

The logo for NNDCC Asset Management features a stylized 'N' icon on the left, composed of four teal and green geometric shapes. To the right of the icon, the letters 'NNDCC' are written in a large, bold, dark blue sans-serif font. Below this, the words 'ASSET MANAGEMENT' are written in a smaller, bold, dark blue sans-serif font.

NNDCC

ASSET MANAGEMENT

Effective Marketing & Utilizing Your Fair Housing Marketing Plan

PHFA Conference - June 28th, 2024

The Affirmative Fair Marketing Housing Plan

- ❖ The Affirmative Fair Marketing Housing Plan is an effective resource required for all properties to market demographic groups least likely to apply for affordable housing.
- ❖ Our goal with this session is that property managers will gain insight and guidance on methods to market properties and utilize outside agencies.

What is Affirmative Marketing?

Affirmative Marketing means to understand the housing market area's demographics, identify underserved populations then implement marketing efforts beyond current or usual methods of advertising to increase a more diverse pool of applicants and house a more diverse population at your property. This often requires taking extra effort to directly market to underserved populations living in the housing market areas.

Affirmative Marketing should demonstrate all efforts to reach underserved populations through community contacts and other direct methods of advertising.

Management should periodically review the marketing efforts and evaluate the results to identify if any changes need to be made with the marketing.

Three Outcomes from this session:

1. Identify Resources that are available to market property(s) successfully.
2. Importance of building relationships with local agencies.
3. Effective marketing that meets your Affirmative Fair Marketing Housing Plan.

Resources to Market:



Local Agencies



Supportive Services



Housing Agencies



Print Materials



Digital Marketing



On-Site Marketing



Local Events



Local Agencies

- ❖ Local Housing Authorities
- ❖ Local Assistance Office
- ❖ Emergency Housing
- ❖ Transitional Housing
- ❖ Adult Services
- ❖ Senior Services
- ❖ Independent Living Agencies
- ❖ Veteran Services
- ❖ Charitable Agencies
- ❖ Religious Groups
- ❖ Advocacy Groups
- ❖ Community Centers

Supportive Services

- ❖ Local contacts to agencies.
- ❖ Offer programs and services to all.
- ❖ Help to stabilize properties.
- ❖ Increase housing stability and wellness for incoming residents and current residents.
- ❖ Increase access to more opportunities for those in need of housing.
- ❖ Build trust and partnerships in the community.
- ❖ Supports seniors and disabled persons to live as independently as possible.

The image shows several white paper house models with red roofs, arranged on a dark wooden surface. The houses are of varying sizes and are positioned in a row, with the largest one in the foreground. The background is a light-colored wooden surface. The overall scene is a close-up shot of the paper houses.

PHFA

- ❖ PHFA - Danielle Rudy, Supportive Housing Office II
- ❖ Contact: drudy@phfa.org
- ❖ Assist in marketing vacant and mobility units.



Marketing Materials

- ❖ Local Newspapers
- ❖ Senior Highlight Sections
- ❖ Local Service Guides
- ❖ Brochures
- ❖ Fliers
- ❖ Direct Mailers
- ❖ Packets to Agencies

Importance Of Building Relationships with Local Agencies

- ❖ Working Together - Same goals to help those who need housing to obtain affordable housing.
- ❖ Referrals.
- ❖ Builds waitlist.
- ❖ Help with outreach.
- ❖ Local Agencies connect people and resources.
- ❖ Builds trust with community.

Digital Marketing

The background of the slide is a complex, abstract digital graphic. It features several concentric, overlapping circles and rings in various shades of blue and teal. The circles are filled with patterns of small squares, rectangles, and lines, some of which are hatched or have different textures, suggesting data or digital information. The overall effect is a sense of depth and movement, typical of a modern digital marketing presentation.

- ❖ Property Website
- ❖ PA Housing Search
- ❖ Facebook
- ❖ Zillow
- ❖ Instagram
- ❖ Apartments.com
- ❖ Senior Searches



On-site Marketing

- ❖ Property Signage
- ❖ Current Residents
- ❖ Banners
- ❖ Posters
- ❖ Sidewalks
- ❖ Property Flags
- ❖ Property Open House Events

Local Events

- ❖ Senior Expos.
- ❖ Local Service Agency Events.
- ❖ Home Shows.
- ❖ Downtown/Local Events.
- ❖ Open Houses Events.
- ❖ Radio / TV.

Effective Marketing that meets your AFHMP

1. Attract Targeted Applicants

- ❖ Use local contacts and advertising sources first to attract local applicants.
- ❖ Next market to surrounding areas outside of the local area indicated on your Affirmative Fair Marketing Housing Plan.
- ❖ May need to expand to regional area for next step in your marketing. Typically, you will see a lower percent of drawing in applicants. However, the more people know about your property the more success you will have.

2. Direct Marketing is on-going

- ❖ Marketing packets to agencies yearly containing property applications and brochures.
- ❖ Property signs with the required Equal Housing Opportunity logo, slogan or statement. In addition to the symbol of accessibility.

