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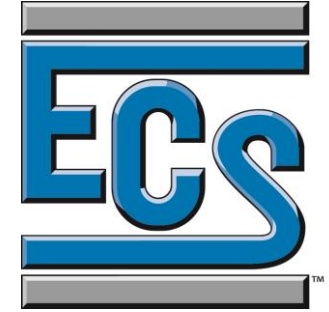


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A circular icon composed of many small green dots arranged in a ring, followed by the word 'lorax' in a dark green, lowercase, sans-serif font.



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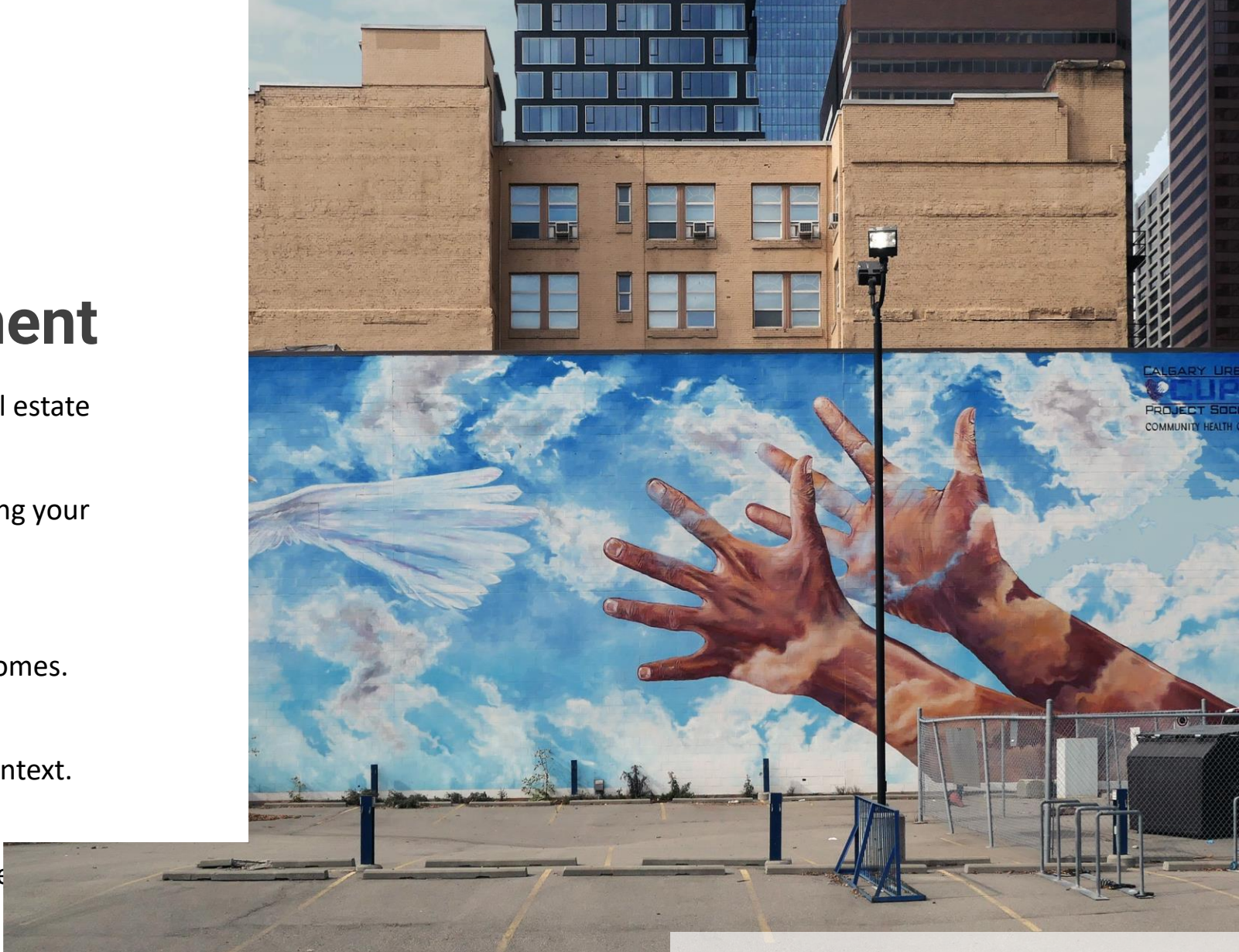
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10 Principles for Embedding Racial Equity in Real Estate Development

1. Embed racial equity across all aspects of your real estate development practice.
2. Commit to building your knowledge and optimizing your personal and institutional power.
3. Articulate the racial equity business case.
4. Use data to ensure equitable processes and outcomes.
5. Leverage capital to drive equitable change.
6. Understand and address current and historical context.
7. Recognize the power of language.
8. Create a community-centered development process.
9. Build trust, transparency, and credibility.
10. Form strong, intersectoral partnerships.





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Thank You

Q&A