

# Inclusive Recruitment During COVID-19

Attract a diverse talent pool  
while overcoming the  
challenges of the pandemic

A REAL ESTATE EBOOK FROM



# COVID-19 and Inclusive Recruitment

The recent pandemic has presented a brand-new and authentic challenge for all real estate professionals. It doesn't matter if you're an agent, brokerage, or association, your day-to-day operations have changed drastically to depend less on in-person interactions and more on technology. This includes inclusive recruitment.

Attracting diverse talent requires a conscientious effort on behalf of brokerages. In turn, it creates a fair, equal, and stronger work environment that further synergizes a company to meet greater heights. But with COVID-19 still spreading throughout the nation, companies from every industry have been faced with difficulties while making sure their recruitment efforts are serving everyone.

# The Goal of Inclusive Recruitment

Recruiting from a more diverse pool of talent requires creating an unbiased and authentic process that actively seeks the best candidate. Sometimes, companies may find it difficult to create this fair and unbiased experience, especially when facing the obstacles presented by the pandemic. As real estate educators, we believe it is our ethical duty to show you how to overcome these challenges and create a recruitment environment that is conducive to all.



# The Proof is in the Numbers

Inclusive recruiting isn't just the right thing to do, it's also the smart thing to do. McKinsey Global Institute (MGI) surveyed 366 public companies in a study called "Diversity Matters" and uncovered that financial and performance metrics significantly went up when the employee population makeup came from various ethical, racial, and gender backgrounds.

- Gender-diverse companies are more likely to perform 15% better.
- Ethnically-diverse companies are more likely to perform 35% better.
- Companies in the top-quartile for ethnic/cultural diversity on executive teams were 33% more likely to achieve industry-leading profitability.
- Earnings before interest and taxes (EBIT) increased by 8% for every 10% increase in the ethnic and gender composition of senior executive teams in the United States.
- UK company profits rose by 3.5% for every 10% increase in the diversity of the executive teams.

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Sources: McKinsey Global Institute (MGI), AIHR Analytics



*“We are building products that people with very diverse backgrounds use, and I think we all want our company makeup to reflect the makeup of the people who use our products.”*

— SHERYL SANDBERG

A photograph of two people, a woman and a man, standing outdoors and talking. Both are wearing face masks. The woman is on the left, wearing a patterned mask and a light-colored shirt. The man is on the right, wearing a plain white mask and a grey suit jacket. They are holding a tablet together. The background is a bright, out-of-focus outdoor setting with trees and a building. A large, semi-circular graphic overlay is on the left side of the image, containing the title text.

# How to Recruit Inclusively During COVID-19



# Provide an Online Education Option

Although most states are in some stage of reopening, the dangers of visiting a brick-and-mortar real estate school are very real. The average age of a real estate agent is over 50, which means that real estate professionals as a group are highly susceptible to the deadly effects of the coronavirus.

Offering an online option eliminates this threat. In the spring, the Chinese government instructed over a quarter billion students to resume their studies through online platforms. The U.S. has also embraced this change, with almost all 4,234 higher institutions moving to a full-time or partial-online format. Governments around the world are embracing online education technology more than ever before, and it is this tool that can help diversify your recruitment efforts.

Distance learning and inclusive recruitment go hand in hand. Many potential recruits may not have access to essential items, like a car or a computer. This ultimately restricts them to classroom learning. However, you can create an equal opportunity experience by providing [a real estate education option that's 100% online](#) and can be accessed from any device. There is a unique flexibility and convenience to learning online that helps cater to every student looking to get licensed. Best off, it is easy to implement in your recruitment efforts.





# Host Career Fairs Online

Online career fairs take the best of avatars and turn them into a new way for recruits to meet brokerages and real estate professionals without the fear of catching COVID-19. Many different businesses have seen great success with online career fairs.

However, while it is not expected for these events to be the long-term “normal,” it is still necessary to consider inclusive recruitment when hosting or joining in these events.

