**ATTACHMENT B: Marketing Plan Summary**

It is recognized that the Agency and the owner have a mutual interest in ensuring that the marketing program is consistent with the Agency’s program standards and regulatory provisions and that the rental or sale of the units is accomplished in a manner which advances the policy objectives of the program involved. The primary objective of the marketing, lease-up and sales effort is to ensure that the process is fair and provides equal opportunity to all applicants, regardless of race, color, religion/creed, gender, sexual orientation, gender identity or expression, national origin, age, disability, military service/veteran status, immigration status, lawful occupation, lawful source of income, marital or partnership status, pregnancy, presence of children, or status as a victim of domestic violence, sexual violence, or stalking. In addition, the process should affirmatively further fair housing by promoting racial, ethnic, and income diversity among residents and within the neighborhood, and by providing applicants with mobility, visual or hearing disabilities that require accessible/adaptable units priority for those units. However, while the Agency has set forth general principles relating to the marketing and management process of the units, the owner will have primary authority and responsibility for the marketing and lease‑up of each Project. The owner also needs to be aware of its responsibility to comply with all fair housing and equal opportunity and other governmental requirements as may be applicable.

This Summary Sheet may be utilized to outline the major components of your Marketing Plan. You may feel free to call the Agency to discuss any questions you may have in preparing your Marketing Plan.

1. **Owner**

Name:

Address:

Phone Number:

Email Address:

1. **Project**

Name:

Address:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of units in the project: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of units marketed on Housing Connect: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of units leased through direct referral: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Referral source (if applicable): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Explain in DETAIL any changes from the approved Program Contract, 421-a (16) Workbook or Regulatory Agreement that are reflected on the final advertisement, e.g., AMI levels, monthly rent, unit size or utilities etc.

1. **Marketing Agent (In House, Third Party, or Affiliate)**

Name:

Company:

Address:

Phone:

Email:

Date of Agency Approval of Marketing Agent: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Targeted Commencement Dates**

Targeted Advertising:

Anticipated Occupancy (est.):

1. **Managing Agent (if applicable)**

Name:

Company:

Address:

Phone:

Email:

1. **Application Inquiries to Date**

*Please attach inquiry list.*

Date Inquiry List Established:

Method of Accepting Inquiries:

Number of Inquiries Received to Date:

1. **Commercial Media and Publicity Channels** 
   1. Citywide Daily Newspaper:
   2. Ethnic Newspaper:
   3. Local Newspaper:
   4. Advertising to People with Disabilities
      * Publication(s):

**and/or**

* + - Public Space(s):
  1. Other:

1. **Community Contact Groups**

Please attach a list of organizations and institutions, serving communities in the local Community District and citywide, to which you will be reaching out. Be sure to include:

* Name of the group/organization
* Approximate or actual date of contact
* Person to be contacted
* Address, phone number, and/or email
* Method of contact

1. **Project Site Marketing Sign (Standard Marketing Only)**

An enlarged, outdoor-durable version of Project advertisement in multiple languages, at least 28” in height, must be posted on the Project site during the marketing period. Please attach proof of the sign’s readiness for posting (e.g., design proofs, invoice w/specs, and/or photograph). *See Marketing Handbook Attachment F-6 for layout and instructions.*

Size: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Printing Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date Posted: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Languages: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Set-Asides and Preferences** 
   1. Set-asides for People with Disabilities:

* Mobility: (5%) or units
* Visual or Hearing: (2%) or units
  1. Community District Residents: ( %) or units
  2. Municipal Employees: (5%) or units
  3. Other:

1. **Fees to be Charged**

**APPLICATION FEES ARE NOT PERMITTED.** Refer to Section 238-A(1)(b) of the New York State Real Property law, “Credit Checks and Fees,” for credit check fee limits and more information.

If the applicant provides for review a copy of a credit check conducted within the past 30 days, the Marketing Agent may not run a credit check or charge a credit check fee.

When a credit check must be run, the Marketing Agent may charge the household actual fees for background checks and credit checks or $20, whichever is less.

1. **Program Eligibility Criteria**

Please complete and attach the *Apartment Distribution Chart (Attachment U).*

1. **Resident Selection Criteria** 
   1. Refer to the Marketing Handbook for selection criteria requirements. Please check all those that apply and provide additional details below.

|  |  |
| --- | --- |
| £ Income Eligibility\* | £ Credit Check or Evidence of Rent Payments |
| £ Student Status (e.g., IRS projects) | £ Other (specify): |
| £ Criminal Background Checks*\*\** |  |
| £ Falsification of Information |  |

* 1. **\*\*Criminal Background Check**

The Marketing Agent may obtain a criminal background check for any member of the applicant household 18 years or older. The Agent must state whether or not they will conduct criminal background checks and apply it consistently across applicant households.

