

What's in A Word?

Choosing the best word in your ads not only attracts buyer but guards against discrimination. In selecting wording for your property ads:

- Avoid any words or phrases in advertising that convey the preference of one group over another. When in doubt use words that describe features on the property—jogging trail—rather than the features of the buyer who might want to use the feature—great for joggers.
- Avoid words or phrases relating to race, color, religion, age, familial status, or national origin to describe the dwelling, the area, the tenants, or the owners. For example, Hispanic neighborhood, adult building
- Avoid catchwords such as “exclusive,” “private,” or “integrated” to convey preferences for one group over another.
- Never write directions that include references to well-known racial, ethnic, or religious landmarks.

Acceptable Words

Family room

Cozy

Near Radner Elementary School

Friendly neighborhood

Secluded

Private driveway/entrance

Quality construction

Mother-in-law suite

Play area

Prestigious

Words to Avoid

Perfect for singles

Ideal for couple

Empty nesters

Near St. Michael's Catholic Church (Avoid Locations or landmarks that have religions or ethnic overtones.)

Integrated neighborhood

Restricted community

Senior citizens (except for qualified housing for older persons)

Active

Adult

Singles

Executive

Board approval required