



WHO DO YOU SEE?

a mother? a doctor? a homeowner?

Implicit bias: associating a stereotype unconsciously.

Combat implicit bias in real estate: wra.org/ImplicitBias

WRA



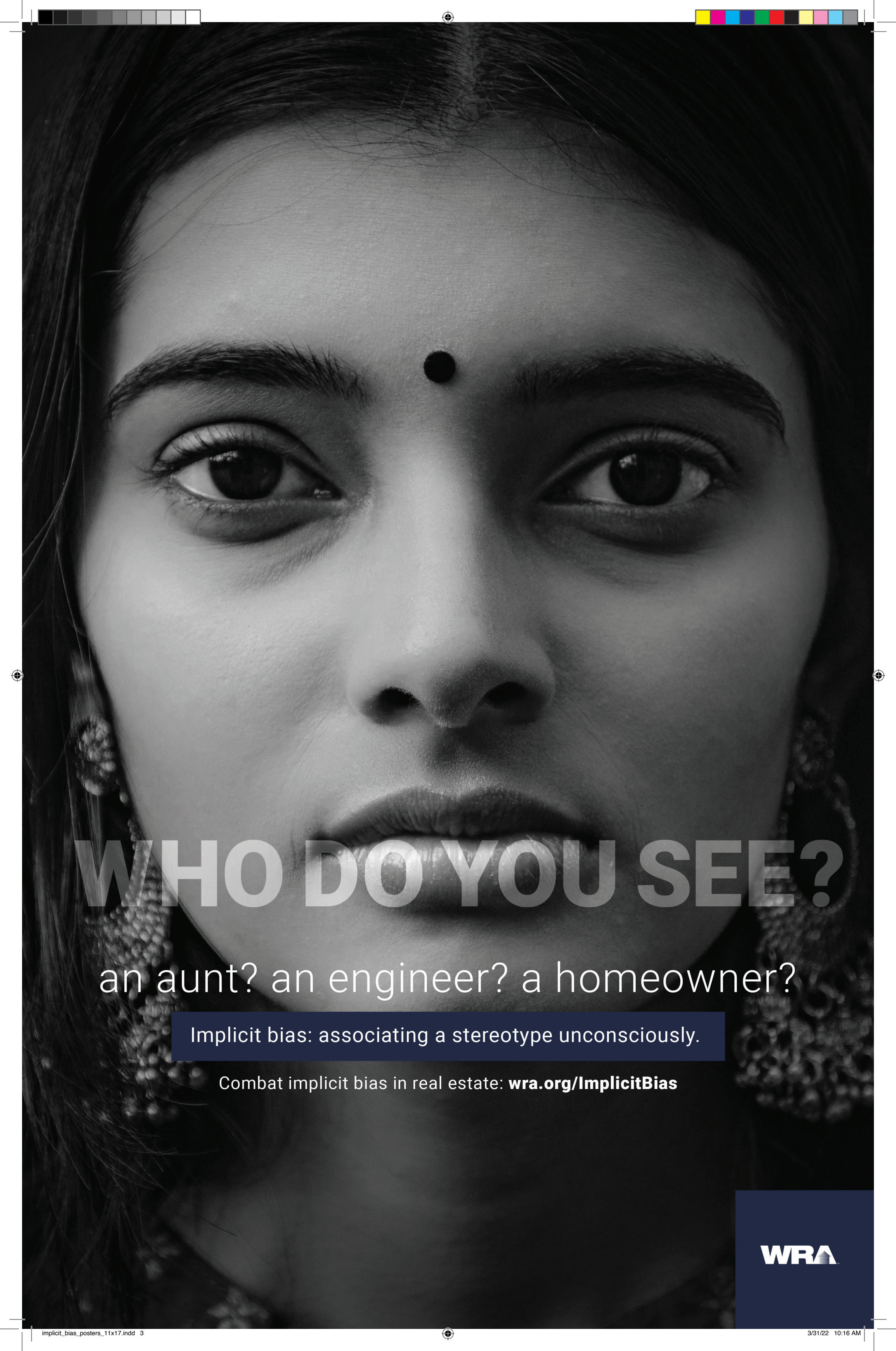
WHO DO YOU SEE?

a father? a teacher? a homeowner?

Implicit bias: associating a stereotype unconsciously.

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WHO DO YOU SEE?

an aunt? an engineer? a homeowner?

