

# FAIR HOUSING ACT



## *The Law:*

“It shall be unlawful to make, print, or publish, or cause to be made, printed, or published any notice, statement, or advertisement, with respect to the sale or rental of a dwelling that indicates any preference, limitation, or discrimination based on race, color, religion, sex, handicap, familial status, or national origin, or an intention to make any such preference, limitation, or discrimination.”



## *How to comply:*



### *Avoid certain words---*

- Description of home: Hispanic residence, Jewish home, etc.
- Race indicators: Negro, Caucasian, Oriental, etc.
- Religious indicators: Protestant, Catholic, Jew, Christian
- Catch words: “restrict” “disadvantaged” “integrated” “traditional”



### *Other things to avoid:*

- Symbols or logos that suggest race, color, religion, sex or national origin
- Colloquialisms—words used regionally to suggest race, color, etc.
- References used in directions to real estate and location description
- Selective advertising: Models of one gender or race; advertising only in “zoned” editions of a newspaper



### *Suggestions to comply:*

- Use of the Equal Housing Opportunity logo or slogan in ads
- Notification of Fair Housing Policy to employees
- Publishers’ notice posted in Real Estate section

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