



FROM MASTER TO MAIN

Wow! It's hard to believe we're more than halfway through the year, isn't it! So much has changed for so many of us in 2020. Wearing masks has become the new norm, get-togethers are now socially distanced, and waves of social change are taking place.

Here at Marketplace Sotheby's International Realty, things are also changing. While subtle, we believe they'll make a big impact. During one of our recent company sales meetings, we announced the immediate elimination of the term "master" from our lexicon at Marketplace, which includes listing marketing remarks. From now on, it will be replaced (primarily) with the word "main."

Perhaps this change comes as a surprise to some. I know that myself and the majority of MSIR Leadership had never even considered the subversive

connotations possessed by this term; it's the phrase we've always used to describe the main bedroom of a home. However, it didn't take long to recognize that the varied, subliminal meanings of the word "master" simply do not have a place in today's world.

Last week, the infamous John Legend tweeted this to his followers: "Real problem: Realtors don't show Black people all the properties they qualify for. Fake problem: calling the master bedroom the master bedroom. Fix the real problem, Realtors."

John is absolutely correct. We need to fix the real problem, but we should also fix as many of the problems as we possibly can, which includes the continued use of the word "master." While it does indeed pale in comparison to the systemic racism that continues to pervade many aspects of our industry, it is absolutely something we can address now. Don't forget - the little things, when added up, become big things, and that's how real change happens.

As far as we know, the first recorded use of the phrase "master bedroom" was used in a 1926 Sears



and Roebuck catalog describing a Dutch Colonial prefabricated house that could be purchased, shipped, and assembled on-site. It featured a sunporch, built-in cupboards, and a master bedroom - all for \$4,398. At the time, the word master implied, "the man of the home's retreat."

It wasn't until the phrase became more and more popular in the 1930's-1960's that its perceived meaning began to include racial connotations.

So. Do we think that anyone from the Marketplace family or any other Realtor® would ever, or has ever, intentionally used the term "master bedroom or suite" to imply any form of inequality, unfair treatment, or deep-seated racism? Absolutely not. However, from originally being used to describe the room for the "man of the house" to exuding implications of inequity, the word "master" simply contains unintended meaning and connotation that do not represent the views of this company.

I hope that every member of the Marketplace family knows full well that they belong here for exactly who they are. We do not tolerate inequality or unfairness

for ANY reason. And, if any of our Associates have ever felt otherwise, they have been urged to get in touch with me immediately, and I will address it personally.

I am so incredibly proud of this company, and of each of our Associates individually. We are trailblazers in our industry - always have been, and always will be. If you have any questions, comments, or thoughts regarding our intent to promote real change, please let me know.

Until then, keep working hard and being nice to people, and remember that myself, Leadership, and the entire Marketplace Sotheby's International Realty family is always here for you.

Best,
Chad Shriner
President, Marketplace Sotheby's
International Realty