



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



Credit Check
Required
Den
Equal Housing
Opportunity
Family Room
First Time Buyer
Fixer-Upper
Great for Family
In-Law Apartment
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

Retirees *
Seniors *
Senior Citizens *
Senior Housing *
Grandma's House *
Golden Agers *
Sophisticated
Student Housing
Within Walking
Distance of
Master 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
View of _____

Senior Discount
____ Square Feet
Starter Home
Traditional Style
Tranquil Setting
Verifiable Income
Board Approval
Required
Close to Downtown
or Stadium
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
With View



UNACCEPTABLE



Able-bodied
Adult Living
Active Adult Community
Adults Only
Agile
Couples only
Safe neighborhood
Criminal Record Not
Accepted
Felons Need Not Apply
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)
Must Be Employed

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

**HOPA Community - May be used when housing requirements meet the Fair Housing Act criteria for "housing of older persons."*