

# UNCONSCIOUS BIAS

How is your bias impacting your business?



**A**DVANCING  
**B**ELONGING,  
**C**OMMUNITY  
& **D**IVERSITY.

GREATER ALBUQUERQUE ASSOCIATION OF REALTORS®

**Mission**

Embracing the uniqueness of our communities for advocating for Fair Housing, diverse homeownership, and to be a reliable resource for education / empowerment / and growth

**Vision**

ABCD envisions the culture of our association as being a direct reflection of the communities we live in and serve. Free of barriers (perceived or systemic). Diverse in thought and so inclusive that every individual knows and feels that they belong

# ADRIAN REYES

REALTOR® Reyes is a Navy and Army veteran with over 5 years of deployed service with travel to 18 different countries. He believes that diverse worldly experiences are important in developing a mindset for equity and belonging. While at GAAR he was the staff liaison for the Advancing Belonging, Community & Diversity Committee. Currently, he is the Director of Technology for the Keller Williams Academy Office, a liaison for their DEI Committee and Tech Committees, and active in local policy and social equity efforts.



# NICHOLE ROGERS

The African American Community and Business Leader Liaison position was established in 2020 to help with two-way communication with the African American community, business, and youth leaders within the City. In April 2021, Mayor Tim Keller appointed Nichole Rogers to run the City's new Office of Black Community Engagement (OBCE). Rogers joins the City with experience in both the public and private sectors. Ms. Rogers background in financial services, customer service, leadership development and process improvement has given her a passion for capacity building. Nichole is known to be a positive influence, whose super powers are removing communication barriers to promote effective resolutions. In addition to that, she is a master at getting individuals to connect with each-other on deeper level. Her passion is improving the experience for people of African descent in New Mexico. Her leadership has led the OBCE's strategy team to receive a national accelerator to help build a Black Homeownership Program aimed at reducing the racial wealth gap and building generational wealth. She recently traveled to Washington DC on Mayor Keller's behalf to accept Albuquerque's First Diversity Award from the National League of Cities.



# NHI HERRERA

Born and raised in Albuquerque, Nhi is a bilingual loan officer at Primary Residential Mortgage Inc. that enjoys giving back to the place she calls home. She attended the University of New Mexico and graduated with a bachelor's in psychology, then earned her master's in applied psychology from NU. As a proud Vietnamese American, Nhi cherishes her heritage and the privilege of serving the Vietnamese community throughout New Mexico. In her spare time, she enjoys learning and testing new Asian recipes for her fiancé to try. She always carves out time to spend with her puppy Tofu, traveling, and of course, karaoke-ing at any hour with her husband and friends.



# SHARLA PARSONS

Sharla practices real estate in a true effort toward empowering people and strengthening communities. She is a member of the Keller Williams Albuquerque Associate Leadership Council and is the Chairwoman of their Diversity, Equity, Inclusion committee. She also serves as the first Chairwoman of the "Advancing Belonging Community & Diversity" committee with the Greater Albuquerque Association of Realtors. She is also the Director of Business and Outreach for SEED (Sustainable Equitable Economic Democracy) NM. She believes that strong communities improve the lives of everyone and works toward that in everything she does.



# WHAT IS UNCONSCIOUS BIAS?

# UNCONSCIOUS BIASES ARE

*social stereotypes about certain groups of people*

**THAT WE FORM WITHOUT OUR AWARENESS.**

*These biases originate as shortcuts for survival*



# WHO HAS THESE BIASES?

We ALL have these biases, including your employees, clients, customers, and business associates.

Becoming aware of biases can lead to changing behavior, which ultimately can make your business more collaborative, inclusive, and competitive.

# WHERE COULD WE SEE UNCONSCIOUS BIAS IN REAL ESTATE?

- APPRAISALS AND VALUATION,
- COMPARING OFFERS FOR SELLERS
- MARKETING AND SOCIAL MEDIA CONTENT
- THROUGH THE BUYING AND SELLING PROCESSES,
- THROUGH STEERING CLIENTS TO CERTAIN NEIGHBORHOODS (OR AWAY FROM OTHERS), AND
- THROUGH DISPARATE TREATMENT OF RENTERS OR APPLICANTS BASED ON VOUCHERS, SUBSIDIES, OR OTHER SOURCES OF INCOME.

