



# AT HOME WITH DIVERSITY

## TIMED OUTLINE

### Course Goals

1. To heighten awareness of and sensitivity to the social and cultural constituencies of local real estate markets. Participants will learn about people who make up their local market, along with their values, customs, real estate needs, and expectations of real estate professionals.
2. To provide practical skills and tools to increase the professional's effectiveness in servicing all social groups. Specifically, the course builds skills in crosscultural communication and strategic business planning.

Section	Time	Learning Objectives
<b>Section 1: Embracing Diversity</b>	90 min.	<ol style="list-style-type: none"> <li>1. Discuss the importance of diversity in your business and life, and how researching demographic information can assist with a better understanding of cultural and communication dynamics among diverse consumers.</li> <li>2. Define, understand, and appreciate various terms related to diversity, equity, and inclusion.</li> <li>3. Explain how sensitivity to diverse cultures leads to inclusion, which increases business.</li> <li>4. Discuss how different cultures value honesty and loyalty.</li> </ol>
<i>Break</i>	10 min.	
<b>Section 2: Fair Housing and Diversity</b>	30 min.	<ol style="list-style-type: none"> <li>1. Discuss the One America Principles and fair housing laws.</li> <li>2. Describe the Philosophy of Inclusion.</li> <li>3. Describe the Equal Professional Service Model.</li> <li>4. Analyze and answer questions about fair housing cases that have been adjudicated in court.</li> </ol>
<b>Section 3: Exploring Cultural Attitudes and Differences</b>	55 min.	<ol style="list-style-type: none"> <li>1. Discuss the significance of understanding variations in cultural attitudes and practices.</li> <li>2. Explain the influence of culture on the homebuying process.</li> <li>3. Describe verbal and nonverbal communication from functional and affective perspectives and within high- and low-context cultures.</li> </ol>

		<ol style="list-style-type: none"> <li>4. Demonstrate examples of cultures through role-playing in these categories: self and space, time and time consciousness, relationships, and communication and language.</li> <li>5. Demonstrate appropriate business etiquette and cultural business do's and don'ts.</li> </ol>
<i>Lunch</i>	60 min.	
<b>Section 3: continued</b>	45 min.	
<b>Section 4: Inclusive Multicultural Marketing</b>	100 min.	<ol style="list-style-type: none"> <li>1. Summarize the importance of understanding the local market.</li> <li>2. Find and analyze local demographic information.</li> <li>3. Describe the dynamics of multicultural marketing.</li> </ol>
<i>Break</i>	10 min.	
<b>Section 5: Your Inclusive Business Plan</b>	50 min.	<ol style="list-style-type: none"> <li>1. List business goals that reflect the One America principles.</li> <li>2. Summarize the variables within an inclusive business plan.</li> <li>3. Develop strategies for both you and your firm that reflect a commitment to inclusiveness.</li> <li>4. Produce an action plan.</li> </ol>
<i>Total Time</i>	Approx. 7.5 hrs*	

\*An exam is required for successful completion of this course. Please allow an additional 30 minutes following the course to complete the 30-question exam. An 80% pass rate is needed (24 correct answers).