Effective Marketing that meets your Affirmative Fair Housing Marketing Plan continued....

3. Documentation

- ❖ Document all advertising methods.
- ❖ Maintain copies of ads use to attract targeted populations.
- ❖ Document dates and content of communication with community contacts.

4. Review and Adjust

- ❖ Did the advertising methods attract the targeted populations.

4. Inclusive and Diverse

- ❖ Ensure segregation or redlining does not intentionally occur.

The [Affirmative Fair Housing Marketing Plan](#) (HUD-935.2A) is a HUD required form for all Agency-funded properties. The plan ensures Owners/Agents (O/A) are continuously marketing to demographics least likely to apply to the property without regard to race, color, national origin, sex, religion, familial status, or disability. A signed and dated [PHFA AFHMP Addendum](#) must also be included. The Addendum emphasizes every effort is made to conduct outreach to persons with disabilities and inform them of the availability of accessible units.

The O/A must submit a property specific Affirmative Fair Housing Marketing Plan for review and approval during the pre-commitment process. Owners/Agents are required to review the property's AFHMP annually to determine if updates are necessary. A new plan must be submitted when marketing procedures are modified and/or if there is a change in the data reported on Worksheet 1. The O/A must report to the Agency five (5) years after an AFHMP is approved with either a [Five-Year Acknowledgement](#) that no updates are needed **or** submit a revised AFHMP. An acknowledgement may be used if there is no significant change in the data on Worksheet 1, and the Proposed Marketing Activities on Worksheets 3 and 4 have been effective. Revisions to the AFHMP and Five Year-Acknowledgement must be submitted to the assigned HMR for approval prior to implementation.

While completing the Affirmative Fair Housing Marketing Plan, ensure the [AFHMP Checklist](#) is utilized and submitted.

Affirmative Fair Housing Marketing Plan (AFHMP) - Multifamily Housing

U.S. Department of Housing and Urban Development
Office of Fair Housing and Equal Opportunity

OMB Approval No. 2529-0013
(exp. 1/31/2021)

1a. Project Name & Address (including City, County, State & Zip Code)		1b. Project Contract Number	1c. No. of Units
		1d. Census Tract	
1e. Housing/Expanded Housing Market Area			
		Housing Market Area: Expanded Housing Market Area:	
1f. Managing Agent Name, Address (including City, County, State & Zip Code), Telephone Number & Email Address			
1g. Application/Owner/Developer Name, Address (including City, County, State & Zip Code), Telephone Number & Email Address			
1h. Entity Responsible for Marketing (check all that apply)			
<input type="checkbox"/> Owner <input type="checkbox"/> Agent <input type="checkbox"/> Other (specify) _____			
Position, Name (if known), Address (including City, County, State & Zip Code), Telephone Number & Email Address			
1i. To whom should approval and other correspondence concerning this AFHMP be sent? Indicate Name, Address (including City, State & Zip Code), Telephone Number & E-Mail Address.			
2a. Affirmative Fair Housing Marketing Plan			
Plan Type <input type="text" value="Please Select Plan Type"/> Date of the First Approved AFHMP: <input type="text"/>			
Reason(s) for current update: <input type="text"/>			
2b. HUD-Approved Occupancy of the Project (check all that apply)			
<input type="checkbox"/> Elderly <input type="checkbox"/> Family <input type="checkbox"/> Mixed (Elderly/Disabled) <input type="checkbox"/> Disabled			
2c. Date of Initial Occupancy	2d. Advertising Start Date		
	Advertising must begin at least 90 days prior to initial or renewed occupancy for new construction and substantial rehabilitation projects.		
	Date advertising began or will begin <input type="text"/>		
	For existing projects, select below the reason advertising will be used:		
	<input type="checkbox"/> To fill existing unit vacancies <input type="checkbox"/> To place applicants on a waiting list (which currently has <input type="text"/> individuals) <input type="checkbox"/> To reopen a closed waiting list (which currently has <input type="text"/> individuals)		

Worksheet 3: Proposed Marketing Activities –Community Contacts (See AFHMP, Block 4b)

For each targeted marketing population designated as least likely to apply in Block 3b, identify at least one community contact organization you will use to facilitate outreach to the particular population group. This could be a social service agency, religious body, advocacy group, community center, etc. State the names of contact persons, their addresses, their telephone numbers, their previous experience working with the target population, the approximate date contact was/will be initiated, and the specific role they will play in assisting with the affirmative fair housing marketing. Please attach additional pages if necessary.

Targeted Population(s)	Community Contact(s), including required information noted above.
	See Attached.

