

# **DIVERSITY** a place for everyone



Annual Diversity Report 2006



**FAIR HOUSING**  
**AWARENESS**  
**MUTUAL RESPECT**  
**DEDICATION**



**Bruce Zipf**  
President & CEO, NRT

## **A MESSAGE FROM BRUCE ZIPF**

**President and Chief Executive Officer, NRT Incorporated**

At NRT, diversity is a long-term goal and an everyday commitment. Last year, we published our first Annual Diversity Report, and in this year's edition I am pleased and proud to bring our workplace family up to date on the advances and efforts we've made over the past year. Together, we are ensuring that our industry is one of equal opportunity and our companies are inclusive places to work.

In this report you will read of NRT's nationwide dedication to fair housing, and our new alliance with the Lesbian Gay Bisexual Transgender community at the corporate level and throughout our local operating companies. You will also see how NRT companies coast to coast are heightening their awareness of and increasing their service to the fast-growing Hispanic-American community.

We should all take pride in our heritage, and in that vein, I am proud to be working with you toward the goal of mutual respect and equal opportunity, in both our businesses and our personal lives.

Bruce Zipf

# THE NATIONAL NEIGHBORHOOD

NRT commits to fair housing in all of its communities.

From the highest levels of NRT to the local operations of all its offices, NRT's leadership in fair housing is setting standards for the real estate industry.

Last year, NRT announced its company-wide rollout of fair housing training to all sales associates in cooperation with its partner, the National Community Reinvestment Coalition. Under the direction of David Horowitz, NRT's SVP of Education and Development, the comprehensive, three-part workshops were delivered to more than 42,000 sales associates during 2006. In addition to this required training, NRT has established an additional requirement for all associates to sign the NRT Fair Housing Pledge as well.

The pledge certifies one's personal commitment to provide equal professional service to any prospective client, customer or resident of any community. Further underscoring NRT's commitment to this issue is the appointment of Lorna Lumpris as NRT's national director of fair housing.

"We believe our training and certification program for sales associates to promote fair housing practices across the country is unmatched within the real estate industry," said Judy Reeves, NRT's executive vice president and chief operating officer. "Our dedication to fair housing reflects NRT's strong commitment to the high standards we have set to help consumers live in any community they choose."



NRT's Fair Housing Mission Statement helps level the playing field for homeowners and put us in the lead with best practices.

## EXPANDING BUSINESS, EMBRACING DIVERSITY

We believe in establishing a culture that promotes respect and inclusiveness.

As part of the Realogy family of companies, NRT has become one of the designated real estate partners of the National Gay & Lesbian Chamber of Commerce (NGLCC). This announcement was made at the NGLCC's annual National Dinner, "An Evening of Courage," on November 17, 2006 in Washington, D.C. Realogy's agreement with NGLCC also recognizes the companies as the exclusive program founders of a groundbreaking new certification, the LGBT Real Estate Specialist (LGBTRES™).

Open to sales associates and brokers who join NGLCC and complete required training, the designation signifies expertise in understanding the needs of LGBT (Lesbian Gay Bisexual Transgender) clients and serving them throughout the important home buying or selling process.



**(Left-Right)** Kellie M. Kenol, Manager, Diversity & Community Outreach, NRT; Dana M. Santangelo, Manager, Human Resources, Eisai Medical Research Inc.; and Tanya Reu, Vice President, HR, Realogy Franchise Group attend the NGLCC's "Evening of Courage" dinner.

[\(Click here](#) for a live video excerpt from this exciting event.)

In addition, Lauren De Simon Johnson, SVP of Human Resources for NRT, now serves on NGLCC's Corporate Advisory Council (CAC), and will coordinate NRT and Realogy's partnership in upcoming NGLCC events and initiatives. Through this pioneering partnership, NRT is proud to take the industry lead in expanding outreach to members of the LGBT community in an appropriate and sensitive way.

Realogy's partnership with the NGLCC is one of the initiatives that was a direct result of the collaboration between NRT's Diversity Council and Realogy's Diversity & Inclusion Council (RDIC).

