



SEATTLE CITY COUNCIL
CENTRAL STAFF

Do Not Solicit Ordinance

JENNIFER LABRECQUE, ANALYST

HOUSING, ARTS & CIVIL RIGHTS

JUNE 29, 2026

Summary

Ordinance would:

- Establish a new unfair housing practice prohibiting unwanted solicitation of residential properties
- Establish a “Do Not Solicit” list to protect homeowners from unwanted residential property solicitations.

The ordinance, including the Do Not Solicit list, would be administered by the Office of Civil Rights

Background

- Residents across the City report receiving frequent and unwanted solicitations to sell their homes
- These practices may result in homeowners selling their homes in response to such offers that may result in them receiving below market value for their homes.
- Such practices can target communities of color, contributing to economic disparities, displacement, and erosion of generational wealth while also reinforcing historical patterns of racial segregation.
- With adoption of the City's Comprehensive Plan that will allow more "middle housing" types throughout the city - including in areas previously zoned exclusively for single-family homes - unsolicited and potentially predatory outreach may increase citywide.

Other Jurisdictions

- Several jurisdictions, including New York State and the City of Philadelphia, have implemented policies that prohibit unwanted solicitation of residential properties including establishment of a Do Not Solicit List.
- New York has established targeted areas in which solicitation is prohibited for five-year terms that are renewable. New York currently has one designated area with over 400 people on the “Do Not Solicit List”.
- The City of Philadelphia has established a permanent City-wide policy. There are 4,000 entries with Philadelphia zip codes on its citywide Do Not Solicit List.
- Neither New York nor the City of Philadelphia has data on the impact of implementing their respective “Do Not Solicit” policies.

Specific Provisions of the Do Not Solicit Ordinance (1/2)

- The legislation establishes a new unfair housing practice prohibiting any person, including but not limited to, any real estate broker or real estate agent, salesperson or employee, from soliciting the sale of a residential property when the owner has indicated they do not wish to sell or be contacted about a sale. Solicitation can occur through any form of communication including but not limited to mail, oral communication, or electronic communication. Solicitation means attempting to purchase, acquire any interest, or convey residential property.
- Specific examples of solicitation activities include:
- Advertising the accomplishments or abilities of a buyer or buyer's representative to a homeowner;
- Requesting that a homeowner list their property for sale or inquiring if the homeowner is interested in listing their property for sale;
- Offering or inquiring of an interest to offer on the solicitor's behalf or another's behalf, to purchase or acquire any interest in a homeowner's property;
- Provide, or offer to provide, any type of service or assistance to help a residential property owner make a decision about selling a residential property.

Specific Provisions of the Do Not Solicit Ordinance (2/2)

- The Office of Civil Rights (OCR) would be responsible for creating and maintaining a public “Do Not Solicit List” of residential property owners who have opted out of receiving solicitations and enforcing the ordinance
- Any real property owner who has been solicited to sell their residential property and does not desire to be solicited may request to have their name and address put on the “Do Not Solicit List”.
- Inclusion on the “Do Not Solicit List” legally signifies both a desire not to sell and a desire not to be solicited.
- The legislation establishes enforcement provisions, including monetary penalties and a private right of action. Penalties include: \$1,000 for a first violation and \$2,000 for subsequent violations within 12 months.
- The legislation would go into effect June 1, 2027.

Implementation Costs

- The estimated cost of implementing this legislation is \$200,000 in 2027 and \$370,000 in 2028.
- 2027 costs include 1 Full Time Equivalent (FTE) for an engagement specialist, and program launch costs.
- 2028 costs include the ongoing engagement specialist position, 1 FTE for a senior civil rights investigator position and ongoing program costs.

Questions?