



2021

DIVERSITY REPORT

APRIL 2022

Prepared by the 2021 ABoR Diversity Committee in collaboration with
the Marketing & Communications and Government Affairs Departments

FROM THE 2021 & 2022 ABOR DIVERSITY COMMITTEE CHAIRS

The Austin Board of REALTORS® is a community of belonging. Our team works hard every day to create new opportunities for members to have a seat at the table and join the conversation at a local, state, and national level. Our work as a Diversity Committee is focused on ensuring those seats are filled with all types of members and that our voice is representative of the wide breadth of people we serve across Central Texas.

Doing this work and benchmarking how we've evolved gives an opportunity to assess if our members can see themselves in the opportunities we've created for belonging. Engagement is a top priority for this Association. Does engagement happen in a way that makes every one of us feel comfortable and included? We want to make sure the actions we take match the story we tell about building a community of the most professional, educated, and engaged REALTORS® in the nation. The way we do that is to measure our performance and ask if our table is welcoming.

While we've come a long way in recognizing our successes and shortcomings in this arena, we still have work to do. ABoR remains committed to expanding our focus on inclusive behaviors that celebrate what's unique about all the members we serve. We look forward to your continued partnership in expanding our community to ensure agents from all walks of life feel welcome and participate in the programming and services ABoR has to offer.



BRANDY WUENSCH
2021 CHAIR



JILL LEBERKNIGHT
2022 CHAIR

METHODOLOGY & BENCHMARK DATA

Building upon the benchmarks set in 2019, the findings and recommendations in this report are based on the following quantitative and qualitative sources.

DEMOGRAPHICS OF ABOR'S BOARD OF DIRECTORS

We analyzed demographic data of the ABoR Board of Directors from 2011 to 2021.

DEMOGRAPHICS OF ABOR'S MEMBERSHIP

In 2021, we permanently integrated voluntary demographics questions into our annual ABoR Member Satisfaction Survey. More than 1,800 members participated in this survey, compared to 643 respondents in the standalone Diversity Survey in 2019. This significantly higher response rate equated to a higher number of respondents who preferred not to disclose demographic information in the survey. *Note: Some data fields have changed from 2019 to 2021 to ensure alignment with past ABoR Member Satisfaction Surveys.*

DEMOGRAPHICS OF THE COMMUNITY WE SERVE

We analyzed the latest available U.S. Census data regarding resident demographics within the Austin-Round Rock Metropolitan Statistical Area (MSA), the City of Austin, and Travis, Williamson, Hays, Bastrop, and Caldwell counties. County-level and city-level data is sourced from the 2019 American Community Survey (ACS) 5-Year Estimates, while the MSA-level data is sourced from the 2018 ACS 5-Year Estimates.

BEST PRACTICES FROM PEER ORGANIZATIONS

We conducted interviews with and analyzed the DEI programs of a number of local and regional organizations and REALTOR® associations to help develop recommendations within this report. This includes:

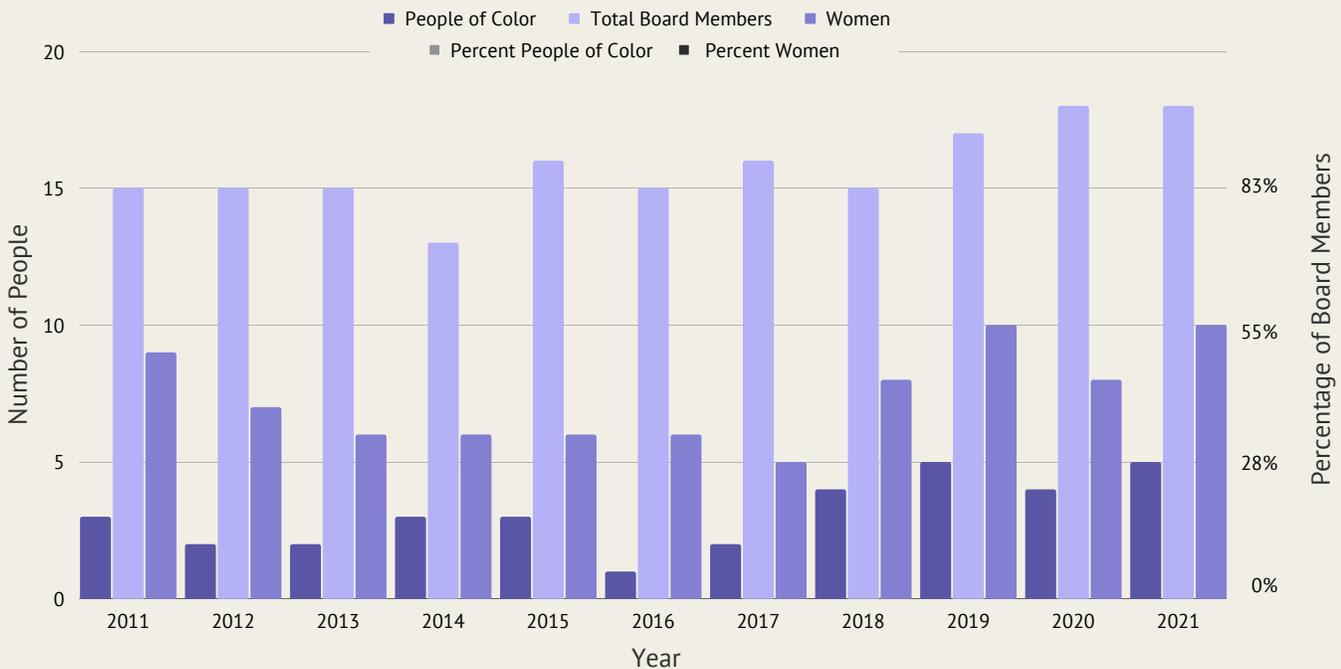
- Atlanta REALTORS®
- Las Vegas REALTORS®
- Mainstreet Organization of REALTORS®
- Orlando Regional REALTOR® Organization
- Texas REALTORS®

BOARD DEMOGRAPHICS

2011-2021

Dedicated efforts to broaden the diversity and representation on the ABoR Board of Directors have resulted in the most diverse Association leadership in ABoR's history.

In 2021, women held a majority (55.6%) of the Board seats and people of color held 28% of Board seats. This representation is equivalent to the overall demographics of ABoR's membership, in which 68.1% identified as female and 27.8% identified as a person of color or multi-racial (*see pages 6-7*).



