

# FAIR HOUSING ADVERTISING WORD AND PHRASE LIST

## Describe the Property – Not the People

### § 109.20 Use of words, phrases, symbols, and visual aids

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. In considering a complaint under the Fair Housing Act, the 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.

Note: This list is **NOT** all-inclusive. Each word must be considered in context.

## AVOID • AVOID • AVOID

<p>able-bodied adult community* adult living* adults only* adult park* African agile AIDS alcoholics, no American Indian Appalachian Asian black(s) blind, no board approval required Catholic Caucasian Chicano children, no</p>	<p>child(ren), (number of) Chinese Christian colored crippled, no church deaf, no disabled, not suitable for drinker(s), no employed, must be empty nesters* English only (ethnic references) golden agers* group homes, no handicapped, not suitable for healthy only Hindu</p>	<p>Hispanic HIV Hungarian impaired, no Indian Irish Italian integrated Jewish landlord, (description) Latino married mature couple* mature individual* mature person(s)* membership approval required mentally disabled, no mentally ill, no</p>	<p>Mexican-American migrant workers, no Mosque Muslim (nationality) Negro non-drinkers non-smokers older person(s)* one child Oriental parish park rules, must comply with Philippine physically fit only Polish preferred community</p>	<p>Protestant Puerto Rican quiet tenant(s) (religious references) responsible retarded, no seasonal workers, no senior discount* smoker(s), no Social Security Insurance (SSI), no Spanish speaking stable Synagogue Temple tenant(s), description of two people unemployed, no white, white only</p>
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## CAUTION • CAUTION

<p>55 and older community* 62 and older* active bachelor bachelor pad close to country club, near couple couples only curfew exclusive executive female(s) only female roommate</p>	<p>fisherman's retreat gay(s), no (gender) gentleman's farm grandma's house golden agers only* handicap handyman's dream heterosexual homosexual ideal for... lesbian(s), no male(s) only male roommate</p>	<p>man, men only membership approval required Mormon Temple mother-in-law apt. nanny's room near newlyweds one person older person* perfect for... person(s), (number of) play area, no prestigious</p>	<p>quality neighborhood restricted retired retiree(s)* retirement home* safe neighborhood Section 8, no secure seeking same senior(s)* senior citizen(s)* senior housing* (sex or gender) shrine</p>	<p>singles only single person single woman, man sophisticated straight only student(s) students, no temple traditional two people walking distance to... woman, women only</p>
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## ACCEPTABLE

<p>accessible alcohol, no assistance animals only bedrooms, (number of) bus, near convalescent home convenient to credit check required den desirable neighborhood domestic quarters drugs, no drug use, no</p>	<p>Equal Housing Opportunity family, great for family room fisher-upper golf course, near great view guest house handicap accessible hobby farm kids welcome luxury townhouse master bedroom membership available</p>	<p>(neighborhood name) nice nursery nursing home places of worship, near play area privacy private driveway private entrance private property private setting public transportation, near</p>	<p>quality construction quiet quiet neighborhood references required responsible (school district) (school name) seasonal rates secluded security provided senior discount* single family home</p>	<p>sleeping area(s), number of smoking, no (square feet) townhouse traditional style tranquil setting verifiable income view of view, with wheelchair accessible winter rental rates</p>
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\*Senior housing may be exempt if:

- 1) HUD has determined the housing is specifically designed for and occupied by elderly persons under a federal, state or local government program, or;
- 2) It is occupied solely by persons who are 62 or older, or;
- 3) It houses at least one person who is 55 or older in at least 80% of the occupied units, and adheres to a policy that demonstrates an intent to house persons who are 55 or older.



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