

Southwest MLS Fair Housing Watch Words

When entering marketing information in the Public Remarks for your MLS listing it is important to remember not to violate Fair Housing laws with the phrases or words you use. The following words, phrases, symbols, and forms typify those most often used in residential real estate advertising to convey either overt or tacit discriminatory preferences or limitations. The bottom line is that your advertising should not show preference for the federally protected classes: Race, Religion, Familial Status, Sex, National Origin, Color or Disability.

In considering a complaint under the Fair Housing Act, the HUD Department will normally consider the use of these and comparable words, phrases, symbols, and forms to indicate a possible violation of the act and to establish a need for further proceedings on the complaint, if it is apparent from the context of the usage that discrimination within the meaning of the act is likely to result.

Advertising Words and phrases that are NOT ACCEPTABLE.

Able bodied	Mature Person(s)
Adult Community	Mentally handicapped, no
Adult Living	Mentally ill, no
Adults only	Mexican, no
AIDS, no	Mexican-American
African	Mosque
Alcoholics, no	Nationality
American Indians, no	Negro, no
Asian	Newlyweds
Bachelor	# of Children
Bachelor pad	One Child
Blacks, no	One Person
blind, no	Physically Fit
Catholic	Polish
Caucasian	Preferred community
Chicano	Puerto Rican
Chinese	Religious References
Children, no	Retarded, no
Churches, near	Seasonal worker, no
Colored	Shrine
Couple(s), only	Singles only
Crippled, no	Single Person
Employed, must be	Smoker(s), no
Empty nesters	Spanish Speaking, no
(Ethnic reference)	Synagogue, near
Handicapped, not for	Temple, near
Healthy only	Tenant (description of)
Hispanic, no	Traditional neighborhood
Impaired, no	Unemployed, no
Independent living	Wheelchairs, no
Indian	White
Irish	White(s), only
Integrated	
Jewish	
Landlord	
Latino	
Married	
Mature Couple	
Mature individual	

Here is a list of words or phrases that should be used with CAUTION.

Active
Board approval required
Close to _____
Desirable neighborhood
Domestic Quarters
Female(s) only
(Gender Specific)
Grandma's House
Golden Agers
Males Only
Male roommate
Membership approval required
Near _____
Near country club
No students
Number of persons
Prestigious
Quality Neighborhood
Retirees
Secure
Senior Citizen
Single woman/man
Sophisticated
Students
Two People
Within walking distance

Here is a list of words or phrases that are 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 golf course
Near mass transit
Neighborhood name
Nice
No drinking
No drugs
No drug users
No smoking
Nursery
Nursing Home
On bus route
Play Area
Privacy
Private driveway/entrance
Quality construction
Quiet
School District
School Name
Security Provided
Senior Discount
Starter Home
Traditional Style
Tranquil setting
Verifiable Income
View of _____
With view