



REALTORS® Association of New Mexico
2201 Brothers Road
Santa Fe, NM 87505
(505) 982-2442 (800) 224-2282
www.nmrealtor.com



The REALTORS® Association of New Mexico is pleased to sponsor:

At Home With Diversity

Date & Time: April 16, 2010, 8:00 a.m. to 4:00 p.m.
Instructors: Baro Shalizi, ABR, CIPS, CRS, GRI, e-PRO
CE Hours: 6 Hours Training Credits
Location: Las Cruces Association of REALTORS®

In today's housing market, where client profiles are changing rapidly, earning the confidence of a potential homebuyer is more complex than it used to be.

- Shaking a client's hand isn't always the key to sealing a deal now.
- An improper form of address can turn a business transaction sour.
- Translating key phrases into your client's language generates success.

At Home with Diversity® teaches you to transact business in culturally competent ways. Now the course offers more information than ever:

- Updated statistics, demographics, exercises, and resources
- Improved focus on the subtleties of fair housing
- Greater emphasis on developing an inclusive business plan
- More details on business etiquette for specific cultures
- Additional attention to international clientele and real estate practice.

Participation in this session can earn you credit toward the CIPS, CRS, PMN and GRI designations, as well as NAR At Home with Diversity® certification.

Diversity is good business.

By 2007, minority buying power in the United States is expected to reach \$2.3 trillion. Government and industry data indicate that two out of every three new households are being formed by foreign-born or minority residents in our communities. Minorities are projected to account for more than half of first-time homeowners by 2010.

It's good business for all real estate professionals to develop the skills needed to reach these growing markets. That's why the National Association of REALTORS® has developed At Home with Diversity®. And that's why diversity is an integral part of NAR's strategic plan.

At Home with Diversity® is designed to help you serve America's newest homebuyers. Ask any of the more than 16,000 course graduates who are unlocking their market's potential.



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Las Cruces Association of REALTORS®
150 E. Idaho Ave., Las Cruces, NM

Sponsored by the REALTORS® Association of New Mexico
In conjunction with the National Association of REALTORS®

6 CE TRAINING credits

Advance Registration \$75 Members / \$95 Non-Members
6 CE Training Credit Hours

Advance Registration Deadline — April 9, 2010. No refunds for cancellations within 7 working days.

Fax to (505) 983-8809 or mail to RANM, 2201 Brothers Road, Santa Fe, NM 87505.
For more information call Megan at (800) 224-2282, ext. 170

Please notify RANM if you require special accommodations.

() I am a RANM member () I am not a RANM member

Name _____ Local Board _____

Company _____

Mailing Address _____ City State Zip _____

Phone _____ Fax _____

Payment Information: **Amount \$** _____

() Check Enclosed, No. _____ *(payable to RANM)*

() Visa or Mastercard No. _____ Exp _____

Billing Address for Credit Card _____ City State Zip _____

Please mail or fax your registration to:
REALTORS® Association of New Mexico, 2201 Brothers Road, Santa Fe, NM 87505; Fax (505) 983-8809