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WHO DO YOU SEE?

a sibling? a lawyer? a homeowner?

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WHO DO YOU SEE?

a brother? an athlete? a homeowner?

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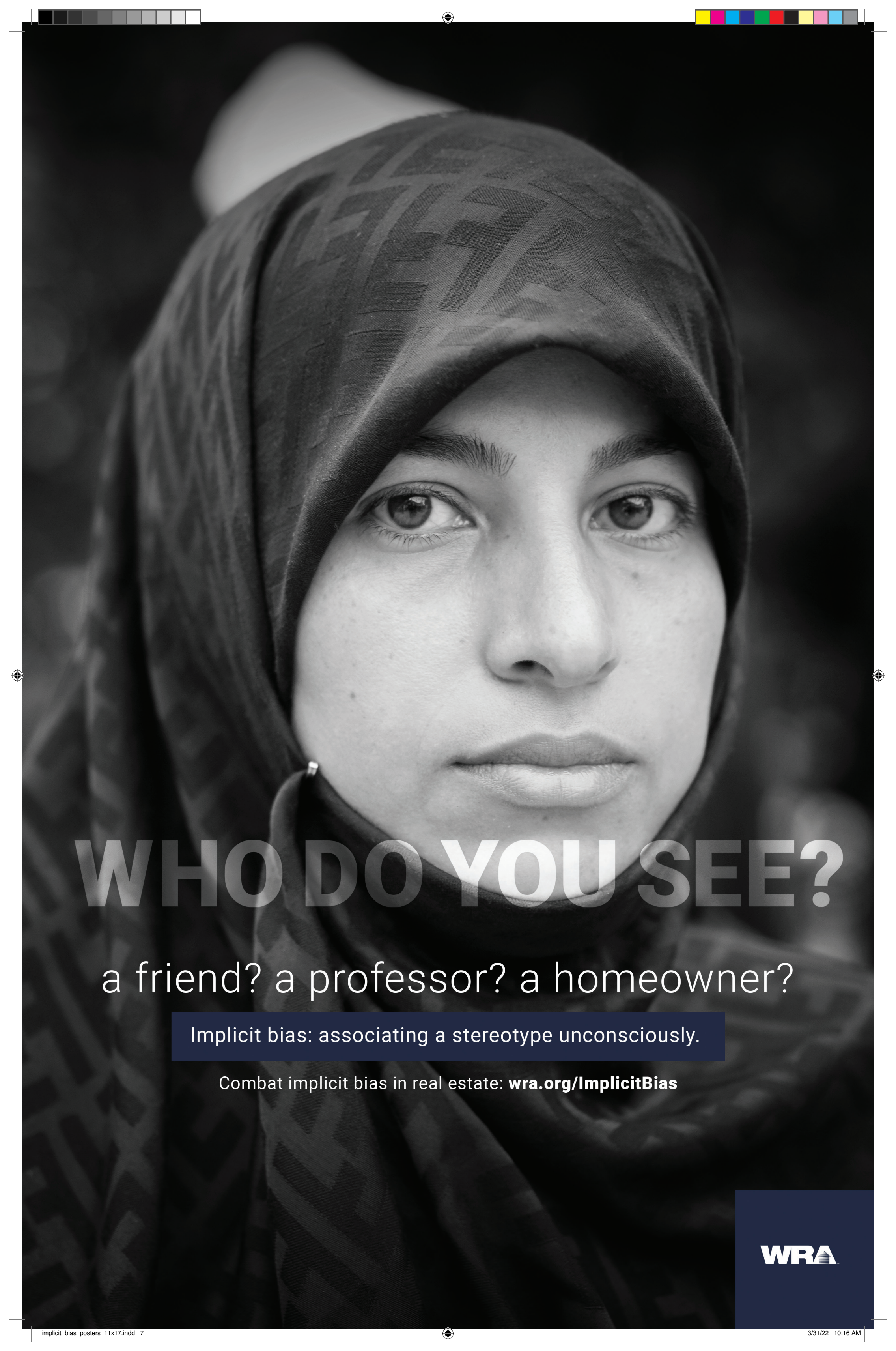
WHO DO YOU SEE?

a grandfather? a banker? a homeowner?

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WHO DO YOU SEE?

a friend? a professor? a homeowner?

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WHO DO YOU SEE?

parents? entrepreneurs? homeowners?

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