

SPEAKER RESOURCES

The History & Power of Real Estate webinar, “The Color of Law” with Richard Rothstein

January 6, 2021

Richard Rothstein, author of the book, “The Color of Law: A Forgotten History of How Our Government Segregated America,” presented a webinar sponsored by the [Greater Capital Area Association of REALTORS®](#), the [District of Columbia Association of REALTORS®](#) and the [Prince George’s County Association of REALTORS®](#) on January 6 to an audience of more than 315 association members. During his presentation, he referenced the following information, which he has provided to us to share with you:

- If you would like to receive more information about the launch of the New Movement to Redress Segregation, please click here [NMRRS](#).
- I described a *Long Island Newsday* report that documented ongoing discrimination by real estate agents. It is here: <https://projects.newsday.com/long-island/real-estate-agents-investigation/>. I have since been recommending how the National Association of Realtors can clean up its own house in this regard, and will be writing about this in my ongoing work. As I said, in most states, two-way consent is required in audit studies, so doing something as dramatic as *Long Island Newsday* did will not be possible, but there is a well-established protocol for audit studies to uncover discrimination and steering, and I urge local associations of realtors to partner with local Fair Housing Centers to conduct such studies that identify and discipline violators. The majority of realtors who do not discriminate have nothing to fear from such studies.
- I mentioned an article I recently published, containing material from my ongoing work (on what we can do to redress racial segregation). It used as an example the Hillsdale neighborhood of San Mateo, CA, created for whites only in the 1940s at a time when homes there were easily affordable to African Americans who were explicitly excluded. The developer, realtor, and bank that participated in this segregation are identifiable and they, or their successors, still operate in that community today. The article suggested that a civil rights group in that community might conduct a campaign to persuade that developer, real estate agency, and bank to establish a private “reparations” fund to subsidize African Americans to find housing in that community, where the once-affordable homes are now unaffordable to working and middle class African Americans: <https://www.nytimes.com/2020/08/14/opinion/sunday/blm-residential-segregation.html> Although the article focused on a California community, you could do the same analysis for communities in the Washington metropolitan area, including Baltimore suburbs and Maryland.
- Another recent article containing this material, also suggesting local policies that can be confronted to redress segregation, is this one describing contemporary policies that are superficially race neutral but that have a disparate impact: <https://www.nytimes.com/2020/01/20/opinion/fair-housing-act-trump.html>
- I also mentioned material for high school teachers:

* For a brief 8 minute summary of talks about how segregation happened, see this: <https://www.facebook.com/NowThisPolitics/videos/270363507375249/>

- * See the 17-minute animated film, “Segregated by Design”
(free) <https://www.segregatedbydesign.com/>
- * For a high school curriculum unit to teach this history, see (free with registration to receive all materials): <https://www.zinnedproject.org/materials/how-red-lines-built-white-wealth-color-of-law-lesson>