

FAIR HOUSING TOOLKIT.



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Fair housing is more than a list of dos and don'ts, rights and penalties, and mandatory continuing education. Our livelihood and business as REALTORS® depend upon making the American Dream of homeownership accessible to as many people as possible. Broad access to homeownership requires an open housing market free from discrimination. Discrimination distorts the marketplace and prevents qualified buyers from accessing housing opportunities. When strong, fair housing laws and practices are in place, homeowners, communities, REALTORS® and our economy can thrive.

The Fair Housing Grant Toolkit helps state and local associations create and refine activities, programs and policies that uphold fair housing laws. It strengthens REALTORS®' commitments to equal professional services and empowers them to be leaders of diverse, inclusive communities.

Once you review these potential activities and initiatives, you'll find specific suggestions on how to use the Fair Housing Grant. Our goal is to provide you with proven ideas and help you activate those initiatives. Please feel free to reach out directly to NAR for additional guidance to support your efforts.



GETTING STARTED

Some fair housing measures are quick and easy, like hanging NAR's Fair Housing Month poster in your office. But when your REALTOR® association decides to act on a larger scale, Fair Housing Grants are available to help you.

Fair Housing Grants are meant to assist REALTOR® association activities that support fair housing initiatives and improve equality in professional services.

If you're interested in applying, you'll need to create a plan first. First, brainstorm with your staff, generate and refine ideas. Keep in mind timeline, budget and staff assignments. Don't forget, you'll need all receipts, sales contracts and invoices organized so you can submit them for reimbursement.

Finally, consider local media outreach for publicity. It may also make sense for a virtual element for remote participation.

If you need any help in this process, please contact NAR staff at FairHousingGrants@nar.realtor before you submit your grant application.

Once you have a plan, it's time to apply! The application can be found at <https://realtorparty.realtor/state-local-issues/issues/fair-housing>

There are two types of grants: Level 1 and Level 2.

Level 1 Fair Housing Grant

Level 1 Fair Housing Grants support efforts to educate REALTORS® and the public about fair housing topics.

Supported activities include classes, guided forums, speakers or "book club" events which speak to fair housing issues. Please note that this grant does not support NAR's At Home With Diversity class.

Details:

- Applications are accepted on a rolling basis from January 1 through October 15, with decisions announced approximately 1 week after the applications are received.
- Maximum award: \$1,500.
- Associations may receive one Level 1 Grant per calendar year.
- Funds are disbursed using a reimbursement process.
- Approved activity must take place within one year of grant approval to be eligible for funding reimbursement.

- Grant recipients must complete an evaluation form for the supported activity.

Level 1 Grant Ideas:

- **Book Club / Discussion Club:** Host a guided discussion about a selected book, documentary or article that speaks to fair housing issues. Invite an author, filmmaker, REALTOR®, community leader or staff member from a fair housing agency to lead the conversation.
- **Guest Speaker:** Host a local or national speaker to discuss a particular aspect of fair housing.
- **Hold a Class:** Provide educational opportunities for members to learn about fair housing and their responsibilities under the law.

Level 2 Fair Housing Grant

Level 2 Fair Housing Grants support activities that directly address fair housing issues in a community.

These activities should have a broad community reach and are preferably collaborative with local agencies and organizations. Activities may include a fair housing symposium, fair housing curriculum development or the creation of fair housing educational materials.

Details:

- Applications are accepted on a rolling basis from January 1 through October 15, with decisions announced approximately 1 week after the applications are received.
- Maximum award: \$5,000
- Associations may receive one Level 2 Grant per calendar year.
- Funds are disbursed using a reimbursement process.
- Approved activity must take place within one year of grant approval to be eligible for funding reimbursement.
- Grant recipients must complete an evaluation form for the supported activity.

Level 2 Grant Ideas:

- **Co-branded One-Pager / Brochure:** Collaborate with a fair housing agency or nonprofit to create educational materials that explain Fair Housing Act rights and responsibilities.
- **Fair Housing Symposium:** Bring together REALTORS®, consumers and community stakeholders to discuss the importance of fair housing, as well as local efforts to ensure equal housing opportunities.
- **Speaker Series:** Organize a series of three or more speakers around a theme, such as working with clients with disabilities, the history of fair housing law or recognizing implicit bias.

- **Develop Curriculum:** Design a fair housing education course for members, with the help of a course developer or fair housing expert.
- **Work in Partnership:** Collaborate with a local organization's fair housing initiatives.
- **Legislative Initiatives:** the Level 2 grant can offset the costs of drafting state legislative or local ordinance provisions that furthers fair housing.

Read on for ways the Fair Housing Grant can be put into action.

EDUCATION

CLASSES

A REALTOR® association can help its members become more comfortable and conversant in guarding against bias and discrimination, both in the industry and their communities at large. Bringing in a specialized educator, whether to offer an in-depth course for CE credit or a lunch-hour overview of a particular aspect, will equip members with a deeper understanding of issues that can be unfamiliar and anxiety-producing.

A good course will explain not just the dos-and-don'ts, but the whys-and why-nots. Members might role-play, practice using acceptable language, or learn what it feels like to be on the receiving end of bias. Courses should provide instruction within a safe space to ask questions and explore sensitive issues, while leaving members with a framework for better understanding the many nuances of fair housing.

In-person classes are typically easier to hold an audience's attention and are more likely to promote a richer and more spontaneous exchange of ideas. The convenience of virtual classes, on the other hand, can allow access to far more participants.

They are also usually less expensive and easier to organize, not requiring venues, refreshment or travel and lodging for instructors. Sometimes a hybrid model is ideal.

However the class is conducted, it's a good idea to record it and make the content available for future viewing on the association website or social media channels.

The NAR Center for REALTOR® Development and your state association may help **identify instructors**. Local housing organizations can be good sources for fair housing courses. Partnering with neighboring REALTOR® associations, affiliates, and local housing organizations can amplify the impact of the class by stretching resources and expanding the audience base.

Ideas for Implementation

- Begin planning well in advance, especially if you want to offer a class during Fair Housing Month, when specialized instructors may be in high demand.
- Consider charging a 'skin in the game' fee: registrants who are invested in the class, even at a nominal level, are more likely to show up.
- Promote the class early and follow-up with regular reminders in a variety of formats: newsletter announcement, email and text blast, social media, print flyers. Encourage your affiliate members to promote it, too.
- Invite local elected officials and community partners in fair housing issues and their affiliates. Ask your brokers-in-charge to encourage their agents to attend.
- Discuss the program content and format with the instructor. Prepare an agenda that includes breaks for class sessions that are over an hour.
- Small break-out sessions can help promote more engaged discussion, as sensitive subjects might be intimidating in larger groups.
- Seek feedback to inform future programs. A simple follow-up survey or request for comments can provide valuable insights for the host organization and the instructor.
- State and local REALTOR® associations may apply for a Fair Housing Grant to support class-related expenditures.
- State and local associations may also offer a class for CE credit if the state has fair housing as part of its licensure.

Success Stories

Orange Chatham Association of REALTORS® [NC]

The Diversity & Fair Housing Committee of the Orange Chatham Association of REALTORS® in Chapel Hill, North Carolina struggled with its own demographics: the association is 90% white. So, when a consultant specializing in rooting out racism from real estate joined as a new REALTOR® member, it was a stroke of good fortune. The association contracted with her to lead a series of one-hour virtual workshops over the course of a year starting with the most basic of building blocks: 'Words Matter.'

"We know that real estate has played a significant role in the historic inequities of wealth and prosperity, and we want our agents to be agents of change, beginning with the language we use – not only with clients, but in our everyday lives," says OCHAR's CEO.

The consultant delivered a compelling presentation that sparked honest conversations in a protected space where participants could feel safe discussing implicit bias and better choices for outdated or objectionable terms. In addition, the association planned a round-table format program that built on the first class' language bias education, as well as a class that addressed bias in lending and finance.

Franklin County Association of REALTORS® [MO]

It's good to be proactive. Serving a very rural area about an hour from St. Louis, Missouri, the Franklin County Association of REALTORS® hadn't had much experience with Fair Housing issues but wanted to prepare its members to face them. So, they brought in a REALTOR® instructor from St. Louis with extensive diversity training. The instructor presented a continuing education course called 'Focus on Fair Housing.' He walked an in-person, socially distanced class through three topics over three hours: Implicit Bias and the Changing Face of America, How to Achieve More Inclusivity, and Starting to Solve Some Fair Housing Challenges.

Using real-life real estate examples from St. Louis, and sharing his own personal experience with racism, he engaged the audience in an eye-opening interactive training session. The association plans to offer the course on a biennial basis as part of its CE roster. Visit the Success Stories Illustrated section below for more information about this event.

Central Oregon Association of REALTORS® [OR]

Working on the premise that REALTORS® are inundated with too much reading material, the Central Oregon Association of REALTORS® decided to deliver a fair housing lesson via video. In order to control the content and make it relatable for its members, they produced it themselves, featuring four REALTOR® members as presenters. A professional production team handled the filming, editing, and post-production polishing of the four-minute spot, but the REALTORS® determined the format and scripted questions to prompt spontaneous responses from the speakers. The on-camera answers to "What does fair housing mean to you?" and "Share an example of a possible fair housing violation" became an eloquent video assertion about recognizing bias and welcoming everyone in the residential communities and real estate offices of Central Oregon. The video is an evergreen resource, posted on the association's YouTube channel and screened at events, classes, and meetings to raise awareness and encourage conversations about fair housing.

