



# Broadening Our Horizons

## At Home With Diversity®, Generational Subcouncil Put Focus on Inclusion

On April 25, the CRRA Diversity Council hosted the National Association of Realtors® (NAR) At Home With Diversity® certification program. Mingle instructor Dana Rhodes facilitated the six-hour course.

The course is part of a comprehensive cultural diversity outreach program that will help real estate companies diversify their workplaces and improve the industry's ability to serve multicultural consumers. The training is built on the spirit of the Fair Housing Act and provides participants with tools to incorporate diversity outreach into their business plans to best serve a dynamic and growing market. The course is available to all professionals involved in real estate transactions.

The course was well attended by members of CRRA. Based on the class survey, all attendees were impressed with the course work, which helped open their eyes to the multicultural world in which we live and serve as Realtors®.

### First Generational Subcouncil Networking Event

Realtors® encounter people of different age groups who have unique communication styles, work ethics and leadership skills. The continual change in the demographics of CRRA membership creates generational diversity in the association. CRRA/CMLS President Dot Munson believes that taking note of generational diversity is important to move the association forward. Searching for ways to attract, retain and motivate the next generation of CRRA leaders is critical.

Earlier in the year, CRRA/CMLS President Dot Munson and a steering committee met to plan and develop the newest subcouncil to the CRRA Diversity Council: Generational.

On April 29, more than 90 members met at Byron's South End for the Generational subcouncil kickoff event. Attendees represented four generations identified as civics, baby boomers, generation Xers and generation Yers (millennials).

Members mingled and networked while enjoying the great food. The event began with music from many decades, which made members reflect on the past.

Munson and CRRA Diversity Council Chair Patrice Covington Green shared the association's vision for the Generational subcouncil, which is to broaden the voice of the four identified generations.

Marcia L. Jackson, president of Training Resources, was the special guest who gave an impressive presentation on "Bridging the Generational Divide." Jackson delivered interesting information about the four generations and why it is important for Realtors® to understand the dynamics of generational differences.

The next step for the subcouncil is to hold a strategic-planning meeting to develop ideas on how the association can assist the subcouncil in growing and developing the members' businesses and careers. For more information about joining the Generational subcouncil, contact Renee Ortiz-Aaron at 704-940-3156 or renee.ortiz-aaron@carolinahome.com. RR



TOP: Rocio Foley, left, David Papandrea, Lynn Johnson and Nydia Ferral.

CENTER: Brandon Dillahunt, left; CRRA/CMLS CEO Anne Marie Howard, Esq.; Nelson Woods; and Theatry Green.

BOTTOM: Mike Hege, left, Gretchen Reiners, Marcia L. Jackson and CRRA/CMLS President Dot Munson.