



DO YOU OFFER EQUAL SERVICE TO ALL PROSPECTS?

Here is some advice to help ensure that your answer is yes:

COURTESY

These are some observations being made:

1. How are the prospect received by either the secretary or the salesperson?
2. Are they asked to be seated?
3. How long must they wait before someone offers them service?
4. Once they meet the salesperson, are they offered coffee, brochures, or other literature?
5. Are they shown multiple listing books?
6. Are they offered immediate service regarding showings of homes, or are they told that someone will phone them either that day or the ext day for potential showings?

Note: In the above service, the law requires that all clients and homeseekers be treated alike. If equal professional services are offered to all, there is no violation of the law.

QUALIFYING

1. Is every prospect being asked identical questions concerning such things as price range, type of housing preferences, type of features desired (such as garage, basement, yard area), initial investment, and financing desired?

Note: It is vital that every prospect be asked identical questions concerning the above.

2. What about less frequently asked questions such as: spouse's income, ownership of another home, debt obligations such as child support, alimony, automobile payments, type of employment and employer, spouse's employment, references, charge accounts, and bankruptcies?

Note: If these inquiries are made of some prospects, they must be made of all prospects.

FINANCING INFORMATION

It is essential that identical information be given to all prospects pertaining to:

1. The different types of financing available.
2. The rates that are prevalent as of the date of inquiry.

To do so your office should have updated mortgage information summarized on a ledger sheet that can be shown to prospects. Be careful not to make any comments that financing may be difficult to obtain when, in fact, it may not be difficult.

HOUSING AVAILABILITY

1. It is important for a salesperson to be aware of the number of available housing choices that are ready for immediate inspection. Be certain to include all homes to which access is available. If a home meets the buyers' preference, do not omit showing it.
2. Show the multiple listing book and/or computer printout to all prospects if that is the method by which you select homes to show.
3. Be certain to suggest the identical number and type of homes to all prospects.

4. Do not suggest homes in multiple listing books to the non-minority prospects and in turn wait for the minority prospects to request they be shown homes in the same book.
5. Do not suggest that the minority prospects drive through a neighborhood and, at the same time, show non-minority homeseekers through the interiors of homes.

An easy method to determine whether or not you are giving equal treatment to everyone is to compare the numbers of homes that are shown to both minority prospects and non-minority prospects. You should consider it a sure warning signal if you discover that you are showing more or different types of homes to your non-minority prospects than to you minority prospects.

LOCATION

1. Show minority and non-minority prospects the same locational choices unless you are specifically requested to show homes only in certain areas.
2. All homes that fit the buyer's preference must be shown in order to give a prospect as wide a freedom of choices of housing as possible.
3. Be certain that it is the buyers' request and not your suggestion that determines the areas in which housing is sought.

An easy way to detect whether you may be violating the law is if you consistently show minority prospects homes only in the integrated areas while at the same time showing a non-minority counterpart homes only in non-integrated areas.

RACIAL REMARKS

1. Never volunteer information about the makeup of the neighborhood by such expressions as, "There is a black family living on this street," or, "This is a safe neighborhood," or by indicating lower values or lower appreciation potential because of the transitional nature of the community.
2. Do not speak positively about one area and negatively about another area in terms of race, color, religion or national origin. All statements that you make should be factual rather than your own opinion.
3. Never involve race in any kind of discussion even if the prospect asks whether any minority families reside in the area.
4. Be as consistent as possible in everything you do with all prospects. Point out the positive features of every property and every neighborhood to each and every prospect.

QUALITY OF HOMES SHOWN

1. Do not show only homes of poor construction, homes in disrepair, or old homes to minority prospects while showing better quality and new properties to non-minority prospects.

ARTFUL NEGLECT

1. Are you courteous, friendly and helpful in the case of one prospect while trying to persuade him that nothing is available, while being business-like and willing to use your "all out" effort to serve the second prospect?
2. Do you always call back a non-minority client yet neglect to return a call to the minority client?

If you can meet the above criteria by saying to yourself that you are giving total and equal treatment to all prospective purchasers, than you are complying with the law and there is no need to fear or be concerned about testing.