



# How to Serve a Diverse Membership

Presented by:

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**DIVERSITY/GENERATIONAL DIFFERENCES STRATEGIES**  
**Knoxville Area Association of REALTORS®, TN**  
**Helen Carter, RCE, CAE, GRI, ABR, CIPS**

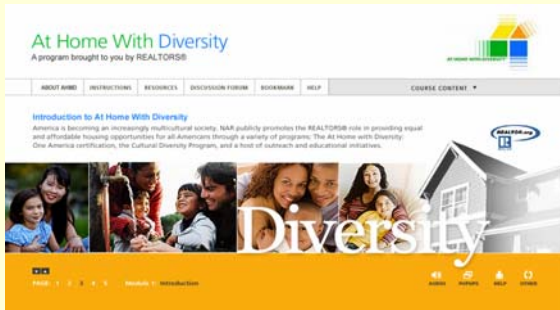
**GOAL:** To encourage diversity in our membership and in training for the membership.

**STRATEGIES:**

1. Enhance our relationship with the ARAI (the Romanian Association of REALTORS®) in our new role as the Ambassador Association to Romania.
2. Plan a trade mission with the ARAI to come to Knoxville.
3. Send representatives to the ARAI for their fall meeting.
4. Encourage participation in the CIPS and At Home with Diversity educational offerings.
5. Encourage better relationships with international and cultural organizations (i.e. ECHO, Hispanic Chamber, other chambers of other cultures, etc.)
6. Write newsletter articles on international and cultural opportunities for the members to learn.
7. Work with the new generations entering the profession to ensure their participation in activities of the KAAR.
8. Establish a PAG to devise a new award honoring rookies for participation in KAAR, TAR, and NAR activities, as well as in the community.
9. Establish a leadership mentoring program for those in the membership who are interested in becoming future leaders.

# NEW Course Offerings for Your Members from NAR

## At Home with Diversity – On line



## Available Now!

Through REALTOR University

Now better than ever. This 4-hour on-line course has been recently updated. Student receives the NAR Certification, and credit toward the CIPS, CRS, and PMN designations. Go to [www.realtor.org/diversity](http://www.realtor.org/diversity) for more details.

## Managing Diversity for Brokers, Owners, Managers

## Available NOW!

Through CRB



Course gives students the tools needed to reduce liability by avoiding fair housing pitfalls, as well as build business by incorporating diversity strategies into business plans. In addition, students receive the Fair Housing Handbook (a \$25 value).

2 day course, 3 CRB credits + AHWD Certification

[www.crb.com/education](http://www.crb.com/education) or  
1(800) 621-8738

## Leading with Diversity: A Business Imperative for a Changing World

## Available Summer 2008



This course targets AE's, Association staff, as well as Association member-leaders. Now in the final stages of piloting, this course will focus on working with diverse leaders, the importance of diversifying your leadership, and specifics on serving and reaching out to the diverse customer and member.

Contact Kyle Lambert London 202/383-1203 or [KLambert@Realtors.org](mailto:KLambert@Realtors.org) for further information on any of these NAR offerings.