FOCUS ON FAIR HOUSING CE CLASS

RSVP by May 31st: \$25
RSVP by June 11th: \$35

FCBR PRESENTS



WEDNESDAY
JUNE 16TH
~~9AM-12PM~~ 1pm-4pm
K OF C HALL
700 Clearview Dr, Union, MO 63084



GUEST EDUCATOR
NATE JOHNSON
REALTOR BROKER/OWNER
REAL ESTATE SOLUTIONS GROUP
REDKEY REALTY LEADERS

GET CORE CE CREDIT FOR 2022

- IMPLICIT BIAS AND THE CHANGING FACE OF AMERICA AS IT RELATES TO DEMOGRAPHICS
- DISCUSS HOW TO ACHIEVE MORE INCLUSIVITY
- START TO SOLVE SOME OF THE FAIR HOUSING CHALLENGES THAT WE FACE.

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www.franklincountyboardofrealtors.com

CURRICULUM DEVELOPMENT

Tailoring the curriculum of a fair housing course to the history and circumstances of your locale will make it more engaging for the members and other community stakeholders you hope to engage. To this end, you could simply adapt the materials already available from NAR, your State Association, or a local private fair housing group. Or, you could build your own plan from scratch.

A course developer can help you customize an existing class for your organization and broader community. Or, partner with education experts in local government agencies, housing nonprofits and colleges.

Consider how to present the curriculum you are developing, whether as a learn-at-your-own-pace online course, in-person instruction at your association or as material taught within brokerages to agents and staff. Remember: the best curriculum is only as good as its delivery!

If your state has fair housing as part of its licensure, also consider submitting your curriculum for CE approval.

Ideas for Implementation

- By partnering with an affiliate member in the legal field, fair housing organization, municipal housing office, college or university department, you'll have help tailoring the material to your needs. Your state association may have ideas for potential partnerships.
- Local government studies may be good sources for course content, with county and municipal archives containing maps and historical documents. Be sure to credit all materials properly.
- A local CE instructor who's well-connected to members can help you develop and certify new classes around various fair housing topics. Make sure to highlight fair housing law that might be specific to your state and use local case studies to help members relate to the material.
- Expand your course's impact by applying for a continuing education credit through your state's real estate commission. Once approved you can promote your course to Association Executives within the state who can offer your class to their members.
- Invite local leaders and officials involved in housing policy and community development to attend your course. By sharing your information, you can help build and strengthen key relationships with local allies.
- Provide the curriculum to brokers as a training tool for their agents in order to leverage their influence as employers. For busy REALTORS®, there is also substantial convenience in taking a course at the office.
- State and local REALTOR® associations may also apply for a Fair Housing Grant that offsets the costs of retaining an education expert who is drafting your course curriculum.

Success Stories

Lake Superior Area REALTORS® [MN]

When the Duluth-based Lake Superior Area REALTORS® set out to offer a course on racism in real estate, they wanted the content to be regionally specific and relevant to its audience. They partnered with a well-regarded community-building non-profit that had developed a course based on the University of Minnesota's Mapping Prejudice project, and commissioned a customized curriculum examining the hard truths of the Duluth region's own real estate history. Thanks to mapping already underway by city staff, they had a good head start. The two-and-a-half-hour virtual presentation became a relationship-building opportunity attended by staff of local municipalities, housing staff from several tribal reservations, and, of course, its own REALTOR® and associate members. The local nature of the material made it especially compelling, and, for many course participants, a serious eye-opener.

As the organizer from Lake Superior Area REALTORS® observes, *"It's not a pleasant lesson, but it's essential: if you don't know where you came from, you don't know how to course correct."*

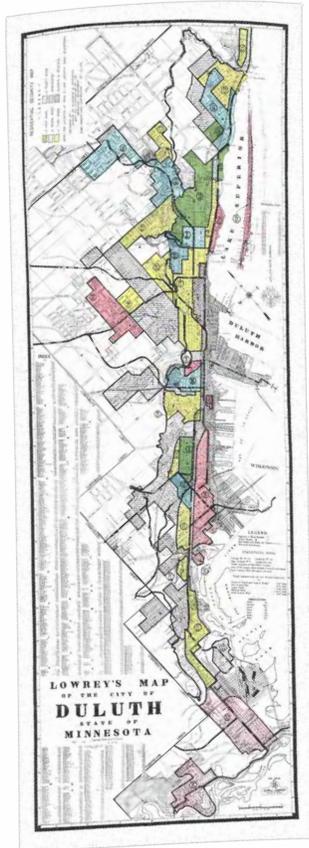
Cache Valley Association of REALTORS® [UT]

As a licensed Continuing Education instructor, the CEO of Utah's Cache Valley Association of REALTORS® found a way to enhance fair housing education for her members. Drawing largely from REALTOR® Party resources for basic information about federal law, and REALTORS®' responsibility to buyers and sellers, she added Utah-specific legal material about an additional protected class, state law enforcement and penalties. She also shared the floor with two colleagues who brought interesting insights to the many REALTOR® members who manage rental properties. One was a REALTOR® property manager, while the other was the CEO of the Utah Apartment Association. As all three were licensed CE instructors, they were able to present a well-rounded program to an at-capacity crowd, featuring a special segment on 'Fair Housing & Property Management.' Expanding the value of the new class she developed, the CEO made her slides available to her broker members and presented the material at staff meetings of some of the region's largest brokerages.

North Carolina Association of REALTORS®

Leveraging the influence of its Brokers-in-Charge, the North Carolina Association of REALTORS® devised an eight-part curriculum for brokers to share with agents to increase understanding of fair housing principles among agents across the state. Special training in the new curriculum prepared brokers to present a series of eight informational videos, written assignments and discussion prompts at their office meetings. Topics included NAR's Diversity & Inclusion policies, an introduction to the Fairhaven simulation, the history of fair housing law, and risk management for REALTORS®.

RACISM IN REAL ESTATE



This class explores structural racism as it applies to housing, the role of the real estate industry in the history of racial housing discrimination, and the consequences of this history on housing equity today.

Recognizing that we cannot fix the inequities of the present without understanding the realities of the past, this course intends to expose the policies and practices that shaped our cities. We zoom in on the city of Duluth and examine the unique histories that emerged in northern Minnesota.

Course is worth 2 Continuing Education credits for Minnesota real estate agents.

Instructors: Jackie Berry and Denise Pike

Photo: Mapping Inequality



OLD HOME CERTIFIED

RETHOS.ORG

LEVERAGING NAR RESOURCES

NAR has offered an abundance of new fair housing educational materials to REALTOR® associations, including:

- **Fairhaven**, a fair housing simulation training, puts members in realistic scenarios where discrimination may occur in a real estate transaction from the point of view of both agents and clients.
- 'Bias Override: Overcoming Barriers to Fair Housing', a three-hour, CE-credit bearing workshop helps members confront stereotypes that get in the way of providing equal professional service. It includes a free 50-minute complementary **video**.
- 'Being the Change', a series of videos profiling REALTORS® who champion fair housing at work and in communities.
- The At Home With Diversity certification, which is continually updated to help members serve clients of different backgrounds.

Consider building on these materials or create your own. Casting members of your own association in videos informed by NAR resources, for example, can harness the power of peers-teaching-peers. The more directly any educational element targets the interests and identity of your audience, the more effective it will be.

Ideas for Implementation

- State associations can issue a challenge to local associations to complete Fairhaven and honor top performers at an annual awards ceremony.
- Local associations can issue a challenge to small, medium and large brokerages to complete Fairhaven and recognize the top performers at an annual awards ceremony.
- State and local REALTOR® associations may apply for a Fair Housing Grant to offset the costs of marketing and promoting Fairhaven competitions.
- Offer Bias Override: Overcoming Barriers to Fair Housing course to your members.
- State and local REALTOR® associations may apply for a Fair Housing Grant to offset instructor and course related expenditures.

Success Story

Kentucky REALTORS®

Seeing an opportunity to champion fair housing on a statewide level, the Kentucky REALTORS® developed their own CE course that incorporated Fairhaven fair housing simulation training. After submitting it for approval to the Kentucky Real Estate Commission, their bid was successful, and REALTORS® may now go to the Kentucky REALTORS® Institute website and take the course for CE or post-licensing credit. Kentucky is the first state to approve Fairhaven for CE credit.

Resources

Kentucky REALTORS® CE course incorporating Fairhaven, offered on the Kentucky REALTORS® Institute website: <https://kyrealtorinstitute.com/fairhaven-fair-housing-simulation-realtor-members>

Fairhaven Challenge

NAR developed the interactive Fairhaven training to give members the opportunity to engage in simulated professional encounters that test their behavior in situations posing risk for bias and discrimination. Fairhaven “flips the script” by putting the learner in the shoes of a client on the receiving end of discrimination. Fairhaven has surprised many participants with its depictions of real fair housing issues of which they were not aware. Its client point-of-view scenarios have moved many learners to tears or anger, pledging to protect their clients from discrimination. All have found the 60-100 minutes well-spent.

To encourage as many members as possible to complete Fairhaven, many state and local associations have been requiring their leadership boards and committees to lead by example. Some also make the training a requirement for new members. Issuing a Fairhaven Challenge has proven to be a good way to persuade members to dive in, leveraging the spirit of friendly competition.

Also, don't underestimate the impact of member testimonials posted on social media or the cachet of an “I visited Fairhaven” email signature: we all know peer pressure can have greater power than any directive!