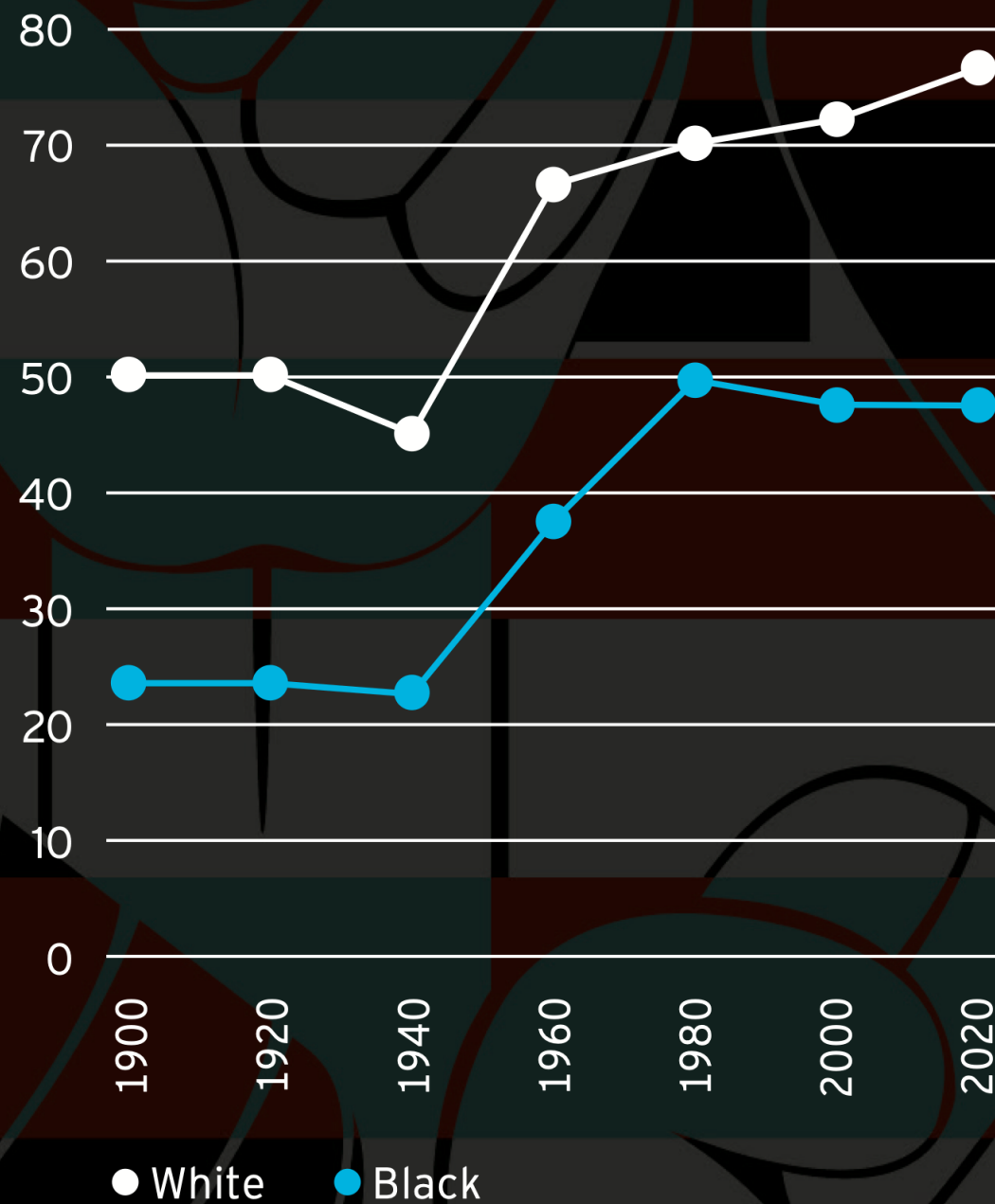
# Types of Unconscious Bias

- Gender Bias
- Ageism
- Name Bias
- Beauty Bias
- Halo Effect
- Horns Effect
- Confirmation Bias
- Conformity Bias
- Affinity Bias
- Contrast Effect
- Status Quo Bias
- Anchor Bias
- Authority Bias
- Overconfidence Bias
- Perception Bias
- Illusory Correlation
- Affect Heuristic
- Recency Bias
- Idiosyncratic Rater Bias
- Familiarity Bias

