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
   b. Type of Area 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.

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

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   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