

Code Switching in Real Estate: Professional Communication for Diverse Clients

Prepared for classroom participants

Provider	HomesRX
Instructor	Dr. Zakk Varughese
Course Length	2 hours
Instructional Delivery	Online
Included Materials	Student summary, communication tips, and note pages

Use this handout to track key ideas, examples, and action steps you can apply right away.

1. Course purpose

This course helps real estate professionals communicate more clearly and professionally with clients from varied backgrounds, communities, and business settings. The goal is stronger service, fewer misunderstandings, and better risk awareness in day-to-day practice.

2. Learning goals

- Define code switching in a professional real estate context.
- Explain how tone and wording affect trust and clarity.
- Recognize communication barriers and common missteps.
- Apply stronger communication habits in meetings, texts, and email.
- Identify fair housing and professionalism concerns tied to language.
- Build habits that improve service and reduce misunderstandings.

3. Key concepts to remember

Key idea	What it means in practice
Code switching	Adjusting tone, pace, or wording to fit a professional setting and audience.
Professional communication	Being clear, respectful, accurate, and consistent in every client interaction.
Rapport	Building trust without becoming careless, vague, or overly casual.
Digital tone	Texts and emails should be brief, clean, and free from sarcasm or emotional language.
Risk reduction	Good communication lowers confusion, conflict, and complaints.

Quick reminder

- Adapt your communication to the setting, not to stereotype the person.
- Professional does not mean cold; it means clear, respectful, and accurate.
- Your words, tone, and digital messages are part of your professional record.

4. Practical communication tools

Situation	Avoid this	Try this instead
Buyer consult	Using jargon or rushing through questions.	Slow down, explain terms, and confirm what matters most.
Listing appt.	Sounding stiff, scripted, or dismissive.	Match the client's pace while staying polished and clear.
Text message	Sending emotional, vague, or slang-heavy replies.	Keep messages short, professional, and easy to understand.
Conflict	Arguing, assuming, or reacting too fast.	Pause, clarify the issue, and respond with calm facts.

Fair housing and professionalism reminders

- Avoid language that suggests preference, limitation, or bias.
- Do not make assumptions about a client based on background, accent, age, or neighborhood.
- Use the same level of service, respect, and care with every consumer.

5. Personal action plan

Choose three habits you want to strengthen after class.

Habit to improve	How I will apply it in practice
Listening first	
Cleaner texts and emails	
Better conflict responses	

Guided notes

Topic / section: _____	Key takeaway: _____
Question to revisit: _____	Action step: _____

Additional notes

Use this page for examples, phrases, and reminders you want to keep.