At the end of the day, real estate is a relationship business. COVID-19 may have changed the way we operate but not the connections we develop. Hosting or being a part of online career fairs allows you to create and continue these relationships. In doing so, you make for a more inclusive recruitment experience where everyone has the chance to intimately learn about your enterprise and how they can be a part of it.

Much of the time, technology can be seen as a deterrent to inclusive recruitment. However, if you leverage this technology correctly, you can further deepen your ties with recruits from all walks of life. It is this type of thinking that allows for a genuinely diverse and inclusive recruitment process.



*Inclusion is  
not a matter of  
political correctness.  
It is the key  
to growth.*

— JESSE JACKSON

# Educate Your Team on Inclusive Recruitment

Pandemic or not, having a team that understands the benefits of inclusive recruitment can help you create a better real estate business. This education includes avoiding specific biases during the hiring process.

Hiring biases usually happen unconsciously and should be taught when actively training staff to be inclusive within the recruitment process. Here are the main twelve biases recruiters should become familiar with when searching for new recruits:



# Common Hiring Biases:

- 1. Confirmation Bias:** The tendency to interpret new evidence as confirmation of one's existing beliefs or theories.
- 2. Affect Heuristics:** A mental shortcut used when making automatic decisions, whereby we rely heavily upon our emotional state during decision-making, rather than taking the time to consider the long-term consequences of a decision.
- 3. Expectation Anchor:** A bias when we allow ourselves to anchor onto one certain piece of information about a candidate and use it to help us make decisions.
- 4. Halo Effect:** The tendency for positive impressions of a person, company, brand, or product in one area to positively influence one's opinion or feelings in other areas.
- 5. Horn Effect:** Similar to the Halo Effect, this effect is a cognitive bias that causes one's perception of another to be unduly influenced by a single negative trait.
- 6. Overconfidence Bias:** A person's subjective confidence in his or her judgments is reliably greater than the objective accuracy of those judgments, especially when confidence is relatively high.
- 7. Similarity Attraction Bias:** A tendency where people are attracted to those who are similar to themselves in important respects.
- 8. Illusory Correlation:** A phenomenon of perceiving a relationship between variables even when no such relationship exists.
- 9. Affinity Bias:** The unconscious tendency to get along with others who are like us.
- 10. Beauty Bias:** The favorable treatment that individuals receive when they are deemed more attractive, regardless of whether this happens consciously or unconsciously.
- 11. Conformity Bias:** A tendency for people to behave like those around them rather than using their own personal judgment.
- 12. Cognitive Bias (intuition):** A pattern of behavior where individuals create their own "subjective reality" that dictates their behavior in the world.
- 13. Contrast Effect:** A distortion of our perception of something when compared to something else that enhances the differences between them.

*Sources: Harver, Wikipedia, Dictionary.com, The Decision Lab, Psychology.iresearchnet.com, Futurelearn.com, Forbes*



*“When we listen  
and celebrate what  
is both common and  
different, we become  
wiser, more inclusive,  
and better as an  
organization.”*

— PAT WADORS

# How Does The CE Shop Help With Inclusive Recruitment During COVID-19?

We've spent years investing in our online real estate education to create an optimal experience that caters to all students while following social distancing protocols. Whether it's our mobile-friendly courses, our world-class customer support, or our industry-leading pass rates, we have everything your recruits and agents need for starting their career and succeeding in the industry.

We understand the importance of inclusive recruitment and have catered our education to reflect that. But even then, we still take the time to further improve our courses so that they are readily available and superiorly informative compared to brick-and-mortar schools and other online education providers.

There's a reason why over 1,250 brokerages and affiliates partner with us. Our education helps them better recruit and retain agents. In turn, this benefit has allowed our partners to generate more money than they spend while growing their enterprises for the long haul.

If you would like to learn more about what our award-winning education can do for you, please reach out to [Sales@TheCEShop.com](mailto:Sales@TheCEShop.com).



# About Us

Founded in 2005, The CE Shop has become the leading provider of online real estate education through an encyclopedic knowledge of the real estate industry.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, Post-Licensing, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With courses available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.

