

The Love Letters!!

As a real estate agent, I know that these can pull the heart strings! Perhaps a seller is a family and they want another "family" to live in their home. Perhaps the buyers included a sweet photo of themselves - and the sellers think "oh! I like these people! (perhaps they are similar to the sellers in age? sex? race?). No one intends to violate fair housing, of this I'm sure! But these little things - images, information about the buyers - they can tweak the seller's thinking.

We've all done this - but upon reflection, it seems that for a financial transaction it would be best to remove the opportunity to potentially violate a Fair Housing Law. And keep to the FACTS. Maybe a love letter solely talks about what "about the house" and removes any personal information about the buyers.

Thank you!

~kate fulford