

Cultural Awareness and Sensitivity

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The United States Census Bureau projects the nation will no longer have a white majority by the year 2043.

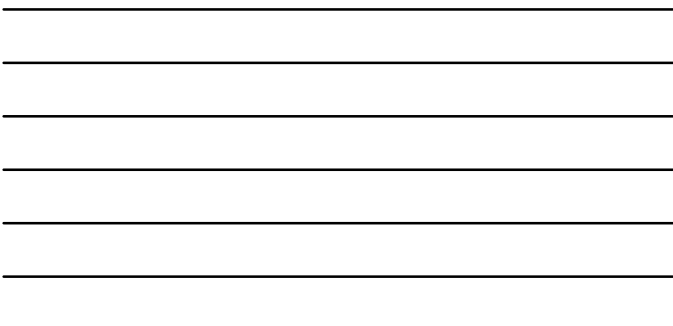
Research Your Local Market

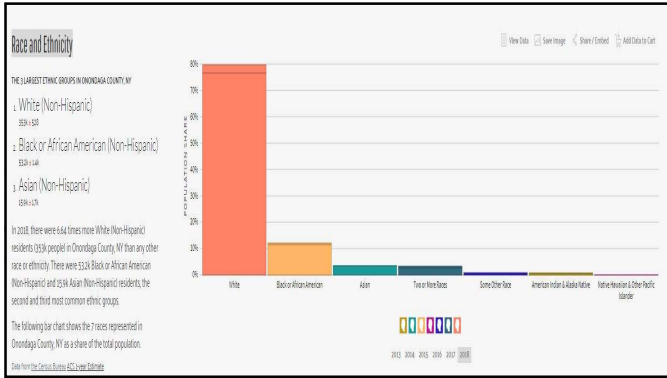
- ▶ Are there different cultures in your market?
- ▶ Where are they from?
- ▶ What language do they speak at home?
- ▶ What do they buy?
- ▶ Do you have sellers who want to retire to another country?
- ▶ Where can I find this information:

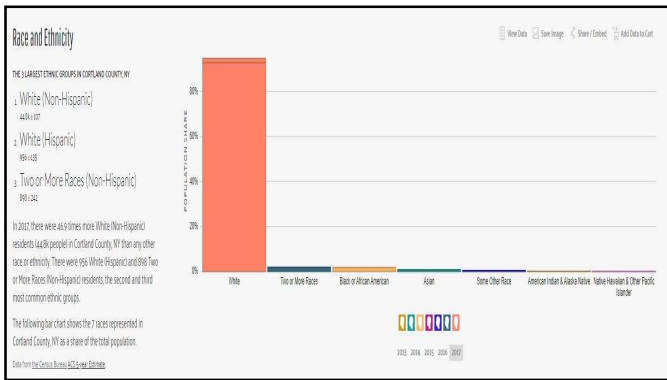
United States Census Bureau
datausa.io/profile/geo/Cayuga-county-ny

