

# Culture Map Checklist

A roadmap to holistically check-in on where you're at with a multicultural strategy to better reach young and diverse markets. In each category, ask yourself the suggested questions and follow best practice tips!



## COMMUNITY

**Q: Do you participate in community outreach (volunteer days, food drives, etc.) with local nonprofits or trade associations (e.g., NAMMBA, NAHREP)?**

Best Practice Tip: Choose a young professional organization or local nonprofit to partner with and consider becoming a mentor or holding a financial literacy workshop.

## LANGUAGE

**Q: Do you offer services or materials in other languages?**

Best Practice Tip: At a minimum, offer educational resources, such as a “Homeownership 101” guide, in Spanish or another non-English language that is prevalent in your area.

## BRANDING

**Q: Do your marketing materials, messaging, and images foster a diverse audience?**

Best Practice Tip: Update social media profiles with language that reflects a mission-driven approach and remove any traditional sales language.

## EDUCATION

**Q: Are you educating yourself on topics related to diversity?**

Best Practice Tip: Check out the Instagram account [@diversifyournarrative](#) for digestible education on diversity.

## DIGITAL

**Q: Do you regularly post on social media? Do you post culturally conscious content that is inclusive of a diverse range of consumers?**

Best Practice Tip: Create a monthly social media calendar and share educational content that empowers your clients through the homebuying process.