

# Are My Ads Fair Housing Compliant?

## Ad Content

If you answer Yes to any of these questions you may need to change your ad text or images to comply with the Fair Housing Act.

Does my ad include text or images that someone of a different race or nationality could see as hostile or offensive?	Yes	No
Do I offer better terms for a particular group of people (such as different pricing or different application requirements)?	Yes	No
Does my ad discourage people with a disability from seeking this home?	Yes	No
Does my ad make it more difficult for speakers of other languages to obtain a home (such as by adding extra fees or different terms)?	Yes	No
Does my ad try to convince people to move from an area by suggesting people of a different race or nationality are about to move in?	Yes	No
Could someone interpret my ads as steering them towards an area where people share similar characteristics?	Yes	No
Does my ad suggest that a home is better suited to a particular type of family (such as a childless couple or a two-parent family)?	Yes	No

## Ad Placement

If you answer Yes to any of these questions you may need to change your ad text or images to comply with the Fair Housing Act.

Does my audience exclude people with interests tied to a particular race or nationality?	Yes	No
Does my audience exclude people with interests tied to disabilities?	Yes	No
Does my audience exclude people with interests tied to families with children?	Yes	No
Do my location setting exclude nearby areas with high populations of racial or ethnic minorities?	Yes	No

# Ad Disclaimers

If you answer Yes to any of these questions you may need to include a equal opportunity disclaimer to comply with the Fair Housing Act.

Does my ad mention an organization or building with a religious affiliation by name (such as a place of worship or landmark)?	Yes	No
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Does my ad mention or show a religious symbol such as a Cross or Star of David?	Yes	No
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## Example

This ad should contain a disclaimer because it mentions the home's close proximity to a particular place of worship. This could imply a preference that violates the Fair Housing Act.

### Sample Disclaimer:

*Ponte Vedra Realty does not discriminate on the basis of race, color, religion, national origin, disability, or familial status.*



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This checklist is for educational purposes only and does not take the place of legal advice from a legal professional. If in doubt, we recommend that you consult an attorney to verify compliance. More information on the Fair Housing Act can be found at [https://www.hud.gov/program\\_offices/fair\\_housing\\_equal\\_opp/fair\\_housing\\_act\\_overview](https://www.hud.gov/program_offices/fair_housing_equal_opp/fair_housing_act_overview).