

Allyship Resources

Becoming an Effective DEI Ally in Commercial Real Estate

Being a better ally for Diversity, Equity, and Inclusion (DEI) in commercial real estate involves active engagement, advocacy, and ongoing efforts to promote inclusivity within the industry. Here are some specific actions you can take:

1. Educate Yourself:

- Learn about the historical and systemic barriers marginalized groups face in commercial real estate.
- Stay informed about current DEI best practices and trends in the industry.

2. Promote Inclusive Hiring Practices:

- Advocate for diverse candidate pools in hiring processes.
- Support blind recruitment techniques to reduce unconscious bias.
- Ensure job descriptions use inclusive language and focus on essential skills and qualifications.

3. Mentorship and Sponsorship:

- Mentor individuals from underrepresented backgrounds, offering guidance, support, and networking opportunities.
- Sponsor diverse talent by advocating for their advancement and visibility within the organization.

4. Foster an Inclusive Work Environment:

- Create and enforce policies that promote inclusion and address discrimination and harassment.
- Encourage open dialogue about DEI topics and provide safe spaces for employees to share their experiences.
- Celebrate diverse cultures and backgrounds through events, observances, and recognition programs.

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5. Support Supplier Diversity:

- Advocate for including diverse suppliers and vendors in projects and procurement processes.
- Build relationships with minority-owned, women-owned, and underrepresented businesses.

6. Challenge Bias and Discrimination:

- Speak up against bias, microaggressions, and discriminatory practices.
- Encourage accountability and provide support for colleagues who experience discrimination.

7. Invest in DEI Initiatives:

- Allocate resources to your organization's DEI programs, training, and initiatives.
- Sponsor scholarships, internships, and educational opportunities for underrepresented individuals pursuing careers in commercial real estate.

8. Measure and Report Progress:

- Set clear DEI goals and regularly track and report on progress.
- Use data to identify areas for improvement and hold yourself and your organization accountable.

9. Build Diverse Networks:

- Participate in industry groups and networks focused on diversity and inclusion.
- Attend workshops and events that promote DEI in commercial real estate.

10. Reflect and Improve:

- Continuously seek feedback from underrepresented colleagues and communities.
- Reflect on your actions and their impact, and be willing to make changes to improve your allyship.

By taking these steps, you can contribute to creating a more inclusive and equitable commercial real estate industry, fostering an environment where all individuals feel valued and have the opportunity to succeed.