

FAIR HOUSING ADVERTISING WORD AND PHRASE LIST

Revised 05/15/06

This word and phrase list is 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 intended to educate and provide general guidance to create and publish real estate advertising. 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.

BOLD — not acceptable

ITALIC — caution

STANDARD — acceptable

able-bodied

Active

adult community

adult living

adult park

adults only

African, no

Agile

AIDS, no

Alcoholics, no

Appalachian, no

American Indians, no

Asian

Assistance animal(s)

Assistance animal(s) only

Bachelor

Bachelor pad

Blacks, no

blind, no

board approval required

Catholic

Caucasian

Chicano, no

children, no

Chinese

Christian

Churches, near

college students, no

Colored

Congregation

Convalescent home

Convenient to

Couple

couples only

Credit check required

crippled, no

Curfew

Deaf, no

Den

disabled, no

domestics, quarters

Drug users, no

Drugs, no

employed, must be

empty nesters

English only

Equal Housing Opportunity

ethnic references

Exclusive

Executive

BOLD — not acceptable

ITALIC — caution

STANDARD — acceptable

families, no
families welcome
family room
family, great for
*female roommate***
*female(s) only***
*55 and older community**
fixer-upper
gated community
Gays, no
Gender
golden-agers only
golf course, near
group home(s) no
guest house
handicap accessible
handicap parking, no
Handicapped, not for
healthy only
Hindu
Hispanic, no
HIV, no
*housing for older persons/seniors**
Hungarian, no
Ideal for . . . (should not describe people)
impaired, no
Indian, no
Integrated
Irish, no
Italian, no
Jewish
kids welcome
Landmark reference
Latino, no
Lesbians, no
*male roommate***
males(s) only**
*man (men) only***
Mature
mature complex
mature couple
mature individuals
mature person(s)
membership available
Membership approval required
Mentally handicapped, no
Mentally ill, no
Mexican, no

Mexican-American, no
Migrant workers, no
Mormon Temple
Mosque
Mother in law apartment
Muslim
Nanny's room
Nationality
Near
Negro, no
Neighborhood name
Newlyweds
Nice
non- smokers
of bedrooms
of children
of persons
of sleeping areas
Nursery
nursing home
Older person(s)
one child
one person
Oriental, no
Parish
perfect for . . . (should not describe people)
pets limited to assistance animals
pets, no
Philippine or Philipinos, no
physically fit
play area, no
preferred community
Prestigious
Privacy
Private
Private driveway
Private entrance
Private property
Private setting
Public transportation(near)
Puerto Rican, no
Quality construction
quality neighborhood
Quiet
Quiet neighborhood
references required
religious references
Responsible

BOLD — not acceptable

ITALIC — caution

STANDARD — acceptable

Restricted
retarded, no
Retirees
Retirement home
safe neighborhood
school name or school district
se habla espanol
seasonal rates
seasonal worker(s), no
Secluded
section 8 accepted/ welcome
section 8, no
Secure
security provided
*senior adult community**
*senior citizen(s)**
senior discount
*senior housing**
*senior(s)**
*sex or gender***
Shrine
single family home
single person
*single woman, man***
singles only
*sixty-two and older community**
Smoker(s), no
Smoking, no

*Snowbirds**
sober
Sophisticated
Spanish speaking
Spanish speaking, no
Square feet
Straight only
student(s)
Students, no
Supplemental Security Income (SSI), no
Synagogue, near
temple, near
tenant (description of)
Townhouse
traditional neighborhood
traditional style
tranquil setting
two people
Unemployed, no
Verifiable Income
walking distance of , within
Wheelchairs, no
White
White(s) only
winter rental rates
*winter/summer visitors**
*woman (women) only***

* *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. Furthermore, all cautionary words are "red flags" to fair housing enforcement agencies. Use of these words will only serve to invite further investigation and/or testing.

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