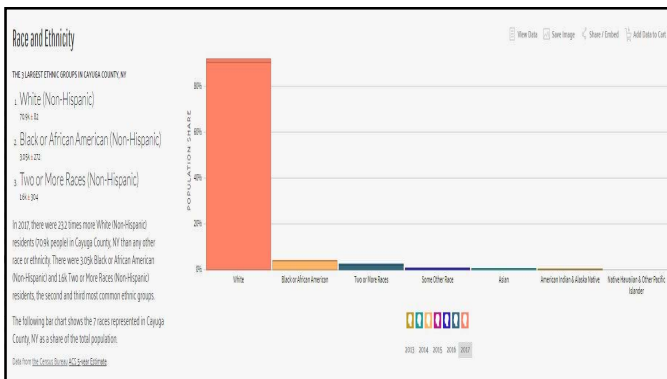


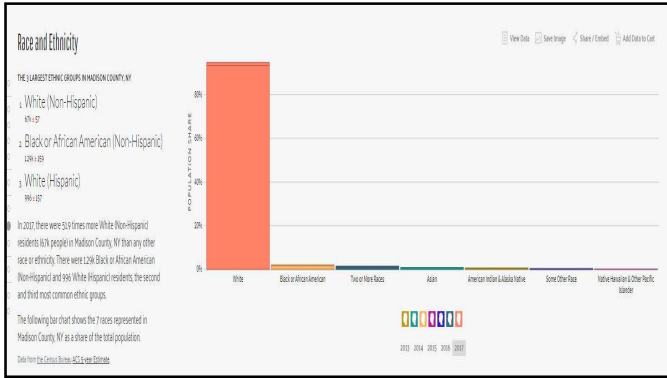


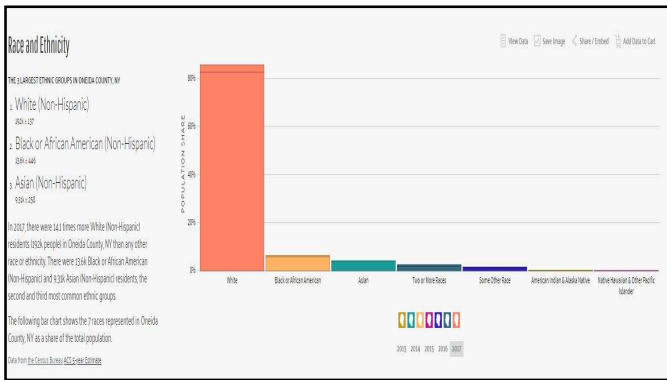


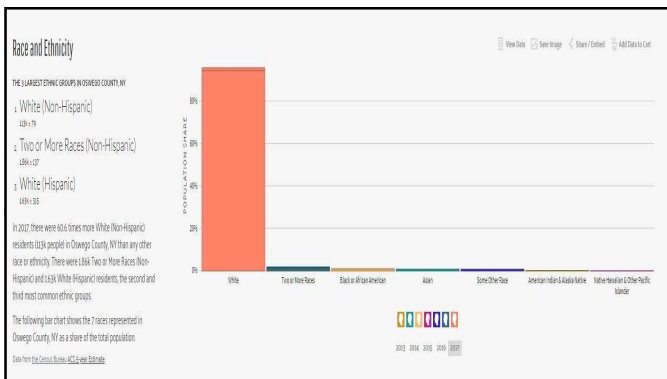




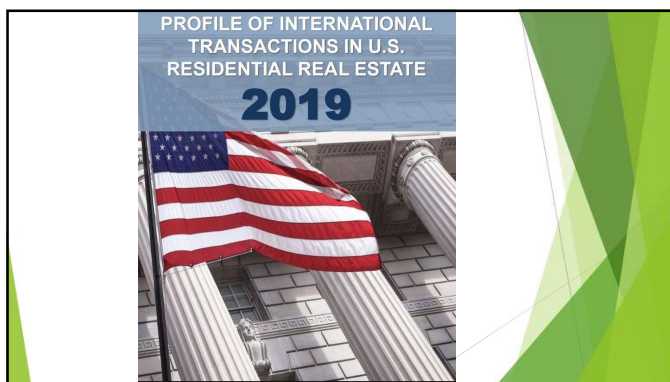












Implicit Bias

- **Implicit bias** refers to the attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner.
- **Implicit bias** exists when we unconsciously hold attitudes towards others or associate stereotypes with them.
- Implicit.Harvard.edu

Broadly, race refers to physical or biological differences while ethnicity refers to shared cultural traditions like language, religion, and beliefs.

The key to building inclusive cross-cultural relationships is to learn one's own attitudes toward these differences, recognize when personal biases may interfere with relationships, and control or eliminate harmful stereotypes.

