

Fair Housing in Action

Professionalism, Opportunity, and the REALTOR® Standard

Easy Sales Meetings | April 2026

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Meeting Overview

Today's Objective: Understand fair housing not as a compliance checkbox, but as a business strategy that expands your market reach and builds trust with every client.

April is Fair Housing Month

- 1. Consistency in Service
- 2. Language & Advertising
- 3. Strategy, Not Just Compliance

Consistency in Service

Same process for every client, every time

Standard procedures: consultations, showings, offers, negotiations

First-time buyer or million-dollar buyer — your process should look the same

Elizabeth Mendenhall participated in NAR's fair housing audit — testers over 6 months to ensure consistent service practices.

How consistent are YOUR client processes? Review them this week.

Language Matters

Describe the PROPERTY

Focus on features, location, amenities. Keep descriptions neutral and factual.

Watch your:

- MLS descriptions
- Social media posts
- AI-generated copy

Watch Out For

'Great for families', 'Safe neighborhood', 'Near good schools' — these phrases can signal steering. Focus on facts instead.

"Trust is the glue of life. It's the foundational principle that holds all relationships." — Stephen Covey

Strategy, Not Just Compliance

Compliance Mindset	→	Strategy Mindset
Avoid a fine		Capture more market share
Set of don'ts		How can I help others?
Avoid wrong words		Reach every right buyer
Checkboxes		Meaningful connections

If your marketing speaks to only ONE demographic, you're leaving 30–40% of potential buyers on the table.

The Sam Walton Story

Sam Walton, founder of Walmart, had a simple rule: greet every customer the same way. No matter their background, appearance, or perceived spending power. He never knew who might become his best customer. That same principle applies to real estate. You never know who's on the other side of that phone call or website inquiry. Treat everyone the same. Make every client experience first-class. That's not just fair—it's smart business.

Treat everyone the same. That's fair housing in action.

Your Action Plan

1

Review Your Client Process

Is it consistent for every client? Same consultations, showings, follow-ups for all?

2

Audit Your Marketing Language

Does it describe property features, not people? Check MLS, social, and AI-generated copy.

3

Shift to Strategy Mindset

How does fair housing help you grow your business and reach more buyers?

NAR Resources

Fairhaven

Interactive online simulation for fair housing practices

Implicit Bias Training

Understand unconscious bias in client interactions

At Home With Diversity

Comprehensive guide to inclusive business practices

Visit: nar.realtor

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Thank You