



# FAIR HOUSING NEWS

Produced by the Fair Housing Center of West Michigan

## Fair Housing: The Bridge to Equitable Communities

### Fair Housing Center Plans 28th Annual Event for May 21st

The Fair Housing Center of West Michigan is very pleased to announce that **Jim Carr**, a Senior Fellow with the Center for American Progress and a Distinguished Scholar with The Opportunity Agenda, will be returning to Grand Rapids to provide the keynote presentation for the *28th Annual Fair Housing Luncheon &*



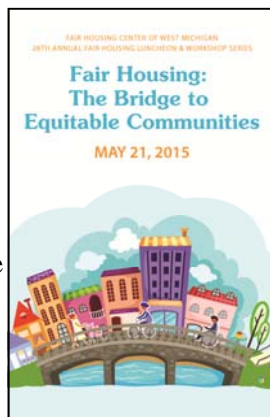
*Workshop Series on Thursday, May 21, 2014* at the Crowne Plaza Hotel. Mr. Carr will be speaking about the current state of the housing market in terms of equity, including the loss of wealth and lack of access to mortgage credit within communities of color. He will also discuss possibilities for action to address the challenges facing us as we seek economic stability and equality going forward.

The FHCWM will again offer three concurrent morning workshops from 8:45-11:45 am; the Luncheon will begin at noon. One workshop will focus on aging in place and livable communities for all, providing information on the projected demographic shifts that will reshape our communities as more people seek to “age in place” and the resulting need for sustainable, accessible

housing options that meet the needs of all. It will also discuss how we can overcome barriers to housing accessibility, with a specific focus on reasonable accommodations and modifications. The panel will be anchored by Bill Caruso, Clinical Professor and Co-Executive Director, Fair Housing Legal Support Center & Clinic at the John Marshall Law School in Chicago. This workshop is made possible by the support of the Kent County Senior Millage.



Another workshop choice will focus on current hot topics as well as fair housing best practices for housing industry members, including information related to home sales, advertising, condos, pending cases and more. The panel will be anchored by presentations from Shanna Smith, President & CEO of the National Fair Housing Alliance and Steve Dane, Partner of the nationally renowned civil



rights law firm, Relman, Dane & Colfax. And last but not least, the FHCWM will host a workshop that is a follow up to previous events’ real estate owned (REO) property sessions to explore the potential for stabilizing neighborhoods

through the investment of resources. It will focus on the implementation and outcomes of this work in Grand Rapids as well as similar communities. Amy Nelson (Fair Housing Center of Central Indiana) and Kori Peragine Schneider (Metropolitan Milwaukee Fair Housing Council) will join local partners in the 49507! Project to provide updates on the work accomplished to assist in stabilizing and enhancing our neighborhoods as the end of the project nears.

### 2015 Fair Housing Awards: Nominations Needed

Please consider submitting a nomination for an individual or organization to receive a 2015 Fair Housing Award. Selection is based upon a demonstrated commitment to fair housing; the awards will be presented at the May 21st luncheon. Nomination forms can be downloaded from our website or mailed on request. Forms should be sent to the FHCWM via mail, fax or email by **April 17, 2015**. You may submit more than one nomination. We need and value your input!



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# ...FHCWM Notes & News...

## Fair Housing Best Practices for Advertising

Housing professionals play a key role in fair housing and equal opportunity. How such professionals promote and sell housing, mortgages, or insurance affects more than the real estate market. When done fairly, it can support diverse and welcoming neighborhoods, and it gives everyone equal access to the full range of housing options. This access is protected by fair housing laws, which prohibit discrimination based on disability, race, color, religion, sex, national origin, familial status, marital status, or age.

