

U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT  
AFFIRMATIVE FAIR HOUSING MARKETING PLAN

Form Approved  
OMB No. 63-R1329

APPLICANT'S NAME, ADDRESS AND ZIP CODE	PROJECT OR APPLICATION NUMBER	
	SECTION OF ACT	
NAME AND LOCATION OF PROPOSED HOUSING	CENSUS TRACT	NUMBER OF UNITS

**1. DIRECTION OF MARKETING ACTIVITY**  
 The affirmative Fair Housing Marketing Regulations require that each applicant carry out an affirmative program to attract prospective buyers or tenants of all minority and majority groups to the housing. State which group(s), in your judgment, are normally not likely to apply for the housing without special outreach because of factors such as existing neighborhood racial or ethnic patterns, price, and other factors.

**2. MARKETING PROGRAM**

Newspapers (Approximate frequency and description of use) \_\_\_\_\_

Radio and TV (Approximate frequency and description of use) \_\_\_\_\_

Brochures and Signs (Enclose description or, where possible, copies, drafts or pictures.) \_\_\_\_\_

Community Contacts (List organizations to be contacted and describe method of contact.) \_\_\_\_\_

State what results applicant reasonably expects in terms of occupancy from special outreach efforts: \_\_\_\_\_

Describe the marketing program you intend to use in filling vacancies (in multifamily projects) as they occur after the project has been fully occupied. \_\_\_\_\_

3. STAFFING

What company will be responsible for the marketing program? \_\_\_\_\_  
\_\_\_\_\_

What is its experience in marketing successfully to a racially and ethnically varied population? \_\_\_\_\_  
\_\_\_\_\_

What company will be responsible for sales or initial and continuing rental? \_\_\_\_\_  
\_\_\_\_\_

Describe nondiscrimination hiring policy applicable to staff engaged in sale or rental of properties and indicate present racial composition of sales/rental staff. \_\_\_\_\_  
\_\_\_\_\_

Indicate number of additional positions to be filled in sales/rental staff, and describe steps which have been or will be taken to recruit from both majority and minority groups. \_\_\_\_\_  
\_\_\_\_\_

Enclose a copy of instructions given to all employees regarding compliance with local, State and Federal fair housing laws.

Describe training given to all employees regarding implementation of fair housing laws and this affirmative fair housing marketing plan: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Solicitation of those referred by HUD. Solicitation will be  DIRECT MAIL  TELEPHONE CONTACT  OTHER (Specify) \_\_\_\_\_

5. Please describe other efforts planned as part of your outreach program not adequately covered by this form: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. The applicant agrees to make any changes in a plan covering a multifamily project which may reasonably be required after initial rent-up to assure continued compliance with Section 200.620 of HUD's Affirmative Fair Housing Marketing Regulations

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (Type or Print)

\_\_\_\_\_  
Title

## INSTRUCTIONS FOR FILING AN AFFIRMATIVE FAIR HOUSING MARKETING PLAN

1. **DIRECTION OF MARKETING ACTIVITY.** The affirmative fair housing marketing plan (hereinafter referred to as the "affirmative marketing plan" or "the plan") shall be designed to attract applications for the housing from all groups in the SMSA, or if there is no SMSA, the housing marketing area, including whites, Blacks, Spanish-Americans, Orientals, American Indians, and other groups which are subjected to housing discrimination on the basis of race, color, religion or national origin.

The program should include efforts to reach those persons who traditionally would not have been expected to apply for the housing. For instance, for housing in a white suburban area, special steps may be needed to make its availability known to minorities; similarly, if the housing is located in an area of minority concentration, special steps may be needed to make its availability known to whites.

In housing which includes several income levels, effort should be made to avoid concentrating minority occupants in any one income group.

2. **MARKETING PROGRAMS.** In order to develop an affirmative marketing program, an applicant should look at his normal marketing methods such as use of press, radio, TV, brochures, signs, community contacts, and then determine how the methods he now uses can be utilized to reach out to persons who otherwise might not apply for the housing. If it is anticipated that applications greater than the number of units will be made almost immediately after applications are first received, resulting in an "instant rent-up," advertising and outreach to those persons who traditionally would not have been expected to apply for the housing should be conducted for a period of time prior to the normal period for receipt of applications.

- a. **Advertising.** If the applicant contemplates using an advertising firm, it should consider using one that has experience in marketing successfully to a racially and ethnically varied population.

All advertisements shall include prominent use of the Equal Housing Opportunity Logotype, Slogan, or Statement, and all advertising depicting persons shall depict persons of majority and minority groups. (See Appendix 1 for the Logotype, Slogan, and Statement.) The Equal Housing Opportunity Slogan utilized in newspaper display advertisements should be at least 8 point bold face type. The content of advertising should conform to HUD's proposed Advertising Guidelines for Fair Housing (Appendix 7).

Copies of all advertising materials should be kept on file by the applicant so that they are available to show how the affirmative marketing plan has been implemented and can be utilized as exhibits to any future affirmative marketing plan to be submitted.

