

The problematic nature of Real Estate **LOVE LETTERS** (and videos)

- Love Letters are a practice steeped in discrimination
- They encourage unconscious bias to take over during the decision making process
- They support a system that pushes quality buyers out for no tangible or legitimate reason
- They have the potential to cause a seller to unknowingly violate fair housing laws

"We would love a family to buy our home."

"This couple seems so great."

"He has such a great job, it seems more likely to close"

Metropolist is doing our best to make changes in our marketplace by informing our buyers, sellers and fellow brokers about the problematic nature of this practice and discouraging it.

Other resources:

- Washington Realtors blog post (2014): [The Ultimate Love Letter](#)
- Washington Realtors blog post (2020): [What is a Buyer Love Letter](#)
- NAR Fair Housing Corner: [Love Letter or Liability Letter](#)
- Nerdwallet mortgages article: [Why It's Time to Dump Home Buyer Love Letters](#)