Even with the Fair Housing Act and other laws in place, achieving fair housing can be a complex task. The FHCWM seeks to prevent housing discrimination in the first place, and believes everyone can play a role. Here are a few best practices to keep in mind when advertising:

- All ads should be free of words, phrases, symbols or visual aids which indicate or convey any preference, limitation, or discrimination based upon any protected class.
- Use caution with discounts or promotions. For example, student discounts should apply regardless of age or familial status.
- Any logos or directions used in the ads should be free of reference to any landmarks or areas that could imply an unlawful discriminatory preference.
- Include the Equal Housing Opportunity logo, slogan, or statement.
- Prominently place the HUD-approved fair housing poster in the office or model unit. Contact the FHCWM for a free copy in English or Spanish.
- **Ads should describe the property and not describe people.** Focus on the physical attributes of the property and amenities.
- The ads should use human models and model graphics in a nondiscriminatory way. Are both sexes and/or children being adequately represented? Are minority populations represented in reasonable proportion to their populations in the metropolitan area? Are models or model graphics of children and minorities being used for all and not just some properties advertised?



- Are the model/model graphics clearly definable as representing minority and majority populations, and are the minorities being used in equal social settings?
- The “Publisher’s Notice” should be included at the beginning of each Real Estate Section of the newspaper.
- When in doubt, don’t use a particular word or image, or contact the FHCWM to ask about it before running the ad.

**Make it fair—we can help!** The FHCWM reviews any materials or advertisements to assist in compliance with Fair Housing Laws. Please contact our office with any fair housing questions regarding advertising for housing rental, sales or mortgage, or any other housing transaction.

## Examples of discriminatory ads:

Great for a single person or couple,

This home would be ideal for an elderly couple.

Looking for people preferably over 45.

\$600 / 2br - : BEAUTIFULLY UPDATED 2  
BEDROOM CONDO FOR THOSE OVER 50  
YEARS OLD

Perfect for one adult

Limit 2 adults with up to two small children.

Apartment set up for senior citizens

For one or two people or a  
couple with max of 2 children.

Prefer no one under 21, no couples.

Ideal for a college student or a single person.

GREAT FOR SINGLE PERSON OR RETIRED COUPLE

Ideal for two singles or a married couple.

## East Grand Rapids Considers Expanding Protections in Non- Discrimination Ordinance

A proposal to amend the City of East Grand Rapids' non-discrimination ordinance to include sexual orientation and gender identity as protected classes will be discussed at a public hearing this month. The City is considering adding sexual orientation and gender identity to an existing ordinance that prohibits discrimination in housing, accommodations, and employment. The proposed ordinance includes some exemptions and is modeled on language in similar ordinances from Ann Arbor, Kalamazoo and Traverse City.



**Fair Housing Center  
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F: (616) 451-2657

### FHCWM BOARD OF DIRECTORS

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# Thank You 2014 FHCWM Members

**THANK YOU  
SO MUCH  
to all of our 2014  
members!**

**Because of your  
generous support, we  
exceeded our 2014  
Membership Goal of  
raising over \$11,000  
for FHCWM  
education and  
outreach programs!**

## **Special Thanks to Our Supporting Members**

- ChoiceOne Bank
- John Hunting
- Patrick Lonergan
- Marilyn Titche
- Steelcase
- West Michigan  
Lakeshore Association  
of REALTORS

## **Corporate Members**

- Arbor Lake Apartments
- Central Michigan  
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Equal Opportunity Dept
- Dominican Sisters ~  
Grand Rapids
- EnviroSafe, Inc.
- Founders Bank & Trust
- Goodrich Quality  
Theaters
- Greenridge Realty, Inc.
- Hope Network
- Keller Williams Realty
- Keller Williams Realty  
Grand Rapids East
- Land & Company
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- MCT & Company

- Miami Valley Fair  
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- Tazzia Lawn Care

## **Business Members**

- Aquinas College
- Fair Housing Center of  
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- Habitat for Humanity of  
Kent County
- High Pointe Apartments
- Kendall College of Art  
and Design at FSU
- Lee Kitson Builder, Inc.
- Oakview Apartments &  
Southview Apartments
- Parkwood Green Village