National Association of Realtors (nar.realtor)
Bias Override: Overcoming Barriers to Fair Housing
video

Multiculturalism

This is the practice of acknowledging and respecting several different cultures, religions, races, ethnicities, and attitudes within a society.

Culture refers to a traditional common body of behavior and the values shared or recognized as typical of the majority of a given population. These behaviors and values characterize and distinguish people from one group from those of other another.

Culture impacts how we think, feel, and look at the world. To begin acknowledging how we might stereotype one another culturally, it is helpful to recognize aspects of culture that may influence our thinking:

National Statistics

- The real estate market is changing because of increasing cultural interaction among nations, regions, communities, and neighborhoods.
- Evolutions in technology, communications, open-market economics, and social migrations are making our country increasingly diverse and heterogeneous.

Real estate professionals interested in broadening their understanding of diversity and expanding their market share need to:

- Build and expand their understanding of cultural differences to serve clients better and fairly.
- Learn how to offer appropriate services.
- Understand and enjoy other cultures to build relationships, a prerequisite for working with most international or immigrant clients.
- Understand and appreciate other cultures through open lines of communication.
- Do their research before interacting with people from a different culture.



High Context, Low Context

High Context	Low Context
<ul style="list-style-type: none"> Formality, face-saving, relationships, slow pace Contract sign of distrust - need relationship first. Contract is only beginning of negotiation. Asia/Pacific, Russia, Middle East, Central and South America, Southern Europe, Africa 	<ul style="list-style-type: none"> Informality, direct communication, results, fast pace, punctuality Contracts expected - signifies deal USA, Canada, Northern Europe, Australia, New Zealand, South Africa

Nonverbal Signals... – 80-90% of a culture is reflected in nonverbal messages:

- Eye movement
- Facial expressions
- Hand, leg, and body gestures
- Body orientation and posture
- Use of physical distance and touching
- Tone of voice

Cultural Variations

- ▶ *Four* sounds like the word for *death* in Chinese and Korean.
- ▶ *Three* and *seven* are lucky numbers for Koreans.
- ▶ *Eight* symbolizes wealth and luck for the Chinese.
- ▶ Feng Shui influences location and orientation in several East Asian countries. For example, front doors generally do not face north.

Cross-cultural Listening

- ▶ Pay attention to the person and the message.
- ▶ Do not assume you know what the other person wants.
- ▶ Emphasize and create rapport.
- ▶ Share meaning. – paraphrase
- ▶ Request information in a way that does not bias or inhibit the other person's response. – open ended questions

Cross-Cultural Business Skills



How can you:

- Be sure your behavior is appropriate?
- Project a positive attitude?
- Adjust to the need for high- or low-context interactions?
- Recognize the cultural considerations in the business transaction

Do's and Don'ts

- ▶ Save face
- ▶ Talk less, listen more
- ▶ Relationships first
- ▶ Formal, slow pace
- ▶ Punctuality
- ▶ Attorneys in the background
- ▶ Contract—end or beginning?
- ▶ Use appropriate names/titles - deference to the elderly

Do's and Don'ts

- ▶ Respect for hierarchy
- ▶ Business card etiquette
- ▶ Family matters are private
- ▶ Practice with interpreters
- ▶ Double check software translations
- ▶ Observe nonverbal signals
- ▶ Common sense
- ▶ Do not make jokes
- ▶ Avoid the "dirty hand"

Non-Verbal Red Flags

- ▶ Re-adjusting distance
- ▶ Averting eye contact
- ▶ Scowling, frowning
- ▶ Inappropriate laughter
- ▶ Covering the face
- ▶ Remaining silent, no questions
- ▶ Displaying impatience

Behaviors to Avoid

- ▶ Hands in pockets or on hips
- ▶ Intense, prolonged eye contact
- ▶ Scratching your head - means embarrassment in some cultures
- ▶ Crossing legs
- ▶ Showing the soles of feet or shoes
- ▶ Pointing or touching with the foot
- ▶ Fleeing or invading personal space
- ▶ Initiating any physical contact
- ▶ Showing impatience
- ▶ Pointing or beckoning with the fingers
- ▶ Hand gestures- thumbs up is an obscenity in some cultures

Religion/Faith

While the general definition of *religion* is commonly known, what may not be fully realized is the depth of religious diversity in the U.S.

