



Written by [R. Cort Kirkwood](#) on August 12, 2021

Minn. Realtors: No More “Master Bedrooms.” Time for “Racial Justice”

If you’re sleeping in a “master bedroom” in Minnesota, you won’t be for long if the real-estate industry has anything to say about it. And it most certainly does have something to say now that it’s woke.

It’s banning such terms as “master bedroom” and “his-and-hers closet” because they are offensive or not “inclusive.”

The death of George Floyd and increasing awareness that just about everything is racist in one way or another explains the change, the [Minneapolis Star-Tribune](#) recently reported.



DenGuy/iStock/Getty Images Plus

Such is the heretofore-unknown racism in the real-estate industry that it employs “educators” to teach professionals about racism and real estate.

No More Mother-in-law Suites

“Browse through home listings today and you’ll find terms like ‘primary bedroom,’ ‘dual closets’ and ‘in-law suites’ instead of ‘master bedroom,’ ‘his-and-hers closets’ and ‘mother-in-law suites,’” the [newspaper reported](#):

It’s part of a new real estate terminology that’s emerging during a time of racial reckoning and pleas for more inclusive language.

“There’s a hidden discriminatory piece that falls when you say ‘master’ bedroom,” said Jackie Berry, a listing agent for Edina Realty and an educator in a racism and real estate continuing education class for Minnesota industry professionals.

“I’m a person of color and every time the term ‘master bedroom’ was used, I kept saying to myself, ‘I don’t like how it sounds,’” she said. “Now as I’m walking through a property, I’ll just say it’s the owners’ or primary suite.”

In recent years, several Twin Cities area listing agents and real estate companies have been phasing out the word “master” because of its association with slavery.

Madame Berry and other realtors might not “like how it sounds,” but the term does not refer to masters and slaves, despite what she might imagine. The term appeared in 1926 when Sears [used it](#) in a catalog. No matter. Floyd’s death changed that truth.

“It’s something that has come up more and more the past few months,” Berry told the credulous reporter. “There’s been an increased awareness and wokeness since George Floyd’s murder. We’re seeing racial justice work being put into play.”



Written by [R. Cort Kirkwood](#) on August 12, 2021

How dumping “master bedroom” is “racial justice” we are not given to know.

[Continued the Star-Tribune:](#)

In June 2020, the Houston Association of Realtors started to use the word “primary” in place of “master” when referring to bedrooms and bathrooms on its listing service. Since then, other groups such as the Real Estate Board of New York have committed to reviewing whether the term “master” should be removed from its residential listings, as well.

In Minnesota, industry groups haven’t offered guidelines on recommended terminology. It’s up to real estate agencies and individual Realtors.

But Chris Galler, CEO of the Minnesota Realtors association, noted that its more than 21,000 members must abide by the National Association of Realtors Code of Ethics, which prohibits discrimination based on race, color, sex, national origin, sexual orientation and gender identity. He said Realtors also need to adhere to federal housing guidelines under the Fair Housing Act.

So realtors are now to believe that using terms such as “master bedroom,” or any other term that alarms someone who doesn’t “like how it sounds,” might violate the Fair Housing Act.

Not quite yet, the newspaper allowed:

In July 2020, the Real Estate Standards Organization (RESO) weighed in on the issue. While a review by industry professionals determined the word “master” was not a discriminatory violation under U.S. Department of Housing and Urban Development standards, replacing it with “primary” was recommended.

Minnesota and Houston are not alone. [The New York Times reported](#) on the terminology change last year, and in Europe, the effort [goes back](#) to at least 2009.

Anyway, “a change in terminology is just the beginning,” [Berry continued](#). “There’s more that needs to be done [in Minnesota] on education around racism and diversity.”

“More” always “needs to be done.”

Crump Chimes In

Unsurprisingly, race hustlers know a good thing when they see it ... when they can [mau-mau the flak catchers](#).

“Words MATTER!,” tweeted Ben Crump, the lawyer who shows up when cops shoot lawless black thugs like Michael Brown:

Good to see Minnesota phasing out the use of “master bedroom” in real estate listings. Many associate it with slavery, a repetitive reminder of plantation life. Together, we can create more inclusive, aware communities!

Words MATTER! Good to see Minnesota phasing out the use of “master bedroom” in real estate listings. Many associate it with slavery, a repetitive reminder of plantation life.



Written by [R. Cort Kirkwood](#) on August 12, 2021

Together, we can create more inclusive, aware communities! <https://t.co/Kx24JB2rPd>

— Ben Crump (@AttorneyCrump) [August 9, 2021](#)

Commentator Jason Whitlock offered the obvious rejoinder. “Serious question, Ben. Do you know anyone who equated “master bedroom” to slavery?”

Of course Crump doesn’t, and even if he did, the equation would be false.

Continued Whitlock:

Let’s stop the bulls*t. We have real issues to confront. Slavery was 160 years ago. If it’s omnipresent in your mind at this point, you’re an idiot.

Serious question, Ben. Do you know anyone who equated "master bedroom" to slavery? Let's stop the bulls*t. We have real issues to confront. Slavery was 160 years ago. If it's omnipresent in your mind at this point, you're an idiot. <https://t.co/aTX72re9RG>

— Jason Whitlock (@WhitlockJason) [August 9, 2021](#)

Whitlock asked Crump about another offensive word:

If the term “master bedroom” reminds you of slavery and must be eliminated, what does the word “n—a” remind you of, and why are you not fighting for its elimination?

If the term "master bedroom" reminds you of slavery and must be eliminated, what does the word "n—a" remind you of, and why are you not fighting for its elimination?

[@AttorneyCrump](#)

— Jason Whitlock (@WhitlockJason) [August 10, 2021](#)

The obvious question: When do we do away with master’s degrees, masterpieces, master electricians and plumbers, and any other masters with whom Berry, Crump and their ilk are displeased?

H/T: [Powerline](#)



Subscribe to the New American

Get exclusive digital access to the most informative, non-partisan truthful news source for patriotic Americans!

Discover a refreshing blend of time-honored values, principles and insightful perspectives within the pages of "The New American" magazine. Delve into a world where tradition is the foundation, and exploration knows no bounds.

From politics and finance to foreign affairs, environment, culture, and technology, we bring you an unparalleled array of topics that matter most.



[Subscribe](#)

What's Included?

- 24 Issues Per Year
- Optional Print Edition
- Digital Edition Access
- Exclusive Subscriber Content
- Audio provided for all articles
- Unlimited access to past issues
- Coming Soon! Ad FREE
- 60-Day money back guarantee!
- Cancel anytime.