

What Does Pride Month Have to Do with Fair Housing?

At its core, our industry's celebration of Pride Month is rooted in a commitment to ***fair housing for all***. Recognizing Pride Month is a public acknowledgment that not everyone in the LGBTQ+ community has historically enjoyed equal access to housing, workplace opportunities, or community safety.

This line may sound cliché, but it's true: Pride should be celebrated every day. True inclusion isn't something we check off during the month of June and then forget the rest of the year. In the real estate industry, it's about consistently showing up—supporting LGBTQ+ clients and colleagues, championing anti-discrimination legislation, and creating visibly welcoming spaces in all our interactions and marketing efforts.

Real Inclusion is Year-Round: If your real estate marketing calendar is only colorful and inclusive in June, you're missing out. Highlighting diverse voices and celebrating cultural moments all year communicates that you are serious about creating inclusive environments. Showcasing diversity in your listings, client stories, and community involvement sends a clear message: everyone is welcome here, every month of the year.

Creating a Culture of Belonging: Making your office feel like a safe, inclusive space requires more than cozy chairs and a coffee bar. It calls for deliberate, sustained action to ensure all employees and clients feel genuinely protected and supported. That starts with leadership and policy.

Here are practical steps a brokerage could take to foster real inclusion:

- Publish a clear anti-discrimination policy that explicitly protects LGBTQ+ individuals. Make sure this is included in employee handbooks, onboarding materials, and company websites.
- Implement a zero-tolerance stance on harassment. Ensure procedures are in place for handling reports with transparency and accountability.
- Make time for real conversations. Allocate space during work hours for inclusion roundtables or mentorship check-ins so everyone has a voice and support system.

Put Your Values in Writing: One of the most impactful things you can do is craft a diversity and inclusion statement that reflects your values—and then live by it. The National Association of REALTORS® (NAR) says it best: *"We fully embrace perspectives from all walks of life—regardless of race, ethnicity, gender, religion, age, sexual orientation, gender identity, disability, national origin, socioeconomic status, political affiliation or any other qualities by which we may define ourselves. These beliefs are essential as we serve our members who help fulfill the dream of home and property ownership in America."* Adopting and displaying a statement like this in your office and on your website demonstrates that you're not just talking about inclusivity—you're committed to practicing it.

So, Why Pride? Because access hasn't always been equal. Because for too many LGBTQ+ individuals, housing discrimination and exclusion are still very real. Celebrating Pride Month signals that we see these injustices, and we're working to correct them. But more importantly—*what comes after June?* That's when the real work begins.

Let's all ask ourselves: *How can we make the real estate industry more inclusive for everyone, every day of the year?*