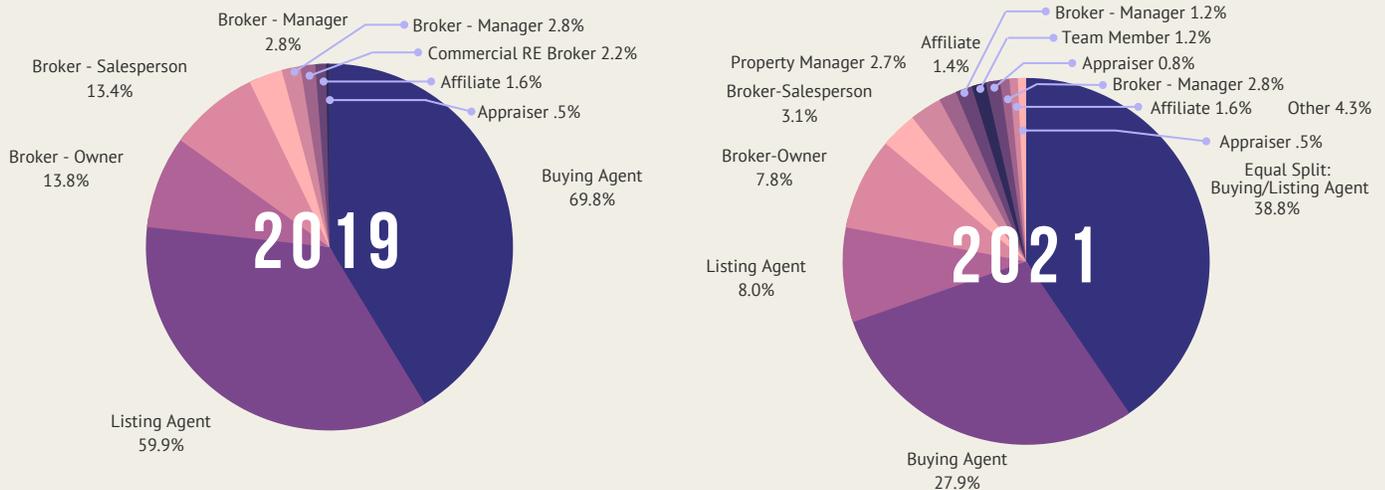
MEMBER SURVEY

2019 V. 2021

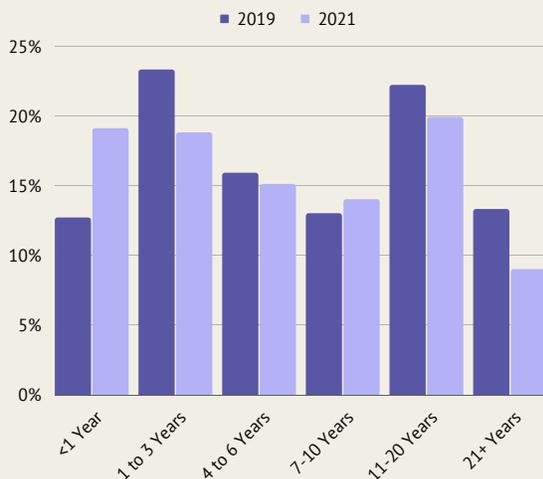


In 2021, 40% of ABoR members spent an equal amount of their business as a listing agent and a buyer's agent. For agents who primarily only work on one side of the transaction, however, there was a clear majority of buyer's agents versus listing agents (27.9% versus 8.0%, respectively).

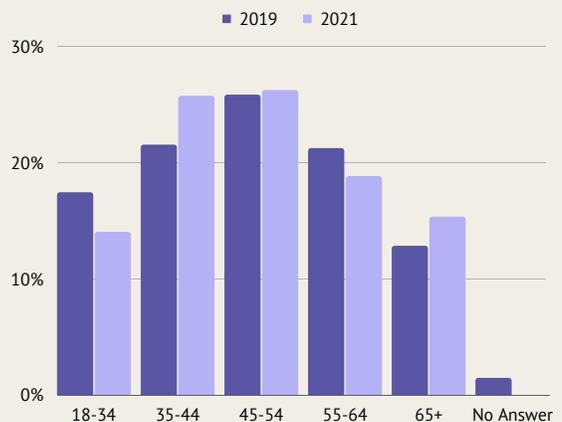
PRIMARY ROLE(S) IN REAL ESTATE



YEARS OF ABoR MEMBERSHIP



AGE RANGE



In 2021, almost 1 in 5 agents (19.1%) had been an ABoR member for less than one year, largely due to the steep rise in new agents since the pandemic. Meanwhile, the age range of our members is trending slightly older, possibly indicative of mid-life career shifts.

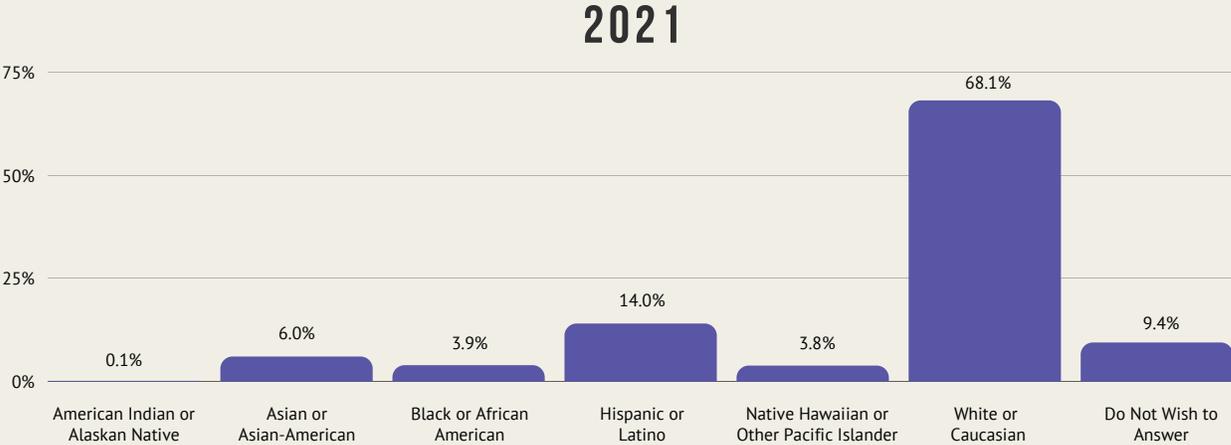
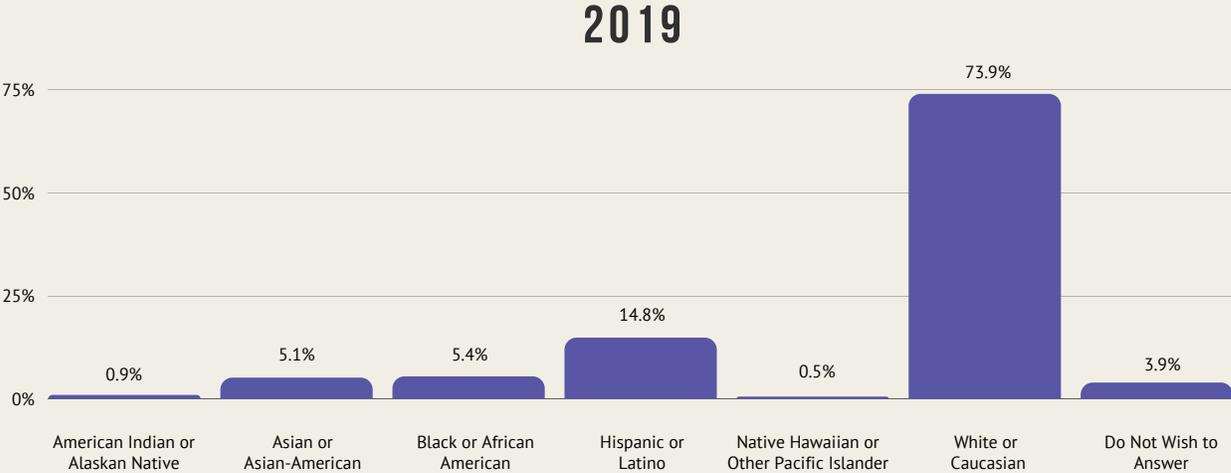
MEMBER SURVEY

2019 V. 2021



IDENTIFIED RACE OR ETHNICITY

ABoR's membership is very slowly becoming more diverse in racial and ethnic representation, with **5.8% fewer** respondents identifying as white. New to the 2021 survey, identification as multiracial is important to include but may make growth trends per race less easy to identify.



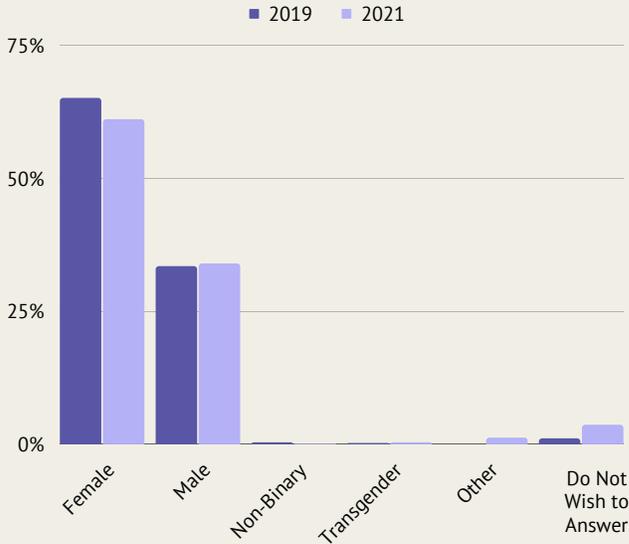
MEMBER SURVEY

2019 V. 2021



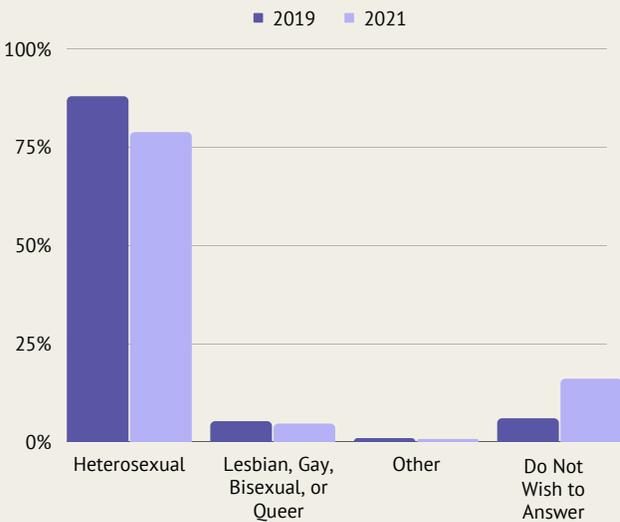
IDENTIFIED GENDER

Identified gender among ABoR membership has remained largely consistent from 2019 to 2021.



