All organizations celebrate and encourage minority real estate leadership in every organization.

## **Promote diversity and fair housing “best practices”, encourage diversity planning and provide diversity and fair housing training.**

### *Short term Objectives:*

- Segment diversity training to address the needs of different audiences, brokers, association leaders, members working with different minority groups\Partner with other organizations to expand training such as the NAHREP certification focus on the Hispanic market..
- Secure continuing education credit for diversity training including training developed or offered by partners.
- Add sizzle to the course and promote its role in expanding building the real estate business.
- Change the title to reflect its business benefits.

## **Increase the relevance of the Association and its members in minority communities through coalition building and other activities.**

### *Short term Objectives:*

- Develop a team of volunteer diversity leaders to interact with local and state minority leaders and potential leaders, to interact with minority real estate and other organizations.
- Develop and maintain a calendar of diversity related events.
- Identify and mainstream real estate issues facing minority communities and include minority organization leaders in the development of policy and program options.
- Support and participate in conferences of minority and fair housing organizations
- Host regional forums addressing diversity, housing and real estate issues in minority communities

**Address the business and political issues faced by minority members.**

*Short term Objectives:*

- Include minority partner organizations and minority members in housing opportunity programs.
- Research the issues and needs facing minority members.
- Include workplace diversity objectives in educational and promotional diversity materials developed for brokers.
- Explore, with the Professional Standards Committee, ways to increase cross-cultural understanding of the Code of Ethics, and of grievance and professional standards procedures.
- Market NAR, its programs and products to minority members.

**Develop and advocate an effective policy agenda addressing real estate issues impacting diverse communities and NAR's diverse membership.**

*Short term Objectives:*

- Expand diversity in grassroots political contact teams.
- Increase diversity in public policy committees.
- Partner with minority real estate organizations and other groups to develop and advocate a shared policy agenda.
- Bring awareness and consideration of real estate issues impacting minority communities into the mainstream.

**Engage and support diversity programming at the state and local level.**

*Short term Objectives:*

- Distribute and continually enhance a diversity toolkit for REALTORS associations
- Committee members, volunteer diversity leaders, and state/local associations provide feedback and information on diversity success and NAR includes these successes in the diversity toolkit and other venues.
- Provide diversity programming training for association leaders at AE and leadership summits
- Encourage state and local associations to develop diversity plans and provide models to state and local associations
- Develop a team of volunteers to engage and be a resource to state/local associations.
- Develop and implement a mechanism to provide support for state and local diversity activities.