

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