

YPN Diversity Training Series



The YPN Diversity Series is a three-part program designed to teach REALTORS® how to increase their sensitivity and adaptability to future market trends that can affect bottom line profitability. More importantly, the sessions will teach REALTORS® how to work effectively with and within a rapidly changing multicultural market. The training has two major objectives (1) heighten awareness of and sensitivity to generational and cultural attitudes and differences and (2) fair housing concepts and inclusive multicultural marketing and advertising. Interested participants will be selected to share via video recording what they learned during each classroom session.



Exploring Generational Attitudes and Differences

October 23; 9:30am –11:00am

Suburban West Office, Malvern

FREE for SWRA Members (\$25 for nonmembers)

Generational differences in today’s real estate market can create a disconnect and problems can arise from differing mindsets and communication styles. The best plan is knowing what the general differences are between the generations and how to work best with each group. On October 23, join REALTOR® and PAR Equal Opportunity & Cultural Diversity Committee member Nick Vandekar as he discusses:

- Baby Boomers, Gen X, Gen Y, Gen Z—who are they?
- Generational attitudes, behaviors, expectations, habits, and motivations
- Communication strategies and solutions for getting the best out of relationships



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