SEXUAL ORIENTATION

Sexual orientation among ABoR membership has remained largely consistent from 2019 to 2021.



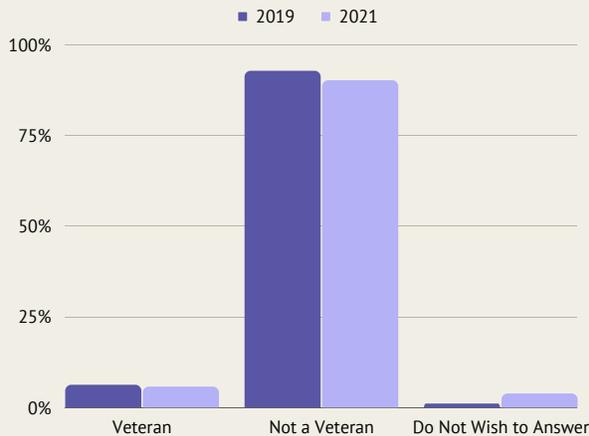
MEMBER SURVEY

2019 V. 2021



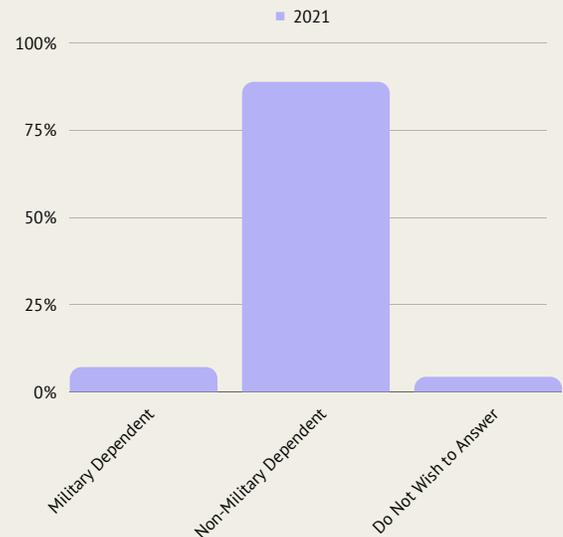
VETERAN STATUS

Veteran status among ABoR membership has remained largely consistent from 2019 to 2021.



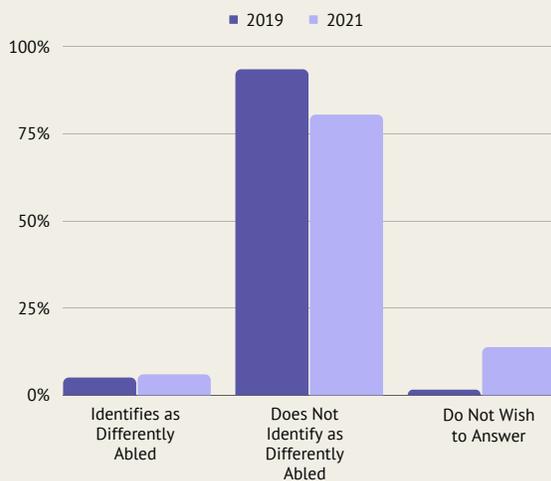
MILITARY DEPENDENT STATUS

New to the 2021 survey, 7% of ABoR members identify as being military dependent.



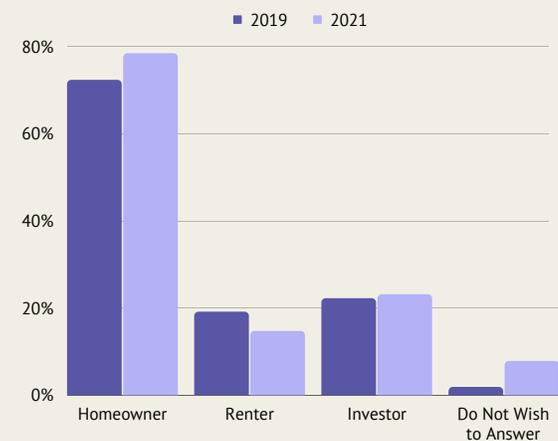
DIFFERENTLY-ABLED STATUS

Member identification as being differently-abled (having a disability) has remained largely consistent from 2019 to 2021.



HOMEOWNERSHIP STATUS

The percentage of ABoR members who are homeowners grew 6.1% from 2019 to 2021.



MEMBER SURVEY

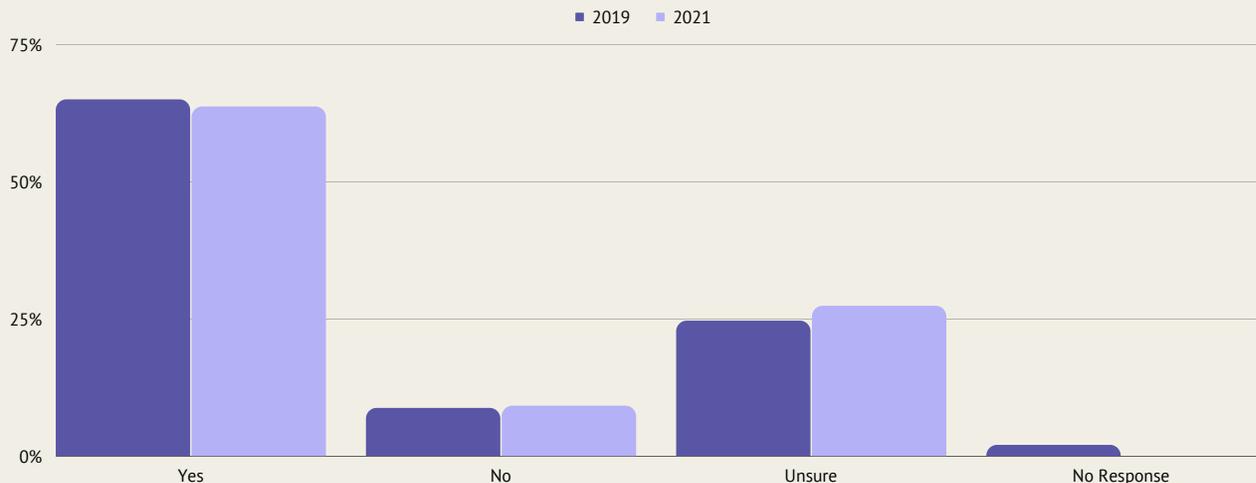
2019 V. 2021



Members' perception of ABoR as a diverse organization declined 1% from 2019 to 2021. This could be attributed to multiple factors:

- Increased awareness of systemic discrimination and DEI-related conversations, both as a society and in the real estate industry, has increased members' attention to this issue.
- An inability to gather and network in person has prevented members from being able to witness the increasing diversity of our membership.
- We still have work to do. We must continue to press forward in advancing inclusive policies and educate and engage our members in DEI initiatives.

PERCEPTION OF ABoR AS A DIVERSE ORGANIZATION



WHAT COULD ABoR DO TO BE A MORE INCLUSIVE ORGANIZATION?

Member responses to this question varied greatly. Four key themes emerged:

- Approximately **40% of respondents** recommended more networking, outreach, and mentorship opportunities.
- Approximately **13% of respondents** expressed that ABoR's leadership is not diverse compared to the membership it serves.
- Approximately **12% of respondents** expressed that ABoR is doing well in its DEI initiatives and/or continue current efforts
- Approximately **15% of respondents** expressed that ABoR should focus less on DEI initiatives.