Association staff can pull member completion reports directly from the Fairhaven platform. Brokers can also pull reports for their agents.

Association Staff Instructions:

1. Log in at fairhaven.realtor (this is the same login and password you use for nar.realtor).
2. Click on the menu in the upper right corner (it looks like three stacked horizontal lines).
3. Click on “Staff Admin.” You will now see a list of all association members who have accessed Fairhaven.
4. The “Attempt Status” column will tell you whether the member’s attempt passed, failed, or is still in progress.
5. Click on “download CSV” to get a spreadsheet with member completion information.

Broker Instructions:

1. Log in at fairhaven.realtor (this is the same login and password you use for nar.realtor).
2. Click on the menu in the upper right corner (it looks like three stacked horizontal lines).
3. Click on “Broker Admin.” You will now see a list of all brokerage members who have accessed Fairhaven.
4. The “Attempt Status” column will tell you whether the member’s attempt passed, failed, or is still in progress.
5. Click on “download CSV” to get a spreadsheet with member completion information.

Ideas for Implementation

To promote Fairhaven training in your association:

- State associations can issue a challenge to local associations to complete Fairhaven and honor top performers at an annual awards ceremony.
- Local associations can issue a challenge to small, medium and large brokerages to complete Fairhaven and recognize the top performers at an annual awards ceremony.
- State and local REALTOR® associations may apply for a Fair Housing Grant to offset costs of marketing and promoting Fairhaven competitions.
- Encourage members to talk to peers and colleagues about their Fairhaven experience.
- Highlight members who have completed Fairhaven on your association website and/ or social media and send them the “I visited Fairhaven” email signature.
- Post monthly progress reports, downloadable from NAR’s Fairhaven webpage.
- Host a “Follow-up Forum” or chat sessions for members to discuss and ask questions about what they learned from Fairhaven.
- State and local REALTOR® associations may apply for a Fair Housing Grant to offset marketing-related expenditures.

Success stories

Virginia REALTORS®

Virginia REALTORS® 2021 President made fair housing a top priority, and central to that was her energetic promotion of NAR's Fairhaven training program. One of the president's first acts was to challenge the more than 36,000 REALTORS® members throughout the commonwealth to complete Fairhaven. Virginia REALTORS® then upped the ante by promising honors for the top five local associations that achieved the highest percentage of completion. These honors were presented at the annual convention, which was also a celebration of its centennial.

A "Fairhaven Friday" social media promotion during Fair Housing Month got things rolling, followed by a big push for summer participation in advance of the association's September convention date. To foster friendly competition, Virginia REALTORS® sent frequent status reports to its twenty-eight local associations, ranging in size from 50 to 12,000 members. The Charlottesville Area Association of REALTORS®, a medium-sized board, claimed top honors, followed by four small-but-mighty associations who also proved to be Fairhaven-strong. For Virginia REALTORS®, the knowledge and insight gained from every Fairhaven training is a victory for all. Visit the Success Stories Illustrated section below, or read more at <https://realtorparty.realtor/about-us/var-advocacy-1021>

Charles Rutenberg Brokerage in Long Island [NY]

Taking a page out of the associations' playbook, the Charles Rutenberg brokerage in Long Island issued their own Fairhaven Challenge, "Charles Rutenberg Realty Takes Fairhaven by Storm," with the aim of promoting fair housing and encouraging important conversation amongst their agents. In an ongoing initiative, the brokerage offers office-wide recognition and one month of free administrative brokerage fees to all agents who successfully complete the simulation. In addition, all participants are entered into a raffle to receive a year of free administrative brokerage fees. Fairhaven completions for the brokerage's agents more than tripled in the space of a month after the challenge was launched, jumping from 10 to 30.



Charlottesville Area Association of REALTORS® [VA]

The 1,000-member Charlottesville Area Association of REALTORS® had a good head-start when the Fairhaven Challenge was issued by its state board: one of its leadership groups had already been encouraging its members to do the training to strengthen their fair housing skills. The state competition spurred them to urge their entire board, staff, and membership to commit to completing Fairhaven.

CAAR promoted the program at every opportunity, in all its communications and at every meeting. They encouraged members to talk to each other about their experience with the simulation, posted testimonials and generated a lively social media response. Participation reports pulled from the NAR Fairhaven page were presented to leadership on a regular basis, and everyone who completed the training was sent the “I visited Fairhaven” email signature. Using the positive momentum of its Fairhaven achievement, the association is planning a major campaign to heighten awareness of fair housing issues in Charlottesville. Visit the Resources section below for more information about this activity or read more at <https://realtorparty.realtor/about-us/var-advocacy-1021>



Visit Fairhaven Today

"Fairhaven is a great way to revisit many of the fair housing scenarios we as REALTORS® are faced with in our careers. The program delves into both overt racism, but also the nuances of behavior that are more subtle. It is engaging, real, and fast-paced. It is worth the time, even for the agent who has recently had fair housing training. It is a great way to BE better!"

Amanda Spigone
Keller Williams Alliance - Charlottesville



Visit Fairhaven Today

"As a woman of color, I was not particularly surprised by the scenarios from the agent side. I have been black long enough and worked with enough people with diverse backgrounds, that the actions of the agents, when inappropriate, were not unexpected. However, I found that when I was on the client side of the transaction in the training I was surprised at my tolerance for the inappropriate behavior! We all know, whether we admit it or not, that systemic racism impacts everyone. But after the training I was more cognizant how not calling it out more vehemently can contribute to the problem. Particularly when the actions are perpetrated from ignorance and not malice. The scenarios were pretty obvious with regards to the improper behaviors aimed at protected classes, but it was good to have to stop and think about the causative mindset behind the actions. Fairhaven is not a stand alone 'take it and you'll get it' instrument, but it is a good place to start."

Janice O'Hara
CTI Real Estate



GUEST SPEAKERS

Inviting a speaker to share expertise on a specific subject related to fair housing will benefit your members and community not only by virtue of the information itself, but in sparking further conversation and action. A presentation by a single speaker is typically simpler than a full-on class or symposium, and is one of the easiest starting points, especially for smaller associations, looking to elevate members' understanding of fair housing one or two topics at a time. The energy and enthusiasm generated by a speaker may inspire you to make it an annual event -- or expand to a series!

A fireside chat could also be a great place to start. Your association's president or CEO could engage in a structured, yet informal, conversation with a moderator.

In fact, you may not have to look any further than your own leadership to find a charismatic speaker with deep knowledge of a fair housing topic. Community partners can be a good source of contacts, or you may consider bringing in someone you've heard at another REALTOR® program. In addition, your state association may have speaker recommendations, and you can search for REALTOR® Party Success Stories at <https://realtorparty.realtor/news/success-stories> for fair housing speaker ideas. You can also reach out to NAR staff at FairHousingGrants@nar.realtor for suggestions.

Keep your ears open, call around, and once you have found a good speaker, be sure to ask him or her for suggestions of others in the field. Practiced speakers may be able to share an outline of their talk in advance and provide highlights to help with promotion. A typical program allows about 40 minutes for the speaker, with 15 for Q&A.

Ideas for Implementation

- If the speaker is not local, provide him or her with basic housing and demographic information about the area your association serves.
- Invite local elected officials and offer them an opportunity to make brief remarks at the top of the program.
- Have members of your Fair Housing Committee or Executive Committee extend personal invitations to representatives from local housing organizations, advocacy groups, foundations, cultural groups, legal aid providers and other community stakeholders.
- For in-person events, consider seeking funding support from affiliates. Regardless, have affiliates promote the event to their members or clients.
- If the event is part of a guest speaker series, consider offering a discount on membership dues to those who attend multiple lectures; confirm virtual attendance by having participants sign in and out of the chat at the beginning and end of the event.
- Promote the event on social media, in newsletters, and with teasers on association podcasts. If possible, post force-read announcements on MLS.

- Have your President or highest-level volunteer leader host the event, serving as emcee.
- For virtual events, conduct a practice run with all host participants, including the guest speaker, if possible.
- Record the lecture and consider paying for professional editing so that the recording will be a useful, polished resource for years to come. Experts are often well connected in their field: ask the speaker to recommend future speakers. They are usually glad to share contacts.
- State and local associations can apply for a Fair Housing Grant to offset the cost of speaker fees for an event.

Success Stories

Greater Syracuse Association of REALTORS® [NY]

When the pandemic shut down normal operations for the Greater Syracuse Association of REALTORS®, it responded by offering its members as much high-level education as possible, in a virtual format. One of its four annual 'Raising the Bar' seminars was a two-hour double-header, featuring journalist Bill Dedman, the lead investigator on the Newsday "Testing the Divide" exposé. Following this, the NAR Senior Policy Representative for Fair Housing, and one of the developers of Fairhaven, led a demonstration of the simulation.

