

Bias Override: Overcoming Barriers to Fair Housing

Course Description:

Help real estate professional gain better understanding of Fair Housing barriers in the marketplace. Course focus is designed to increase comfort level of agents when navigating identity differences, how to avoid bias in real estate interactions and importance of equitable behavior when dealing with client, consumers of different ethnic groups.

COURSE OBJECTIVES

1. Awareness: For participants to understand and be able to identify the risks that implicit bias, identity anxiety, and stereotype threat may result in different treatment of home seekers and home sellers based upon their social identity, including race, ethnicity, LGBTQ, disability, age, gender, or religion, in violation of fair housing laws and industry ethics. To understand these risks, participants will gain content knowledge related to:
 - a. The paradox of egalitarian values and falling short of equity goals in housing.
 - b. How our unconscious brains categorize information and respond to stereotypes.
 - c. Core concepts: implicit bias, identity anxiety, and stereotype threat
2. Actions: For participants to have access to a set of interventions to prevent implicit bias, identity anxiety, or stereotype threat from translating into decision-making or behavior so that consumers in the real estate market will be treated with equal concern, respect, and fairness, consistent with Fair Housing law and ethical standards. Participants will be prepared to apply evidence-based strategies to override bias in their everyday work as real estate professionals.
3. Motivation: For participants to recognize the benefits to themselves as individuals and real estate professionals to use the interventions set forth in the workshops and to continue to individualize those interventions into their brokerage's practices and policies.

TIMED OUTLINE

TIME	ACTIVITY
9:00am	Welcome + Intros Framing: Overcoming Obstacles to Achieving Fair Housing
9:10am	Community Building: Individuation Exercise
9:25am	Group Discussion: • Expectations for the Session • Worries • Take-aways Needed
9:35am	Presentation: Our Unconscious Brains • Experiencing the conscious v. unconscious brain • In-group/Out-group dynamics • Categorizing People (race, ethnicity, gender, age, ability status, class, sexual orientation, family status) Spotlight: History of Racism and Exclusion in Housing
10:00am	Implicit Bias • Definition of implicit bias • Relevant studies to demonstrate how implicit bias impacts decision-making and interactions • Application to Real Estate context • Strategies to interrupt implicit bias
10:25am	Interactive Exercise: Identify Bias in Agent Decision-making and Take Action
10:35am	Presentation: Identity Anxiety • Defining identity anxiety and how it is experienced • Studies illustrating how identity anxiety undermines interactions and impacts cognition • Strategies to interrupt identity anxiety
10:55am	Interactive Exercise: Reducing Identity Anxiety in Agent-Client Interaction
11:05am	10 min BREAK
11:15am	Presentation: Stereotype Threat • Defining stereotype threat • The impact of stereotype threat for ourselves and community members May Trigger Stereotype Threat • Strategies to prevent stereotype threat
11:25pm	Group Work: Scenarios in Real Estate
12:00pm	Wrap up + Next Steps & Close