COMPARATIVE DEMOGRAPHICS

KEY FINDINGS



ABOR MEMBERSHIP & THE COMMUNITY IT SERVES

In comparing 2021 Member Satisfaction Survey results against the latest available U.S. Census data for the City of Austin* ABoR's membership is...

1. WHITER THAN THE POPULATION IT SERVES

ABoR members consist of 19.8% more people who identify as white than the community they serve (68.1% versus 48.3%).

2. MORE FEMALE THAN THE POPULATION IT SERVES

ABoR members consist of 11.8% more people who identify as female than the community they serve (61% versus 49.2%).

3. OLDER THAN THE POPULATION IT SERVES

The most common age range in the Austin-Round Rock MSA is 20-34 years old (30.2%) while the most common age group for ABoR members is 45-54 years (26.2%).

**The 2019 Diversity Report only included U.S. Census data for the City of Austin. In this report, we continued to use comparisons between ABoR's membership and the City of Austin in order to calculate changes in disparities from 2019 to 2021. In future Diversity Reports, we will draw comparisons from the broader five-county MSA.*

COMPARATIVE DEMOGRAPHICS

KEY FINDINGS



CHANGES IN RACIAL DISPARITIES: 2019 V. 2021

From 2019 to 2021, the racial disparities between ABoR members who identify as white or Hispanic decreased, meaning that ABoR's membership is slowly becoming more reflective of the community it serves. At the same time, however, the gap between the percentages of ABoR members who identify as Black or Asian American widened between 2019 and 2021.

WHITE OR CAUCASIAN

The gap between the number of ABoR members who identify as white, versus the percentage of Austin's population who identifies as white **decreased by 8.0 percentage points.**

HISPANIC OR LATINO

The gap between the number of ABoR members who identify as Hispanic or Latino, versus the percentage of Austin's population who identifies as Hispanic or Latino **decreased by 1.1 percentage points.**

BLACK OR AFRICAN AMERICAN

The gap between the number of ABoR members who identify as Black or African American, versus the percentage of Austin's population who identifies as Black or African American **increased by 3.0 percentage points.**

ASIAN OR ASIAN AMERICAN

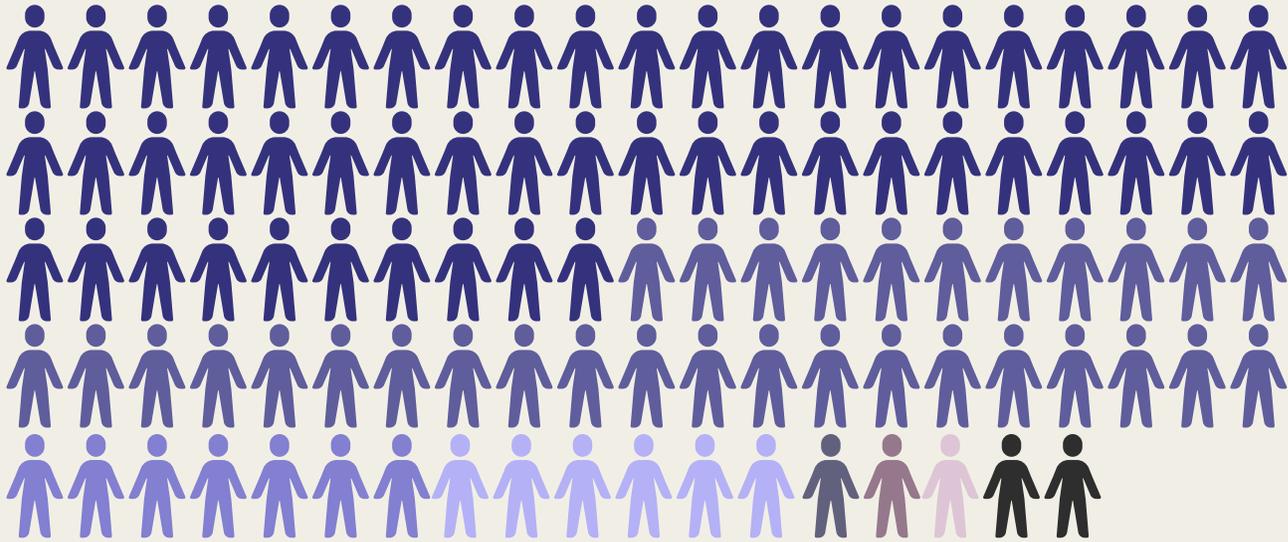
The gap between the number of ABoR members who identify as Asian or Asian American, versus the percentage of Austin's population who identifies as Asian or Asian American **decreased by 1.5 percentage points.**

COMMUNITY DEMOGRAPHICS

AUSTIN-ROUND ROCK MSA

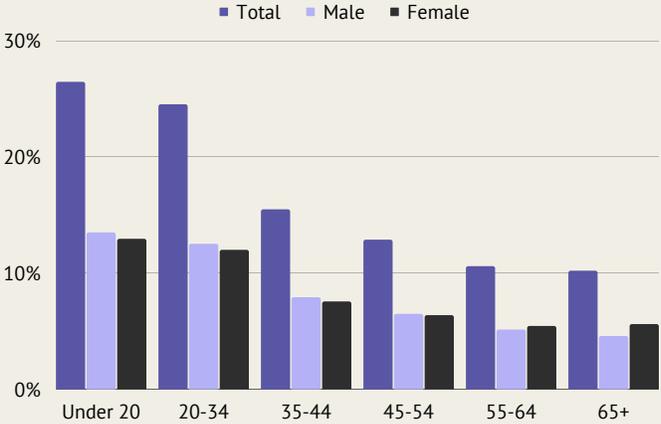


RACE AND ETHNICITY

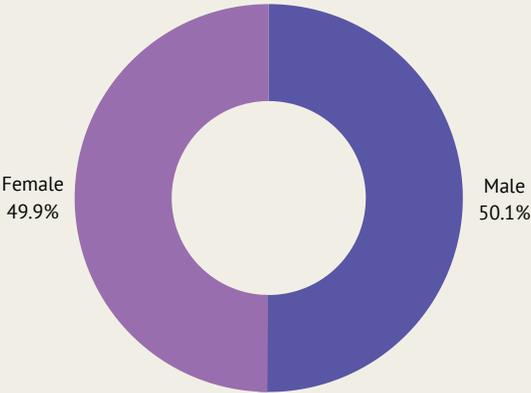


- 52.41% White
- 32.55% Hispanic or Latino
- 6.93% Black or African American
- 5.63% Asian
- <1% American Indian and Alaska Native
- <1% Native Hawaiian and Other Pacific Islander
- <1% Some Other Race
- <1% Two or More Races