## Housing

The gap between white and Black home ownership remains wide with discriminatory practices still an issue.

U.S. Home Ownership Rate by Race (%)



## Policing

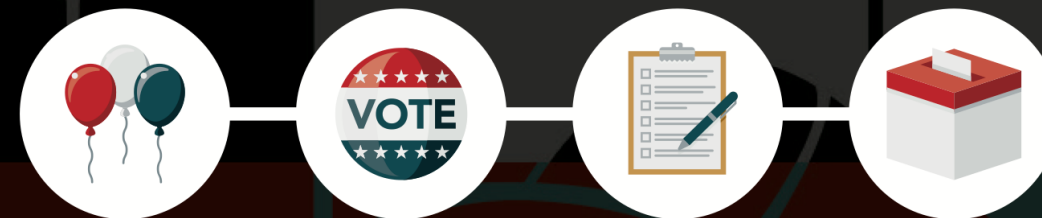
Blacks are 5x as likely to be incarcerated vs. whites and make up an oversized percent of the U.S. prison population – 33% vs. 12% of total U.S. population.



Source: NAACP

## Voting

Over past 10 years, 25 of 50 States have implemented voting restrictions which disproportionately affect Black voters.



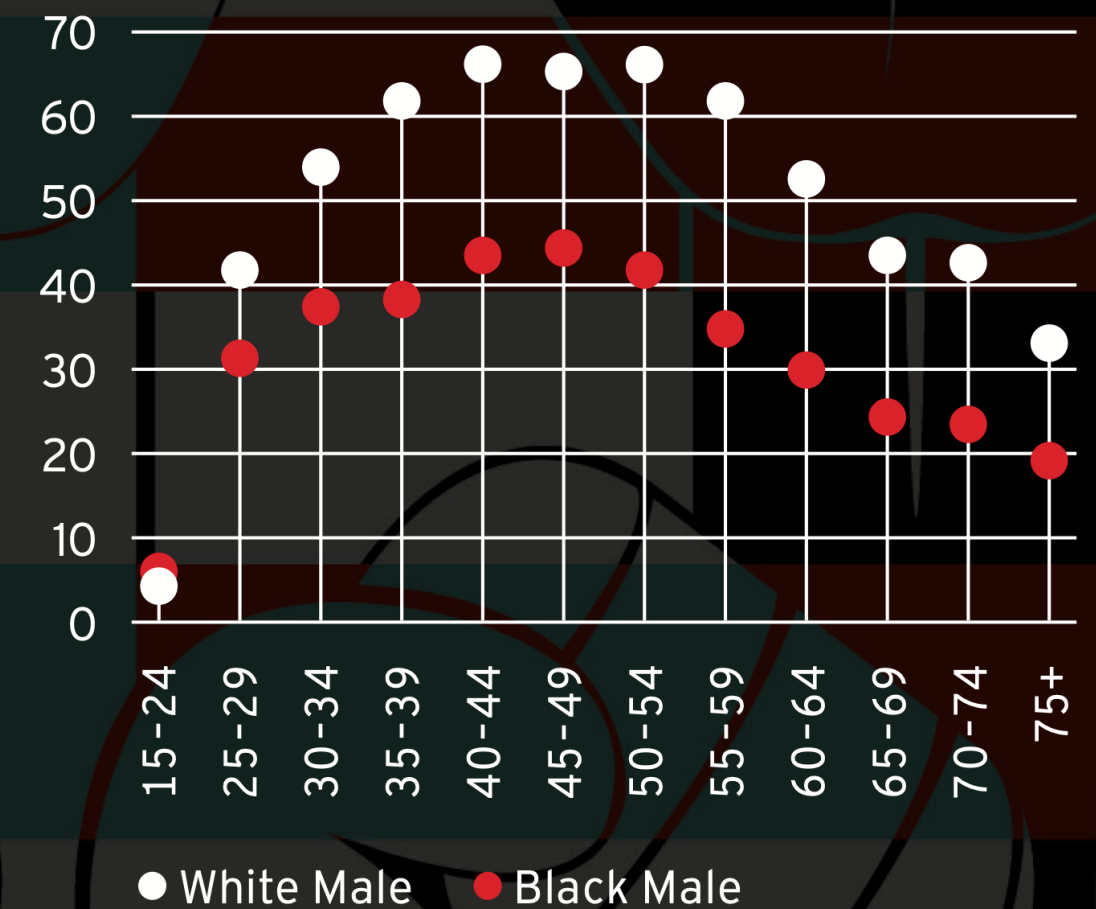
Of the 3.1 million American adults estimated as banned from voting, 2.2 million are Black Americans.