A recording of the presentation is available to access and share on the association's YouTube channel. Members are given a strong incentive to attend all four 'Raising the Bar' programs in real-time: a 20% discount on membership dues the following year. Visit the Success Stories Illustrated section below for more information about this event or read more <https://realtorparty.realtor/homepage/success-story/syracuse-fairhousing-04-2021>

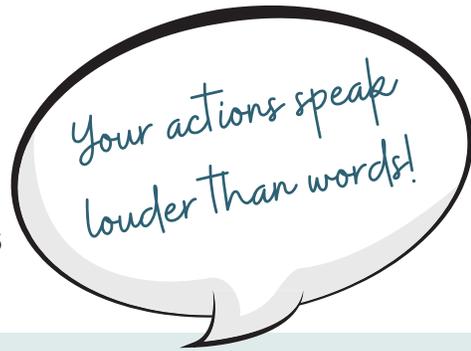
Illini Valley Association of REALTORS® [IL]

The 185-member Illini Valley Association of REALTORS® in rural Illinois is used to operating on a shoestring budget. They bring in a speaker for an annual Fair Housing Month presentation in April, which includes a simple luncheon if the association or an affiliate sponsor can underwrite the cost of a boxed lunch. Partnering with the local community college, they received free use of a large hall and services of the IT Department. At one of their events, the managing attorney from Access Living of Metropolitan Chicago spoke about changes in fair housing rights as they pertain to, among other things, assistance animals. Presenting multiple case studies over the course of an hour, he engaged the audience in sharing their own opinions and experience, before revealing how each situation had actually played out. Even the most seasoned audience members learned a thing or two, and the interactive format made the material even more memorable. Visit the Success Stories Illustrated section below for more information about this activity.

Success Stories Illustrated



REALTORS® Fair Housing Best Practices & Legally Required Notices



Treat all people fairly, with dignity and respect

and without discrimination in your day-to-day life and also in the sale, rental, lease of all property. This includes all of your social media accounts, personal and business.



Embrace diversity. Builder stronger communities.

Take a Fair Housing Course

Learn best practices to avoid discriminatory actions.

www.cnyrealtor.com/education



Hang the poster

Post the United States Housing and Urban Development (HUD) Equal Housing Opportunity poster in all of your brokerage offices in a prominent location visible to the public.



https://www.hud.gov/sites/documents/FAIR_HOUSING_POSTER_ENG.PDF

Display the Fair Housing notice

Display the NYS approved Fair Housing notice at every office or branch office prominently in the office window visible from the sidewalk. If this is not feasible, it must be prominently posted in the same location as the business license.



This must also be posted at all open houses where attendees can see it. Bring paper copies to all open houses and showings of all property to provide upon request.

Also display this "prominently and conspicuously" on the homepage of your website, and on any and all of your social media pages.

www.dos.ny.gov/licensing/docs/fairhousingnotice_new.pdf

Use the logo

Place the HUD Equal Housing Opportunities Logo on any and all advertisements and marketing materials that you use in your business as a REALTOR®. This logo should be on all written and electronic materials.



<https://www.nar.realtor/logos-and-trademark-rules/equal-housing-opportunity-logo>

Deliver the disclosure form

Deliver the NYS approved Housing and Anti-discrimination Disclosure Form to every consumer, for any and all types of properties, at the first substantive contact.



www.dos.ny.gov/licensing/docs/2156.pdf

Agree to....

The REALTOR® Fair Housing Declaration – a personal commitment to Fair Housing



<https://www.nar.realtor/fair-housing/fair-housing-program/fair-housing-declaration>



Promoting Equal Access to Housing...

As we acknowledge and celebrate the 53rd year of the Fair Housing Act, REALTORS® recognize the significant role they play in the promotion of the Fair Housing Act goal... to end housing based discrimination.



FEATURED SPEAKER:

Kenneth Walden

Managing Attorney for
Access Living of Metropolitan Chicago

“We envision a world
free of discrimination -”

September 14, 2021



12:00-1:30 pm (11:30 am Sign In)

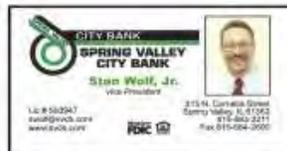


IVCC

Administration Building C
Room CTC124-125
815 N. Orlando Smith Rd
Oglesby, IL



Lunch Sponsored by:



Please indicate below if you have dietary restrictions!

RSVP Needed by September 6th:

Public Welcome

Name: _____
 Name: _____
 Name: _____
 Name: _____

ivrealtors@yahoo.com 815-224-1868 fax: 815-224-1816

EQUAL OPPORTUNITY IN HOUSING



BOOK DISCUSSION / CLUB

Hosting a book club dealing with themes of bias and discrimination provides members an opportunity to take an in-depth look at fair housing issues. Having the shared experience of reading a text and the opportunity to ask questions in the safe space of a conversation led by an experienced moderator empowers members of all backgrounds to engage and learn.

Numerous books explore the history of housing discrimination and the experience of shut-out homebuyers. Whether the discussion is led by the author or by a knowledgeable third party, readers can gain insight from the text and from their fellow readers. Visit the Success Stories Illustrated section below for a list of Fair Housing book recommendations.

Ideas for Implementation

NAR, other associations and fair housing advocacy groups provide lists of fair housing-themed books. If speaker fees are out-of-reach, you should be able to find a community leader, staff member from a local housing agency, or an instructor from a local college or university who will be glad to lead the discussion.

- Invite all your community partners: show the public and your elected officials that REALTORS® are allies in fair housing efforts and want to have these conversations.
- Give registrants plenty of time to read the book! Everyone is busy. If you are supplying the book, get them to participants at least two months in advance. Make it clear that everyone is welcome to the discussion, whether they've managed to read the book or not.
- Charge a "skin in the game" fee for the book, if you are supplying it. This makes it much more likely that registrants will show up for the discussion.
- You may have to contact a high-profile author through an agent or publicist. These professionals are typically helpful and motivated to promote their talent.
- Record the discussion and post to YouTube as a perpetual resource. Just make sure you get the author's permission and inform all participants.
- Have several "just in case" questions to get an author's Q&A session rolling, or to inspire the audience. Consider framing this question around an issue in the local region.
- Don't be too rigid in the discussion. Use the book as a starting point, but if participants want to talk about personal experience, let them share and explore.
- Gather feedback after the event to make the next one even better.
- State and local REALTOR® associations may apply for a Fair Housing Grant to offset speaker, book material and marketing-related expenditures.

Success Stories

Columbus Association of REALTORS® [OH]

The Columbus Association of REALTORS® hosted three well attended, well-received book-club conversations featuring Richard Rothstein on *The Color of Law*, Eddie Glaude, Jr., on *Begin Again* and Arshay Cooper on *A Most Beautiful Thing*. The association's Manager of Equity & Impact claimed the events empowered members to engage in tough discussions within the safe context of a literary text.

Elected officials and community partners, whether they attended or not, learned that REALTORS® in Columbus take fair housing issues seriously and are working to achieve greater equity and inclusion in their industry and in their communities. Visit the Success Stories Illustrated section below to see promotional flyers or read more at <https://realtorparty.realtor/about-us/columbus-realtors-launches-book-club-as-a-safe-space-for-tough-conversations>

Heartland Association of REALTORS® [IL]

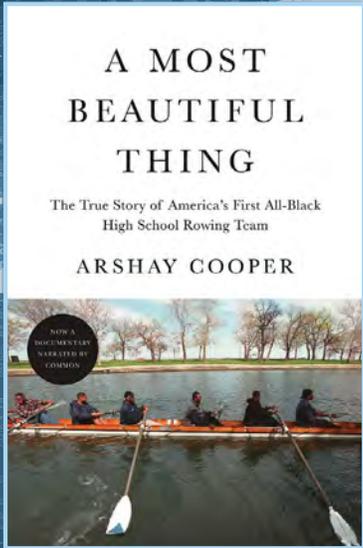
When the DEI Committee of the Heartland Association of REALTORS® surveyed its members about the meaning of “Diversity, Equity & Inclusion” and received responses like “Don’t talk about race,” it knew that it had work to do. Teaming up with two neighboring REALTOR® associations and the McHenry County Housing Authority, it hosted the first of three book discussions planned for the year: Richard Rothstein, presenting *The Color of Law*.

Over 75 members from across the three associations received the book and tuned in to the virtual “book club” to hear Rothstein discuss the painful history of systemic housing discrimination in America. In a follow-up survey, some asked for a Continuing Education course on the subject, others requested talking points to share their new knowledge with others. Visit the Success Stories Illustrated section below for more information about this series.

Success Stories Illustrated

Fair Housing Book Recommendations: <https://www.nar.realtor/fair-housing/fair-housing-book-recommendations>





Join us for our next

VIRTUAL CONVERSATION

with Arshay Cooper
author of *A Most Beautiful Thing*

THURSDAY, JUNE 24 • 1-2P

A boat in the lunchroom, a poster that read “Join the Crew Team,” and a decision that will forever change the life of Arshay Cooper, and his fellow teammates.

This memoir is the inspiring true story about the most unlikely band of brothers that form a family, and forever change a sport that takes them from the streets of Chicago to the hallowed halls of the Ivy League. But Arshay and his teammates face adversity at every turn, from racism, gang violence, and a sport that has never seen anyone like them before.

ABOUT THE AUTHOR

Arshay Cooper is a Rower, Benjamin Franklin award-winning author, the protagonist of the critically-acclaimed film “A Most Beautiful Thing,” A Golden Oar recipient for his contributions to the sport of rowing, motivational speaker, and activist, particularly around and issues of accessibility for low-income families. Arshay works with the George Pocock Foundation and A Most Beautiful Thing Inclusion Fund to bring rowing to under-resourced communities.

BOOK AND REGISTRATION

A Most Beautiful Thing” can be picked up at any local bookstore or online at Amazon.com. There is no charge to participate in the conversation, but registration at ColumbusRealtors.com is requested.

