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### **“AFFIRMATIVE MARKETING” FOR THE REAL ESTATE SALES INDUSTRY**

The goal of fair housing supporters, one housing market, open and available to all without discrimination based on factors declared unlawful under federal, state or local laws (race, religion, color, sex, national origin, age, familial status, marital status or handicap status in Michigan) can only be achieved with the voluntary cooperation and affirmative actions of members of the housing industry – especially real estate sales agents and brokers. Fair housing enforcement activities are necessary to help compensate the victims of unlawful treatment and to serve as a deterrent for those tempted to violate fair housing laws. But without the willing and enthusiastic support of members of the industry, fair housing will continue to be a dream, not a reality, for many homeseekers. The following are some tips for those members of the industry who support fair housing laws and wish to take affirmative steps to bring about the creation of “one housing market”.

- Affirmative marketing that expands housing choices for the individual homeseeker are both appropriate and legal.
- Affirmative marketing means: identifying a specific market group and developing affirmative ways to market housing to that group of potential buyers; identifying a specific market area and developing plans to market that area to potential homebuyers. In the case of “fair housing” in the metro Detroit area, that means, primarily, marketing predominantly white areas to blacks and predominantly black areas to white – both activities will normally expand housing choices for the individual homeseeker.
- Affirmative marketing must be a total firm and office strategy involving decisions related to: the location and staffing of sales offices, the type and amount of cooperation between predominantly white firms and predominantly black firms, the selection of advertisers and the type of advertising used (development and use of promotional materials and events, selection of human models, selection of employees, training of all staff in human and race relations), development of an appreciation for racial and cultural pluralism among owners and employees.
- Affirmative marketing means recognizing that there is something positive about all neighborhoods and all communities in the metro area, and operating under the principle that it is not necessary or appropriate to “sell” one community or neighborhood by criticizing another.
- Affirmative marketing means treating the wishes of the person making a non-traditional (pro-integration) housing choice with respect and support.
- Affirmative marketing means making sure that the expanded opportunities of the entire housing market are made available to those homeseekers who wish to make traditional (pro-segregation) housing choices.
- Affirmative marketing means operating now as if “one housing market” were already a reality.