

# Navigating Bias in Real Estate:

Navigating Bias in Real Estate: A Quick Guide for REALTORS®

Build trust, uphold Fair Housing, and serve every client with integrity.

## Why It Matters

Even well-meaning agents can carry unconscious bias. These biases—if unchecked—can lead to unequal treatment, Fair Housing violations, and missed opportunities to build trust across communities.

| SCENARIO                                  | BIASED BEHAVIOR               | Inclusive Alternative                               |
|---|-------------------------------|---|
| "They probably won't want to live there." | Steering based on assumptions | Present all options that meet their stated criteria |
| "This area is family-friendly."           | Implied Preference            | Highlight amenities without labeling who "belongs"  |
| "I relate better to this client."         | Unequal effort or attention   | Use standardized workflows for all clients          |

## Bias Interruption Toolkit

Use these strategies to override shortcut thinking:

- **Standardize your process:** Use the same intake forms, showing routines, and follow-up cadence for every client.
- **Pause and reflect:** When making assumptions, ask: "Did the client say this, or am I projecting?"
- **Use inclusive language:** Avoid coded terms like "safe" or "good schools"—offer data and let clients decide.
- **Educate yourself:** Take NAR's Bias Override course or try the Harvard Implicit Association Test.

### Sample "Pause and Pivot" Phrases

- ❌ "You probably wouldn't be interested in that neighborhood."
- ✅ "Here are all the options that match your criteria—let me know what stands out."
- ❌ "This home feels more suited to your lifestyle."
- ✅ "This property has features you mentioned - let's see how it aligns with what you're looking for..."
- ❌ "They probably won't want to live there."
- ✅ - "Let's include all areas that match your criteria—you can decide what feels right."



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Open your phone's camera and point it at the QR Code.

Tap the link that pops up to get started!

**Access the Full Diversity Library Here**

