FAIR HOUSING

A Smile...
A Handshake...
No Vacancy.

Don't be fooled by friendly landlords or rental agents.
Housing discrimination isn't always obvious.
Know your rights.

If you suspect unfair housing practices, contact HUD or your local Fair Housing Center. Everyone deserves a fair chance.

EQUAL HOUSING OPPORTUNITY

FAIR HOUSING IS THE LAW!

U.S. Department of Housing and Urban Development • **1-800-669-9777** • TDD 1-800-927-9275

"I'm sorry. I must have misplaced your paperwork..."

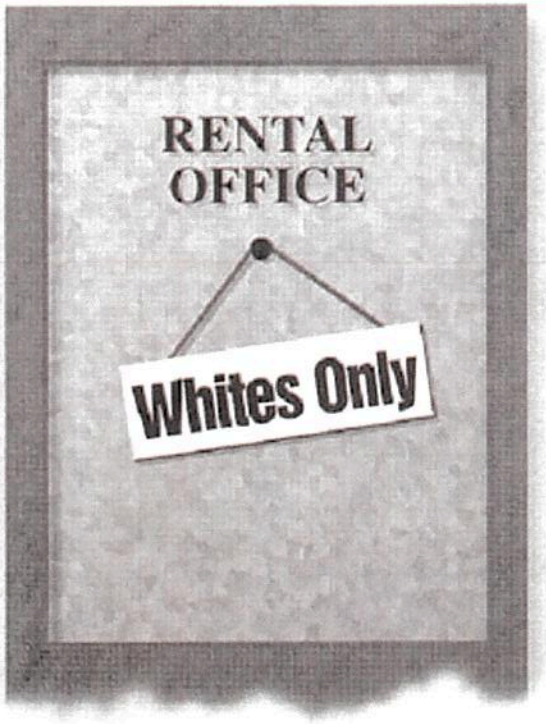
"Your credit report isn't back." "Your income hasn't been verified yet." Don't be fooled by excuses. What appears to be a delay could be discrimination. You can fight back.

If you suspect unfair housing practices, contact HUD or your local Fair Housing Center. Everyone deserves a fair chance.

EQUAL HOUSING OPPORTUNITY

FAIR HOUSING IS THE LAW!

U.S. Department of Housing and Urban Development • **1-800-669-9777** • TDD 1-800-927-9275



It's never this clear.

Instead, you'll hear things like: "Sorry, we just rented the last apartment." "There are several applications ahead of you." "We seem to have misplaced your application." Learn the signs of discrimination and fight back.

If you suspect unfair housing practices, contact HUD or your local Fair Housing Center. Everyone deserves a fair chance.

EQUAL HOUSING OPPORTUNITY

FAIR HOUSING IS THE LAW!

U.S. Department of Housing and Urban Development • **1-800-669-9777** • TDD 1-800-927-9275

ALLEN & O'HARA, INC
RENTAL CRITERIA

Allen and O'Hara Education Services, Inc., supports the Fair Housing Act as amended, prohibiting discrimination in housing based on race, color, religion, sex, national origin, handicap or familial status. All prospective residents will be required to follow the standards below to include, but not limited to:

CITIZENS:

Complete a standard application form and lease agreement package.
Obtain an approved guarantor.

NON-CITIZENS:

Complete a standard application form and lease agreement package.
Obtain an approved guarantor.
Provide a passport.
I-20 verifying student status and proof of enrollment.

GUARANTORS:

The guarantor must be at least 25 years of age and preferably a family member.
The guarantor must reside in the United States.

DEPOSIT IN LIEU OF GUARANTOR:

Allen & O'Hara Education Services, Inc., will accept in lieu of guarantor requirements an additional refundable deposit of three (3) month's rent.

Please be advised that incomplete, inaccurate or falsified information will be grounds for dismissal. Any individual, who may constitute a direct threat to the health and safety of an individual, the community, or the property of others, will be denied.

RESIDENT CHECK
.com

FIRST Advantage
SafeRent

Welcome to Our Community

Date:_____ Appointment:_____ _____ Male _____ Female
Date/Time

Name:_____
First Last

Cell Phone:_____ Email:_____

Home Phone: Home Address: Local Address:

Local Phone:

What Type of Apt. Are You Looking For? *If applicable.*

_____One Bedroom
_____Two Bedroom
_____Three Bedroom
_____Four Bedroom
_____Other

Term	Year
_____Fall	20_____
_____Winter	20_____
_____Spring	20_____
_____Summer	20_____

Current School Enrollment

_____High School Senior
_____College Freshman
_____College Sophomore
_____Other
_____College Junior
_____College Senior
_____Graduate

How Did You Hear About Us?

_____Friend/Family
_____Direct Mail
_____Flyer
_____Newspaper
_____Signage
_____Email
_____Resident Referral_____
_____Other_____
_____Website
_____Athletics
_____School Directory
_____Admissions
_____Housing On-Campus
_____University/College

What Is Important To You?