AGE



GENDER

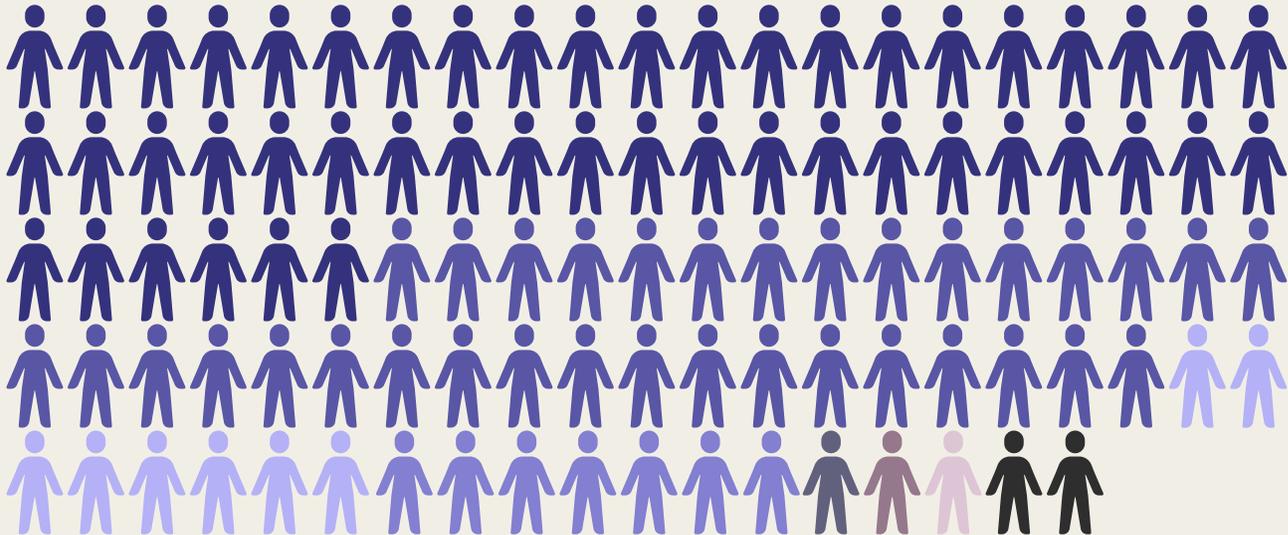


COMMUNITY DEMOGRAPHICS

CITY OF AUSTIN

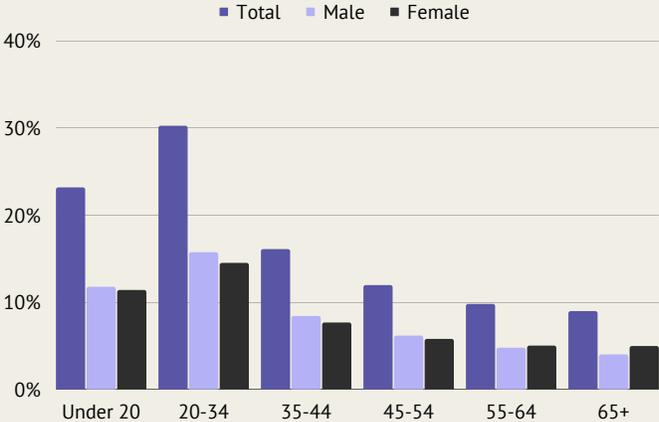


RACE AND ETHNICITY

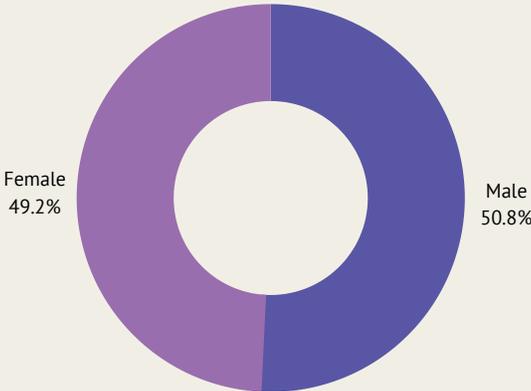


- 48.28% White
- 33.91% Hispanic or Latino
- 7.53% Asian
- 7.43% Black or African American
- <1% American Indian and Alaska Native
- <1% Native Hawaiian and Other Pacific Islander
- <1% Some Other Race
- 2.44% Two or More Races

AGE



GENDER

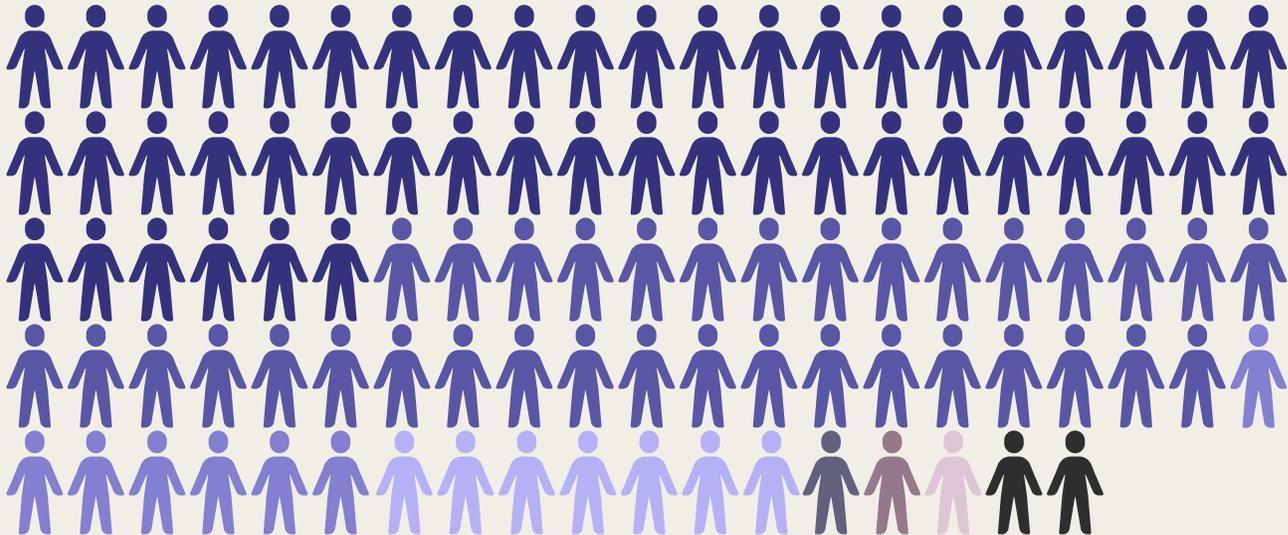


COMMUNITY DEMOGRAPHICS

TRAVIS COUNTY

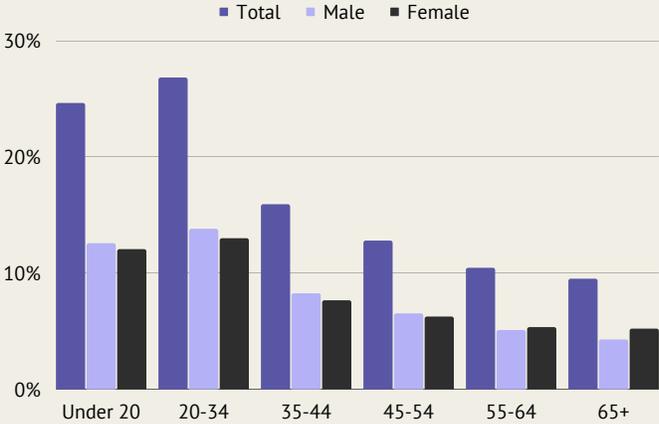


RACE AND ETHNICITY

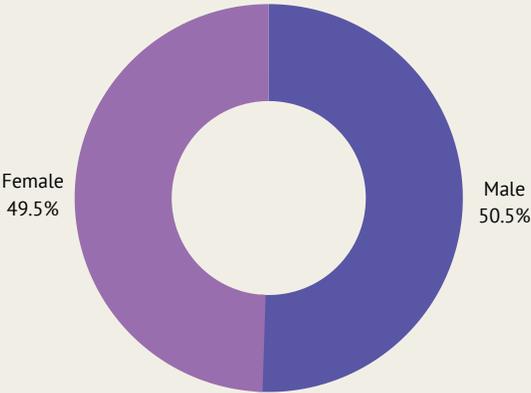


- 48.96% White
- 33.81% Hispanic or Latino
- 7.86% Black or African American
- 6.62% Asian
- <1% American Indian and Alaska Native
- <1% Native Hawaiian and Other Pacific Islander
- <1% Some Other Race
- 2.40% Two or More Races

