

FLORIDA FAIR HOUSING COMPLIANCE POLICY MANUAL

Purpose

This policy establishes procedures to ensure compliance with federal and Florida fair housing laws, including the Fair Housing Act (42 U.S.C. §§ 3601–3619) and the Florida Fair Housing Act (§ 760.23, Florida Statutes).

This policy applies to all brokers, sales associates, staff, and independent contractors affiliated with the brokerage.

1. Equal Housing Opportunity Statement

The brokerage is committed to providing equal professional service to all clients and customers without regard to:

- Race
- Color
- Religion
- Sex
- National origin
- Disability
- Familial status

No employee or agent shall engage in any discriminatory conduct in violation of federal or Florida law.

2. Scope of Policy

This policy applies to all real estate activities, including:

- Listings
- Showings
- Buyer representation
- Property management

- Leasing
 - Advertising and marketing
 - Client communications
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3. Prohibited Conduct

The following actions are strictly prohibited:

3.1 Steering

- Directing clients toward or away from neighborhoods based on protected characteristics
- Making recommendations based on demographics rather than objective criteria

3.2 Selective Showing

- Showing properties selectively based on protected class
- Failing to present all qualifying properties to a client

3.3 Discriminatory Terms or Services

- Offering different services, pricing, or access
- Delaying or refusing service

3.4 Discriminatory Advertising

- Use of language indicating preference or limitation
- Exclusionary phrases or coded language

3.5 Misrepresentation

- Providing false or misleading information about availability
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4. Reasonable Accommodations & Modifications

Agents must comply with requests for reasonable accommodations for individuals with disabilities.

Examples include:

- Allowing service animals

- Providing alternative communication methods
- Facilitating reasonable property modifications

Requests must be handled promptly and documented.

5. Advertising Compliance Policy

All advertising must comply with fair housing laws.

5.1 Applies to:

- MLS entries
- Social media
- Websites
- Email campaigns
- Printed materials

5.2 Prohibited Language Examples:

- "Perfect for families"
- "No children"
- "Christian community"
- "Safe neighborhood"

5.3 Required Practices:

- Neutral, property-focused descriptions
 - No reference to protected classes
 - Broker review of marketing materials when required
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6. Standardized Client Service Procedures

All agents must:

- Use consistent intake procedures
- Apply identical qualification standards
- Provide equal access to all available listings

No client may be treated differently based on protected class.

7. Training Requirements

7.1 Mandatory Training

- Annual Fair Housing training required for all agents

7.2 Training Content

- Federal and Florida law
- Advertising compliance
- Steering and discrimination scenarios

7.3 Documentation

- Attendance logs
 - Signed acknowledgments
 - Retention of training materials
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8. Complaint Procedure

8.1 Reporting

Complaints may be submitted:

- In writing
- Electronically
- Anonymously

8.2 Investigation

The brokerage will:

- Review all relevant documents
- Interview involved parties
- Maintain confidentiality where possible

8.3 Resolution

Possible outcomes include:

- No violation
 - Policy violation
 - Legal violation
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9. Discipline & Enforcement

Violations may result in:

- Written warning
- Mandatory retraining
- Suspension
- Termination

Severe violations may be referred to:

- Florida Real Estate Commission (FREC)
 - U.S. Department of Housing and Urban Development (HUD)
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10. Recordkeeping

The brokerage shall maintain:

- Training records
- Complaint logs
- Investigation files

Records should be retained for a minimum of 3–5 years.

11. Broker Responsibility

The broker is responsible for:

- Implementing this policy
 - Supervising agents
 - Ensuring compliance with § 475.278, Florida Statutes
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12. Acknowledgment

All agents agree to comply.
