

VOLUNTARY AFFIRMATIVE MARKETING AGREEMENTS

- A. The Department has Voluntary Affirmative Marketing Agreements with the following national real estate industry trade associations:
1. The National Association of Realtors.
  2. The National Association of Home Builders.
  3. The National Association of Real Estate Brokers
  4. National Association of Real Estate License Law Officials
  5. National Apartment Association.

These organizations all encourage their state and local affiliates to enter into voluntary affirmative marketing agreements and plans, so that the objectives of the Fair Housing Act relating to nondiscrimination and equal housing choice and opportunity can be achieved through the efforts of all segments of the community, both within and outside of the real estate industry.

- B. Major responsibilities of VAMA signatories are:
1. To affirmatively further fair housing through voluntary efforts;
  2. To conduct outreach programs to attract classes of people most likely to encounter housing discrimination to rent or purchase housing marketed by the signatories;
  3. To follow the Department's Fair Housing Advertising Regulations in advertising housing for sale or rent;
  4. To recruit, train and hire persons protected under the Fair Housing Law as real estate professionals;
  5. To take protective measures against racial steering; and
  6. To undertake other appropriate efforts designed to ensure that housing will be marketed on an equal opportunity basis.