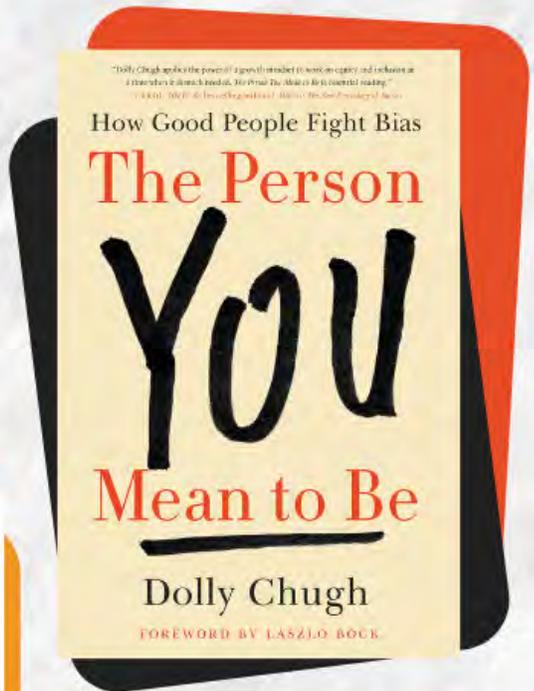
This conversation is a part of a series of conversations hosted by Columbus REALTORS® Diversity, Equity and Inclusion Committee Book Club.



Join Heartland in our
**Summer
Book Club**

"This is a book for anyone who thinks of themselves as a pretty decent human being but who knows, deep in their heart, they could be better."

-Angela Duckworth, Founder and CEO
of Character Lab



Zoom Meeting Date: Friday, Sept. 24th, 1 pm

**Heartland will not be providing copies of the book.*

SHARING STORIES

Stories of personal experience can be more compelling than any other kind of narrative. Testimonials from REALTOR® or associate members recounting their own encounters with discrimination, whether personally or in professional practice, can drive home the fact that bias and unfair treatment exists and often affects people we know.

Sharing stories about efforts to combat racism and ensure equal professional treatment in all real estate transactions can inspire colleagues to adopt similar stances. Showcasing this type of content on platforms that your association already uses can be a low-cost, high-impact way to heighten awareness and demonstrate the importance of fair housing law.

To commemorate the 50th anniversary of the Fair Housing Act, the REALTOR® Party collected first-hand stories about discrimination from individual members and associations across the country. These two-to-three paragraph “Showcase Stories” were featured on the Homeownership Matters website, forming a poignant body of material that revealed the hurt caused by bias, assumptions, prejudice, and misunderstandings in the industry and the community.

From an Indian REALTOR® who experienced personal prejudice from less-than-collegial colleagues to a Black REALTOR® unable to get listings in certain neighborhoods, true stories from within the industry struck a sobering note. The page also featured heartening stories about the good works of individual REALTORS®, and associations who wrote in about their plans to celebrate and uplift the Fair Housing Act. For more information visit <https://www.nar.realtor/fair-housing-act/fair-housing-makes-us-stronger-commemorating-50-years-of-the-fair-housing-act/showcase-stories>

Ideas for Implementation

- When soliciting stories from members and associates, provide a clear framework for the collection and how it will be used. Explain that these personal stories will help to highlight the work that still needs to be done to eradicate discrimination.
- Consider a prompt to inspire storytelling and personal recollections, such as a fill-in-the-blank statement like “I was the object of bias in the workplace when...”, or “I work to uphold fair housing laws by...”
- Assure members that they can be anonymous storytellers, if they choose.
- A simple intake form (like a Google doc) on your website will help process initial story submissions. Ask for contact info and a sentence or two outlining the story. Acknowledge all entries and pursue those with the most promise. A writer on staff can also conduct a brief interview and write up the story or help edit member-submitted drafts.
- Consider creating a dedicated webpage on your site to showcase the stories. Weave them into a social media campaign or feature one or a few at a time in your regular email or newsletter communications during Fair Housing Month.

SYMPOSIUM / FORUM

If you have the capacity to produce a more complex event, a symposium or forum featuring multiple speakers on various topics brings an abundance of in-depth information to your members and the broader community. Teaming up with community or regional partners can lighten the burden of organization, while expanding the audience – and the impact. Partnering with the town, city, or a local college or university might help secure a convenient facility for the event, as well as leads on experts to present sessions or serve on panels.

An in-person symposium is typically a comprehensive event concentrated over the course of a day. A virtual forum, inherently more flexible, can deliver the same level of information at lunchtime every day for a week, but does not provide the same opportunities for engagement and networking. A hybrid model may be ideal.

Ideas for Implementation

- When developing a symposium, look for community partners with similar goals to help you share resources and reach a wider audience.
- Planning a first symposium could start as early as six months in advance, but subsequent events will have the benefit of that initial framework and experience. Marketing should begin about a month in advance.
- In addition to standard fair housing topics covering federal law and law enforcement, offer sessions that reflect current events, regional interest or updates to existing regulations.
- Look for speakers among local policy makers and housing experts, as well as representatives from protected classes, such as leadership from minority real estate groups.
- For a panel discussion, share questions with panelists in advance. Consider asking all panelists the same general questions, plus one question specifically related to his or her role or area of expertise.
- Allow for Q&A to give the audience a chance to engage and feel a connection with speakers and peers.
- State and local associations can apply for a Fair Housing Grant to offset event expenses.

Success Stories

Inland Valleys Association of REALTORS® [CA]

For years, the Inland Valleys Association of REALTORS® in southern California has been a sponsoring partner of the annual Housing Conference produced by the Fair Housing Council of Riverside County (FHCR). The two organizations' complementary strengths make them ideally suited to engaging the community in learning about key fair housing issues.

FHCR, the jurisdiction's official fair housing authority, establishes topics and identifies expert speakers. The REALTORS®, with help from the REALTOR® Party, support speaker fees, extensive marketing, video production, a dedicated webpage, and admission for all IVAR members. When the pandemic prevented the conference from happening in person, the sponsors took it online: an easily accessible week-long format of one meeting a day, and topics that included "Fair Housing Post-COVID-19," and "Impediments to Affordable Housing & Fair Housing" attracted a sizeable audience hungry for information. Visit the Success Stories Illustrated section below for more information about this event.

Birmingham Association of REALTORS® [AL]

The Birmingham Association of REALTORS® topped a year of robust virtual education programs with an in-person Fair Housing Summit at the Birmingham Botanical Gardens that was streamed live by nearly 600 viewers. The panel format featured a member of the Birmingham City Council, HUD's Southeast Regional Administrator, NAR's Senior Policy Representative for Fair Housing, the Regional VP of the National Association of Real Estate Brokers, the President of the Birmingham Chapter of the Asian Real Estate Association, and several key members of BAR's leadership.

The two-hour presentation was moderated by a local evening news anchor, who guided the panel through an extensive range of questions tapping into their collective expertise and individual insights. Not only did the engaging program shed light on a host of fair housing issues, it strengthened many important relationships among the REALTORS® and their guests. Visit the Success Stories Illustrated section below for more information about this activity or read more <https://realtorparty.realtor/homepage/success-story/birmingham-fh-0721>



Success Stories Illustrated



2021 FAIR HOUSING ROUNDTABLES

APRIL 26, 2021 - APRIL 30, 2021

In honor of National Fair Housing Month, FHCRC invites you to join a 5-day series of roundtable discussions.



Please register at:

<https://fairhousingroundtables.eventbrite.com>



Margaret Elder, Esq.
Law Offices of Elder & Spencer



Christopher Brancart, Esq.
Law Offices of Brancart & Brancart



Morgan Williams, Esq.
National Fair Housing Alliance



Bruce Kulpa, President/CEO
Riverside Housing Development Corporation

ROUNDTABLE TOPICS

- Disability Related Housing Discrimination
- Sex Discrimination
- Design and Construction Accessibility Requirements
- Fair Housing Post COVID-19
- Impediments to Affordable Housing & Fair Housing

SPONSORED BY:



Fair Housing Council of Riverside County, Inc.

4164 Brockton Ave., Riverside, CA 92501

Website: www.fairhousing.net * Email: fhcrc@fairhousing.net

Phone: 951-682-6581 - TTY 1-800-735-2929



This material is based on work supported by the Department of Housing and Urban Development (HUD) under FHIP Grant FPE119007. Any opinion, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of HUD



THE PATHWAY TO HOME OWNERSHIP A BROWN BAG SERIES

CELEBRATING FAIR HOUSING FRIDAY, APRIL 16

Shelia Smoot – Moderator

Welcome to the Brown Bag Series

Kelli Gunnells
2021 BAR President

William Parker
Birmingham City Council
President

A Journey Through Fair Housing

Patti Stone
BAR Board Member

An Overview of Local Fair Housing Efforts

Lila Hackett
Executive Director of Fair
Housing Center of North
Alabama

State of African American Real Estate

Marcus Brown
NAREB Regional Vice
President, Region VI

State of Hispanic American Real Estate

Tony Alvarez
Chairman of Diversity
Committee

State of Asian American Real Estate

Manisha Munikar
President of Birmingham
Chapter of Asian Real
Estate Association

NAR Fair Housing Report

Alexia Smokler
Senior Policy
Representative, Fair
Housing

HUD Efforts and Closing Remarks

Michael L. Browder
HUD Deputy Regional
Administrator, Region IV



AWARENESS / EDUCATION CAMPAIGN

Sometimes you don't need to convince decisionmakers or the public of a fair housing issue, you simply need to make them aware of it. Whether you want to convey a big-picture message or a more specific concept, broadcasting it far and wide is a valuable public reminder that REALTORS® are champions of fair housing for all.

