

< Brokers Reference Manual

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Fair Housing and Real Estate Advertising

Fair Housing Advertising Word and Phrase List

This word and phrase list are intended as a guideline to assist in complying with state and federal fair housing laws. It is not intended as a complete list of every word or phrase that could violate any local, state, or federal statutes.

This list is not intended to provide legal advice. By its nature, a general list cannot cover particular persons' situations or questions. The list is intended to make you aware of and sensitive to the important legal obligations concerning discriminatory real estate advertising.

Not Acceptable

- Able-bodied
- Adult community
- Adult living
- Adult park
- Adults only
- Irish, no
- Italian, no
- Latino, no
- Males(s) only**
- Mature complex

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- AIDS, no
 - Alcoholics, no
 - Appalachian, no
 - American Indians, no
 - Asian
 - Bachelor pad
 - Blacks, no
 - Blind, no
 - Caucasian
 - Chicano, no
 - Children, no
 - Chinese
 - Churches, near
 - Colored
 - Congregation
 - Couple
 - Couples only
 - Crippled, no
 - Deaf, no
 - Disabled, no
 - Employed, must be
 - Empty nesters
 - English only
 - Ethnic references
 - Families, no
 - Golden-agers only
 - Group home(s) no
 - Handicap parking, no
 - Handicapped, not for
 - Healthy only
 - Mature person(s)
 - Mentally handicapped, no
 - Mentally ill, no
 - Mexican, no
 - Mexican-American, no
 - Migrant workers, no
 - Mosque
 - Nationality
 - Negro, no
 - Newlyweds
 - # of children
 - one child
 - Oriental, no
 - Parish
 - Philippine or
Philippinos, no
 - Physically fit
 - Play area, no
 - Preferred community
 - Puerto Rican, no
 - Religious references
 - Restricted
 - Retarded, no
 - Senior discount
 - Shrine
 - Single person
 - Singles only
 - Spanish speaking, no

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- Hungarian, no
 - Impaired, no
 - Indian, no
 - Integrated neighborhood
 - Unemployed, no
 - Wheelchairs, no
 - White
 - White(s) only
 - Synagogue, near
 - Temple, near
 - Tenant (description of)
 - Traditional

Caution

- Active
- Bachelor
- Board approval required
- Catholic
- Christian
- Curfew
- domestics, quarters
- Exclusive
- Executive
- Female roommate**
- Female(s) only**
- Gays, no
- Gender
- Hindu
- housing for older persons/seniors*
- Ideal for... (should not
- # of persons
- Older person(s)
- One person
- Perfect for...(should not describe people)
- pets, no
- Prestigious
- Private
- Quality Neighborhood
- Retirees
- Retirement home
- Safe neighborhood
- School name or school district
- Secluded
- Section 8, no
- Secure
- Senior adult community*

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- Landmark reference
 - Lesbians, no
 - Male roommate**
 - Man (men) only**
 - Mature
 - Membership approval required
 - Mormon Temple
 - Muslim
 - Nanny's room
 - Near
 - Walking distance of, within
 - Winter/summer visitors*
 - Woman (women) only**
 - Senior(s)*
 - Sex or gender**
 - Single woman, man**
 - Sixty-two and older community*
 - Snowbirds*
 - Sophisticated
 - Straight only
 - Students, no
 - Tranquil setting
 - Two people

Acceptable

- Assistance animal(s)
- Assistance animal(s) only
- College students, no
- Convalescent home
- Convenient to
- Credit check required
- Den
- Drug users, no
- Drugs, no
- Equal Housing Opportunity
- Families welcome
- Family room
- Gated community
- Golf course, near
- Guest house
- Handicap accessible
- Kids welcome
- Membership available
- Mother in law apartment
- Neighborhood name
- Nice
- Non-smokers
- # of bedrooms
- # of sleeping areas

Privacy

- Private driveway
- Private entrance
- Private property
- Private setting
- Public transportation (near)
- Quality construction
- Quiet
- Quiet neighborhood
- references required
- Responsible
- Se habla espanol
- Seasonal rates
- Seasonal worker(s), no
- Section 8 accepted/welcome
- Security provided
- Single family home
- Smoker(s), no
- Smoking, no
- Sober
- Spanish speaking
- Square feet
- Student(s)
- Townhouse
- Traditional style
- Verifiable Income
- Winter rental rates

* Permitted to be used only when complex or development qualifies as housing for older persons.

** Permitted to be used only when describing shared living areas or dwelling units used exclusively as dormitory facilities by educational institutions.

All cautionary words are unacceptable if utilized in a context that states an unlawful preference or limitation.

further investigation and/or testing.

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**Courtesy of Miami Valley Fair Housing Center*

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