

## Facebook Compliance Changes

Currently, it is against policy to advertise excluding or singling out any of the federally protected classes.

### Federally Protected Classes

- Race
- Color
- Age
- Religion or Creed
- National Origin or Ancestry
- Sex
- Physical or Mental Disability
- Veteran Status
- Genetic Information
- Citizenship
- Sexual Preference (LGBTQIA+)

### HUD Penalties

- First infraction: \$20,000
- Second: \$50,000
- Third: \$100,000

### State & Local Level Penalties

- Lose your license

### Facebook's Penalties

- Shut your Ad account down
- Shut your Facebook page permanently
- Mark your account as a policy violator

### What is NAR doing?

- People want them to help and provide clarity
- They are in communication with HUD and Facebook
- NAR Reach startup was a Facebook Ad Tool, so they have experience communicating with Facebook

This is everyone's problem: YOU, Facebook and HUD.

You can't hide behind the algorithm, it doesn't protect you from compliance.

### Two ways you can violate the policy...

1. Through your **COPY**
2. Through your **TARGETING**

### Facebook is changing Ads Manager and how you can target ads for real estate.

Soon, you will be logging into a custom interface for REAL ESTATE advertisers.

- Eliminating zip code-level advertising
- Eliminating geotargeting advertising
- Are allowing point on a map, but target **15-mile radius**

Expert Opinions:



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- Slippery Slope, overcorrection on geographical locations is an overreaction.
  - Zip Codes are not protected class, but they are being overly safe.
  - Take personal responsibility, do not let an ignorance of the law be an excuse.
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#### Takeaways:

- The benefit is that Arizona is spread out, most of you work in at least a 15-mile radius, so it only affects SUPER hyper-local targeting, which many times made audiences too small anyway
  - Writing a qualifying copy will be more important than ever
  - Changes will be happening in five months, but start NOW
  - Experts recommend not excluding audiences to 21+, but to not put ANY age restriction on, just to be safe.
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For example, if you would like to run an ad or boost a post on a Chandler, Arizona listing here are a few best practices:

- Make sure the ad copy does not include discriminatory language
- You can create qualifying copy to appeal to your ideal audience, without targeting
  - Example Facebook Copy:  
Just Listed: Gorgeous home in Fulton Ranch!  
3 beds | 2 baths | 1,304 SF  
Features: Gourmet kitchen, spacious master suite, sparkling pool

Give us a ring for more info! (480) 123-4567

- Then, you can either create an ad campaign in the Ads Manager or Boost the post with an audience set to:
    - Name: (You choose)
    - Gender: All
    - Age: 13-65+
    - Locations: Chandler, Arizona (15-mi radius)
      - OR: Drop a pin at Ocotillo & Arizona Ave, radius 15 mi
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