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- Paul Abrahamsen
- Lorena Aguayo-Marquez
- Peter Armstrong
- Michael & Hilary Arthur
- Betty Zylstra & David  
Baak
- Jean Baird
- Sophie Baker
- Chris & Janice Barbee
- Glenn & Kathi Barkan
- Judy Barnes
- Louis Berra
- Kristin Vanden Berg &  
Donald Bessey
- Howard & Val Best
- Nancy Haynes & Bryan  
Bickford
- Guy & Kim Bickford
- Bert & Janet Bleke
- Rosalynn Bliss
- Jenn Boerman
- Roman & Connie  
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- Jonathan & Grace Post  
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- Twink Frey
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- Bill Graham
- Daniel Grzywacz
- Gail Harrison
- Carol Hennessy
- Terri Land & Dan  
Hibma
- Mike & Mary Hogan
- Preston & Sylvia  
Hopson
- Win & Kyle Irwin
- Cynthia Jones
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- Liz Keegan
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- Joann King
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- Ron & Bonnie Kopp
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- Rhonda Lubberts
- Steve Maas
- David & Mary Mapes
- Harold Mast
- Cheryl McKinney
- Patrick & Shirley Miles
- William Murphy

- Ingrid Nelson
- Janet Nelson
- LeeNelson Weber
- Mark & Maureen Noe
- Tom & Fonda  
Paarlberg
- Joseph & Marie  
Parzych
- Lynne Pope
- Dennis & Carol  
Preston
- Tim Reimink
- Ryan & Sara Schmidt
- Pastor Jay & Teri  
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- Suzanne Schulz
- Sharon Smith
- Dave Stellan
- William Stellan
- Richard & Mary  
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- Peg Sylvester
- Thomas Syrek
- Hattie Tinney Beenen
- Carol Townsend
- Jessica Ann Tyson
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- Casey & Lucia White
- Mike & Mary Alice  
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- Don & Mary  
Williams, Sr.
- Ruth Kelly &  
Cassandra Younts
- Troy Zapolski

*Thank you to our 2014  
Membership Co-Chairs,  
Floriza Genautis and  
Tim Reimink!!*

You can join the FHCWM  
or renew your current  
membership online by  
visiting this page on our  
website:  
[www.fhcwm.org/giving](http://www.fhcwm.org/giving).

# ...FHCWM News & Events...

## FHCWM Board Updates

The FHCWM Board of Directors and staff sincerely thank **Dave Bulkowski** (Kent County Commissioner and Executive Director of Disability Advocates of Kent County) for his long-time support and commitment as he recently concluded his service on the FHCWM Board. Comm. Bulkowski has served on the Board since 1996. *Thank you, Dave, for your many years of wisdom, partnership and support!*

Also, the FHCWM Board and staff welcome **Rhae-Ann Booker** to the Board. Ms. Booker is the Executive Director of the Office of Diversity, Equity & Inclusion at Davenport University. *Welcome, Rhae-Ann!*

## Fair Housing Book Club

The FHCWM Book Clubs have been reading some great books: [Five Days at Memorial](#) by Sheri Fink and [Until Tuesday](#) by Luis Carlos Montalvan.

Our next selection will be [Orphan Train](#) by Christina Baker Kline.

Read along with us: [www.fhcwm.org/booksweveread](http://www.fhcwm.org/booksweveread) or send an email request to [contact-us@fhcwm.org](mailto:contact-us@fhcwm.org) to be added to our Book Club email alerts!

We meet at 11:45 am in our office (20 Hall Street SE, Grand Rapids) or the Disability Network Lakeshore office (426 Century Lane, Holland). Bring a lunch, a friend and join the discussion!

## Fair Housing Trainings

The Fair Housing Center offers fair housing trainings, including Fair Housing & Advertising, Fair Housing Training for Rental Professionals and Fair Lending sessions. Costs vary depending on the type of training. Each training is 3 hours and includes a comprehensive packet of reference materials.

Some sessions are held at the FHCWM office; we can also come to your location. Call Liz Keegan at (616) 451-2980 to learn more or register.

**Check our website home page for upcoming dates: [www.fhcwm.org](http://www.fhcwm.org).**

The FHCWM hosts **tester trainings** each month. Testers are volunteers that play the role of a homeseeker and receive a stipend in return for their time and services. In order to accommodate differing schedules, one training will take place during business hours while the other will be held in the evening. For the specific training dates, to register, or any other questions contact Gabe Chapla at (616) 451-2980.

[www.fhcwm.org](http://www.fhcwm.org)  
RETURN SERVICE REQUESTED

FAIR HOUSING CENTER OF  
WEST MICHIGAN  
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