Your options for getting the word out are limited only by your budget, your imagination, and possibly some local sign ordinances. Digital advertising will capture the attention of an online audience, while eye-catching billboards or large-format print media on buses and transit stations engage viewers on the go. Public service announcements via video, radio, television, and newspaper can stand alone, or help build an effective multi-layered campaign.

A colorful portfolio of fair housing assets within the **“That’s Who We R”** campaign includes eye-catching graphics and compelling copy for use on everything from e-mail signature blocks to billboards.

In advance of the Fair Housing Month every April, a range of special materials from social media assets to proclamation copy for your local government entity is available to call attention to the Fair Housing Act.

Ideas for Implementation

- Some billboards are worth more than others. The ones on more heavily traveled roads will cost more, but a salesperson may throw another in a less-traveled location into the bargain, which will still add value to your campaign.
- Billboard rentals vary regionally. They may be available by the week, or by the month. A change of graphic will catch the attention of regular commuters and travelers.
- A communications or public relations company will be able to create a simple digital media campaign.
- Placing a basic paid Facebook ad or Google display ad is fairly user-friendly, but it is worth working with a professional company to place a more extensive media buy for online advertising, as they can analyze viewer engagement and adjust the campaign accordingly.
- In creating video advertisements, perform advance work before engaging a production company. Go in knowing what you want and with a draft script, so that production professionals can more effectively serve your campaign.

- A good production company with connections to broadcast and cable networks and streaming services can negotiate advantageous placements for video-spots. Some companies offer a flat rate for their services, including production, post-production editing and market distribution.
- State and local REALTOR® associations may apply for a Fair Housing Grant to offset consultant, marketing and production-related expenditures.

Success Stories

Greater Baltimore Board of REALTORS® [MD]

In the summer of 2020, the leadership of the Greater Baltimore Board of REALTORS® issued a public statement denouncing systemic racism and other challenges to fair housing. It followed the statement with a high-profile public awareness campaign, producing three 30-second videos featuring the Board President, the President-Elect and the Mayor of Baltimore to air extensively on local broadcast and cable networks and on social media.

The branded spots directed viewers to [Housing4Everyone.com](https://housing4everyone.com), a new website that links to the board's fair housing page, where users found a wealth of information and resources for consumers and industry professionals alike. The REALTORS® did much of the front-end work on the videos, devising the format and producing the scripts. Then, they worked with a production company that was well-connected in the local media universe to create a polished and compelling final product, with prominent placement on regional airwaves and digital systems. Read more at <https://realtorparty.realtor/homepage/success-story/baltimore-fh-0122>

Massachusetts Association of REALTORS®

In order to improve understanding of fair housing rights on both sides of a landlord-tenant relationship, the Massachusetts Association of REALTORS® teamed up with Suffolk University Law School to create a content-rich digital public awareness campaign that generated over 3.5 million impressions over a four-month period.

Leveraging their shared interest in upholding fair housing laws and preventing source of income discrimination (a protected class in Massachusetts), promoting workforce housing, and housing affordability, the two organizations formed a formidable partnership: the law school created content for a micro-site, and the REALTORS® produced a paid social and display media campaign driving viewers to the site and its resources, including a 15-second video. Two different sets of messages, one for tenants and one for landlords, caught the attention of all interested parties, and beyond the millions of clicks, over 120K viewers watched the informative video from start to finish.

Staten Island Board of REALTORS® [NY]

To promote the importance of fair housing throughout its community, the Staten Island Board of REALTORS® established an annual Fair Housing Calendar Contest open to all 5th-grade students in the 88 schools in its island jurisdiction. “Diversity in the Community is a Fair Housing Goal” was the art-prompt for entries for the first calendar; more importantly, the REALTORS® and their co-branding partners want it to become the basis for meaningful classroom conversations. SIBOR chose to co-brand the calendar with Project Hospitality, a local non-profit providing for the underserved and vulnerable populations in the community; the REALTORS® take pride in supporting this organization and have honored its activist-founder with a Community Service Award. Logos of the state and national REALTOR® associations will also appear on the calendar, along with statements asserting their commitment to fair housing. The calendar, distributed to participating schools, REALTOR® members and their clients, elected Staten Island officials, and Project Hospitality, will be a powerful visual reference and a valuable lesson to an up-and-coming generation.

Connecticut Association of REALTORS®

When the Connecticut Association of REALTORS® sought to make the public aware of its commitment to diversity and fair housing, it took its show on the road – literally. Renting billboards on major thoroughfares across the state, it installed bold “Hate Has No Home Here” and “Good Neighbors Come in All Colors” displays from NAR’s library of assets from the fair housing Consumer Ad Campaign, prominently branded with the state association logo. To maintain viewer engagement and create a multi-layered campaign, a new version of the boards was rolled out after several weeks.

REALTOR® members were excited to see the positive content writ large, but the association really knew they were getting the message across when members of the public began posting photos of the boards on social media.



Success Stories Illustrated

Greater Baltimore Board of REALTORS® ' Fair Housing page /
Housing4Everyone.com:

<https://gbbr.org/consumers/fair-housing/>

Massachusetts Association of REALTORS®' Fair Housing Webinar

Fair Housing: Past to Present

Attorneys from Suffolk Law School's Housing Discrimination Testing Program discussed fair housing history, the current landscape and best practices with a focus on promoting racial equality and avoiding discriminatory practices. They shared results from recent research on race and source of income discrimination in the rental market, which illustrates how systemic racism has laid the framework for our current fragmented society.

Presenters:

Jamie Langowski, Esq., Assistant Director, Housing Discrimination Testing Program

Catherine LaRaia, Esq., Director of Investigations and Outreach, Housing Discrimination Testing Program

<https://www.marealtor.com/fair-housing/>



NAR's "That's Who We R" Fair Housing Assets



FAIR
HOUSING FOR ALL

REALTORS® are members of the National Association of REALTORS®



State and Local Consumer Ad Campaigns



CT
REALTORS®

Good Neighbors Come in All Colors



**DISCRIMINATION HAS
NO HOME
IN REAL ESTATE**

R REALTOR
**HEARTLAND
REALTOR®
ORGANIZATION**
MCHA
For Home, For Hope... With You.

PARTNERSHIP DEVELOPMENT

A like-minded organization can give you a broader perspective, wider audience and added support as you work towards shared fair housing goals. This partnership might develop organically as you work with other organizations on your projects. Or, consider reaching out to an agency, non-profit, municipal or county office as an ally in a new fair housing enterprise. These partners can enrich your initiatives, lighten your workload and reduce your expenses.

Ideas for Implementation

- The best partners complement each other's strengths. An organization with few financial resources might still bring a strong reputation, access to expertise, volunteer power, valuable contacts, an extensive mailing list or convenient facilities.
- In forming a partnership, develop and maintain a clear understanding of expectations.
- Decide on a clear system of communication, including key contacts, frequency of calls, regular meetings and scheduled check-ins regarding a project or event.
- Cast a wide net by having all the organizations involved share announcements, invitations and reminders through respective mailing lists and social media channels.
- Coordinate press releases or create joint releases to present a united front.
- State and local associations can apply for a Fair Housing Grant to offset meeting or marketing costs.

Success Stories

Minneapolis Area REALTORS® [MN]

The Minneapolis Area REALTORS® became a founding partner of the Just Deeds Coalition through the grassroots involvement of several of its volunteer leaders who were active in diversity, equity, and inclusion initiatives in their own brokerages and communities. When City of Golden Valley attorneys sought their professional expertise regarding the racial covenants that remain on local real estate deeds, the informal assistance grew into a project teaming the REALTORS® knowledge with the resources and reach of the municipality: they developed 'Just Deeds,' a multi-jurisdictional coalition that identifies and removes racial covenants from property deeds in a free process at point-of-transaction, allowing homeowners the chance to renounce the shameful restrictions once attached to their property.

As the Just Deeds concept took form, the REALTORS® involved asked their local association for support. As a founding partner, Minneapolis Area REALTORS® has contributed resources, content, and expertise to the coalition, and it is also spreading the word to neighboring cities and fellow REALTOR® organizations.

Mindful of the role that discriminatory real estate practices had in Minnesota's notable racial homeownership gap, the REALTORS® – as individuals and as an association – recognize how important it is for the profession to be involved in breaking down the barriers, and to correct common misconceptions about the racial disparity. Their founding partnership in the Just Deeds Coalition is a decisive step in the right direction..

Jefferson City Area Board of REALTORS® [MO]

With only about 300 members, the Jefferson City Area Board of REALTORS® leverages the impact of its efforts through a strong working partnership with Missouri's capital, the City of Jefferson. Every year, the REALTORS® and the city join forces to produce a free Fair Housing & Diversity Workshop.

The event begins with a planning session to brainstorm hot topics and knowledgeable speakers, a process that benefits from the partnership's collective range of contacts, experience and resources. Case in point: in 2020, the REALTORS® were aware that HUD's new **Assistance Animal Notice** was an issue of considerable interest to local property managers.

The city asked the local Enforcement Branch Chief of HUD to deliver an update at the workshop. Then, the REALTORS® reached out to invite their colleagues at the local apartment association, while the municipality sent flyers to all landlords registered with Jefferson City.

Addressing an active need, tapping the services of an expert, then reaching an interested audience, the session was a notable success.