**Attachment to
Affirmative Fair Housing Marketing Plan
Senior Apartments
Community Contacts**

Advertising and marketing will begin 60 days prior to completion of the first unit at the property. The following organizations will be contacted and will be given property brochures and application forms to provide to their members and contacts:

Center for Independent Living of Central PA
207 House Avenue, Suite 107
Camp Hill, PA 17011
717-731-1900 Fax-717-731-8150

Center for Independent Living of North Central PA
210 Market Street, Suite A
Williamsport, PA 17701
800-984-7492 Fax-570-327-8610

Area Agency on Aging
Lycoming/Clinton Bi-County Office of Aging
2138 Lincoln Street
Williamsport, PA 17701
570-323-3096 Fax-570-322-6869

Lycoming-Clinton County Community Action, Inc.
2138 Lincoln Street
Williamsport, PA 17701
570-326-0587 Fax-570-322-2197

Clinton County United Way
145 East Main Street
Lock Haven, PA 17745
570-748-7856 Fax-570-748-5880

Clinton County Housing Authority
369 Linden Circle
Lock Haven, PA 17745
570-748-2954 Fax-570-748-5358

FORM 935.2A

AFFIRMATIVE FAIR HOUSING MARKETING PLAN

SUPPLEMENTAL INSTRUCTIONS

The purpose of completing the Affirmative Fair Housing Marketing Plan is to address what method will be used to attract applicants to the project, and, more specifically, persons who are least likely to apply.

In completing the form, pay close attention to the instructions attached to the form.

As an attachment to this Plan, please be advised of the following clarifications:

- Attach a draft of each submission to include brochures, pamphlets, leaflets, stationery, or any other printed material, if applicable.
- A draft advertisement is attached to these instructions. The sample does not have to be used in its entirety; however, the draft advertisement must be attached to the submission.

This Exhibit 3 also contains the federal regulations regarding the size of the Equal Housing Opportunity logo, slogan, or statement for advertisement purposes.

- Attach a draft of the Community Contact letter with the submission. An example of an acceptable Community Letter is also included in this Exhibit 3, which can be altered.

Equal Housing Opportunity Statement: We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, or national origin, handicap, and familial status.

DRAFT ADVERTISEMENT

NAME OF PROPERTY
(Use Property Logo if applicable)

Newly Renovated
(or Newly Constructed)

Describe Location

Applications Available at Rental Office Address and Phone
Call for an Appointment
(or No Appointment Necessary)

List Amenities

*
*
*



EQUAL HOUSING OPPORTUNITY

Name of Management Agent
(Home Office Address and Telephone/TTY Number Required)

**EQUAL HOUSING
OPPORTUNITY**

**CHAPTER 4
AFFIRMATIVE FAIR HOUSING MARKETING PLAN**

DRAFT COMMUNITY CONTACT LETTER

(Your Letterhead) (Date)

Contact Person Organization Address
City, State, Zip Code

SUBJECT: (Name of Property) Dear _____:

This is to advise you and your constituency that qualified applicants are currently being sought for:

Name of property _____ Address _____

(name of property) offers affordable housing to low income households based on income and family size.

Call (phone number) for further information and an application.

The owner and management of the property are committed to fostering equal housing opportunity and do not discriminate on the basis of race, creed, color, age, religion, sex (gender), disability, familial status, or national origin. (Elderly buildings – delete familial status.)

Thank you for your assistance; we look forward to serving your constituency.

Sincerely,

**CHAPTER 4
AFFIRMATIVE FAIR HOUSING MARKETING PLAN**

FEDERAL REGULATIONS - FAIR HOUSING ADVERTISING

(CFR Title 29, Part 109; added 45 FEDERAL REGISTER 57105,
Effective 09/22/80)

In all space advertising (advertising in regularly printed media such as newspapers or magazines), the following standard should be used:

SIZE OF ADVERTISING	SIZE OF LOGOTYPE IN INCHES
1/2 page or larger.....	2 x 2
1/8 page up to 1/2 page.....	1 x 1
4 column inches to 1/8 page.....	1/2 x 1/2

In any other advertisements, if other logotypes are used in the advertisement, the Equal Opportunity logo should be of a size at least equal to the largest logotypes; if no other logotypes are used, then the type should be bold display face which is clearly visible. Alternatively, when no other logotypes are used, three to five percent of an advertisement may be devoted to statement of the equal housing opportunity policy.

In space advertising, which is less than 4 column inches (one column 4 inches long or two columns 2 inches long) of a page in size, the Equal Opportunity slogan should be used. Such advertisements may be grouped with other advertisement under a caption which states that the housing is available to all without regard to race, color, religion, sex, or national origin, handicap, and familial status.

ILLUSTRATION OF LOGOTYPE, STATEMENT, AND SLOGAN EQUAL HOUSING LOGOTYPE:



Links:

HUD Office of Fair Housing & Equal Opportunity

<https://www.hud.gov/fairhousing>

HUD Fair Housing Poster

https://www.hud.gov/sites/documents/FAIR_HOUSING_POSTER_ENG.PDF

PA Fair Housing Poster

<https://www.phrc.pa.gov/AboutUs/Documents/Fair%20Housing.pdf>

Fair Housing Brochure

https://www.phfa.org/forms/housing_management/agency_financed/manuals_and_documents/exhibits/fair_housing_brochure.pdf

