

Avoiding Fair Housing Roadkill™ (3 Hours)

Course Description

Cultural diversity and Fair Housing laws affect every REALTOR® every day. This course explores why diversity is a good think, explains how to create advertisements that comply with the Fair Housing laws, and how to work with multicultural consumers. It also provides an in-depth understanding Fair Housing Laws and discusses their relationship to cultural diversity.

Learning Objectives

Upon completion of this course, participants will be able to:

- list and explain why diversity makes moral and financial sense
- describe why good, honest real estate professionals still get sued and or lose their licenses
- list the 10 biggest unconscious reasons why real estate professionals might decide against using exclusive agreements
- identify what a fair housing tester looks for
- identify the words that should be avoided in advertising at all costs
- list and explain the unique needs of multicultural clients
- list resources to meet the unique needs of multicultural clients
- list and explain the do's and don'ts of working with multicultural clients

Timed Outline: Fair Housing™

Time	Topic
15 Minutes	Welcome and Opening Remarks
15 Minutes	Why Diversity?
15 Minutes	Diversity Meets Fair Housing
15 Minutes	What a Good Fair Housing Tester Looks For
20 Minutes	Federal Fair Housing Laws
15 Minutes	Fair Housing and Proofing Your Ads
15 Minutes	Multicultural Advertising
10 Minutes	Types of Buyers: What and Where They Buy
15 Minutes	Trends in Population
15 Minutes	Globalization: Why Foreigners Invest in U.S. Real Estate
15 Minutes	Cultural Differences: Educating the Buyer
15 Minutes	Impact of Diversity

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Telephone: 773-404-7721 Fax: 773-913-2200

Web Site: TerryWatson.com