

## **Tips for working with clients from different backgrounds & cultures:**

### **1. Broaden your view of diversity**

- Diversity is more than race or color — it also includes religion, sex, sexual orientation, gender identity or expression, national origin, familial status, disability, marital status, and, in rental housing, source of income.
- Treat every client as bringing a unique mix of experiences and perspectives.

### **2. Check your own biases**

- Notice assumptions about how clients “should” look, speak, or act.
- Do your homework: learn, listen, and question your own blind spots before every meeting.

### **3. Listen attentively**

- Focus on understanding each client’s goals and story, not just their surface traits.
- Ask open-ended questions like, “What does home mean to you?”

### **4. See the whole person**

- Clients may belong to several communities at once (e.g., disabled, single, parent).
- Tailor your approach to their intersecting needs — from accessibility to family priorities.

### **5. Understand transition**

- Moving homes is a major life change; for many clients, cultural and emotional adjustments add extra layers.
- Offer patience, clarity, and reassurance.

### **6. Use inclusive tools**

- Review marketing materials, websites, and forms for accessibility and cultural relevance.
- Show inclusion in action — multilingual support, flexible hours, and welcoming imagery.

### **7. Build a trusted network**

- Know when to refer clients to experts — immigration lawyers, interpreters, or culturally specific advisors.
- Cultivate partnerships that support diverse client needs.

### **8. Be a voice for equity**

- Challenge bias where you see it — in listings, policies, or office practices.
- Encourage your brokerage to adopt inclusive and accessible standards.

### **9. Lead with hope and respect**

- See diversity as strength.
- Approach each client with optimism: “How can we make this experience meaningful for you?”