AGE



GENDER

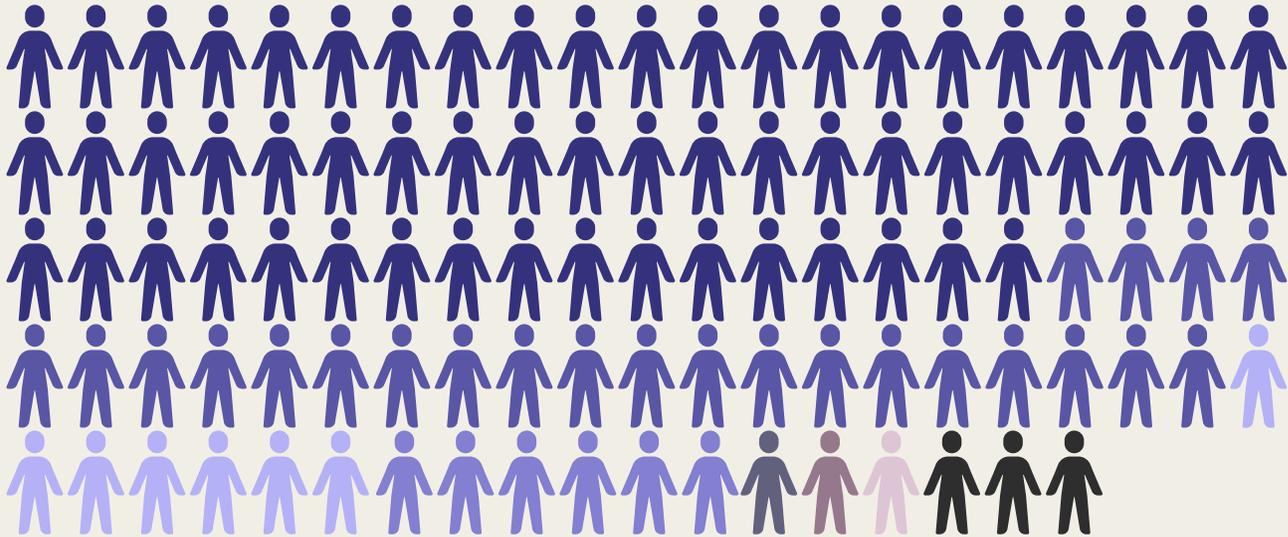


COMMUNITY DEMOGRAPHICS

WILLIAMSON COUNTY

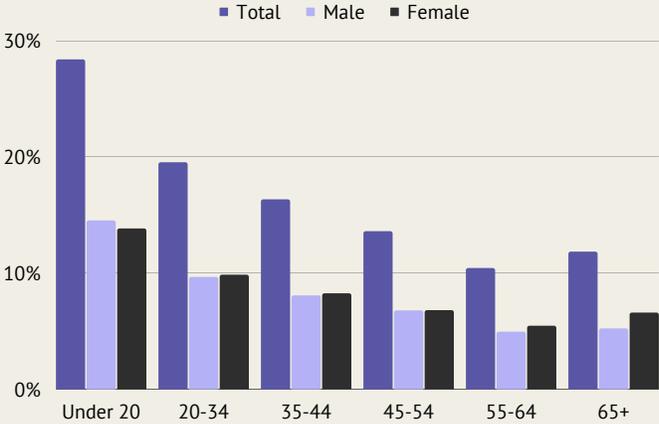


RACE AND ETHNICITY

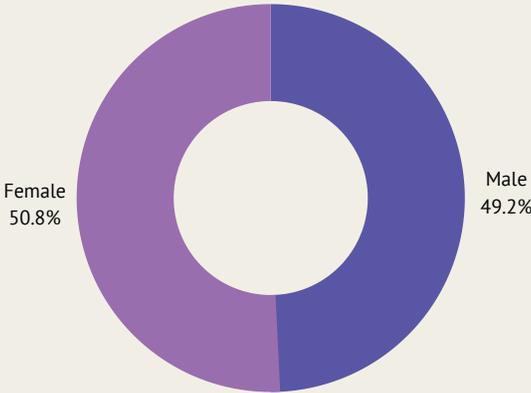


■ 59.38% White
 ■ 24.45% Hispanic or Latino
 ■ 6.79% Asian
 ■ 6.13% Black or African American
 ■ <1% American Indian and Alaska Native
■ <1% Native Hawaiian and Other Pacific Islander
 ■ <1% Some Other Race
 ■ 2.82% Two or More Races

AGE



GENDER

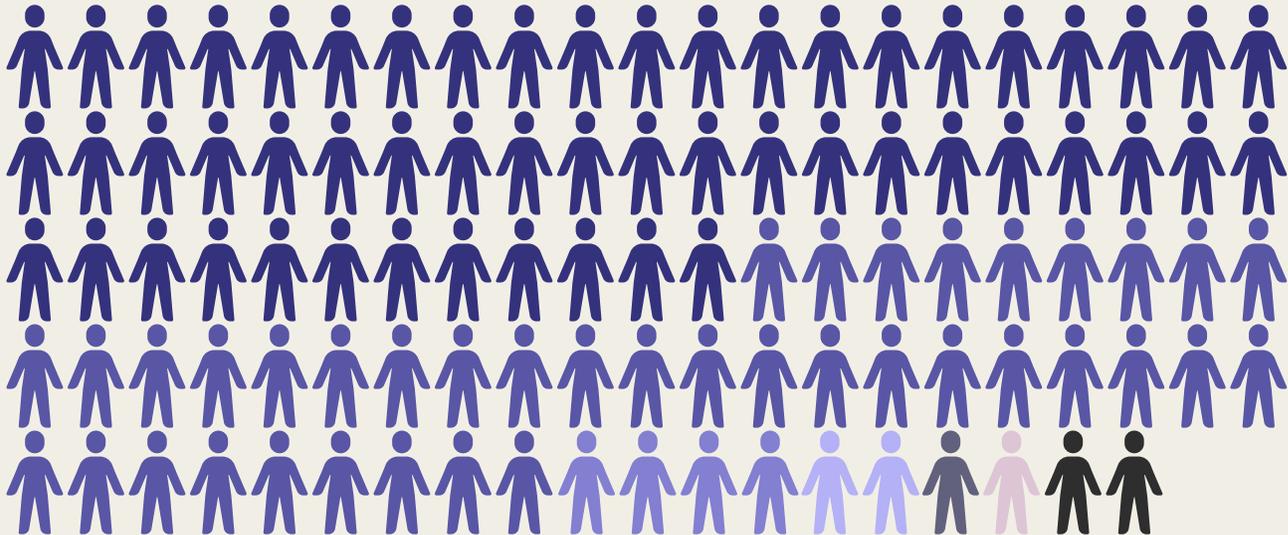


COMMUNITY DEMOGRAPHICS

HAYS COUNTY

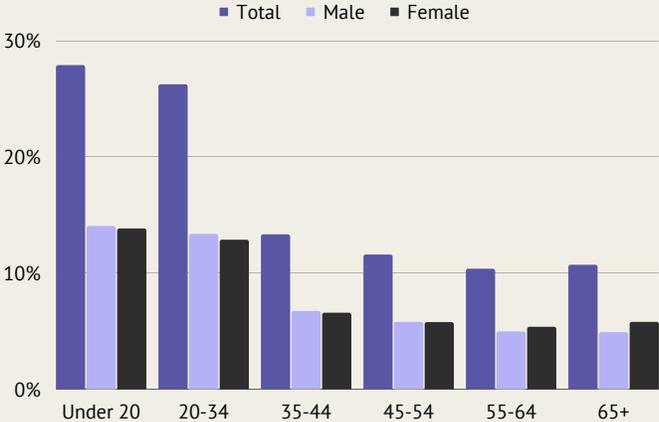


RACE AND ETHNICITY

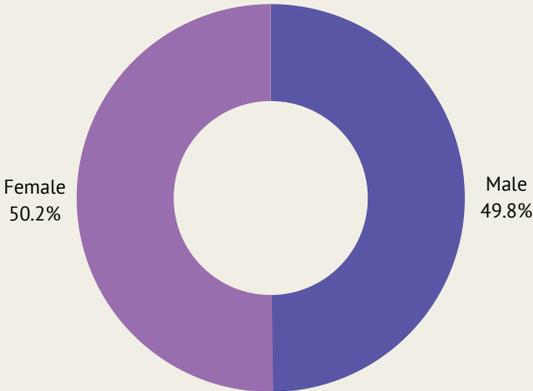


- 53.77% White
- 38.93% Hispanic or Latino
- 3.85% Black or African American
- 1.50% Asian
- <1% American Indian and Alaska Native
- 0% Native Hawaiian and Other Pacific Islander
- <1% Some Other Race
- 2.82% Two or More Races

