



Big Bear Association of REALTORS® Inc.

P.O. Box 1563 • 40861 Stone Rd.
Big Bear Lake, CA 92315
email: bigbearsaor@gmail.com
(909) 866-5891

6/11/2019

If the MLS contacts you to discuss possible Fair Housing/HUD violations in your remarks, it is purely out of concern for our members, and intended to protect you from possible legal issues.

Our Matrix system will “caution” you when using any words that may violate the Fair Housing Act. Whether a violation exists or not, depends on the context. It is up to you, with the help of your Broker, to determine if your remarks are in violation. If a blatant violation exists in your remarks, the MLS will issue a violation and require you to correct it.

It is important to keep in mind that any person who is offended by advertising may file a complaint with the Fair Housing/HUD office. It is up to said offices to determine whether a violation truly exists.

This document contains informative articles and links to assist you with the preparation of acceptable advertising remarks.

Excerpt from BBAOR MLS Policies & Procedures Manual:

Remarks

Language used in the Public and Confidential Remarks section must be in compliance with and not violate HUD/Fair Housing guidelines. All text in the Public and Confidential Remarks section must be entered in the English language.

Entire Policy Manual can be accessed by members here: <https://bbaor.com/members-only-documents>

Excerpt from C.A.R. Risk Management/Advertising FAQ:

Q20. Are there any specific advertising words REALTORS® should be aware of that may violate advertising provisions of the federal Fair Housing Act?

A20. Yes. Some commonly used words and phrases may violate the advertising provisions of the Fair Housing Act. Under these provisions, a real estate licensee may not run any kind of advertisement concerning the sale, rental or financing of real property that indicates any preference, limitation or discrimination because of race, color, sex, religion, ancestry, physical handicap, marital status or national origin (42 U.S.C. § 3604(c), 24 C.F.R. Part 109). (Note: that this regulations was withdrawn from the Code of Regulations in 1996).





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A [letter from HUD](#) provides certain guidelines regarding permissible and impermissible words and phrases in advertising.

The following are examples of common words that can be used without violating either Act.

- family room
- mother-in-law suite
- bachelor apartment
- master bedroom
- two bedroom
- great view
- fourth-floor walk-up
- walk-in closet
- walk to bus-stops
- jogging trails
- wheelchair ramp
- quiet street
- cozy
- rare find
- desirable neighborhood
- apartment complex with Chapel
- kosher meals available
- no bicycle allowed
- non-smoking (conduct required of resident)
- sober (conduct required of resident)

The following are examples of words that cannot be used in advertising:

- white family home
- no Irish
- no Jews
- Christian home
- no wheelchairs





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In addition, advertisements may not contain limitations on the number or ages of children, nor may they state a preference for adults, couples or singles. An exception is senior housing. See the Legal Q&A, [Senior Housing Summary](#).

Furthermore, advertisements which use the legal name of an entity which contains a religious reference (for example, Roselawn Catholic Home) or an ad which contains a religious symbol may indicate a preference in regards to religion. However, such references may be made if the stated ad includes a disclaimer such as, "This home does not discriminate on the basis of race, color, religion, national origin, sex, handicap or familial status."

Entire article can be accessed by members here: <https://www.car.org/riskmanagement/qa/advertising-folder/advertising-by-realtors>

Access a very helpful letter from HUD describing what is acceptable and not acceptable in real estate advertising here: <https://www.car.org/-/media/CAR/Documents/Alterian---import/PDF/HUD---Guidance-Regarding-Advertisements.pdf?la=en&hash=BEB83574C15F4DEEC1D5C39C7B16B3A2A4C94414>

Thank you!

Big Bear Association of REALTORS®



Jurisdictions: Big Bear Lake Valley, San Bernardino County, California