## Income

Peak income occurs sooner and is lower for Black males (age 45-49, \$43,859) vs. white males (age 50-54, \$66,250).

White families have 8x as much wealth as Black families and lower debt-to-asset ratios (~10% vs. ~30%).

Median Income by Race and Age 2018 (US\$ 000's)



**WHERE DO YOU  
GENERALLY SEE  
BIAS IN THE  
WORKPLACE?**



# CBS MORNINGS

**HOW DO YOU FIND  
DISCOVERING OUR  
UNCONSCIOUS BIAS CAN  
BRING SUCCESS IN THE  
HOUSING INDUSTRY?**

# New vs Old for Purchases

higher LLPAs lower LLPAs

	< 30.00%	30.01 – 60.00%	60.01 – 70.00%	70.01 – 75.00%	75.01 – 80.00%	80.01 – 85.00%	85.01 – 90.00%	90.01 – 95.00%	>95.00%	>97.00%
≥ = 780	0.000%	0.000%	0.250%	0.250%	0.125%	-0.125%	0.000%	0.000%	0.625%	0.625%
760 – 779	0.000%	0.000%	0.250%	0.000%	-0.125%	-0.375%	-0.250%	-0.250%	0.500%	0.500%
740 – 759	0.000%	0.000%	0.125%	-0.125%	-0.375%	-0.750%	-0.500%	-0.375%	0.250%	0.250%
720 – 739	0.000%	0.000%	0.000%	-0.250%	-0.500%	-0.750%	-0.500%	-0.375%	0.250%	0.250%
700 – 719	0.000%	0.000%	0.125%	0.125%	-0.125%	-0.500%	-0.250%	-0.125%	0.625%	0.625%
680 – 699	0.000%	0.000%	-0.125%	0.125%	0.000%	-0.375%	-0.250%	-0.125%	0.375%	0.375%
660 – 679	0.000%	0.000%	0.250%	0.875%	0.875%	0.625%	0.500%	0.625%	1.000%	1.000%
640 – 659	0.500%	0.500%	0.125%	1.250%	0.750%	0.750%	0.750%	0.875%	1.250%	1.250%
≤ 639	0.500%	0.375%	0.000%	0.875%	0.250%	0.375%	0.625%	1.000%	1.750%	1.750%



**DO YOU HAVE PRACTICES  
THAT HELP YOU GUARD  
AGAINST YOUR BIASES THAT  
YOU UTILIZE IN YOUR  
BUSINESS?**

# Resources

- <https://www.nar.realtor/fair-housing/fairhaven>
- <https://www.nar.realtor/fair-housing/bias-override-overcoming-barriers-to-fair-housing>
- <https://leadwithdiversity.com/testbias/> by Dr. Abdulrehman
- <https://implicit.harvard.edu/implicit/user/agg/blindspot/indexrk.htm>
- <https://www.projectimplicit.net/>
- <https://drnancydome.com/>