_____Community Center
_____Fitness Center
_____Social Activities
_____Air Conditioning
_____Study Facilities
_____Other_____
_____Private Bedroom
_____Location
_____Internet
_____Furnished Apartment
_____Parking

Name_____ Date_____ Time_____ Leasing Professional_____

Contact #1 - Leasing Professional's Notes:

- ❑ Date of Appt._____ Time:_____
- ❑ Phone Call Date _____
- ❑ Tour Date _____
- ❑ Dropped By - No Appointment
- ❑ Lease Type _____
- ❑ Apartment Type _____
- ❑ Desired Move In _____
- ❑ Special Offered _____
- ❑ Prospect Placed Deposit Today _____
- ❑ Other Outcome _____

_____

Prospects Reactions:

1. What amenities & features were most important to prospect?

   _____
2. In which community amenities did prospect have an interest?

   _____
3. Did prospect have any objections regarding apartment or community?

   _____
4. If prospect did not place a deposit today, what were the reasons behind decision to delay?

   _____
5. Other housing options prospect is considering:

   _____

FOLLOW UP/COMMUNICATIONS	DATE	COMMENTS
#1 – Thank You Note		
#2		
#3		
#4		
#5		
#6		
#7		
#8		
#9		
#10		

Prospect Did Not Lease Because:

- ❑ Need To Talk To Parents
- ❑ No Guarantor
- ❑ Still Shopping Around
- ❑ Pets
- ❑ Price Too High
- ❑ Own Furniture
- ❑ Waiting On Roommates
- ❑ Floor Plan Not Available
- ❑ No Money For Deposit
- ❑ Dislike Floor Plan

What is “Linguistic Profiling”?

- Many Americans can guess a caller's ethnic background from their first hello on the telephone.
- The inventor of the term "linguistic profiling" has found in a current study that when a voice sounds African-American or Mexican-American, racial discrimination may follow.

U. S. Department of Housing and Urban Development

We Do Business in Accordance With the Federal Fair Housing Law

(The Fair Housing Amendments Act of 1988)

It is illegal to Discriminate Against Any Person Because of Race, Color, Religion, Sex, Handicap, Familial Status, or National Origin

- In the sale or rental of housing or residential lots
- In advertising the sale or rental of housing
- In the financing of housing
- In the provision of real estate brokerage services
- In the appraisal of housing
- Blockbusting is also illegal

Anyone who feels he or she has been discriminated against may file a complaint of housing discrimination:
1-800-669-9777 (Toll Free)
1-800-927-9275 (TTY)

U.S. Department of Housing and Urban Development
Assistant Secretary for Fair Housing and Equal Opportunity
Washington, D.C. 20410

Previous editions are obsolete

form HUD-928.1 (2/2003)

DEFINITIONS

- Race- Culture Heritage
- Color- "Shade" or color of skin
- National Origin- The country from which one originated
- Religion- Faith and Beliefs
- Gender- Rights for both men and women

DEFINITIONS

- Handicapped - Physical or mental impairments which limit one or more major life activities.

Also protected are those with a record of - or being regarded as - having such impairment and persons residing with the renter.

HANDICAPPED

Major Life Activities

- Walking
- Seeing
- Hearing
- Breathing
- Caring for Own
- *Recovering Addicts
- *AIDS

We are not required to make housing available to an individual who presents a direct threat to the health and safety of other residents

HANDICAPPED

1. A handicapped residents "**MAY**" reasonably modify an apartment at their "**OWN**" expense.

2. We "**CAN**" require plans, permits and reasonable restoration.

3. In most states, a guide animal "**IS NOT**" considered a pet, as directed by ADA. Therefore a pet deposit "**IS NOT**" required. You may not **randomly require** certification that the animal is in fact a guide or assist animal.

4. Since 1991, all ground floor apt. homes and common areas must be wheelchair accessible.

DEFINITIONS

- Familial Status- The presence or expected presence of children under 18, pregnant women, or individuals securing the custody of children under 18.

The classes protected under the Familial Status Provisions are:

- **Households containing one or more people under the age of 18 who live with a parent or guardian**
- **Pregnant women**
- **Foster families**
- **People in the process of adopting a child under the age of 18**
- **Households in the process of acquiring legal custody of a child under the age of 18**

What is “Steering”?

Attempting to manipulate the prospect or resident’s choice of housing by ‘steering’ them to specific locations on the basis of their race, color, religion, sex, handicap, familial status, or national origin

Fair Housing Act & Advertising

- The FHA prohibits publishing, making or printing any advertisement regarding the sale or rental of a residence that specifies a preference of race, color, religion, sex, handicap, familial status or national origin.

Considerations when Targeting Markets

- Identify potential customers in non-discriminatory manner
  - Focus on business needs
  - Focus on legal selection criteria
- Match product with consumer needs
- Assign feature benefits based on non-discriminatory spending habits

Fair Housing Concerns to be Addressed in Marketing Plan

- What will message be?
- How will marketing be distributed?
- Where will the marketing be located?
- Which tools have more defined or narrow distributions?
- Which tools send specific “imaging”?

Questions During Analysis

- Were members of protected classes reached?
- Was a fair and impartial sampling of the geographic area represented?
- Do the numbers indicate any variation in results along protected class lines?

Tips on Fair Housing Marketing

- Practice inclusive marketing
- Create and record marketing policies and plans
- In direct marketing, discourage use of zip codes
- Keep copies and records of ads and their placement
- Include Fair Housing logo

Specials and Concessions

- Clearly state start date and time
- Ensure staff offer same programs to all prospects
- Monitor staff use of programs
- Document start and end dates of concessions

Tips on Fair Housing in Advertising

- Consider demographics
- Use Equal Housing Opportunity logo properly
- Use clip art forms rather than real people
- Display Fair Housing poster in Leasing Center
- Use inclusive and appropriate language
- Include legal and non-discriminatory rules
- Never advertise something you do not have

Phrases to Avoid

- An exclusive community
- Latino neighborhood
- Close to churches
- Quiet, peaceful, restful community
- Ideal for seniors
- For the active lifestyle

What is the best thing you can do to prevent discrimination?

Be Consistent!!!!

Remember to……

THINK BEFORE YOU **SPEAK**!

Always treat others as you would like to be treated and forego judging others based on discriminatory factors. The applications for residency is truly the only legal tool available for choosing apartment renters.