

AFFIRMATIVE FAIR HOUSING
MARKETING PLAN
SUGGESTED REVIEW RECORD

Instructions: This is a summary of the substantive review of the AFHM Plan. A review for completeness of the submission should precede this substantive review. Wherever there is a negative answer, explain the deficiency and the correction required.

- 1. Identification.
 - a. Project Name: _____
 - b. Project No. and Legislative Authority: _____

 - c. Number of Units: _____ Household Type: _____
 - d. Approximate Starting Date for Advertising is appropriate. () Yes () No
- 2. Type of Plan.
 - a. Type of Affirmative Marketing Plan indicated is appropriate. () Yes () No

Note: For scattered sites a separate Annual Plan must be developed for each type of area (Minority, Racially-Mixed, Nonminority) in which housing is to be built.

- b. Type of Area indicated is appropriate. () Yes () No
- 3. Direction of Marketing Activity - based on response to Item 3 of the Plan.
 - a. Is appropriate. () Yes () No
 - b. Includes all appropriate groups. () Yes () No

4. Commercial Media.

- a. The commercial media indicated are appropriate. () Yes () No
- b. Size and duration of ads/broadcasts are likely to achieve desired results. () Yes () No
- c. Frequency of ads in the various media are likely to achieve desired results. () Yes () No
- d. Description of Ads/Broadcasts conform with Fair Housing Advertising Regulations. () Yes () No

5. Brochures, Signs and Posters.

- a. The size of logotype is appropriate considering the size of the sign. () Yes () No
- b. The brochures conform with the Fair Housing Advertising Regulations. () Yes () No

Brochures to be submitted (Note Date of Availability).

- c. The description of the display of the Fair Housing Poster conforms with the Fair Housing Advertising Regulations (24 CFR Part 109). () Yes () No

6. Community Contacts.

- a. The Plan includes organizations and persons with frequent contact with the groups least likely to apply within the income eligible population. () Yes () No
- b. The functions to be performed by the group(s) listed are appropriate. () Yes () No
- c. The approximate date of contact with the groups is appropriate. () Yes () No

7. Future Marketing Activity (Rental Housing Only).

The activities to fill vacancies are consistent with affirmative marketing objectives.

() Yes () No

8. Indicators of Successful Implementation.

The indicators relate to the definition of good faith efforts applicable to the implementation of a successful AFHM Plan.

() Yes () No

9. Instruction to Sales/Management Staff. The instructions and training provided to staff are:

a. Consistent with Federal, State or local fair housing laws.

() Yes () No

b. Consistent with the HUD-approved AFHM Plan.

() Yes () No

c. Planned in a manner which is likely to be effective.

() Yes () No

10. Additional Considerations. Where applicable, the Plan's outreach activities to persons with disabilities are clearly articulated and reflect efforts to comply with the Fair Housing Act's provisions regarding accessibility and nondiscrimination.

() Yes () No

11. Signature. An appropriate, duly authorized official of the applicant has sign the Plan.

() Yes () No