

10 Principles for Embedding Racial Equity in Real Estate Development

Reflection Worksheet for Real Estate Practitioners

This worksheet accompanies the ULI report [10 Principles for Embedding Racial Equity in Real Estate Development](#) and is intended to help real estate professionals reflect on the principles in the report and to identify opportunities to apply them to their professional practice.

No matter who they are, every real estate leader and ULI member is on a learning journey. By learning, growing, and taking action to improve their professional practice, real estate practitioners have the opportunity to foster the creation of a more inclusive real estate industry, and to drive more equitable development and community outcomes.

When using this worksheet, additional resources in ULI's [Social Equity Resource Hub](#) may also be useful.

We would love to hear your responses to these questions! If you are comfortable, we'd welcome you to share your worksheet by emailing it to the Building Healthy Places Initiative at health@uli.org. Please indicate whether you would like us to keep your responses confidential.

Reflections on Report as a Whole

Before delving into the specific questions, you are encouraged to reflect on the report as a whole:

- Which principles or ideas in the report stood out to you, and why?
- Are there any areas that confused you or that you are not sure about?
- How would you describe your understanding of the history of racism in land use and real estate? (e.g., Early learning stages, knowledgeable, etc.)

Thoughts and questions about the report:

Reflections on Individual Principles

Next, you are encouraged to reflect on each of the principles in turn by filling in the chart below. For each principle, you can also use these prompts to help you identify your own opportunities for action:

- **Reflect:** What about this principle resonates with you? To what extent are you acting on it now?
- **Identify an Action or Opportunity:** Think of one or more opportunity to act on the principle. In the context of this action, how could you reflect on your position, experiences, and privilege?
- **Identify a Barrier:** What challenges might you encounter when acting on the principle? What might you do to overcome them?
- **Be Accountable:** What is your timeline for action? What strategies could you use to hold yourself accountable to this action (such as sharing with others, building it into your workplan, etc.)?

Principle	Reflections and Responses
<p>1. Embed racial equity across all aspects of your real estate development practice.</p> <ul style="list-style-type: none"> • Think about the day-to-day decisions you make. How often is racial equity a factor? Does it vary depending on the context? • Where do you see opportunities to embed racial equity internally (e.g., DEI initiative) and externally (e.g., community engagement), and are these actions related? 	<p><i>Also consider opportunities to take action using the process above: Reflect, identify an action or opportunity, identify a barrier, and be accountable.</i></p>
<p>2. Commit to building your knowledge and optimizing your personal and institutional power.</p> <ul style="list-style-type: none"> • What are some gaps in your knowledge? How could you begin to fill them? 	
<ul style="list-style-type: none"> • Articulate the racial equity business case. • What do you see as the benefits and limitations of a traditional business case? • How do you think about the relationship between racial equity and risk? 	
<p>4. Use data to ensure equitable processes and outcomes.</p> <ul style="list-style-type: none"> • What do you see as data? Do you include anecdotes? Why or why not? 	
<p>5. Leverage capital to drive equitable change.</p> <ul style="list-style-type: none"> • Have you experienced bias related to capital? What about privilege? What does this look like? 	

<p>6. Understand and address present and historical context.</p> <ul style="list-style-type: none"> • How much do you know about where you live and work? What could you learn? • How has history informed the present context of your projects (disparities, perceptions, etc.)? 	
<p>7. Recognize the power of language.</p> <ul style="list-style-type: none"> • How do you define racial equity and racial justice? • Does your workplace define DEI terms they use? If so, has it changed the way you think about terms? If not, would this be a helpful step? 	
<p>8. Center communities throughout the development process.</p> <ul style="list-style-type: none"> • Reflect on one project or context. Who is “the community?” What would it look like to center them throughout the development process? 	
<p>9. Build trust, transparency, and credibility.</p> <ul style="list-style-type: none"> • Think of a time you tried to build trust, personally or professionally. What worked? What didn’t? How might these lessons apply to your real estate practice? • What does credibility look like—especially given the industry’s history? 	
<p>10. Form strong, intersectoral partnerships.</p> <ul style="list-style-type: none"> • When thinking about partnerships you have formed, who is included and excluded? • What does a “strong” partnership look like? How do you know if you have one? 	

Summing Up: Key Actions

Based on these reflections, what 2-3 key actions are you committing yourself to, and over what timeframe? What support might you need from others, and how will you seek it out?

Your key actions: