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**
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**  
amales(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 Philippinos, no  
physically fit  
play area, no  
prefersed 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

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  
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.  

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. If you are in need of legal advice, please see an attorney. 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.