

URBANE



BLACK ARKANSAS-BASED

REAL ESTATE PROFESSIONALS

ACTIVATING GENERATIONAL WEALTH



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**CENTURY 21
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NORTHEAST ARKANSAS**

LANGSTON CARR

LICENSED REALTOR

41-year-old Langston Carr is an Arkansas native, the proud father of 11-year-old daughter McKinley, and a Central Arkansas-based realtor with Keller Williams Realty. He attended Alabama A&M University, where he majored in Urban Planning and Political Science; however, neither prepared him for his present career nor his passion for marketing, which led him to start his own events companies, Taylormade Events and Langston Carr Presents.

Carr's initial influence to pursue a career in real estate came at an early age through Architecture. He always enjoyed drawing and loved going into new construction homes. This later transitioned into his wanting to become an architect in order to design homes. That desire has not come to fruition, but several pieces of the puzzle have helped him put together the vision he's always had in mind.

Today, Carr has been a licensed realtor for seven years and thoroughly enjoys his job. He specializes in residential real estate and is responsible for representing his client's interests throughout the buying or selling process. In addition, he is trained to provide guidance and support to his clients, including helping them navigate the complexities of real estate transactions, negotiating deals, and ensuring that all legal requirements are met.

Several opportunities have presented themselves due to his strong work ethic and how he treats others and conducts himself. He was recently honored with Diamond status with the Little Rock Realtors Association – the second-highest award achievable. He was also voted #6 of the top 50 realtors on Social Media from PropertySpark.com, and I was selected to become the host of the Emmy-nominated real estate and lifestyle TV show American Dream TV.

“REPRESENTATION MATTERS!

It can be particularly meaningful for Black families who have faced discrimination and marginalization in other areas of their lives.

For many Black families, owning a home is seen as a way to build generational wealth and break the cycle of poverty and redlining that has affected and still affects many communities of color. Seeing someone who looks like them builds a level of connectivity and trust.”

over the past 7 years, including price appreciation, digitalization, low inventory, remote work, and the reduction of first-time homebuyers. These changes are likely to continue in the coming years as the industry continues to evolve

SHARE THE MOST CHALLENGING PART OF YOUR JOB.

I know that I am a realtor, and I should want people to become homeowners, but it drives me crazy how many of us believe that if you don't own a home, you're a failure. This is something that I want to change people's beliefs about. If you want to buy a house because you want to decorate or because you want to be in a certain school district, you have my blessings, but you need to run the numbers, and you need to understand what your other options are. But I don't want people to believe that if you're not a homeowner, you're a failure. In fact, renting can be a GREAT financial decision depending on your situation.

WHAT DO YOU LIKE MOST ABOUT YOUR PROFESSION?

There is never a dull moment as a Realtor! My profession is rewarding, challenging, and dynamic, with opportunities for personal and financial growth. Every transaction features new personalities, which means that you're constantly learning something new. I value that constant change and growth so much! A second close would be the flexibility of my career, which is unlike any other. It allows me the autonomy that I absolutely cherish and the ability to manage my workload.

WHAT DO YOU HOPE TO ACCOMPLISH?

Oddly enough, what I hope to accomplish through my career has nothing to do with home ownership and everything to do with the community. It is important to me for Black men to see other successful Black men because it can provide positive representation, inspiration, role models, and empowerment. This can lead to greater success, happiness, and well-being for Black men and the wider community.

WHAT DO YOU WISH PEOPLE KNEW ABOUT YOUR PROFESSION/SPECIALTY?

A lot of people may think that being a realtor is easy because they do not fully understand the complexities and challenges of the profession, and they have limited exposure to the behind-the-scenes work. Most people, including clients, don't see the amount of work that goes into every transaction, including market research, property inspections, contract negotiations, and other details that require significant attention to detail and skill. Additionally, you must learn how to manage each personality type, which can become overwhelming when dealing with difficult people.

ANY POSITIVITY TO GIVE OTHERS CONSIDERING A CAREER IN YOUR PROFESSION?

Nobody is counting how many times you failed that exam, TAKE IT AGAIN!

WHAT DO YOU KNOW NOW ABOUT THE PROFESSION THAT YOU DIDN'T KNOW BACK THEN BUT WISH SOMEONE WOULD HAVE TOLD YOU?

The calvary ain't coming! It's all you, all the time. There is no perfect brokerage, no perfect coach or mentor... it's you! Get out of your own head and lock in on what you desire. Your confidence in this career is your secret sauce.

WHAT LEGACY DO YOU WANT TO LEAVE?

The Black homeownership rate has historically been lower than the

rate for any other racial and ethnic groups in the United States due to a range of factors that give Black families limited access to affordable housing and homeownership opportunities, contributing to a significant wealth gap between Black and white households. While I realize I will never be able to save the world, I want my contribution from this profession to be closing that gap, if even by a little bit.

Black homeownership rates have increased significantly in recent decades, but there is still a significant gap between Black and white homeownership rates. Closing this gap remains an important goal for many advocates working to promote racial equity and social justice.

HOW IMPORTANT IS YOUR PROFESSION TO BLACK PEOPLE AND THE BLACK COMMUNITY?

The role of a realtor is incredibly important to the Black community, as it can help promote homeownership, build wealth, advance social and economic equity, and provide much-needed representation and support to Black homebuyers and sellers, which can be important in building trust and understanding. By working with realtors who are committed to these goals, Black families can access valuable resources and support that can help them achieve housing and financial goals.

“Despite its many challenges, there are also several opportunities in this industry for African Americans. For example, I bring a unique perspective and approach to the business, which can be an asset in building relationships with diverse clients and communities. Additionally, there is growing recognition in the industry of the importance of diversity, equity, and inclusion, which can create new opportunities for Black realtors to advance their careers and contribute to the industry.”

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