



Say This, Not That

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. This list is not intended and should not be used in place of legal advice. For answers to specific questions, consult an attorney.

Say This	Not That
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Our community features well-maintained amenities and a welcoming atmosphere for all residents.

We encourage all interested applicants to apply, as we consider a variety of qualifications and sources of income.

We have several units available and would be happy to show you all the options so you can choose what works best for you.

We are a no-pets property, but we gladly accommodate assistance animals in compliance with fair housing laws.

Our property is conveniently located near shopping centers, entertainment venues, and parks.

This is a quiet community.

If you don't have a criminal record and have a good job, you should qualify.

It looks like you may need a unit on the ground floor.

We don't allow animals.

We have a couple of large popular churches right down the street.



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Our community offers amenities and events for all ages and abilities.

Our residents love living here, which is why we have a high retention rate year after year.

Our community has implemented several measures to enhance security, including well-lit common areas and regular patrols.

Our community offers a unique blend of amenities and a welcoming atmosphere for everyone.

“We celebrate diversity and welcome all” to convey a more inclusive message.

We are an active adult community.

We have stable residents with good jobs.

Unlike other areas, ours is a safe neighborhood.

This is an exclusive neighborhood!

We are proudly American here!



www.FairHousingInstitute.com