

# Fair Housing Advertising

## Word and Phrase List

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 State of Nebraska 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.

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 may invite further investigation and/or testing.

**Bold** text indicates the words are **Not Acceptable**.

*Italic* text indicates the words should be used *with caution*.

Normal text indicates the words are acceptable.

**able-bodied**

*active*

**adult living**

**adult community**

**adults only**

**African**

**agile**

**alcoholics, no**

**Asian**

**bachelor**

**blacks, no**

**blind, no**

*board approval required*

bus/MAX, near

**Catholic**

**Caucasian**

**Chicano**

**Chinese**

**children, no**

**church(es), near**

*close to*

*college students*

**colored**

**couple**

**couples only**

*country club, near*

credit check required

**crippled, no**

**deaf, no**

den

*desirable neighborhood*

*domestic's quarters*

**drinkers, no**

drugs, no

drug users, no

**employees, must be**

**empty nesters**

Equal Opportunity Employers (EOE)

**(ethnic references)**

*exclusive*

*executive*

family, great for

family room

*female(s) only*

*female roommate*  
*fisherman's retreat*  
fixer-upper  
*gays, no*  
*(gender)*  
*gentleman's farm*  
*grandma's house*  
**golden agers only**  
golf course, near  
**handicapped, not for**  
*handyman's dream*  
**healthy only**  
**Hispanic**  
hobby farm  
**impair, no**  
**Indian**  
**Irish**  
**integrated**  
**Jewish**  
**landlord (description of)**  
**Latino**  
*lesbians, no*  
luxury townhouse  
*male(s) only*  
*male roommate*  
*man (men) only*  
**married**  
*mature*  
**mature couple**  
**mature individuals**  
**mature person(s)**  
**membership approval required**  
**mentally handicap, no**  
**mentally ill, no**  
**Mexican-American**  
**Mormon Temple**  
**mosque**  
**mother-in-law apartment**  
(**Mother** - unacceptable. in-law -  
acceptable)  
**Muslim**  
**must comply with park rules**  
*nanny's room*  
**(nationality)**  
*near*  
neighborhood name

**newlyweds**  
nice  
**no play area**  
*no student(s)*  
**non-drinkers**  
**non-smokers**  
(# of) bedrooms  
**(# of) children**  
*(# of) persons*  
(# of) sleeping areas  
nursery  
nursing home  
**older person(s)**  
**one child**  
**one person**  
**Oriental**  
**physically fit**  
play area  
**Polish**  
*prestigious*  
**privacy**  
*private*  
private driveway  
private entrance  
private property  
private setting  
public transport, near  
**Puerto Rican**  
quality construction  
*quality neighborhood*  
quiet  
quiet neighborhood  
**quiet tenants**  
responsible  
**restricted**  
**retarded, no**  
*retired*  
*retirees*  
school district  
school name  
**seasonal worker, no**  
secluded  
*Section 8, no*  
*secure*  
security provided  
*senior(s)*

*senior citizen(s)*

senior discount

**shrine**

**singles only**

**single person**

*single woman, man*

smoking, no

smoker(s), no

(square feet)

**Social Security Insurance (SSE), no**

*sophisticated*

**stable**

*straight only*

*student(s) only*

**synagogue, near**

**temple, near**

**tenant (description of)**

townhouse

traditional style

tranquil setting

*two people*

**unemployed, no**

verifiable income

view, with

view of

*walking distance of, within*

**white**

**white only**

*woman (women) only*