

Diversity, Equity & Inclusion Blueprint:

Best Practices to Give You the Results You Desire





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Inclusion vs. Belonging



Company Culture

- No longer a “Nice to Have”



**YOU BELONG
HERE**



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Risks



Violations

Attracting & Retaining Agents

Missed Opportunities with Clients

Lost Referrals



Company Values & Vision



Internal Reflection

Why?

Mission, Vision, and Values

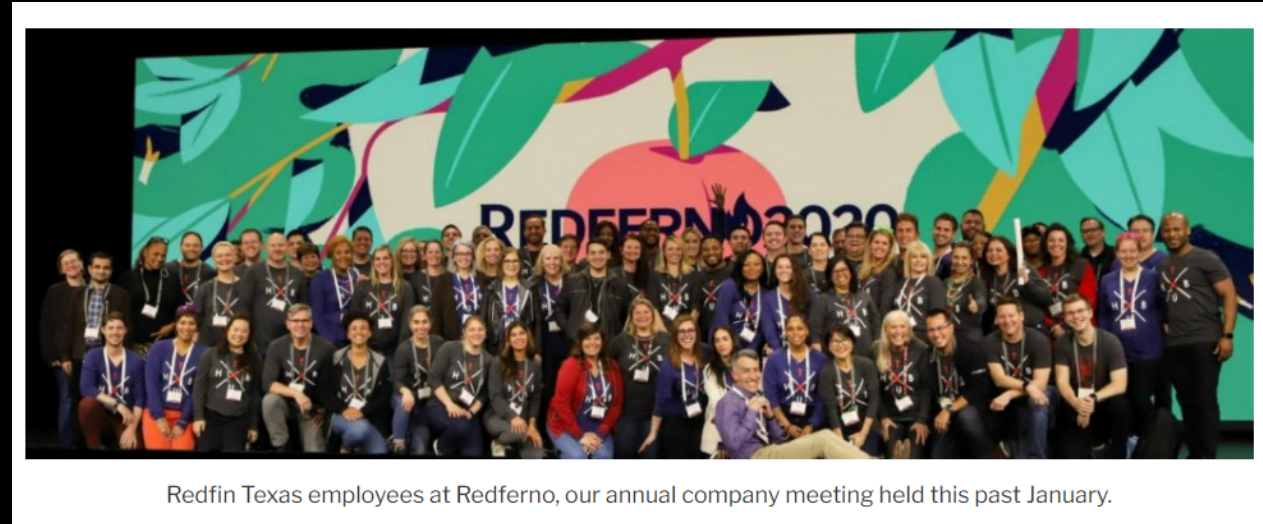
Statements & Declarations



How can we improve DEI in the workplace?

The most obvious thing is hiring and developing more people of color to positions of power. We say that we believe talent is equally distributed between people of different races, but most businesses, including Redfin, are run mostly by white people. Changing that **can't** be the only priority of a CEO, but it has to be one of our top priorities, now, and long after the protests are over.

*~Glenn Kelman, CEO Redfin
5/31/2020*





Diversity, Equity & Inclusion Committee

Results Companies Diversity, Equity & Inclusion Committee

The goal of this group is to equip and inspire Sales Executives and Staff to speak and act in ways that promote a safe and inclusive space, where all are welcomed, valued, and listened to.

RE/MAX Results and its affiliate companies celebrate multiple points of view, backgrounds, choices, and countries of origin. We are always growing our network of people, programs, and tools to help homeowners, Sales Executives and Staff know their worth, feel welcomed and respected. Our intention is to drive equality for all, especially as it relates to home ownership and opportunities to pursue a career in real estate.

Our Diversity, Equity and Inclusion Committee intends to increase awareness and inspire positive behaviors through diversity and inclusion training, involvement in community events and improved communication. We serve as advocates of fair housing practices and promote equal opportunities in housing within Minnesota and Wisconsin.



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Committees

Taskforce

Affinity Groups

Clubs

Creating an inclusive culture

Our affinity groups and department clubs are open to all employees, agents, and allies. They celebrate the diversity in our community with dedicated support from our Diversity Council. Each group builds awareness and advocacy through initiatives and programs within Compass.