- (1) **Communications Media.** Describe use of communication media, stating name of newspaper, radio, or TV station, identifying as to whether majority, minority, or both in circulation or audience, and stating the approximate frequency and size/time of advertisements to be placed.

- (2) **Signs.** Describe sign(s) advertising the housing (on-site and elsewhere). Give the size of the Equal Housing Opportunity insignia. The site sign should be large and should be set up when construction begins. Provide photograph of sign, when erected.

The Fair Housing Poster must be placed wherever sales or rental of the housing can take place - - the model home; rental or sales office; real estate office. (See Appendix 6.)

- (3) **Brochures.** Describe brochures, leaflets and all other printed matters relating to the housing. Copies should be provided to the HUD Equal Opportunity Director or Representative if available.

- b. **Community Contacts.** In smaller communities where there are no formal communications media in the minority community, special outreach efforts must depend upon community contacts. Community contacts may also be useful in smaller communities in reaching specific elements of the white community, such as the elderly, or particular ethnic groups. In larger communities, a few community groups such as fair housing councils may be a useful supplement to use of major communications media.

Name community groups whom you expect to contact, give racial/ethnic identification of each, and state the nature of anticipated contact (mail or visit) and approximate frequency of contact. Enclose copies of any letters to be sent.

Strong contact can be made by meeting the leader of the group, showing him the housing, and asking to speak before the group. Churches, social, civic and fraternal organizations and labor unions are useful. Small businesses such as barber shops, beauty parlors, and shoe repair shops may be utilized for distribution of brochures and other material. Personnel departments of major employers such as industrial plants or local, state or federal government agencies may help disseminate housing information.

- c. **Anticipated Results.** The statement of anticipated results should be realistic in terms of the proportion of minority persons at the appropriate income level in the metropolitan area (or, if outside an SMSA, the housing marketing area) and in terms of specific considerations relating to the proposed housing such as

**INSTRUCTIONS FOR FILING AN AFFIRMATIVE FAIR HOUSING MARKETING PLAN (Continued)**

location, unit sizes, unit price, amenities provided, accessibility to desirable jobs, shopping areas and educational opportunities, and other factors.

3. **STAFF ENGAGED IN SALE/RENTAL ACTIVITY.** Name the organization which will be in charge of sales or initial and continuing rental activity and state its nondiscriminatory hiring policy and its present racial composition. Describe expected recruitment efforts.

All staff, professional and clerical, should be instructed in writing as well as orally that it is the policy of the applicant (and his sales/rental agent, where applicable), to obey all applicable fair housing laws, to refrain from discriminating regarding any application for housing on the basis of race, color, religion or national origin and affirmatively to promote fair housing. Each member of the staff should be furnished a copy of the approved affirmative marketing plan and copies of Executive Order 11063 and Title VIII of the Civil Rights Act of 1968. The staff should also be aware of all applicable state laws and local ordinances.

No affirmative marketing plan can be successful unless the sales/rental staff is thoroughly prepared to deal responsively with the persons the marketing brings to the housing. Training of sales/rental staff should include a discussion of the purposes and details of the affirmative marketing plan prepared by the applicant and preparation for any questions concerning the racial/ethnic composition expected in the housing which may be asked by minority and majority applicants. It is highly desirable to include a question-and-answer period with an official of a state or local agency administering a fair housing law or (when available) with a HUD staff member who works in the administration of the federal fair housing law. It should be clearly stated that minority or majority persons cannot be limited to a part of the housing on the basis of race, nor can different processing procedures be utilized on the basis of race. Persons applying as a result of special outreach to bring them to housing where they might not otherwise apply may be initially ill at ease and unwilling to seek out all the assistance they need from sales/rental staff. Staff should be instructed in techniques which will assure that such assistance is given. Minority persons may suspect discrimination in procedures which are unfamiliar to them although these may be routine procedures in a particular sales/rental firm. To avoid such misunderstandings, it is wise to prepare written sheets which describe processing procedures which are used explaining such things as how applications are taken, how eligibility is determined, the nature of and the length of time for the credit check, etc. Staff should be advised to make this written information available to all applicants and to offer to give any additional information which may be helpful.

4. **SOLICITATION OF THOSE REFERRED BY HUD.** In most cases solicitation should be made by direct mail with local telephone follow-up. A report on this activity and the result should be made to the HUD office monthly.
5. **TIME OF HUD APPROVAL OF PLAN.** The plan will be submitted by the applicant for HUD assistance on a multi-family project with the application for feasibility. If the plan does not provide satisfactory information, it will not be approved and must be resubmitted. If the plan has not been approved by the time a feasibility letter is issued, the letter will advise the applicant of any deficiencies. In such event, the plan must be resubmitted and approved by HUD prior to the issuance of a conditional commitment (or firm commitment when conditional commitment is omitted).

Applicants for HUD assistance in the home mortgage programs will submit a plan with the application for subdivision report (for subdivisions), the application for conditional commitment, FHA Form 2800 (for scattered units not subject to a subdivision report) or the request for reservation of funds (if there has been no subdivision report or Form 2800). The plan must be approved prior to the issuance of any subdivision report, approval of FHA Form 2800, or reservation of 235 funds.