



## Fair Housing Advertising Words and Phrases List

There are words and phrases that are entirely acceptable and some that are entirely unacceptable. Sometimes it will depend on how they are used. The general rule is to avoid references to any of the protected categories, or discouraging applicants who have physical or mental limitations. In addition to the federal protected categories, there also may be state and local protected categories that may apply to your property. These are our recommendations for best practices. These lists are not intended and should not be used in place of legal advice. For answers to specific questions, consult an attorney.

### Acceptable Words and Phrases

Credit Check Required

Den

Equal Housing

Opportunity

Family Room

First Time Buyer

Fixer-Upper

Great for Family

In-Law Apartment

Guest House

Luxury Townhomes

Nanny Room

Near Mass Transit

Near Golf Course

(Neighborhood Name)

Nice

No Drinking

No Drugs

No Drug Users

No Smoking

Number of Bedrooms

Nursery

Nursing Home

On Bus Route

Private Entrance

Assistance Animal(s)

Assistant Animals Only

Retirees \*

Seniors \*

Senior Citizens \*

Senior Housing \*

Grandma's House \*

Golden Agers \*

Convalescent Home

Senior Discount

Sophisticated

Student Housing

Within Walking Distance of

Owner/Primary Suite

Walk in Closet

Gated Community

Description of Amenities

Quality Construction

Quiet

Reference Required

(School District)

(School Name)

Security Provided

Play Area

Privacy

Private Driveway

Private Entrance

View of \_\_\_\_\_

\_\_\_\_\_ Square Feet

Starter Home

Traditional Style

Tranquil Setting

Verifiable Income

Board Approval

Required

Close to Downtown or Stadium

Convenient to \_\_\_\_\_

Domestic Quarters

Female or Male Roommate

Handyman's Dream

Screened for Income and Credit

Membership

Approval Required

Near Country Club

No College Students

Prestigious

Quality

Neighborhood

Quiet Neighborhood

Private Setting

Private Property

With View

Membership Available

Responsible

## Unacceptable Words or Phrases

Able-bodied  
Adult Living  
Active Adult Community  
Adults Only  
Agile  
Couples only  
Bachelor pad  
Safe neighborhood  
Empty Nesters  
Ethnic References  
Exclusive Neighborhood  
Racial References  
Religious References  
Healthy Only  
No Gays or Lesbians  
Heterosexuals Only  
Mature Couple  
Mature Individual  
Mature Person(s)

Reference to Nationality  
Near Church(es)  
Near Synagogue  
Near Temple  
No AIDS  
Only Christians Need Apply  
No Children (unless HOPA\*)  
No Teenagers (unless HOPA\*)  
No Play Area  
Not for Handicapped  
No Disabled  
Older Person  
Only One Child  
One Person  
Physically Fit  
Quiet Tenants Only  
Singles Only  
Single Person  
Stable

English Only  
Preferred Community  
Restricted  
No Supplemental Security Income  
(SSI)  
Traditional Neighborhood  
References to Private Clubs  
(#of) people  
Reference to Private Schools

This word and phrase list is intended as a guideline to assist in complying with local, 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 intended to educate and provide general guidance to the many businesses that create and publish real estate advertising. This 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.

\*HOPA Community- May be used when housing requirements meet the Fair Housing Act Criteria for "housing of older persons." The **Housing for Older Persons Act (HOPA)**, signed into law by President Clinton on December 28, 1995, amended the housing for older persons.