For instance, Christianity has the largest number of adherents, with 70.6% of Americans identifying themselves as Christian. However, within that population are hundreds of separate denominations.

Religious Traditions



- ▶ Fundamental to cultural identity, norms, traditions
- ▶ Learn about others' beliefs and traditions
- ▶ You don't have to change your own beliefs and traditions
- ▶ Religious beliefs influence personal life, family life and business habits in many cultures

Religions and Beliefs - Asia/Pacific

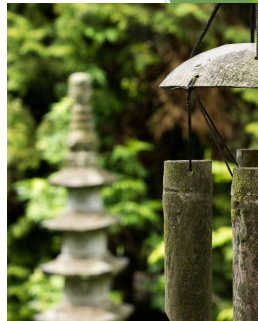
- ▶ Buddhism
- ▶ Confucianism
- ▶ Taoism
- ▶ Hinduism
- ▶ Islam
- ▶ Christianity

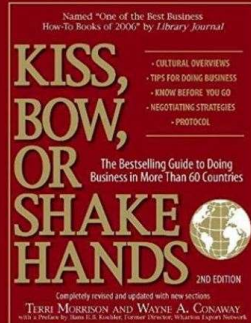
Feng-Shui

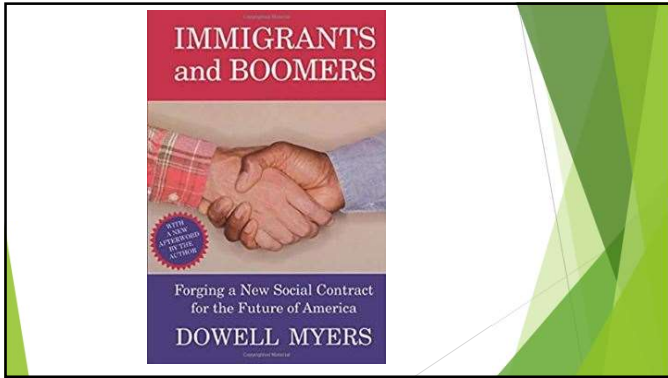
Observing geography
and topography to
predict the future

Achieving balance
between yin/yang

Good and bad Feng-
shui?











EDUCATE YOURSELF ON POTENTIAL PITFALLS

- Know who is in front of you
- Do your research - many valuable resources
- Always keep Fair Housing at the forefront
- LISTEN

Even major corporations can
make mistakes!



CHEVY NOVA

- In 1970's Chevy sold its Chevy Nova in Mexico
- Although reported that the car sold well - should Chevy have considered a different name?

No va - translates to NOT GOING in Spanish

General Electric jingle, "We bring good things to life," was translated to:

"Brings your ancestors back from the dead" in parts of East Asia.

Inclusive Multicultural Marketing

Use the following questions to evaluate your advertisements and promotional material:

- What do potential customers think the message says?
- Does the ad exclude any potential prospects or groups?
- Does the ad describe the services of the firm?

When placing advertisements, the basic rule is to be inclusive. Don't rely solely on either foreign-language media or mainstream platforms.

Developing Marketing Practices

Tips for taking a multicultural approach to marketing:

- Learn as much as possible about the traditions and beliefs of your potential clients.
- Do not assume all cultures are alike. There is considerable diversity within each ethnic segment based on country of origin, language, and social and cultural adaptation to the United States.
- Be careful when translating English into other foreign languages. Some idiomatic expressions cannot be translated word for word and retain the same meaning. For contracts, make sure documents are reviewed by a legal expert.
- Be sensitive about cultural slurs, stereotypes, clichés, and taboos. Understand the cultural nuances in communication, dress, and family values.

