

From: [Dave Stark](#)
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Subject: Alameda County REALTORS Welcome Diversity, Equity and Inclusion Officer
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FOR IMMEDIATE RELEASE
ALAMEDA COUNTY REALTORS® WELCOME
DIVERSITY, EQUITY, AND INCLUSION OFFICER

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Alameda County, California (September 21, 2020) – Two Alameda County REALTOR® associations are welcoming the appointment of a local REALTOR® to a new statewide role to promote inclusion.

The [California Association of REALTORS® \(C.A.R.\)](#) recently announced that Farrah Wilder will join the Association as Vice President and Chief Diversity, Equity, and Inclusion Officer.

According to C.A.R., in this newly created position, Wilder will take the lead staff role in supporting C.A.R.'s diversity, equity, and inclusion efforts. She will also collaborate with internal and external partners, key stakeholders, and C.A.R. members on initiatives that will dramatically heighten awareness, allyship, and capabilities across the organization.

Wilder served on the Boards of the Oakland and Oakland Berkeley Association of REALTORS® (now Bridge Association of REALTORS®) from 2014 through 2017 and was 2018 Chair of C.A.R.'s Federal Committee. She is also active in her community, supporting local schools and causes.

In her various roles as a volunteer leader, Wilder has chaired a variety of committees, contributed to the development of residential real estate policy, and lobbied federal, state and local lawmakers.

"We had the pleasure of working directly with Farrah in her leadership roles with Bridge Association of REALTORS® and C.A.R.," said Tina Hand, 2020 President of the Bay East Association of REALTORS®. "We are excited that C.A.R. created this position and selected Farrah to lead the initiative."

"Farrah has always used her voice and talents to uplift those in her community," said Eric Wong, 2020 President of the Bridge Association of REALTORS®. "She was an integral force in reestablishing a housing committee at our Association. Her initial work on that committee was to improve municipal down payment assistance programs to better serve the market, advocate to local policy makers for equity for first-time home buyers of color, provide critical research and feedback for nonprofit housing providers on how to shape their outreach and programs, and create a model grant program for closing cost assistance. Farrah's impact and reach has been immeasurable in the Oakland/Berkeley area. C.A.R. is indeed lucky to have her."

As a former civil rights attorney and REALTOR®, Wilder has a proven track record and deep expertise in homeownership issues that impact underserved communities and communities of color. With her leadership, C.A.R. hopes to target the longstanding and unacceptable barriers to housing access and achieve measurable positive change for diverse communities throughout the state.

Wilder earned a Bachelor of Arts in Sociology from the University of Michigan and a J.D. from the University of Wisconsin, Madison. She moved to Oakland 18 years ago to pursue a legal career, serving five years as a civil rights attorney, before becoming a REALTOR®.

About the Bay East Association of REALTORS®

The Bay East Association of REALTORS® is a professional trade association serving more than 6,000 residential and commercial real estate professionals throughout the San Francisco Bay Area by providing programs and services to enhance their ability to conduct business with integrity and competence. Bay East offers access to the Multiple Listing Service, professional development training, advocacy to protect private property rights and promote home ownership and a variety of networking opportunities and events.

About the Bridge Association of REALTORS®

The Bridge Association of REALTORS® encompasses the Oakland/Berkeley metropolitan area. Bridge AOR is dedicated to serving our members by providing programs and services to enhance their ability to conduct business with integrity and competence, assuring a high level of professional conduct which benefits the community while encouraging the preservation of real property rights.

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