AAPI at Compass



Agents of Color



Black at Compass



Latinx at Compass



Moms of Compass



OUT at Compass



Disabilities at Compass



Veterans at Compass



Women of Compass



Women and Diverse Genders in Tech



Indigenous at Compass

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Statements & Declarations



One America Principles

- I welcome you and want to do business with you.
- I will base my decision and opinions of you on who you are, not on any preconceived stereotypes or ingrained value judgments.
- I subscribe to the federal Fair Housing Act and its principles.
- I embrace and celebrate the strength that diversity brings to our communities and nation.
- I will help you find opportunities to buy the home you choose.
- I will market home ownership to the public and reach out to people who may not know that home ownership is a realistic option.
- I will make sure you know there is a full range of housing choices available to you and encourage you to consider all communities and neighborhoods.
- I will make every effort to maintain open two-way communication. If we do not share a common language, I will work with you to find someone who can interpret.
- I have incorporated these principles in my daily operations and my overall business plan. I would be proud to share the plan with you.



NAR Diversity & Inclusion Commitment Statement

The National Association of REALTORS® represents more than 1.5 million REALTORS® in diverse communities across the country. NAR staff fosters a culture where diversity and inclusion are integrated into each of our five core values. Through inclusive collaboration and mutual respect for our colleagues, we focus on the principles that matter to the organization and drive how we engage each other to reach our common goals. We fully embrace perspectives from all walks of life—regardless of race, ethnicity, gender, religion, age, sexual orientation, gender identity, disability, national origin, socioeconomic status, political affiliation or any other qualities by which we may define ourselves. We commit to bringing out the best in ourselves, uncovering our hidden talents, and celebrating differences in our day-to-day interactions. These beliefs are essential as we serve our members who help fulfill the dream of home and property ownership in America.



Create a Plan



Where to Begin – Create a Plan

Recruiting & Hiring

Training & Support

Marketing & Branding

Collaboration



Recruiting & Hiring

DEI Commitment

DEI Recruiting Goals

Interview Process

Remove Unconscious Bias



Training & Support

Onboarding

NAR Resources & Training

Ongoing Training



Marketing & Branding

Diversity Statement (internal/external)

Social Media Policy/Guidelines

Buyers/Sellers Resources

Inclusive Marketing Practices



McDonald's sets targets to diversify its leadership, seeks gender parity by 2030

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Amelia Lucas @THXAMELIAN SHARE f t in e

- KEY POINTS**
- By 2025, the company aims to have at least 35% of its senior-director and higher leadership roles be held by people from historically underrepresented groups.
 - The fast-food giant also said it will push to have women represent at least 45% of its top ranks.

In this article MCD UNCH

TV WATCH LIVE UP NEXT | ET Listen



Diversity and inclusion

We believe in the transformative power of engaging many different perspectives.

[How we work inside Microsoft >](#)



Different perspectives help us all to achieve more

Our mission is deeply inclusive: empower every person and every organization on the planet to achieve more. We expect each of us—no matter what our level, role or function is—to play an active role in creating environments where people of a diverse range of backgrounds are excited to bring all of who they are and do their best work.

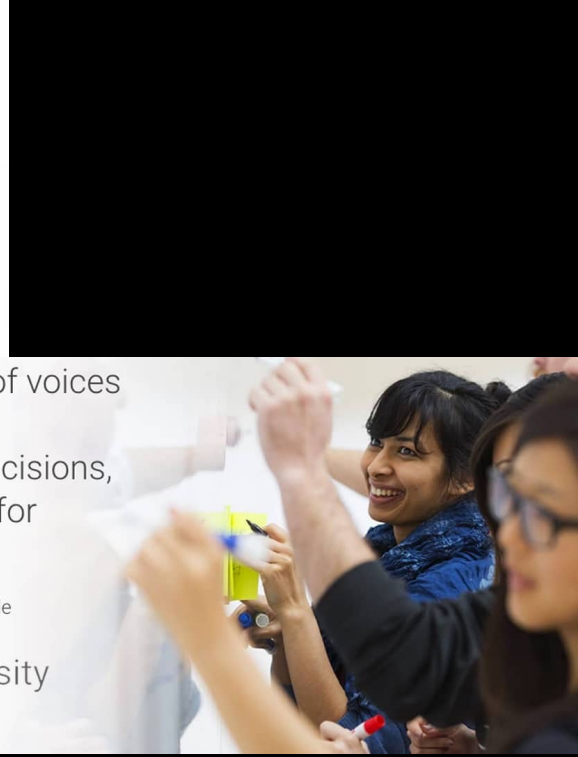
[View the 2021 Report Highlights >](#)



"A diverse mix of voices leads to better discussions, decisions, and outcomes for everyone."

