



The Fair Housing Checklist

- Courtesy
- Interview Process
- Housing Location
- Housing Availability
- Brokerage's Follow-Up Plan

Courtesy

- Are all prospective clients offered the **same reception**?
- Are they immediately offered to be shown properties, or are they told that someone will contact them for potential showings?
- How responsive are agents when they receive a voicemail or an email from a prospective client?
- In the initial meeting or discussion, are prospective clients offered brochures and/or literature?

Interviewing

- Prospective clients should be asked the **same questions** concerning:
 - Price range
 - Housing preference
 - Type of features desired.
- **If specific inquiries are made of some, they should be made of all.** (ex – preapproval letter, identification, proof of income).
- Recognize and address personal (implicit) biases.

Housing Location

- **Prospective clients should be shown homes in the same locations** unless the client **specifically requests** to see homes only in certain areas.
- Any homes that fit the buyer's preferences should be shown.
- It should be the **buyer's request, and not agent's suggestion**, that determines the areas in which housing is sought.
- Requests for information and comments related to area schools should be objective and prospects should be referred to source documents to do their own inquiry.

Housing Availability

- Be certain to include all homes that fit within the criteria given to you by the client.
- Suggest the same number and types of homes to all persons regardless of background (or take care to explain why the given criteria may have created limitations in possible listings).
- **The content, quality and quantity of the information provided (as well as the level of service provided) should be equal.**
 - Or well documented as to any deviation.
 - **Consistency is key.**

Follow-up Plan

- Have a **consistent** follow-up plan in place.
- If your brokerage has the practice of requesting contact information for a call back and receives the information but doesn't make a call back to a prospective client then it is necessary to look at the function of that internal policy.
- If the request is made for contact information and the prospective client does not have a phone or does not wish to give that information, then it should be noted by the salesperson that the prospective client did not leave information for a follow-up.

Michigan Realtors® Fair Housing Resources

- Fair Housing Checklist
- Social Media Policy
- Michigan Realtors® Legal Team
- Updated Fair Housing webpage
www.mirealtors.com/Legal-Resources/Fair-Housing
- Fair Housing CE opportunities
(MR sponsored events, Social & Fair)