The Fair Housing/Diversity Workshop actively attracts other state agencies and housing organizations as sponsors, which means even more productive relationships and potential partnerships. Visit the Success Stories Illustrated section below for more information about this event.

In addition, there is a longstanding tradition for the City Council to recognize the winners of the REALTORS®' annual Fair Housing Poster Contest at an April meeting, at which the mayor also issues a Fair Housing Month proclamation.



Success Stories Illustrated



Fair Housing / Diversity Workshop

Monday, Sept. 14, 2020 - 1-4:30 pm

Online via Zoom

RSVP: bit.ly/fhd0407

You will receive a Zoom invitation upon registration.

Who should attend? REALTORS, Landlords, Property Managers, Social Service Providers, and other Housing Stakeholders

Stay educated and informed on the topics of fair housing and diversity. Join us as we bring experts in to enlighten you.

1 p.m. - Welcome by Mayor Carrie Tergin

1:10 p.m. - Fair Housing Update including HUD's new Assistance Animal Guidance by Frank Montgomery, Enforcement, Branch Chief for HUD

2 p.m. - The Legacy of Segregation: Dismantling the Divide by Michelle Witthaus, Program Manager for Health Equity Works

3 p.m. - Low Income Housing in Jefferson City by Cynthia Quetsch, Executive Director of Jefferson City Housing Authority

4 p.m. - Road to Recovery presented by Susan Cook-Williams, Executive Director of River City Habitat for Humanity

If you have a disability requiring special accommodations, please advise.

This FREE event is proudly sponsored by

***City of Jefferson - Jefferson City Area Board of REALTORS, Inc. -
Commission on Human Relations for the City of Jefferson - Jefferson City Housing Authority -
River City Habitat for Humanity - Missouri Commission on Human Rights***

CO-BRANDED MATERIALS

When your association develops materials for a fair housing project, campaign or event, it has a valuable opportunity to broaden its reach by linking its identity with that of another known entity. Co-branding with a partner, whether a local jurisdiction, department, non-profit organization, trade association, or even an individual can bring any project an added level of authority and prestige, which also reflects on your board and REALTOR® members.

A partner's reputation, mailing list and contacts can help deliver your content to an audience beyond your current scope. Sharing resources and identities can be another advantage of co-branding. In creating the materials, whether they are digital, print or video, having an active partner can lighten the load as you tackle content, editing, design and production. But even beyond financial support, a logo of a prominent partner is valuable in itself.

Ideas for Implementation

- Develop brandable projects or opportunities with existing partners, or identify an organization or individual whose fair housing values match those of the REALTORS®.
- Choose a co-branding partner with legitimacy, credibility, and authority on prevailing social issues in your community.
- Effective partnerships can be forged with any entity or individual that makes a positive contribution to the community, not just housing organizations or agencies. Don't overlook the value of forging co-branding relationships with groups that help the neediest residents of a community. People who have been helped by REALTORS® early in their journey will remember and trust REALTORS® when they're looking for housing.
- If local political powers are not inclined toward the interests of real estate or business, a visible partnership with a non-profit can garner respect results.
- Your partner in co-branding may not be able to contribute anything but a logo to the branded item. But, even if it falls to your association to bear the entire cost of content, design, and printing/production, the positive association may be worth it.
- State and local associations can apply for a Fair Housing Grant to offset the cost of producing and marketing co-branded materials.

Success Stories

REALTORS® Association of Northeast Wisconsin [WI]

NeighborWorks Green Bay, a respected housing non-profit and valued partner of the REALTORS® Association of Northeast Wisconsin, was looking to update its outdated tri-fold fair housing brochure.

The REALTORS® were looking for a way to keep fair housing issues at the forefront of members' minds, express their support of fair housing within the community, and strengthen their working relationship with NeighborWorks. This was a perfect co-branding opportunity! RANW created the brochure in-house, hitting the highlights of Wisconsin fair housing law, requirements and violations, and providing resource lists with contact information.

A grant from the REALTOR® party covered printing costs, and a PDF of the brochure is available on the RANW website for members to download and share. In a local political climate where the REALTOR® association might not always have a voice, a shared and visible interest in fair housing is one way to be heard.



Success Stories Illustrated

Resource & Contact Information

If you believe you have been discriminated against, a complaint must be filed within one year with either the Equal Rights Division or through circuit court. Follow the directions on the complaint form to submit your complaint for investigation. The Equal Rights Division has the power to investigate complaints, hold formal hearings, award remedies and facilitate settlement between parties.

Phone

Speak with an FHEO intake specialist by calling (800) 669-9777 or (800) 877-8339.

You may also call your regional FHEO office:

Region V- Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin

Chicago Regional Office of FHEO

U.S. Department of Housing and Urban Development

(312) 913-8453

(800) 765-9372

TTY (312) 353-7143

Civil Rights Complaints: Email to ComplaintsOffice05@hud.gov

Fair Housing Discrimination Complaint Form ERD-10240

(English)- <https://dwd.wisconsin.gov/dwd/forms/erd/erd-10240.htm>

(Spanish)- <https://dwd.wisconsin.gov/dwd/forms/erd/pdf/erd-10240-s.pdf>

For more information

U.S. Department of Housing and Urban Development (HUD)

(800) 669-9777 or (800) 927-9275 TTD/TTY

www.hud.gov

Fair Housing Center of Northeast Wisconsin

<https://www.fairhousingwisconsin.com>

4650 Spencer St. #2 Appleton, WI 54914

(920) 560-4620

Provides fair housing services from Oshkosh to Green Bay and the surrounding area.

Metropolitan Milwaukee Fair Housing Council

<https://www.fairhousingwisconsin.com>

759 N. Milwaukee Street, St. 500 Milwaukee, WI 53202

(414) 278-1240

Independent Living Centers, Councils, and related organizations

<https://www.ilru.org/projects/ci-net/ci-center-and-association-directory-results/WI>

Wisconsin Coalition for Advocacy (Disability Rights Wisconsin)

<https://disabilityrightswi.org/>

Provides protection and advocacy for people with disabilities throughout

Wisconsin, assisting people with Section 504 and Fair Housing Act discrimination complaints.



CDC (2020)/Unsplash.com

Tierra Mallorca (2019)/Unsplash.com



Founded in 1982, NeighborWorks Green Bay is a resident-led 501(c)(3) nonprofit corporation and a Community Housing Development Organization (CHDO). We are a proud member of the National NeighborWorks Network.

Our Vision

Be a sustainable, recognized leader in community development, housing revitalization, and innovative homeownership solutions.

Our Mission

We solve housing challenges and build stronger communities

Contact Us:

437 S. Jackson St.

Green Bay, WI 54301

920-448-3075

info@nwgrenbay.org



Maria Ziegler (2019)/Unsplash.com



The REALTORS® Association of Northeast Wisconsin (RANW) is a trade association providing services to the real estate community in northeast Wisconsin, with membership of over 2500 professionals.

Our local Association is part of the greater real estate community, affiliated with the Wisconsin REALTORS® Association and the National Association of REALTORS®.

Contact Us:

W6124 Aerotech Dr

Appleton, WI 54914

920-739-9108

info@ranw.org

FAIR HOUSING FOR ALL.



Housing Discrimination is Illegal

The federal Fair Housing Act prohibits discrimination in housing related transactions because of race, color, religion, national origin, sex, disability or familial status. Many state and local laws also prohibit housing discrimination based on several additional protected classes.



Rajiv Poreta (2021)/Unsplash.com

The Fair Housing Act applies to a wide variety of housing transactions, including rentals, sales, home mortgages, appraisals and homeowners insurance. Landlords, real estate agents, lenders, insurance companies and condominium, cooperative and home-owners associations must not discriminate because of one's membership in a protected class.

You are discriminated against if you are a victim of:

- **False Denials of Availability:** Telling you a property is unavailable when it actually is available for rent or purchase.
- **Advertising Discrimination:** Ads or commercials that show a preference for or against any renter or buyer based on any protected class status.
- **Financing Discrimination, Unfair Lending, or Redlining:** Lenders changing the interest rates or terms of a loan, or denying you access to a particular neighborhood, because of your protected class status.
- **Blockbusting:** Inducing panic sales because someone of another race, color or religion is moving into the neighborhood.
- **Steering:** Directing you toward or away from a particular neighborhood because of protected class status.
- **Rental Discrimination:** Terms of rental must apply to all.



National Association of REALTORS®

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DISCRIMINATION

Federal and state laws make it illegal to discriminate in housing-related services and the sale, rental, or leasing of housing for any reason. This means the following characteristics cannot be taken into consideration when deciding whether to rent or sell to someone or to take them on as a client:

- Race
- Color
- National Origin
- Religion
- Sex (including the color of sexual harassment or sexually harassing)
- Gender identity and expression
- Sexual orientation
- Disability (either physical or mental)
- Age
- Familial Status (the presence of children under age 18 in the household)
- Marital Status
- Military Status
- Any other source of income (including Section 8 vouchers and other federal government assistance)

It is your responsibility as a real estate professional to treat all clients equally regardless of their ethnic characteristics. With the exception of some of these items, it is illegal to ask questions about these characteristics.

Who Are We?

HOME is a civil rights organization that has led the struggle for fair housing in Western New York since 1963. HOME's mission is to promote the value of diversity and to ensure all people an equal opportunity to live in the housing and communities of their choice.

