

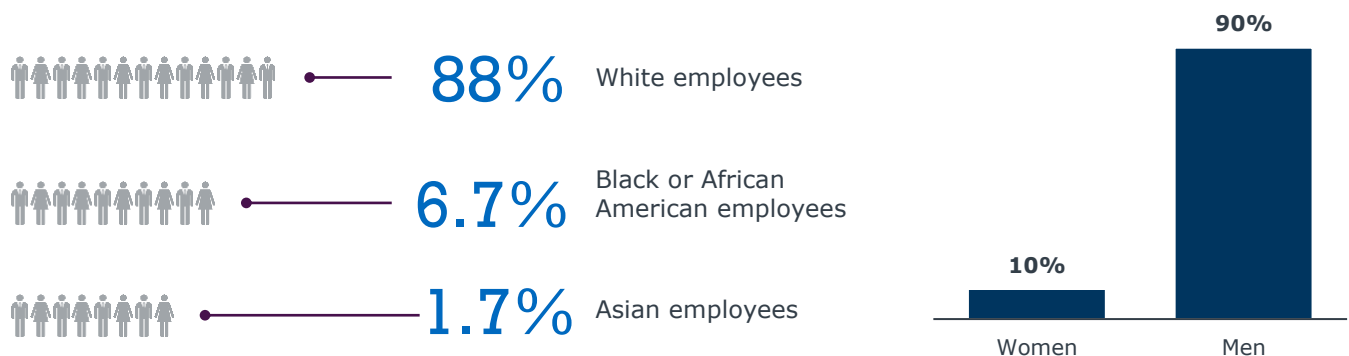
GUIDE

Building Belonging: DEI in Construction and Real Estate

Uneven Foundation in Construction

The construction industry is working to rebuild after losing many workers due to the COVID-19 pandemic. During the height of the pandemic, the industry lost over 1 million workers and has struggled to attract new, junior talent to the industry.

Like many others, this industry is still predominantly white and male but is distinct in one major way: According to the U.S. Bureau of Labor Statistics, out of the 11,896,000 construction workers, 34% of them are Hispanic men.



Discrimination Runs Rampant

Construction sites are unsafe because of the nature of the work, but they are also often places where women and people of color are harassed and threatened. Even though Latinos make up a large percentage of construction site demographics, all talent of color struggle to rise in the ranks and become senior leaders at these construction organizations. The U.S. Equal Employment Opportunity Commission (EEOC) has identified ways that the construction industry can make their workplaces more inclusive for all employees.



Provide information on DEI and accessibility best practices that can foster opportunities for all workers



Partner with employers, unions, and community-based organizations to provide effective anti-harassment training to apprentices and workers



Work cooperatively with antidiscrimination agencies to advance equal employment opportunities in the industry

Source: U.S. Bureau of Labor Statistics, "Labor Force Statistics from the Current Population Survey" <https://www.bls.gov/cps/cpsaat18.htm>; Michael R. Hatcher, "EEOC to Focus on Diversity in the Construction Industry" June 2023, <https://www.jacksonlewis.com/insights/eec-focus-diversity-construction-industry>.

Building Diversity in Real Estate

Compared to the stark inequities prevalent in the construction industry, the real estate industry is excelling in the arena of DEI strategies and initiatives. According to the third edition of the Global Real Estate DEI Survey, the number of firms that have adopted formal strategies increased by 5%.

This survey also shows that commercial real estate firms are increasingly focused on attracting more underrepresented talent to the industry as a whole-with 31.6% of firms saying the most impactful DEI policy in 2023 was the creation of scholarships and internships to increase diversity in candidate pools.

DEI in the Real Estate Industry

30% of employees are from underrepresented racial/ethnic groups

41.4% of employees are women

56.4% have a formal DEI program in place

69.7% provide DEI-related training as a retention and promotion strategy

5.7% Black/African Americans are the largest representation of people of color at the board of director level

Fair Housing Act

Being mindful of diversity and inclusion is essential to provide the best service to clients. DEI initiatives align with the Fair Housing Act and the Code of Ethics for real estate professionals.

Ethics and Fairness

Real estate agents should remember to market and sell housing ethically and fairly. When equity is created in the housing market, more people can buy and sell homes.

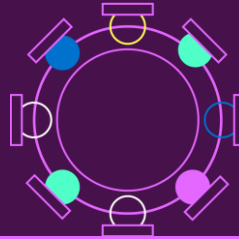
Cultural Competence

Having diverse teams encourages understanding at all levels, across all industries. Within real estate, knowing about and treating diverse markets and clients with respect can also serve as a way to enlarge the market.





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