

STRENGTH THROUGH DIVERSITY

By Amanda Thorogood

“Three-quarters of people forming households in America right now are from a multicultural background,” explains Fred Underwood, the Director of Diversity for the National Association of REALTORS®.

“Having diversity within the fabric of the association helps shape education and professional standards, and increases engagement between REALTORS® and the communities they’re serving,” he continues.

More than an awareness of the diversity in real estate, Underwood represents the REALTOR® association’s appreciation of the positive impacts multicultural neighborhoods have on the marketplace.

“We need continued engagement between REALTORS® and members of these growing populations,” Underwood says, “It helps us become a better association.”

Echoing this same sentiment, organizations comprised of REALTORS® and other real-estate professionals have developed throughout the country with varying, but equally valuable, focuses on representing buyers and sellers of a specific minority. Each group represented hosts a number of advantageous opportunities throughout the year for both members and non-members to participate in. There are educational, networking, and business events related to serving homeowners within a particular concentration.

All REALTORS® are encouraged to participate in these groups regardless of their own cultural backgrounds.



**ASIAN REAL ESTATE ASSOCIATION OF
AMERICA**

As the only trade association dedicated to representing the interests of the Asian real estate market nationwide, AREAA represents real estate and housing-related





professionals that serve the diverse Asian American market.

“On the local level, AREAA provides education, networking, and business opportunities to members serving the Asian population in the state,” explains Meiling Kraverik, Founder and President of the Central New Jersey Chapter, “while on the national level, AREAA provides international value, serving as the hub between the U.S. and Asia for foreign buyers.”



NATIONAL ASSOCIATION OF HISPANIC REAL ESTATE PROFESSIONALS®

With a mission to increase the rate of home ownership amongst the Hispanic community, NAHREP® is “the voice for Hispanic real estate,” explains Eduardo Cernuda, the President of North New Jersey NAHREP®.

Being that 50 percent of first time homebuyers in the last year were Hispanic, becoming a member of the organization — on both the local and national levels — presents a tremendous business opportunity for REALTORS®.

“NAHREP® is a tool for REALTORS®,” Cernuda says. “It provides opportunities for networking within the industry, obtaining referrals and receiving assistance if there is a language barrier. This is no longer a niche in the marketplace; we are a core market.”



NATIONAL ASSOCIATION OF REAL ESTATE BROKERS

For more than 60 years, NAREB – which was chartered by African American real estate professionals out of a need to secure the right to equal housing opportunities — has supported legislative initiatives that ensure the availability of fair and affordable housing for all Americans. With local chapters across the country that embrace the ideals of promoting democracy in housing, NAREB, whose members are commonly referred to as

Realists, offers training and educational opportunities geared towards providing members with the tools they need to better serve their target markets.



WOMEN'S COUNCIL OF REALTORS®

As its name suggests, the Women’s Council of REALTORS® is a professional network of successful REALTORS® focused on advancing women as leaders in the industry as well as in the communities they serve.

With five local chapters in New Jersey alone, the Women’s Council strongly believes that positive change comes from greater inclusion of women’s perspectives in positions of influence within the real estate industry. As such, the organization provides an environment of collaboration for members to build and maximize relationships for business and personal success. ■

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