

TIPS FOR WORKING WITH DIFFERENTLY ABLED INDIVIDUALS

01

Ask! Find out your client's needs

"Finding out what is the hardest part of your client's day is an exercise that'll give you immediate direction... If kitchen chores are tough, show properties accordingly. Deaf individuals may not mind that listing under the airport."
- Jackie Simon, Broker

02

Understand Implicit Bias is Real

Don't forget the golden rule, treat others as you would want to be treated. "Cease worrying about the idea that you'll say or do the wrong thing. If someone's legs, eyes, ears, or speech doesn't function perfectly, it doesn't mean that they live in another space-time universe," says Robbie Schaecken, Buyer Client



03

Be Thorough

"One important task is conducting a thorough exploration of housing priorities before you show them anything." Robbie Schaecken, Buyer Client

04

Know Your Audience!

For example, "When acquiring a listing owned by a disabled individual, your plan should include marketing the property to others in the disabled community."

05

Awareness is key

Awareness all begins with step 1. When you know your clients' needs, it makes it easier to spot those needs in the marketplace.

This PDF was compiled based off of NAR article by author, Suzie Hammond. To view the full article, visit NAR.REALTOR and search, "Better Service for Clients With Disabilities"