

## VA ADVERTISING GUIDELINES FOR FAIR HOUSING

1. Section 804 (c) of Title VIII of the Civil Rights Act of 1968, as amended, prohibits advertising housing for sale or rent in a manner that indicates a preference for or against potential home buyers because of their race, color, religion, sex, handicap, familial status, or national origin.

2. Section 805 of Title VIII of the Civil Rights Act of 1968, as amended, prohibits financial institutions from denying residential loans or financial assistance because of the applicant's race, color, religion, sex, handicap, familial status or national origin.

3. For persons engaged in or associated with advertising housing for sale or rent, or the availability of residential financing, the following guideline are provided to assist in complying with VA's equal opportunity and affirmative marketing programs.

a. All advertising of residential real estate for sale or rent, and residential financing will contain an Equal Housing Opportunity logo, slogan, or statement as a means of advising the home seeking public that the property and its financing are available to all persons regardless of race, color, religion, sex, handicap, familial status, or national origin.

(1) Equal Housing Opportunity Logo:



If other logos are used in the advertisement, then the Equal Housing Opportunity logo should be of a size comparable to other logos.

(2) Equal Housing Opportunity Slogan: **EQUAL HOUSING  
OPPORTUNITY**

(3) Equal Housing Opportunity Statement: "We are pledged to the letter and the spirit of the United States policy for the achievement of equal housing opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status, or national origin."

b. If human models are used in display advertising campaigns, the models will be clearly definable as reasonably representing all potential home buyers in the metropolitan area. Models, if used, will indicate to the general public that the housing and residential financing offered are open to all without regard to race, color, religion, sex, handicap, familial status, or national origin.

c. It should be noted that selective use of these guidelines could be considered an effort to circumvent fair housing advertising, and thereby in non compliance with Federal regulations. Selective use is defined as using the guidelines or the Equal Housing Opportunity logo or slogan only:

(1) When advertising a particular housing development or site, and not another development or site with housing units also available for sale or for which financing is also available; or

(2) In advertising media that reaches a limited or particular section of the community to the exclusion of other geographic sections within the same community.

d. In respect to classified newspaper advertising, it is not necessary to insert the logo, slogan, or statement in each classified ad if at the beginning of the real estate advertising section there appears a notice reading as follows:

"All real estate advertised in this newspaper is subject to the Federal Fair Housing Act of 1968, as amended which makes it illegal to advertise "any preference, limitation, or discrimination based on color, religion, sex, handicap, familial status, or national origin, or an intention to make any such preference, limitation, or discrimination." This newspaper will not knowingly accept any advertising for real estate which is in violation of the law. Our readers are hereby informed that all dwellings advertised in this newspaper are available on an equal opportunity basis."