

Managers,  
FYI KS 3/12/03

**FAIR HOUSING ADVERTISING WATCHWORD LIST**

**PREFERRED**

Bedrooms, Number of  
Bus Line, Close to/Near  
Children Welcome  
Consumption of Alcohol, No  
Contemporary Design  
Credit Check Required  
Doorman Building  
Drinking on Premises, No  
Drug Users, No  
Drugs, No  
Equal Housing Opportunity (EHO)  
Family, Perfect for  
Family Room  
Female Seeks Roommate  
"Fixer-Upper"  
Handicapped-accessible  
Highway, Close to/Near  
Income, Verifiable  
Male Seeks Roommate  
Master Bedroom  
Master Suite  
"Needs TLC"  
Neighborhood (identified by name)  
Nursery  
Nursing Home  
Pets, No  
Pets OK  
Pets Welcome  
Play Area Provided  
Prestigious  
Privacy  
Private Driveway  
Private Entrance  
Private Setting  
Public School District (by name)  
Public School (by name)  
Public Transit, Close to/Near  
Quality Construction  
Quality Home  
Quiet  
Secluded  
Section 8 Approved/Certified  
Security System  
Senior Discount  
Servant Quarters  
Smoking on Premises, No  
Students Welcome  
Traditional-Style Home  
Train, Close to/Near  
Verifiable Income  
View of ...  
Walk-in Closet  
Walk-out Basement  
Wheelchair-accessible

**QUESTIONABLE**

Active  
AFDC (welfare)  
Contemporary Lifestyle  
Country Club  
Desirable/Desirable Neighborhood  
Domestic's Quarters  
Family  
Females/Males Only  
Fifth Ward, Close to/Near  
First Ward, Close to/Near  
Housing for Older Persons  
Integrated  
Interracial  
Males/Females Only  
Meyerland, Close to/Near  
Neighborhood, Description of  
Prefer ...  
Private  
Privileged  
Public Assistance  
Quality Neighborhood  
Quiet Neighborhood  
Restricted/Restriction(s)  
Secure  
Sleeps \_\_\_\_ (fewer than five persons)  
Sophisticated  
Special Rates for ...  
Steps from/to ...  
Third Ward, Close to/Near  
Traditional Neighborhood, etc.  
Unemployed  
Welfare  
Woman (Women) Only

**DO NOT USE**

Able-bodied Only  
Adult Building  
Adult Community  
Adult Living  
Adult(s) Only  
Adult(s) Preferred  
African  
African-American  
Alcoholics, No  
American  
American Indian  
Asian  
Bachelor Apartment, Pad, etc.  
Black(s), No  
Blind, No  
Board/Membership Approval  
Catholic  
Caucasian  
Chicano  
Child, One OK, Two OK, etc.  
Children, No  
Children OK  
Chinese  
Christian  
Church(es), Close to/Near  
Colored, No  
Congregation(s), Close to/Near  
Country Club(s), Close to/Near  
Couple(s)  
Crippled/Cripples, No  
Deaf, No  
Drinkers, No  
Elderly  
Employed, Must Be  
Empty-nester(s)  
English-speaking  
Ethnic Neighborhood  
Exclusive  
Neighborhood/Street  
Executive/Professional  
→ Executive Home  
Foreigners  
German-speaking  
Golden-ager(s)  
→ Handicapped, No  
Handyman's Special  
Healthy Only  
Heterosexual  
→ His and Hers  
Hispanic  
Homosexual  
Hungarian  
Ideal for ...  
Immigrant(s), No  
Impaired, No  
Indian  
Indian, American  
Irish  
Italian  
Jewish  
Landlord (description of)  
Latino  
Lesbian

Living Alone, Capable of  
→ Luxury  
Married  
Mature/Mature Persons  
Membership/Board Approval Required  
Mentally Handicapped, No  
Mentally Ill, No  
Mentally Retarded, No  
Mexican-American  
Middle-aged  
Mixed Community  
Mormon  
Mosque(s), Close to/Near  
Negro(es), No  
Newlyweds  
Older Person(s)  
One Child (or any number)  
One Person (or any number)  
Oriental  
Parish(es), Close to/Near  
→ Perfect for ...  
Person(s), Number of (or any number)  
Philippine, Filipino  
Physically Fit  
Play Area, No  
Polish  
Private School(s), Close to/Near  
→ Professional/Executive  
Protestant  
Puerto Rican  
Quiet Tenants  
Rent Calculated Per Person  
Retarded Person(s), No  
Retired  
Retired Person(s)  
Retiree(s)  
Seasonal Worker(s), No  
Section 8, No  
Section 8 OK  
Segregated  
Senior Housing  
Senior(s) Welcome  
Singles Preferred/Singles Only  
Smoker(s), No  
Stable Persons Only  
Straight(s)  
Social Security Disability (SSD), No  
Social Security Insurance (SSI), No  
Spanish-speaking  
→ Suitable for ...  
Suitable for Person(s) (any number)  
Synagogue(s), Close to/Near  
Temple(s), Close to/Near  
U.S. Citizen  
Vietnamese  
Vietnamese-speaking  
White(s) Only  
Working, Must Be  
Young  
Youthful