AGE



GENDER

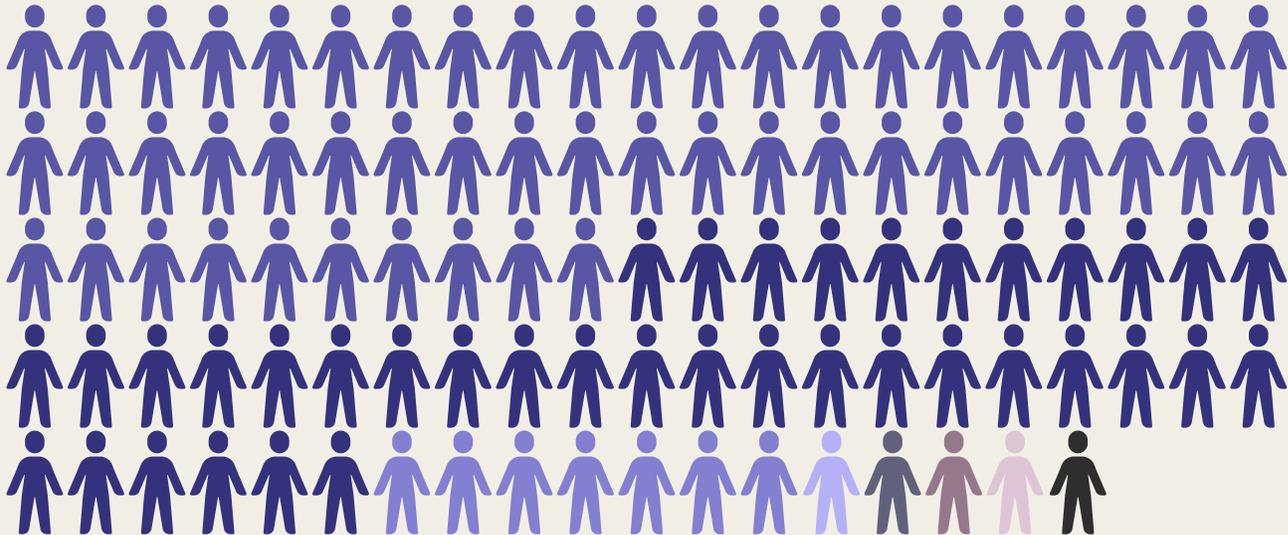


COMMUNITY DEMOGRAPHICS

BASTROP COUNTY

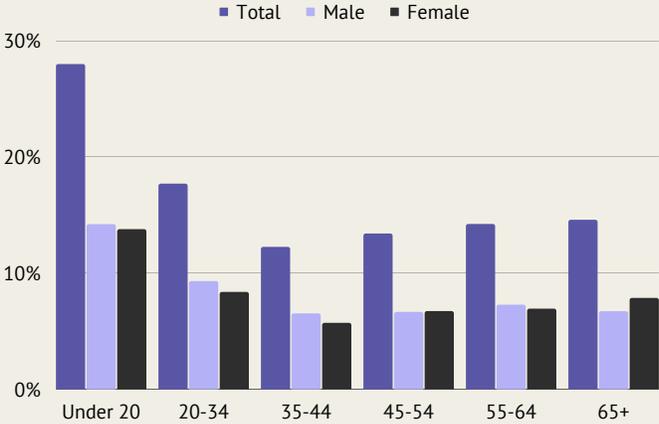


RACE AND ETHNICITY

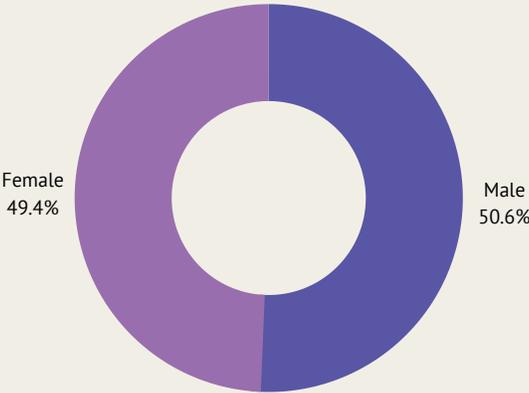


- 52.33% White
- 37.68% Hispanic or Latino
- 7.07% Black or African American
- <1% Asian
- <1% American Indian and Alaska Native
- <1% Native Hawaiian and Other Pacific Islander
- <1% Some Other Race
- 1.37% Two or More Races

AGE



GENDER

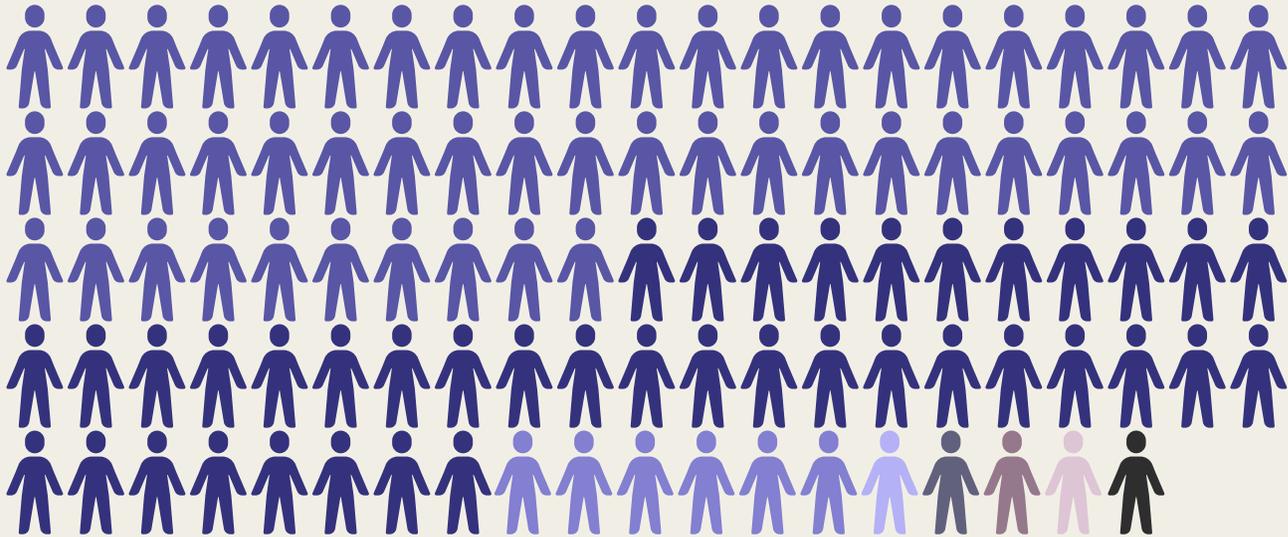


COMMUNITY DEMOGRAPHICS

CALDWELL COUNTY

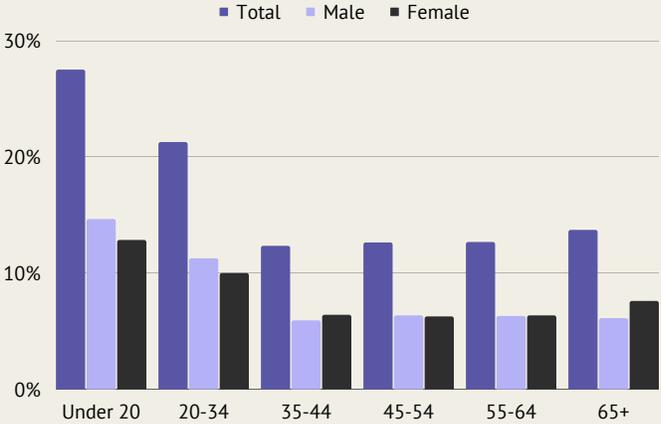


RACE AND ETHNICITY

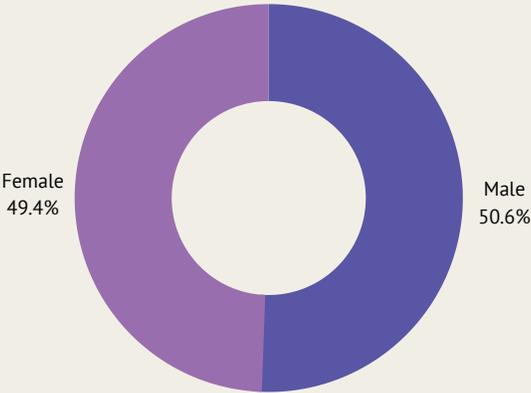


- 52.19% Hispanic or Latino
- 39.67% White
- 5.60% Black or African American
- <1% Asian
- <1% American Indian and Alaska Native
- <1% Native Hawaiian and Other Pacific Islander
- <1% Some Other Race
- 1.02% Two or More Races

AGE



GENDER



ACHIEVEMENTS TO DATE

2020-2021



TIMELINE

We have taken numerous steps to champion inclusion and belonging in our Association and industry in the last two years.

