

Implicit Bias

Introduction

The Implicit Bias course covers important topics such as the differences between conscious and unconscious bias, inadvertent stereotypes that one may concoct based on previous experiences, how unconscious biases may affect a real estate deal, discussion about how to maintain inclusivity, and the best practices for identifying and mitigating biased behavior in a professional and personal environment.

Implicit bias can be defined as any unconscious held belief or association regarding a group of people. This course aims to initiate conversations regarding housing disparities and diversity in the real estate industry amongst a myriad of other topics. As mentioned previously, implicit bias occurs and transpires unintentionally, however, involuntary biases may negatively affect ones' work and aid in unwittingly discriminating against people from diverse backgrounds.

In order to curtail such behavior, it is important and encouraged to participate in implicit bias and cultural competency training. Understanding and overcoming ones' own implicit biases is a crucial component in improving personal growth, relationships with clients, and ensuring a successful and lucrative real estate career.

This course is designed to acknowledge implicit bias in the real estate industry; how it relates to fair housing laws, and possible consequences from feeding into such biases such as loss of clients or suspension of license.

Course Highlights

1. What is implicit bias?
2. Examining the Fair Housing Act and redlining—*how has implicit bias affected the Real Estate industry?*
3. Recognizing Implicit Bias—*how can implicit biases be identified?*
4. Techniques to improve relationships with different individuals—*what can real estate professionals and licensees do to combat biases?*
5. Consequences of feeding into implicit biases