

# Fair Housing and Advertisements



**Under the Fair Housing Act, it is illegal to print or publish any notice, statement, or advertisement for housing that indicates preference, limitation, or discrimination because of a protected class.**

This rule applies to all newspapers, directories, social media posts, and advertisements regarding the rental, sale, or financing of housing\*.

The protected classes in Oregon include: Race, Color, National Origin, Religion, Sex, Sexual Orientation, Gender Identity, Familial Status, Disability, Source of Income, Marital Status, and Victims of Domestic Violence.

\*While 55+ and 62+ communities can maintain certain legally enforceable age discriminants within the state of Oregon, advertisements for such housing must abide by all other fair housing guidance.

## Advertisements should avoid any of the following which may indicate preference or discriminatory intent:

- Symbols or logotypes that suggest a protected class
- Selective use of human models that cater to exclusive demographics

- Words descriptive of a dwelling, landlord, or tenants

*"White private home"*

*"Hispanic residence"*

*"Adult only residence"*

- Historical catch words used in a discriminatory context

*"Restricted, private, exclusive, integrated, traditional, board approval, etc"*

- Names of facilities which cater to particular racial, national origin, or religious group, or which are used exclusively by one gender

- Strategic placement of advertisements to one particular demographic or in one particular geographic area

- Specific references to racially, national origin, or religious significant landmarks