The NRT Diversity Council, which was founded in 2005, consists of leaders across the company who oversee NRT's diversity efforts and focus on enhancing NRT's presence in the emerging market communities. The RDIC, which was founded in 2006, has a broader scope in that it brings together representatives from each of Realogy's business units to leverage resources and focus on enterprise-wide diversity efforts. Through RDIC's sponsorship of the many diversity real estate professional associations, NRT can better leverage its position within these organizations and gain greater access to diverse communities at both the local and national level.

## NRT COAST TO COAST

Our companies throughout the country are finding ways to respond to the needs of their communities.

- **Coldwell Banker Residential Brokerage** in Northern California recently launched Casa Coldwell Banker, an initiative to expand delivery of home buying and selling resources to the region's Hispanic community. The program is overseen by a new Hispanic network coordinator, Sandy Ramirez.

Casa Coldwell Banker's projects include creating a network of Spanish-speaking sales associates, as well as developing Spanish-language marketing materials and a Spanish-language intranet site for their use. In addition, a number of client-education programs have been developed to address the interests of the Hispanic community and gain their trust.



An online newsletter called 'El Mensajero' was created to keep managers and sales associates informed about events and marketing materials.

The company will also be networking with Hispanic real estate and business associations and supporting Hispanic community events to increase goodwill and promote Coldwell Banker Residential Brokerage as a real estate company of choice.

- **Coldwell Banker Residential Real Estate, Inc.** in Florida is creating online Spanish-language marketing flyers, has set up a Spanish-speaking toll-free information line, has rolled out Spanish-language services at its Coldwell Banker Home Loans company and is targeting the Hispanic media.

- **The Corcoran Group's** "Live Who You Are" campaign (shown below) focuses on the concept that real estate is more than property — it is an expression of our diverse needs — and Corcoran makes every effort to understand those needs. Through this campaign, Corcoran underscores its desire to be responsive to all of the communities they serve.



- **The Corcoran Group** is a supporter of Empire State Pride Agenda, an organization that is made up of LGBT and straight professionals who volunteer to promote programs and initiatives that educate and empower LGBT individuals in the workplace. Corcoran has participated in creating the *Pride in My Workplace Guide* that highlights best practices for New York State businesses to support LGBT employees.

# NRT COAST TO COAST

We strive to offer the products and services that will give us the leading edge in defining new markets.

- **Sotheby's International Realty** recently launched a new internal marketing database designed specifically to help track marketing information about listings and agents. A key feature of this new database is the ability to display each agent's language skills on his/her profile page that is located on the Sotheby's web site. This will allow potential clients who prefer to conduct business in their native language to identify, select and communicate with agents who speak their language.
- **Coldwell Banker Burnet, Minnesota** – Coldwell Banker Burnet Home Services, which includes real estate, title, mortgage, relocation and other related services, served as a major sponsor of the 2006 Home Ownership Fair held on June 10, 2006 at the Minneapolis Convention Center. The Twin Cities Home Ownership Organization produced this event as a way to connect with and educate first-time homebuyers with a special focus on emerging markets such as new Americans and people of color.

In addition, Burnet Title Operations in Minnesota has translated settlement services marketing material into Spanish to support NRT's initiatives in local Hispanic communities.

- **Coldwell Banker Gundaker** recently hosted the Grand Opening ceremonies for Glenwood Townhomes, a Nantucket development project. This 50-unit townhouse complex is undergoing renovation in preparation for converting the space from rental units to individually-owned homes. The first restoration of its kind in the multi-cultural community of St. Ann, the project is part of an attempt to increase property values and provide growth opportunities for the economically hard hit area.
- **Burgdorff ERA** recently partnered with NRT's human resources department to develop a Sales Associate Recruiting Brochure (shown below), designed to attract sales candidates from diverse communities in New Jersey.



## LOOKING AHEAD

Our leadership supports all efforts toward accomplishing our diversity mission.

