



TIPS YOU CAN USE

Multicultural Marketing and Leasing

By Leah Brewer, Leasing Queen

The metropolitan Detroit area is a great example of cultural and ethnic diversity and its advantages and challenges. Many apartment communities throughout southeast Michigan appeal to a cross section of ethnicities and nationalities. In grade school during the '60s, I was taught that America was a melting pot where different cultures melded together into a hybrid of commonalities. Today students are taught that America is a salad bowl, full of different cultures and nationalities, each maintaining its own uniqueness, tastes and traditions while living in harmony with the other ingredients.

I believe in personalized selling. A good sales person customizes their presentation based on the client's needs and wants as well as the client's personality, body language and values. Understanding a client's cultural background helps us understand generalities in their values and ideals that will assist us in compelling them to action. So many leasing professionals are afraid to embrace these unique cultural cues because they feel it may be a violation of Fair Housing laws. I still believe in personalized selling and am committed to celebrating and understanding someone's uniqueness due to their cultural diversity so that I may best serve them.

Test your "Culture I.Q." with these five questions from a 20-question Cultural-Diversity Quiz:

- 1 On the average, how long do native-born Americans maintain eye contact?
 - a) 1 second
 - b) 15 seconds
 - c) 30 seconds
- 2 True or False: One of the few universal ways to motivate workers, regardless of cultural background, is through the prospect of a promotion.
- 3 Learning to speak a few words of the language of immigrant clients, customers, and workers is:
 - a) Generally a good idea because the effort communicates respect for the other person
 - b) Generally not a good idea because they might feel patronized
 - c) Generally not a good idea because they might be offended if a mistake is made in vocabulary or pronunciation
- 4 True or False: American culture has no unique characteristics; it is composed only of individual features brought here from other countries
- 5 When communicating across language barriers, using the written word:
 - a) Should be avoided; it can insult the immigrant or international visitor's intelligence
 - b) Can be helpful; it is easier to read English than to hear it
 - c) Can be confusing; it is usually easier to hear English than to read it

Contact me at Leah@FHMail.net for the full quiz and the answers, along with the name of a dynamite resource book on Multicultural Marketing where the quiz and answers were found. Understand your clients better and you will sell and service them more professionally and proficiently.



Leah Brewer, the Leasing Queen, has over 23 years of hands-on leasing and marketing experience. She established Full House Marketing in 1995 serving multi-family housing with marketing consulting, training and staffing. Leah presents fun, interactive and informational workshops nationally, designed to produce and inspire immediate results. Call 1-888-FULLHSE or visit www.LeasingQueen.com.



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