

Diversity, Equity and Inclusion Meeting the Core Standards

DEI Best Practices

This list of DEI program ideas and best practices provides guidance for associations to increase diversity and inclusive representation within their leadership and overall membership. Be sure to check with your state association in order to assure the activity will comply.

- Develop a [Diversity packet](#) for your Board of Directors to provide a clear understanding of diversity and raise greater awareness and sensitivity to diversity issues.
- Invite a speaker from your City Council to speak on diversity during a membership meeting.
- Fund a diversity scholarship program that includes tuition to association pre-licensing classes among other items. Interview scholarship recipient to increase awareness of the scholarship.
- Produce a video series of candid conversations that focus on some of the challenges diverse members have worked to overcome.
- Produce a video on how members can find other members who are fluent in a language other than English.
- Promote the [Fairhaven](#) Challenge – agents challenging other agents to complete the simulation.
- Host a Fair Housing event every year during Fair Housing Month in April.
- Publish a Fair Housing ad in a local newspaper; consider sharing the expense with a neighboring association.
- Ask your REALTOR® members to watch [NAR's implicit bias video](#).
- Have your leadership and committee leaders watch and discuss [NAR's implicit bias video](#).
- Invite a representative from your local [multicultural real estate organization](#) to speak to your Board of Directors about strengthening partnerships and increasing cooperation.
- Host an [At Home With Diversity](#) class.
- Draft a [DEI Task Force Purpose and Association Diversity Statement](#) to promote diversity, equity, and inclusion within the association membership and leadership.
- Have your Diversity Committee host a book club where REALTORS® have a safe place to discuss issues of discrimination and equality.
- Encourage DEI Committee member participation in community activities.
- Encourage broker participation in the association's diversity-related activities to demonstrate strong leadership skills that will inspire their agents.
- Host events focused on improving the skill sets required to work with a diverse population.

- Apply for a NAR [Fair Housing Grant](#) to invite a speaker to address fair housing issues during a membership meeting.
- Translate the association website into one or more languages that benefit your REALTORS® and the communities that they serve.
- Join your local real estate and/or business group whose mission is to advance underrepresented groups:
 - Local chapter of the [Asian Real Estate Association of America](#) (AREAA).
 - Local LGBTQ+ Alliance or the [LGBTQ+ Real Estate Alliance](#) (The Alliance).
 - Local Chapter of the [National Association of Gay and Lesbian Real Estate Professionals](#) (NAGLREP).
 - Local or state Realtist Chapter of the [National Association of Real Estate Brokers](#) (NAREB).
 - Local or state Chapter of [NAACP](#).
 - Local Chapter of the [National Association of Hispanic Real Estate Professionals](#) (NAHREP).
 - Local Affiliate of the [National Urban League](#).
 - Local Network of the [Women's Council of REALTORS®](#) (WCR).
- Start a conversation with the local LGBTQ+ center on education and explore other ways the association and its members can collaborate.
- Form a strategic partnership with the local affiliate of the [National Urban League](#) and invite a representative to speak with your membership.
- Work with local houses of worship on community service projects.
- Share information with your members and on the association's website about the lenders in your area and the grants and programs offered to buyers.
- Share information on translators, attorneys, lenders, and other service providers to include on the association's website to serve your diverse communities.