- ### Call HOME:
- If you need help resolving an issue, including any of the issues discussed in this brochure
 - If you would like training or information on fair housing law
 - If you would like help drafting or reviewing a rental application
 - If you believe your client has been discriminated against
 - If you would like to report a fair housing violation

For Housing Questions:
 Call HOME at 716.854.1400
 OR
 Email info@homeny.org

- Examples of discriminatory activities:
- Refuse the government assistance
 - Refuse to rent to government assistance recipient
 - Refuse to rent to
 - Refuse to rent to a single parent
 - Refuse to rent to people
 - Refuse of employment income

IF WE TOLERATE DISCRIMINATION AND FAIR HOUSING VIOLATIONS, THEY WILL CONTINUE.

IF WE STAND UP, WE CAN MAKE A DIFFERENCE - FOR OURSELVES, OUR CHILDREN, AND OUR COMMUNITY.



FAIR HOUSING BASICS FOR REAL ESTATE PROFESSIONALS



1542 Main Street, Buffalo, NY 14209
 716.854.1400 • info@homeny.org

www.homeny.org

ADVOCACY

Associations can advocate directly with town boards, town councils, and state legislatures about important fair housing issues in the community. Attending public meetings, writing letters to public officials and even drafting legislation are all excellent ways of getting involved and educating your elected officials about the issues that impact your members and their clients.

To maximize its impact, issue a press release to announce your advocacy effort. Be sure to communicate about the event with your members and affiliates through your website, social media, and email. Invite their active participation to amplify the voice of association staff, particularly if the event is open to the public.

An official proclamation by your town, city, or county is another way to publicly recognize the importance of fair housing and signal to the world that the fair housing principles are a priority of your local government, in partnership with your organization. It should not be difficult to have a proclamation issued by any town office or city hall. Officials are often glad to take a meaningful stand on fair housing. **Proclamation language** is available on the REALTOR® Party website, which can be provided with your request for the proclamation.

Ideas for Implementation

- Find out when your town council or board will be meeting. Designate association staff to attend and present on local fair housing issues using NAR talking points.
- Draft a letter to your elected officials on a key fair housing issue in your community. Print it on your letterhead and have your leadership sign it.
- Hire a contractor to assist with drafting state legislative or local ordinance provisions that further fair housing.
- Have a press release ready for when your advocacy event takes place.
- Announce the proclamation to your members, affiliates and industry colleagues on your website and through social media.
- Download Fair Housing Proclamation language from [REALTORParty.realtor](https://www.realtorparty.com) and fill in the blanks. Prepare and submit the request for the proclamation in advance of Fair Housing Month in April to your City Clerk, City Manager and/or County Administrator. Allow 4-6 weeks for it to be taken to the governing board.
- Consider adding community housing partners and advocates for fair housing to the proclamation, to honor all who work to uphold the principles of the Fair Housing Act.

Success Stories

Long Island Board of REALTORS® [NY]

The Long Island Board of REALTORS® grew concerned that the town board in Riverhead, N.Y., was planning to implement changes in the town’s rental code that could potentially violate residents’ civil rights. The code’s amendments proposed a new legal definition of the term “family” and proposed to make it illegal for any tenants to occupy a rental unit in the town unless those tenants met the new definition. These changes had the potential to unlawfully discriminate against low-income and minority households, multigenerational families and aging parents or disabled individuals who live in a group setting. In addition, the change could potentially put housing providers in the position of having to ask questions that might violate the Fair Housing Act.

Through NAR, LIBOR was able to access the services of a consultant who helped the association craft a letter to the town and provided talking points for a presentation before the town board at a public hearing. The town board has postponed their vote on the rental code changes to examine the issue further. Visit the Success Stories Illustrated section below for more information about this activity.

Long Island Board of REALTORS® [NY]

The Long Island Board of REALTORS® worked with the Nassau County and Suffolk County legislatures to create a bill that allows homeowners to remove restrictive covenants from their property deeds—covenants that once prohibited people from certain racial and religious backgrounds from buying property on Long Island. Racially restrictive deeds were a pervasive part of real estate transactions during the twentieth century, and these covenants were embedded in property deeds all over the country to keep non-white people from buying or even occupying land.

Now, residents can remove these restrictive covenants from their deeds free of charge.

LIBOR also petitioned for a recording tool that would note all restrictive covenant removals so that the history of such covenants would not be erased. LIBOR was successful in obtaining this tool in in one county and will continue pressing for it in the second. Visit the Success Stories Illustrated section below for more information about this activity.



Dulles Area Association of REALTORS® [VA]

Serving the richest county in the nation according to U.S. Census Bureau data, the Dulles Area Association of REALTORS® is especially sensitive to the need for equal housing opportunity. Every year, it teams up with the Loudon County Housing Department to initiate a proclamation from the Board of Supervisors recognizing Fair Housing Month. Because there are many dedicated organizations working together and combining their advocacy efforts to meet common goals in the county, the names of eleven different entities appear on the document, which is presented during a business meeting of the Board. The REALTORS® are happy to share the credit – and the responsibility!

Illinois REALTORS® / Illini Valley Association of REALTORS® [IL]

The shared Government Affairs Directors of Illinois REALTORS® reached out seeking fair housing proclamations on behalf of all the REALTOR® organizations they advise and got a gratifying rate of return. In some cases, delegations of REALTORS® received the proclamations in person, and contributed public statements to the record.

“They were proud to have the opportunity to acknowledge real estate’s role in the past and assert that that is not who we are today, and, in fact, this is what we’re doing about it,” says one GAD.

It was an exciting opportunity to inform the public about the changes in the REALTOR® Code of Ethics, the Fairhaven program, and widespread diversity and inclusiveness training. This helps elevate the perception of the industry and demonstrates that REALTORS® are proactive agents of change, not just in conducting business, but as members of their broader Illinois communities.

In rural northern Illinois, meanwhile, the Association Executive of the Illini Valley Association of REALTORS® sent out approximately 50 letters of proclamation to all the village presidents in her three-county region. She requests that they sign and keep the certificate, and simply notify her when it’s official. In return, they are all invited to the association’s fair housing event in April. Visit the Success Stories Illustrated section below for more information about this activity.

Jefferson City Association of REALTORS® [MO]

In Jefferson City, Missouri, a Fair Housing Month proclamation is part of a feel-good annual ritual that was established many years ago. At an April City Council meeting, the winners of the Fair Housing Month poster contest sponsored by the local REALTOR® association are recognized, followed by the mayor issuing the proclamation. The fair housing double-header works so well, says the Association Executive, that the mayor’s staff now prepares the document as a matter of course.



Success Stories Illustrated



Labeling a family as traditional leaves room for mistreatment, exclusion and discrimination in the rental and buying process, which is a problem that still exists here on Long Island and needs to end."

- Marlo Paventi Dilts of the Long Island Board of REALTORS®

News story on Long Island Board of REALTORS® address to the town board of Riverhead:

<https://riverheadnewsreview.timesreview.com/2021/08/106573/critics-urge-town-board-to-drop-proposed-changes-to-rental-code/>

Long Island Board of REALTORS®' work on restrictive covenants:

<https://www.lirealtor.com/news/real-estate-news/view/news/2022/01/19/housing-on-long-island-just-became-more-inclusive>





CLOSING THE RACIAL HOMEOWNERSHIP GAP

While the overall US homeownership rate has surged in recent years to 65.5% (and 72.1% for White Americans), the homeownership rate for Black Americans remains much lower, and fell from 44.2% in 2010 to 43.4% in 2020. Homeownership rates for Asian Americans (61.7%) and Hispanic Americans (51.1%) were also lower than their white counterparts. If you are interested in supporting homeownership in your community, you may want to apply for a Housing Opportunity Grant. Read more about the grant at <https://realtorparty.realtor/community-outreach/housing-opportunity>, and download the toolkit at <https://realtorparty.realtor/community-outreach/housing-opportunity/toolkit>.

Success Stories

Columbus REALTORS® [OH]

The Mortgage Bankers Association is working to develop stronger and more effective affordable homeownership housing partnerships in the policy and business areas. Their first initiative, **CONVERGENCE Memphis**, was launched in March 2020, with the aim of strengthening Black homeownership in the Memphis metropolitan area.

So, when MBA reached out to Columbus REALTORS® 2021 President Michael Jones about their **CONVERGENCE Columbus** initiative, he knew he had to participate. Jones accepted an invitation to join the CONVERGENCE Columbus steering committee and represent REALTORS®. His involvement with the initiative has since continued to grow, and he has lent his expertise to their work in promoting sustainable affordable housing for underserved communities, with an emphasis on the needs of communities of color.

Though Jones works on a variety of efforts and initiatives for CONVERGENCE Columbus, there are several major areas in which his experience as a REALTOR® has been invaluable. He has been able to shine a light on the difficulties that Black and Brown people face when it comes to homeownership, such as barriers to obtaining financing, disadvantages in competitive bidding, and biased appraisals. He is also working to bridge the information gap for people of color and make information available from a trusted source. Among his recommendations is utilizing the local NAACP as potential ambassadors for housing information.

Jones works to ensure that the message about affordable housing properly reaches underserved people, while using a multifaceted approach that addresses a variety of community needs, such as credit issues or income insecurity. The goal is for CONVERGENCE to spread across the country, using scalable models based on peer cities.

CONTACT US

Thank you for reading the Fair Housing Grant Toolkit.

For additional information on the Fair Housing Grant and to access the application, please visit the REALTOR® Party website at <https://realtorparty.realtor/state-local-issues/issues/fair-housing>

Questions? Please contact NAR staff at

FairHousingGrants@nar.realtor