Over the past few years, NRT has made progress in furthering its diversity efforts but there is still much work to be done. In 2007, NRT's focus will be concentrated on diversifying its workforce (employees and sales associates), as well as partnering with Realogy to develop and roll-out programs that drive greater employee participation and commitment to the Company's diversity strategy. Following are some of the areas of focus for 2007.

### WORKFORCE

#### Recruiting Brochure

NRT Human Resources has recently developed a Diversity Recruiting brochure that was piloted at the National Association of Hispanic Real Estate Professionals (NAHREP) Business Conference. In 2007, the brochure will be expanded for use in recruiting sales associates at all industry-related events across the NRT family of companies.



#### Recruiting Resources Guide

A Recruiting Resources Guide is being developed in response to branch managers' request for information about various cultures that make up the communities they serve. This tool will also assist branch managers with recruiting diverse talent to ensure greater minority representation within their sales teams.

The Recruiting Resources Guide will be piloted in five Burgdorff offices and will eventually be available to all branch managers later this year.

#### Internship Program

NRT's Home Office will actively participate in Realogy's Summer Internship Program which includes hiring interns from INROADS. INROADS is a national organization that connects corporations with talented minority students who are interested in gaining valuable work experience as part of their overall college education. It is anticipated that the INROADS program will be extended to include our local operating companies in future years.

Recruiting brochure to be used by all NRT companies to reach out to sales associate candidates in multicultural markets.

## LOOKING AHEAD

Our diversity journey is progressing and with each year we look forward to even greater achievements.

### **Diversity Awareness Training**

In 2007, NRT will continue its efforts to coach employees and sales associates about diversity and inclusion.

- Diversity awareness training is being developed for all Realogy employees and is scheduled to be rolled-out in the second half of 2007.
- The National Association of Realtor's (NAR) newly revised "At Home With Diversity" course will be offered more regularly to sales associates as a result of local Education Directors' recent recertification by NAR to deliver this program. The "At Home with Diversity" course, like the Fair Housing Certification Program, is designed to ensure that all of our sales associates deliver the highest standard of real estate services.

### **Diversity Awareness Activities**

The observance of national recognition months has been instrumental in creating a work environment at NRT that embraces differences. It has also helped in educating our workforce about the history and nuances of diverse cultures. Throughout the country, many of our local operating companies have participated in these observances. In 2007, we anticipate greater participation within our local branch offices by providing easier access to information pertaining to diverse cultures.

For example, we will:

- Expand the content included in the Diversity section of the NRT Online Store (hosted by Merrill Corporation) to include more awareness information.
- Expand NRT's Intranet site to include information about activities and highlight best practices that are occurring across our local operating companies.

### **Lesbian, Gay, Bisexual, Transgender Real Estate Specialist (LGBTRES™ )**

The LGBTRES™ certification program will be introduced and made available to our sales associates over the course of 2007. In addition, Realogy's real estate brands will be highlighted on the NGLCC Web site as its real estate partners of choice. LGBTRES certified agents also will appear first in the NGLCC's referral database, and the NGLCC will assist NRT with developing marketing materials designed specifically to attract the NGLCC community.

## LOOKING AHEAD

We aim to support local businesses and organizations in the emerging markets that we serve.

### SUPPLIER DIVERSITY

NRT is working with Realogy to establish a formal supplier diversity program. The supplier diversity program is meant to ensure that we develop relationships with suppliers that are women and minority-owned. By doing so, we aim to support local minority-owned vendors in the emerging markets that we serve and drive market share in these communities.

### COMMUNITY OUTREACH

Charitable giving has always been a great strength at NRT and our sales associates and employees spend countless hours providing generous support to local need-based organizations. In 2007, NRT will lead Realogy in exploring the development of a Volunteer Day program for Home Office employees which will enable employees to give back to their communities through volunteering while on work time.



“It is exciting to realize the progress we’ve made in our efforts to further diversity and inclusion within NRT. Through the combined efforts of NRT and Realogy, we anticipate even greater momentum in achieving our diversity strategy and ensuring that truly remarkable service is delivered to all of the diverse communities we serve.”

**Kellie M. Kenol**

Manager, Diversity & Community Relations, NRT