

## SEMINAR DESCRIPTION

“Fair Housing and Beyond” was designed and developed in partnership with IREM and NAAEI member experts in fair housing. The seminar offers enhanced fair housing training with interactive, video-driven activities that train participants to go “beyond the basics,” and gain a more nuanced understanding of fair housing.

Participants will explore, in depth, the equal opportunity mandate critical to professional residential property management, as well as leasing, property operations, and customer service areas, taking into consideration the multicultural reality of residential communities today.

Participants will be taken through the lifecycle of a resident from marketing and leasing to daily operations and lease termination, examining the various aspects of fair housing as it pertains to each phase.

## LEARNING OBJECTIVES

**In this seminar, participants will:**

- Identify the need for fair housing education staff, the property owner, and vendors
- Describe the federal protected classes and identify the state or local government protections that may exceed the federal protections
- Explain how fair housing rights extend to all residents and guests of the lease signatories
- Recognize the difference between “differential treatment” and “disparate impact” as forms of discrimination
- Identify excuses and justifications for discriminatory practices in order to remove them
- Describe the federal statutes that govern protections from discrimination against disability
- Identify the importance of demonstrating sensitivity to disabilities
- Define “reasonability” in terms of “reasonable” accommodations and modifications
- Discuss issues of disability that extend to other physical and mental health challenges that impact the property
- Identify additional disability resources
- Discuss issues involving maintenance staff and third-party vendors
- Analyze communication protocols and the role they play in avoiding fair housing complaints
- Identify documentation as the best defense against fair housing complaints, and set those guidelines in light of statute of limitations requirements
- Identify the impact of fair housing laws on resident selection
- Identify fair housing advertising guidelines

## SUGGESTED TIMING

Estimated Minutes	Description
<b>Welcome</b>	
0:10	Welcome and Introductions
0:05	Activity 1.1: How Well Do I Know Fair Housing
<b>Lesson 1: The What and Why of Fair Housing</b>	
0:03	Introduction
0:15	Fair Housing History and Protected Classes
0:05	Training Staff and Owners
0:03	Conclusion
<b>Lesson 2: Marketing</b>	
0:03	Introduction
0:10	Marketing Overview
0:10	Activity 2.1: Fair Housing in Marketing
0:05	Advertising
0:03	Conclusion
<b>Lesson 3: Leasing</b>	
0:03	Introduction
0:10	Activity 3.1: Leasing Scenario
0:10	Activity 3.2: The Dog Leasing Scenarios
0:10	Disability Accommodations and Protection
0:10	Activity 3.3: Leasing at River Glen
0:10	Differential Treatment, Disparate Impact, and Protected Classes and Leasing
0:05	Local Protections
0:03	Conclusion
<b>Lesson 4: Daily Operations</b>	
0:03	Introduction
0:10	Activity 4.1: The Resident
0:10	Activity 4.2: The Dog
0:10	Reasonable Accommodations and Reasonable Modifications
0:10	Activity 4.3: Trouble in Apartment 3-G
0:05	Sensitivity and Awareness
0:10	Activity 4.4: River Glen Operations
0:10	Activity 4.5: River Glen and Social Media
0:10	Violence Against Women Act and Sexual Harassment
0:03	Conclusion
<b>Lesson 5: Lease Termination</b>	
0:03	Introduction
0:10	Activity 5.1: Trouble in Apartment 3-G Revisited
0:10	Resident Complaints and Challenging Situations
0:05	Discriminatory Activities
0:03	Conclusion
<b>Lesson 6: On the Fair Housing Horizon</b>	
0:03	Introduction
0:05	Activity 6.1: How Well Do I Know Fair Housing?
0:03	Conclusion