

National Association of Real Estate Brokers, Inc. (NAREB)

Real Estate Trade Association | MOU Signed: May 16, 2025

About the Organization

Established 1947 · Headquartered in Lanham, MD

NAREB is the oldest minority real estate trade association in the country, established to secure equal housing opportunities for all regardless of race, color, creed, or religion. NAREB members — known as REALTISTS® — have proactively shaped civil rights, fair housing, equal opportunity, and community development legislation at the local, state, and federal levels. NAREB operates across multiple real estate disciplines through affiliate organizations including the NAREB Investment Division, National Society of Real Estate Appraisers, Women's Council, and Young REALTIST Division.

Partnership Purpose

NAREB and the NAACP share a deep commitment to building generational Black wealth, advancing fair housing, and expanding economic opportunity for Black and underserved communities. Together, they are promoting equitable homeownership, developing joint educational programming, and advocating for housing and economic policies that uplift Black families.

Civic Engagement Activities

- Advance an equitable housing agenda to dismantle discriminatory lending practices, limited disaster recovery support, and exclusionary housing policies
- Partner on housing, economic, and finance policy advocacy that impacts Black and Brown communities
- Conduct joint seminars, workshops, and forums on Black homeownership, economic development, and Building Black Wealth
- Provide advocacy education on engaging state and local elected officials on fair housing and equal opportunity issues

NAACP Tools & Resources Available to Partner

- Multimedia campaigns empowering individuals to understand their housing rights and wealth-building pathways
- Homebuyer/homeowner education, retention, and estate planning programs
- Joint community development initiatives for underserved neighborhoods
- Co-branded marketing campaigns promoting homeownership awareness

Membership

NAREB will promote NAACP membership to its members nationwide, with a shared goal of 10% NAACP enrollment among NAREB's national base. NAACP will promote NAREB membership to NAACP members. This partnership uses a cross-promotion model. Organizational representatives meet quarterly to assess progress.

Mutual Benefits

NAACP Offers: NAACP promotes NAREB's 'Democracy in Housing' mission to its 500,000+ members and 2,200 units nationwide.

Partner Offers: NAREB promotes NAACP membership, provides joint seminar and workshop resources, and amplifies fair housing advocacy through REALTIST® networks.

How to Engage at the State Level

- Identify NAREB affiliate chapters (REALTIST® associations) active in your state
- Connect with state or regional NAREB leadership for an introductory meeting
- Co-host homeownership workshops, wealth-building seminars, or housing advocacy events
- Align on fair housing legislation and advocate together at state and local levels

For questions or to activate this partnership, contact NAACP Community Partnerships — tjefferson@naacpnet.org