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**THE FAIR HOUSING COUNCIL  
IS HERE . . . *for equality***

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THE FAIR HOUSING COUNCIL is a private, non-profit organization which has effectively served Northern New Jersey since 1959. The Fair Housing Council is one of the oldest and most respected fair housing organizations in the United States.

The Council's Officers, Board of Trustees and staff are committed to making fair housing a reality for all people.

The Fair Housing Council works closely with government agencies at all levels and with private attorneys to ensure that fair housing laws are vigorously enforced.

**If you suspect that housing discrimination has occurred, contact the Fair Housing Council immediately.**



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**THE FAIR HOUSING COUNCIL IS  
HERE TODAY. . . *thanks to you***

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We have worked towards the goals of fair housing and fair lending for more than five decades. We have made great progress, thanks to all who have struggled to bring about equality in housing and lending opportunities. We will continue to be successful but only with your continued help and support.

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**For further information or assistance,  
contact:**

**FAIR HOUSING COUNCIL OF  
NORTHERN NEW JERSEY  
131 Main Street, Suite 140  
Hackensack NJ 07601  
(201) 489-3552  
(201) 489-9472 (fax)  
[info@fairhousingnj.org](mailto:info@fairhousingnj.org)  
[www.fairhousingnj.org](http://www.fairhousingnj.org)**

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# **FAIR HOUSING COUNCIL OF NORTHERN NEW JERSEY**



FAIR HOUSING  
ADVERTISING GUIDANCE

***Over 50 Years  
Of Experience***



The Federal Fair Housing Act and the NJ Law Against Discrimination prohibit the making, printing and publishing of housing advertisements that indicate a preference, limitation or otherwise reflect housing discrimination on the basis of any of the following protected classes:

- *Race or Color*
- *Religion*
- *Sex*
- *Familial Status (presence of children under 18)*
- *Disability*
- *National Origin or Ancestry*
- *Marital, Domestic Partnership or Civil Union Status*
- *Sexual Orientation or Expression*
- *Source of lawful income*
- *Source of lawful rent or mortgage payment*

### Fair Housing Tips for Advertising:

- **Do** describe the property for rent or sale, **not** the people who live there
- **Do not** make statements that might limit or exclude individuals of a protected class
- **Do** ensure that advertisements will reach a broad audience and are not limited or restricted in any way by the platform you are using to advertise
- **Do** use diverse human models in your advertising photos or use only pictures of the property
- **Do** avoid the use of ethnic statements
- **Do** include the phrase "Equal Housing Opportunity" and/or use the Fair Housing logo shown below.
- **Do** become familiar with local, state, and federal Fair Housing laws.



### Examples of Discriminatory Advertising:

- *"No Kids"*
- *"Perfect for a couple"*
- *"Great for families"*
- *"Must have a job"*
- *"Must be working"*
- *"Must speak English"*
- *"Close to Church"*
- *"No Section 8"*
- *"No welfare rental assistance of any kind"*

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**IF YOU THINK YOU HAVE BEEN DISCRIMINATED AGAINST, CONTACT THE FAIR HOUSING COUNCIL TODAY!**

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