



Your Real Estate  
Business Advocate!



**Facilitator:**  
**Jenny Pakula**

Deputy CEO/Assistant  
General Counsel,  
Oregon Association  
of REALTORS®

If your board or  
company would  
like to schedule this  
NAR-certified course,  
contact Jenny Pakula  
at (503) 362-3645 or  
(800) 252-9115.

Cost: \$50 per person  
(Does not include lunch).

Six hour course.

OREGON ASSOCIATION OF REALTORS® PRESENTS

## AT HOME WITH DIVERSITY™

# Diversity is Good Business!

Minority buying among African Americans, Asians, Hispanics and Native Americans is estimated at \$1 trillion, 300 billion.

The rapidly growing population of minorities and immigrants consider buying a home a top priority. This is your best chance to learn powerful strategies in dealing with changing demographic patterns plus receive NAR's "At Home with Diversity: One America" Certification.

### Here's what you will learn:

- "Consultative" selling techniques aimed at servicing needs and offering a variety of choices.
- How differences in cultural style impact real estate transactions and teach you to manage those differences as well as to build successful business relationships.
- To develop marketing approaches that fit the cultural patterns of different ethnic groups.
- How to build a business plan that includes reaching minority clients.

