

Greater Baltimore Board of REALTORS® Launches Fair Housing Public Service Announcement Campaign

Supporting Home Buyers with Housing Equality and Diversity



Maryland, Annapolis, May 24, 2021 (IssueWire.com) - The **Greater Baltimore Board of REALTORS®** (GBBR) has recently launched a new Fair Housing Public Service Announcement (PSA) Campaign, supporting racial and housing equality, in the Baltimore region. GBBR has launched three PSAs that speak directly to the fact that racial disparities are deeply rooted in our history and unfortunately, still exist today across all aspects of society - including the Real Estate industry. Mayor Brandon Scott supports the efforts of GBBR and appears in one of the PSAs.

Laws and government programs were created many years ago that enhanced the problem. While many laws have changed, the long-term impact of these policies along with continuing challenges in current times lead to a lack of equity in real estate. The Leadership at GBBR recognized the importance of working for change while making clear that we support fair housing, diversity, and inclusion. **“To be silent is to be complicit. GBBR stands as one with our members and our community in rejecting racism. GBBR’s identity is rooted in empowering everyone in our community”** was a statement made by GBBR last summer.

*“In keeping with that statement, **Greater Baltimore Board of REALTORS®** fosters a culture where diversity and inclusion are an integral part of our day-to-day interactions. We recognize that we cannot solve systemic problems overnight, but we are committed to making progress and to working with our staff, our members, partners, and affiliates in embracing and empowering diversity and equity throughout. These beliefs are essential as we serve our members who help fulfill the dream of home and property owners in the Baltimore region,”* explains Al Ingraham, Chief Executive Officer, GBBR. **“Greater Baltimore Board of REALTORS®** has strengthened our commitment to upholding Fair Housing ideals. As stewards of Fair Housing, we embrace fair, open, and equal market opportunities

according to the National Association of Realtors code of ethics,” continued Mr. Ingraham.

GBBR has been partnering with organizations in the Baltimore community to promote homeownership and present materials to help families buy their dream homes. GBBR partners with homebuyer counseling organizations and presents seminars on the process of buying a home. GBBR also attends community events as a vendor to promote homeownership and using a REALTOR®. Additionally, the GBBR Charitable Foundation has provided funding for more than thirty charitable causes in the local area totaling more than \$2,000,000 since its inception.

GBBR members are encouraged to take additional training beyond the state-required Fair Housing class. GBBR features Fair Housing topics, education opportunities, and resources in weekly emails to its members. GBBR created a dedicated page on its website, www.housing4everyone.com to help members and consumers with Fair Housing resources.

About GBBR

Established in 1858, GBBR was the nation’s first real estate association. Moreover, a founding member of the National Association of REALTORS® and Maryland REALTORS®, GBBR has strived to promote the highest ethical standards and professional practices in the real estate industry for more than 160 years.

GBBR serves 4,500 members in the Greater Baltimore area. We provide training, public and professional education classes and workshops, arbitration and mediation services, and works in the legislative and regulatory arenas to assure that laws and policies benefit its members and preserve property owners’ rights. For more information, visit www.gbbr.org.

MEDIA

PSA #1

Baltimore Mayor Brandon Scott talks about Fair and Equitable Housing and supporting the work being done by the **Greater Baltimore Board of REALTORS®**.

<https://www.youtube.com/watch?v=Spg6QGRw0N4>

PSA #2

GBBR Supports Fair Housing, Diversity and Inclusion Message

<https://www.youtube.com/watch?v=jscMNa-iA3Q>

PSA #3

GBBR Diversity and Inclusion Public Message

<https://www.youtube.com/watch?v=BOPr9oRWdIA>

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Source : Greater Baltimore Board of REALTORS®

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