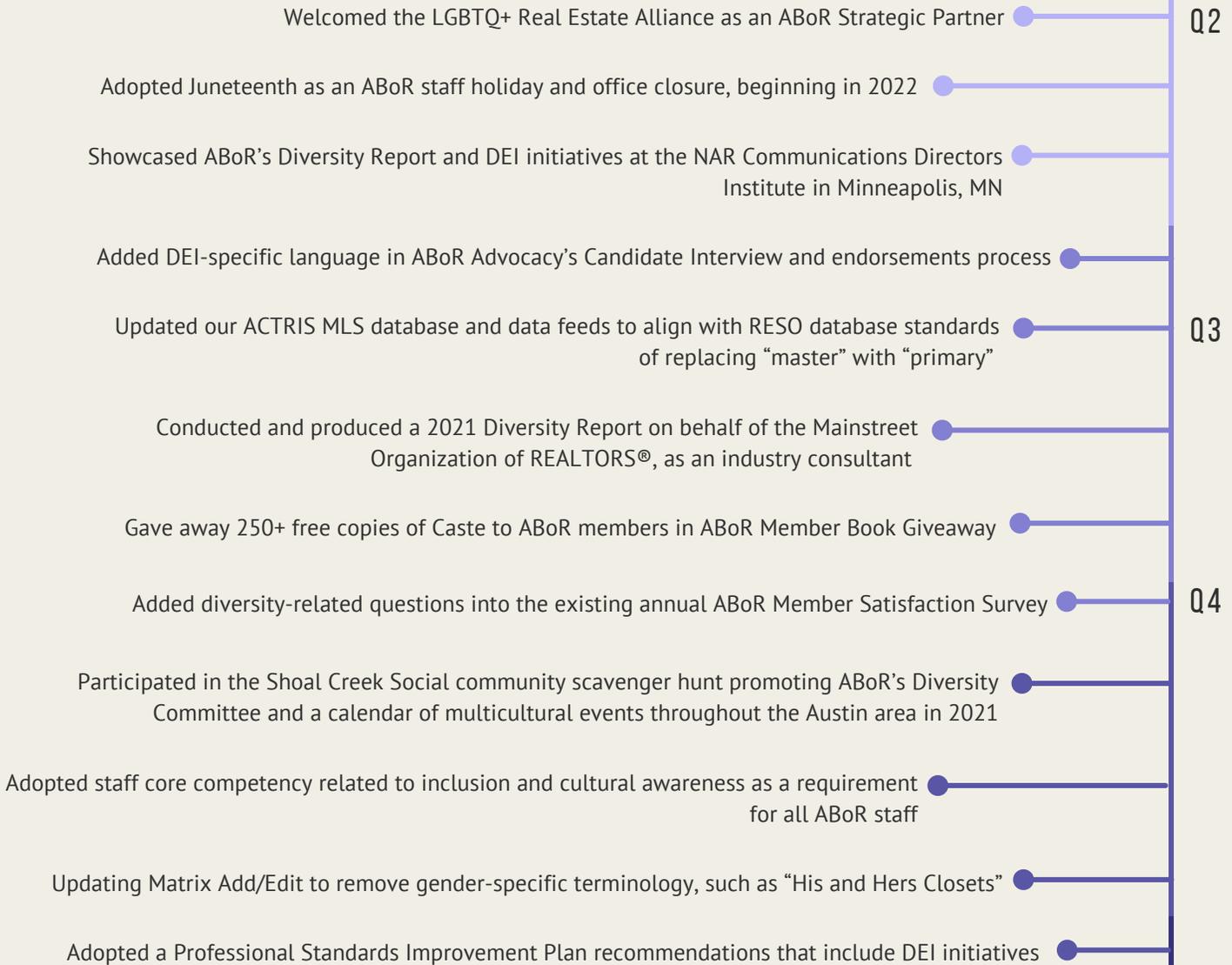
2020

- Q1
 - Expanded ABoR Academy offerings of At Home with Diversity Certification
 - Actively promoted Leadership Austin's Beyond Diversity Seminars on ABoR.com
- Q4
 - Launched redesigned ABoR.com with DEI in mind:
 - Homepage that highlights the diversity of ABoR's membership
 - Launched dedicated pages related to Consumer Protection, REALTOR® Integrity (including Fair Housing), and What We Stand For.
 - Partnered with Leadership Austin to issue a two-part article series on important DEI terminology and offering guidance on having courageous conversations, which were featured by Texas REALTORS®, Arizona REALTORS®, and more.
 - Launched first-of-its-kind partnership with Austin ISD and Austin Community College to encourage more persons of color to enter the real estate industry
 - Achieved 100% staff participation in NAR Commitment 2 Excellence (C2EX) certification

2021

- Q1
 - Launched a special season of the ScratchThat podcast dedicated to recent NAR Code of Ethics changes and DEI initiatives
 - Launched a "Code of Ethics: Powered by ABoR" course with updated examples related to Fair Housing and Standard of Practice 10.0
 - Staff Appointed to NAR's Association Executives DEI Work Group
- Q2
 - Held a month-long "Fair Housing Challenge" during Fair Housing Month calling on brokers to challenge their agents to complete Fair Housing-related education and activities
 - Issued first-ever Broker Toolkit with model policies for Anti-Discrimination and brokerage Code of Conduct

2021



CONTINUED THE FOLLOWING DEI INITIATIVES:

- Diversity Mixers
- Annual Board Candidate Training
- Deepening relationships with Strategic Partners
- Member profiles and content that highlight the diversity of our members
- Inclusion in Advocacy efforts

ACHIEVEMENTS TO DATE

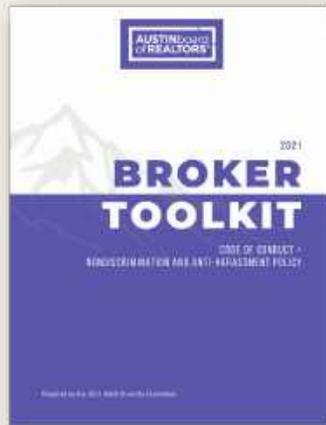
2020-2021



While the COVID-19 pandemic prevented us from gathering in person for much of the last two years, we were able to resume our popular Diversity Mixers with our ABoR Strategic Partners in fall 2021!



In fall 2020, we relaunched ABoR.com to showcase the diversity of our membership.



Since 2019, we have launched several new DEI resources for brokers, agents, and consumers.



Through TREPAC and local, statewide, and national advocacy efforts, we continue to champion Fair Housing policies, and equitable access to housing for all.

RECOMMENDATIONS

WHERE WE GO FROM HERE



SHORT-TERM STRATEGIES

Start:

- Reignite ABoR's Texas REALTORS® Leadership Program (TRLP) with an emphasis on recruiting among our Strategic Partners.
- Launch communications campaigns celebrating heritage months throughout the year.
- In partnership with the Diversity Committee, develop an annual Communications Plan for DEI initiatives across the organization
- Identify opportunities to participate in community events and initiatives that promote Fair Housing and working with a REALTOR®
- Collaborate with Down Payment Resource to expand ACTRIS MLS communications related to down-payment assistance programs.

Continue:

- Diversity Mixers for ABoR members & Strategic Partners
- Member profiles and video content highlighting the diversity of our membership

LONG-TERM STRATEGIES

Start:

- Seek DEI-related grant opportunities to develop/expand local programs & initiatives
- Develop a DEI Hub on ABoR.com as a landing page for DEI-specific resources, education, and tools for agents and brokers
- Offer annual DEI training to new and existing board members.
- Encourage members to keep their NAR profile up to develop a list of members' languages spoken, field of business, and more

Continue:

- Ever-expanding engagement and involvement with Strategic Partner organizations, including cross-promoting events and programs as outlined in our Strategic Partner Agreements.
- Identifying opportunities for equity and inclusion in the MLS, and advocating for change when needed.
- Representative lens in member communication and social media.
- Offer diversity-minded speaker programs.

2022 DIVERSITY COMMITTEE PRIORITIES



TRAINING & OUTREACH

Develop talking points and training resources for Diversity Committee members to serve as ambassadors for diversity, equity, and inclusion (DEI) initiatives to members and the real estate industry at large.



COMMUNITY ENGAGEMENT

Identify opportunities for community engagement to promote REALTORS® as champions of housing equity for all and ABoR DEI initiatives.



COLLABORATION

Identify opportunities for collaboration with other ABoR departments to thread DEI throughout existing programs and initiatives.





ABoR.com