

# FAIR HOUSING ADVERTISING WORD AND PHRASE LIST

Revised 05-01-09

*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 in the area 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.*

**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**

**Bisexuals, no** (City of Dayton)

**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**

**BOLD — not acceptable**

*ITALIC — caution*

STANDARD — acceptable

**English only**

Equal Housing Opportunity

**ethnic references**

*Exclusive*

*Executive*

**families, no**

families welcome

family room

family, great for

*female roommate\*\**

*female(s) only\*\**

*55 and older community\**

fixer-upper

gated community

*Gays, no*

**Gays, no** (City of Dayton)

*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**

**Homosexuals, no** (City of Dayton)

*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*

**Lesbians, no** (City of Dayton)

*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**

**Military, no** (State of Ohio)

*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**

**BOLD — not acceptable**

*ITALIC — caution*

STANDARD — acceptable

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*  
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*  
**Transgressors, no** (City of Dayton)  
*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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Compiled by the Miami Valley Fair Housing Center, Inc. found online at [http://www.mvfairhousing.com/ad\\_word\\_list.php](http://www.mvfairhousing.com/ad_word_list.php).