

# DIVERSITY, EQUITY, AND INCLUSION STRATEGIC PLAN

[nar.realtor](https://www.nar.realtor)



# NAR'S DIVERSITY, EQUITY, AND INCLUSION // STRATEGIC PLAN

## PILLAR: EXECUTIVE COMMITMENT

### STRATEGIC OPPORTUNITY:

Diversity, Equity and Inclusion are prioritized, built into our association structures and process, and measured consistent with other NAR strategic initiatives.

### OBJECTIVES

- 1. Create permanent D.E.I. infrastructure for the Association membership.
- 2. Establish accountability and measures for D.E.I. results.
- 3. Ensure NAR Leadership is educated on D.E.I.

## PILLAR: MEMBERSHIP

### STRATEGIC OPPORTUNITY:

We have a diverse membership that is represented in our leadership, governance, and committee structures.

### OBJECTIVES

- 1. Remove bias from any stage of the selection process.
- 2. Utilize leadership academies to advance D.E.I.
- 3. Establish an expectation that serving on a national committee is an opportunity in succession planning. Members can move to other committees and recommend others to serve. It is important to ensure this is not implemented on a selective basis by maintaining and analyzing the service records.

## PILLAR: CULTURE

### STRATEGIC OPPORTUNITY:

We have an inclusive association culture where everyone feels welcomed, connected, a sense of belonging, and realizes the NAR value proposition.

### OBJECTIVES

- 1. Improve consistency in realizing the NAR value proposition across all demographics.
- 2. Build capacity to value diversity and demonstrate inclusive behaviors.
- 3. Create a culture change plan; specifically address "cliquishness" and unintended exclusionary behaviors.

## PILLAR: ADVOCACY

### STRATEGIC OPPORTUNITY:

We promote public policy and provide programs to advance broader homeownership availability and affordability in all communities. We prioritize efforts to narrow homeownership gaps among demographic groups and promote strong enforcement of anti-discrimination laws in the housing market.

### OBJECTIVES

- 1. Ensure participation of diverse member voices in development of NAR public policy positions.
- 2. Ensure the process for developing NAR public policy positions considers impact on groups that have been discriminated against in housing.
- 3. Update the training process for Federal Political Coordinators (FPCs) and association staff to encourage development of diversity in FPC program.
- 4. Ensure Real Estate Services Advisory Group and Top 50 Large Firm Directors include diverse participants and perspectives.
- 5. Ensure REALTOR® party programming and Community Outreach programs include diverse participants, activities, and perspectives.
- 6. Ensure, within legal confines, NAR's engagement in the NAR RPAC process incorporates diversity and considers NAR's commitment to fair housing.

## PILLAR: PARTNERS

### STRATEGIC OPPORTUNITY:

We identify and develop a diversity of partnerships to better serve our members, the real estate industry, and communities.

### OBJECTIVES

- 1. Continue to enhance partnerships with four multicultural real estate organizations and continue to elevate these organizations at the national level in partnership with NAR.
- 2. Enhance pipeline development initiatives to increase diversity in the real estate industry.
- 3. Expand NAR D.E.I. priorities to include financial investment into homeownership and intergenerational wealth initiatives in multicultural communities.

## PILLAR: COMMUNICATION & MARKETING MANAGEMENT

### STRATEGIC OPPORTUNITY:

We deliver the D.E.I. message to the hearts and minds of our members, the real estate industry, and communities.

### OBJECTIVES

- 1. Position the business case for Diversity, Equity, and Inclusion at NAR to support other D.E.I. efforts within our Association.
- 2. Cascade D.E.I. buy-in, ownership, and accountability from leadership through State Associations, Councils, and Committees.
- 3. Expand efforts to include and retain racially and ethnically diverse members within our Association.