Find Your Niche

- ▶ Can't be the real estate agent for the world
- ▶ Select your niche
 - ▶ Language
 - ▶ Affinity
 - ▶ Travels
 - ▶ Personal interest
- ▶ Your interest and participation must be AUTHENTIC



Prospecting *Glocally*



- ▶ Awareness of the opportunity in your marketplace
- ▶ Knowledge of the market dynamics
- ▶ Outreach to potential clients, customers, and other real estate professionals

Be the “Go To” Person

- ▶ Share your expertise
- ▶ Demonstrate your professionalism
- ▶ Build your reputation as the source of the source
- ▶ Business will follow

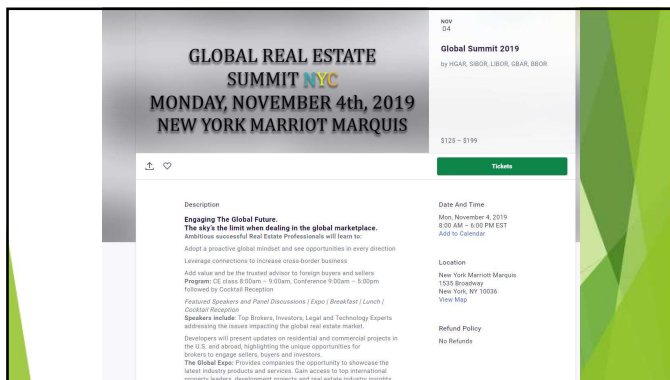
**The Economist -
digital or print**

The Economist

**Next to blow:
Britain's constitution**










Networking Information System



- ▶ Market information
- ▶ Prospects and clients
- ▶ Reminders
- ▶ Maps
- ▶ Spheres of influence
- ▶ News
- ▶ References
- ▶ Trends

Purposeful Travel



- ▶ Plan your vacation and work in business?

- OR -

- ▶ Business first and work in your vacation?

Purposeful Travel



- ▶ Join a Trade Mission with Local Board of Realtors or New York State Association of Realtors

Will Local Business Lead You Abroad? U.S. Expatriates

- ▶ Panama: *Pensionado* and Special Specific Countries Visa Programs
- ▶ Mexico
- ▶ Belize: *Retire in Belize* Program
- ▶ India: Non Resident Indian Incentives
- ▶ Malaysia: *Malaysia My Second Home*
- ▶ Philippines: *Special Resident Retiree's Visa (SRRV)* Program
- ▶ Costa Rica

Earn the At Home With Diversity Certification (AHWD)



NATIONAL
ASSOCIATION of
REALTORS®
Official Certification



EARN THE CIPS DESIGNATION





REFERRAL NETWORKS

NAR Global Network of Cooperating Associations
90 national real estate associations in more than 70 countries

CIPS Network
Over 4,000 real estate professionals around the world

Franchise networks

Earning the CIPS Designation

- ▶ Global Real Estate: Local Markets (All students)
- ▶ Global Real Estate: Transaction Tools (U.S. students)
- ▶ The Business of U.S. Real Estate (Non U.S. students)
- ▶ Three elective courses:
 - ▶ Europe and International Real Estate
 - ▶ Asia/Pacific and International Real Estate
 - ▶ The Americas and International Real Estate
- ▶ At Home with Diversity (U.S. students)

Earning the CIPS Designation

- ▶ One of the following courses can count as one elective option:
 - ▶ CRS 200 - Business Planning and Marketing for the Residential Specialist
 - ▶ CRS 204 - Creating Wealth through Residential Real Estate Investments
 - ▶ CCIM - Residential Real Estate Financial Analysis
 - ▶ One Real Estate Advanced Practices (REAP) module from the Council of Residential Specialists (CRS) (Non U.S. students)
- ▶ International real estate experience- 100 Points