

REALTORS® Fair Housing Top Ten Actions

September 24, 2020

1 Treat all people fairly, with dignity and respect, without discrimination in the sale, rental, lease of property, or otherwise deny or withhold a housing accommodation based on: race, color, creed, sex, familial status, national origin, age, sexual orientation, gender identity or expression, military status, marital status, disability, use of service animals and lawful source of income. In all cases, discrimination means treating someone differently because of one of these protected classes.

2 Post the United States Housing and Urban Development (HUD) Equal Housing Opportunity Poster in all of your brokerage offices in a prominent location visible to the public. See for example, www.hud.gov/fairhousing. The Poster is available at www.posterguard.com/hud-federal-fair-housing-poster.

3 Place the HUD Equal Housing Opportunity Logo on any and all advertisements and marketing materials that you use in your business as a REALTOR®. Advertisements and marketing materials include, but are not limited to, listing agreements, housing or rental applications, business cards, palm cards, advertisements in newspapers or electronic media, for sale/rent signs placed on lawns or property, mailing solicitations, listings of properties sold, and any websites that REALTORS® use to promote or advertise their business, billboards, social media, etc. See HUD Equal Housing Opportunity Logo: www.hud.gov/library/bookshelf11/hudgraphics. The logo size must be: at least 2" x 2" on 1/2 page or full (8 1/2" x 11") page, 1" x 1" on 1/8 to 1/2 page, 1/2" x 1/2" on 1/8 page or less. On all other larger sizes, such as lawn signs or billboards, the logo must be in bold face type which is clearly visible.

4 Participate in New York State Fair Housing Training/ Continuing Education Courses. See www.dos.ny.gov and www.NYSAR.com for training courses. See also www.dhr.ny.gov/fair-housing-guide for best practices to avoid discriminatory actions that New York law prohibits. REALTORS® are prohibited from printing or circulating or causing to be printed or circulated any statement, advertisement or publication, or to use any form of application for the purchase, rental or lease of any housing accommodation, land or commercial space, or to make any record or inquiry in connection with the prospective purchase, rental or lease of any housing accommodation, land or commercial space which expresses, directly or indirectly, any limitation, specification or discrimination as to any of the above protected classes. It is also an unlawful discriminatory practice for any person to aid, abet, compel, coerce or attempt to do any of the discriminatory actions.

5 Deliver the State Approved Housing and Anti-discrimination Disclosure Form to every consumer, for any and all types of properties, at first substantive contact. First substantive contact is the same for presentation of the Agency Disclosure Form. Email, electronic communication (including links with text that explain the link), facsimile or hard copies are all permissible. If you use a hard copy, get it signed by the consumer. Electronic signatures are permissible. See www.dos.ny.gov/licensing/docs/2156.pdf

6 Display the State Approved Fair Housing Notice at every office or branch office operated by a broker, prominently in the broker's office window and any branch maintained by the broker, visible from the sidewalk. If any office/branch is not accessible from the sidewalk, or if postings are otherwise prohibited by any other applicable law, the Fair Housing Notice must be prominently posted in the same location where the REALTORS®' business license is posted. See www.dos.ny.gov/licensing/docs/FairHousingNotice_new.pdf

7 Display the Fair Housing Notice at all open houses, where all attendees at the open house can see it.

8 Display the Fair Housing Notice "prominently and conspicuously" on the homepage of any website maintained by the REALTOR®.



9 Place the Equal Housing Opportunity Logo, including a statement of Equal Housing Opportunity, in all REALTOR® written and electronic materials, and display in all REALTOR® real estate offices a public notice of Equal Housing Opportunity. Absent further clarification from New York State, REALTORS® should prominently display the Equal Housing Opportunity Poster in the windows or upon entrance to their offices where the public is invited, and display it on their websites, as well as the New York State mandated Fair Housing Notice (see above).

10 In Buffalo and Erie County, REALTORS® must use the Equal Housing Opportunity Logo, and a statement of Equal Housing Opportunity on applications and all marketing materials whenever the REALTOR® is printing, circulating, placing or publishing or causing to be placed or published any written statement, including electronic media, with respect to the availability for sale or rental of a housing accommodation or the listing of a housing accommodation with any person, business or entity which maintains a referral list of available housing.

