



WV Press Association

3422 Pennsylvania Ave.

Charleston, WV 25302

Phone: 304-353-1160

Fax: 304-343-5879

FAIR HOUSING ADVERTISING WORD AND PHRASE LIST

Revised 08/24/07

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 the many businesses that 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. For additional information, contact WV Press Association at 304-353-1160.

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

families, no

families welcome

family room

family, great for

*female roommate***

*female(s) only***

BOLD — not acceptable *ITALIC — caution* STANDARD — acceptable

*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

Restricted

retarded, no

Retirees

Retirement home

safe neighborhood

school name or school district

BOLD — not acceptable *ITALIC — caution* STANDARD — acceptable

<u>se habla espanol</u>	<u>Spanish speaking</u>
<u>seasonal rates</u>	Spanish speaking, no
<u>seasonal worker(s), no</u>	<u>Square feet</u>
<i>Secluded</i>	<i>Straight only</i>
<u>section 8 accepted/ welcome</u>	<u>student(s)</u>
<i>section 8, no</i>	<i>Students, no</i>
<i>Secure</i>	Supplemental Security Income (SSI), no
<u>security provided</u>	Synagogue, near
<i>senior adult community*</i>	temple, near
<i>senior citizen(s)*</i>	tenant (description of)
senior discount	<u>Townhouse</u>
<i>senior housing*</i>	traditional neighborhood
<i>senior(s)*</i>	<u>traditional style</u>
<i>sex or gender**</i>	<i>tranquil setting</i>
Shrine	<i>two people</i>
<u>single family home</u>	Unemployed, no
single person	<u>Verifiable Income</u>
<i>single woman, man**</i>	<i>walking distance of , within</i>
singles only	Wheelchairs, no
<i>sixty-two and older community*</i>	White
<u>Smoker(s), no</u>	White(s) only
<u>Smoking, no</u>	<u>winter rental rates</u>
<i>Snowbirds*</i>	<i>winter/summer visitors*</i>
<u>sober</u>	<i>woman (women) only**</i>
<i>Sophisticated</i>	.

* 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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