

Advertising Guidelines and Checklist

According to federal fair housing laws, advertising for the sale or rental of a property may not state a preference for any person or an intention to exclude any person because of that person's race, color, religion, sex, handicap, familial status or national origin.

This prohibition applies to the use of all media, such as newspapers, radio, television or billboards, and any written material produced in connection with the sale or rental of a dwelling, such as application forms, brochures, flyers, signs, posters or banners.

To comply with the law, avoid:

- Using words or phrases describing the dwelling, landlord or tenants. Examples: white private home, colored home, Jewish home, Hispanic residence, adult building, or other words indicative of race, color, religion, sex, handicap, familial status or national origin.
- Conveying preference to one group over another or exclusion due to race, color, religion, sex, handicap, familial status (children under 18) or national origin.
- Using catchwords, such as restricted, exclusive, private, integrated, traditional, board approval or membership approval.
- Using symbols or logos that imply or suggest discrimination because of race, color religion, sex, handicap, familial status (children under 18) or national origin.
- Writing out the directions to the property that refer to well-known racial, ethnic or religious landmarks or to any other major landmark that could signal a preference for a specific type of person.
- Targeting advertisements to one segment of the community.
- Using only adult white models in advertising over a period of time.

Using prohibited words or phrases with respect to handicapped persons or families with children, including:

- *Crippled*
- *Blind*
- *Deaf*