Please indicate whether you will conduct background checks on otherwise eligible applicants:

£ Yes

£ No

If yes, see attachment AA-1 for guidance and related requirements

* 1. **\*\*\*Credit Check and Evidence of Rent Payments**

Maximum standards for use of for credit are found in the Marketing Handbook.

* 1. Rentals

1. All applicants have the choice to avoid a credit check by providing evidence of:
2. The monthly rental amount they are required to pay. Examples:
   * + - Lease
       - Notarized affidavit from the building owner or manager

**AND**

1. Full rental payments for the last 12 months. Examples:
   * + - Formal rent receipts
       - Evidence of monthly withdrawals, payments, or transfers e.g., bank statements
       - Money order receipts or copies
       - Canceled checks
       - Landlord’s written record of rent payment, i.e., rent ledger
       - Other evidence subject to agency approval
2. If an applicant chooses this option but is unable at the time of the eligibility appointment to provide evidence of monthly rent payments, they have an additional 5 business days to submit the documentation to the Marketing Agent.
   * 1. If the applicant provides evidence of monthly rent payments for the past 12 months, the Marketing Agent will process their application without running a credit check.
     2. If the rent payment information that the applicant provides is incomplete or unclear, the Marketing Agent must request the applicant’s written consent to either (i) contact the owner/manager(s) of their current residence(s) to request a ledger or proof of rental history; or (ii) run a credit check. If an applicant chooses to have their credit checked, they then have the option to provide an existing credit check run within the past 30 days. When the credit must be run, the Marketing Agent may charge the household the actual fees for the background checks and credit checks or $20, whichever is less.
3. Use of credit score (check one):

* All applicants with a FICO credit score over 580 will pass the credit check without further examination of credit history, and those under 580 will be rejected only if they fail the criteria included in the Marketing Handbook.
* General (non-homeless) applicants with a FICO credit score over 580 will pass the credit check without further examination of credit history, and those under 580 will be rejected only if they fail the criteria included in the Marketing Handbook; AND

Applicants currently in homeless shelter whose FICO credit scores exceed **500** will pass the credit check without further examination of credit history, and those under 500 will be rejected only if they fail the criteria included in the Marketing Handbook.

* There is no FICO score threshold for passing the credit check; only applicants who fail the criteria in the Marketing Handbook will not pass.

1. Will any of your credit/background criteria be less stringent than those included in the Marketing Handbook? If so, please provide details:

* 1. Homeownership

Please attach a detailed set of proposed minimum credit criteria, supported by examples of at least three sets of mortgage eligibility criteria from outside lenders from whom applicants may seek a mortgage.

1. **Language Access Plan**

Please complete and attach a *Language Access Plan (Attachment C).*

Instructions for staff and applicants on how to access language interpretation services must be on display.

1. **Office Space and Organizational Capacity**

The Agent must have a dedicated appointment space that is accessible to people with disabilities, have satisfactory organizational capacity and ensure applicant confidentiality.

Please provide a description of the office location to be used for appointments, including accessibility and privacy features and types of office equipment available.

1. **Estimate of Groups Least Likely to Apply**

The purpose of Affirmative Fair Housing Marketing is to promote diversity; a condition in which individuals of similar income levels in the same housing market area have available to them a like range of choices in housing, regardless of an individual’s race, color, religion, sex, disability status, familial status or national origin.

Mark next to each category below the number, in percent form, of individuals that are likely to apply to the development. An effective way to do this is to utilize the guided search function on the NYC Census website by selecting the **Census Tract** tab on the weblink:

[**maps.nyc.gov/census**](https://popfactfinder.planning.nyc.gov/#12.25/40.724/-73.9868)

|  |  |
| --- | --- |
| White | % |
| Black or African American (non-Hispanic) | % |
| American Indian and Alaska Native | % |
| Asian | % |
| Native Hawaiian and Other Pacific Islander | % |
| Hispanic or Latino | % |
| **Total:** | **100%** |

1. **Advertising Audience**

Estimate in percentages the ethnic/age/geographic identifications of major readers/ audience:

|  |  |  |  |
| --- | --- | --- | --- |
|  | [Publication 1] | [Publication 2] | [Publication 3] |
| **Race** |  |  |  |
| White | % | % | % |
| Black or African American (non-Hispanic) | % | % | % |
| American Indian and Alaska Native | % | % | % |
| Asian | % | % | % |
| Native Hawaiian and other Pacific Islander | % | % | % |
| Hispanic or Latino | % | % | % |
| **Age** |  |  |  |
| **Geography** |  |  |  |
| **Size of Ad and/or Duration** |  |  |  |
| **Frequency of Intervals** |  |  |  |

1. **Waiting List Management**

See section 4-4 of the Marketing Handbook for guidance on re-rental or resale procedures. Requirements vary by program.

Agency must be consulted prior to the commencement of any future re-marketing activity. See *Attachment K, Notice of Remarketing.*

Submitted by:

Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Signature)

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Reviewed by:

Agency: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Staff \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_