-Sundar Pichai, CEO, Google

Google Diversity



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Collaboration

Local/State Association

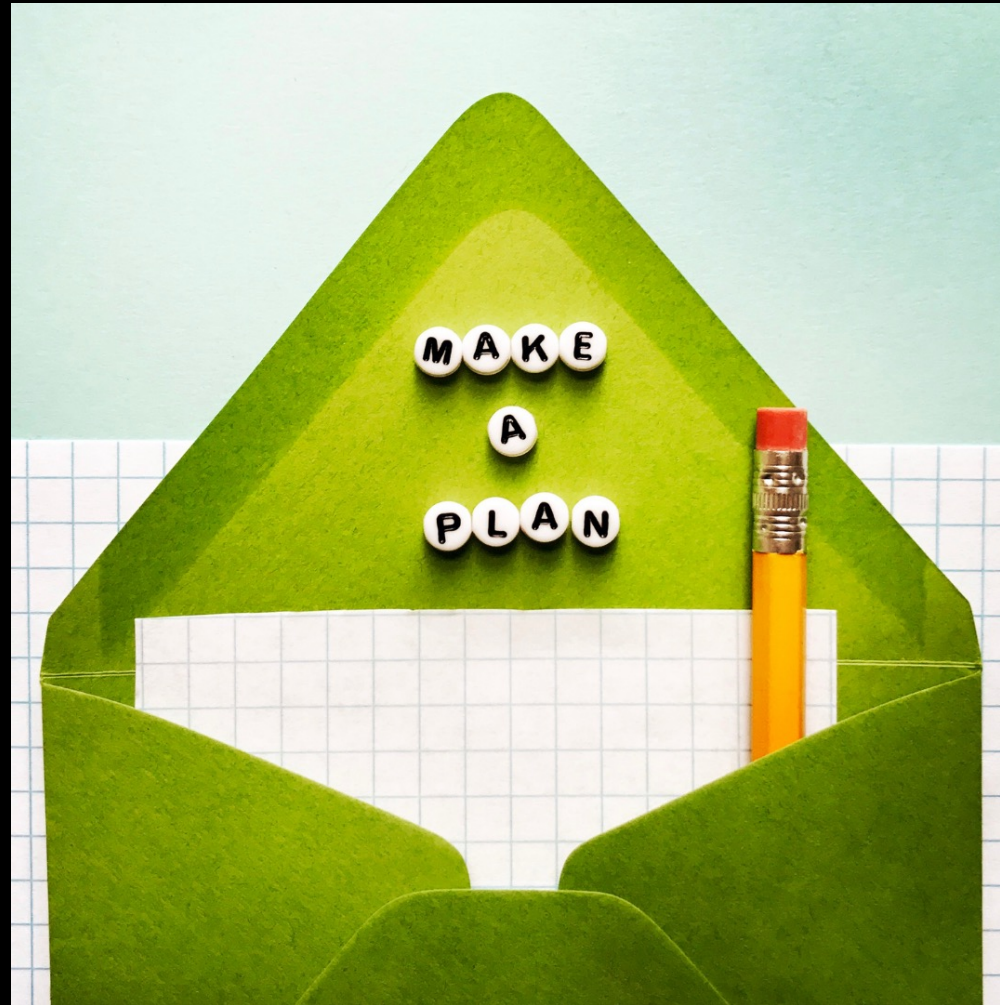
Affiliate Associations

College or University

State & Private Education Programs



Where to Begin



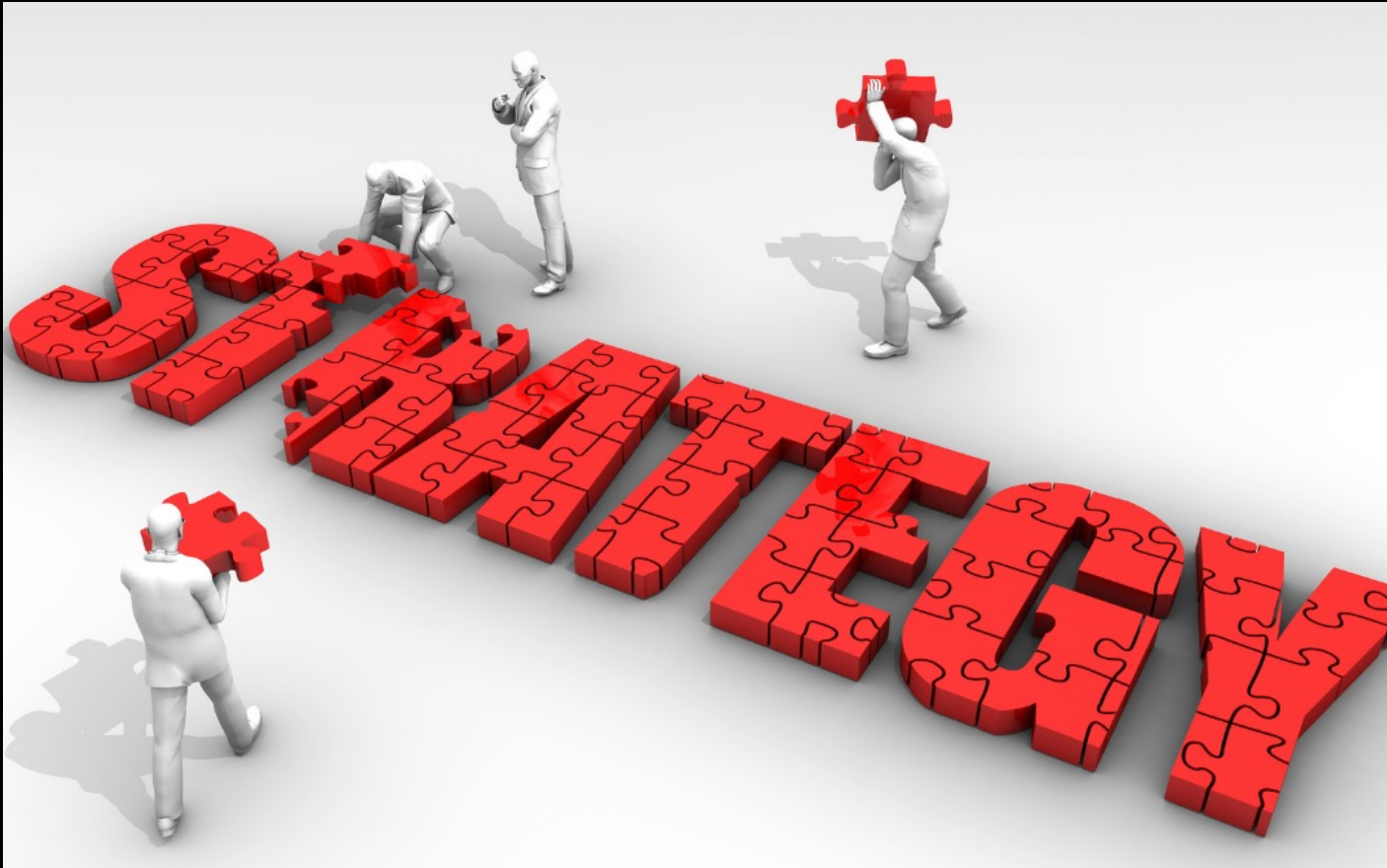
WHY?

Who

What

When

How



Create & Share the company DEI declaration

Update New Agent Training Program

Host/Sponsor a community multicultural event

Launch an office DEI Challenge

Update Office Social Media Policy

Learn the demographic makeup of your community

Have a DEI Guest Speaker at an Office Meeting

Conduct a Office DEI Audit

Start a DEI Book Study/Club

Create an office DEI Calendar

Create a long-term DEI Strategic Plan

Evaluate & Update the current Interview Process

Form a DEI Committee or Taskforce

Create & share a company diversity statement

Host a Bias Override Training

Host a DEI workshop

Create a Buyer & Seller DEI Handout





Thank You

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