TABLE OF CONTENTS

Paragraph		
	CHAPTER 1. INTRODUCTION	
	Introduction Legal Authorities Purpose of Affirmative Fair	1-1 1-1
1-8.	Housing Marketing Requirements Regulatory and Contractual References Applicability and Duration Exemptions from AFHM Plan Requirements Definitions Roles and Responsibilities Other Related Activities	1-2 1-3 1-3 1-4 1-6 1-9 1-11
1).	CHAPTER 2. THE AFFIRMATIVE FAIR HOUSING MARKETING PLAN AND PROCEDURES	1 11
	SECTION 1: INTRODUCTION	
2-1.	Introduction	2-1
	SECTION 2: THE AFHM PLAN	
2-4.	Purpose of the AFHM Plan Who Submits a Plan Plan Submission Deadlines	2-1 2-2 2-3
2-5.	The Affirmative Fair Housing Marketing Plan (Form HUD-935.2)	2-4
2-6.	Description of the Applicant and the Project (Part I of the Plan)	2-4
2-7.	Type of Affirmative Marketing Plan (Part 2 of the Plan)	2-5
2-8.	Direction of Marketing Activity (Part 3 of the Plan)	2-6
2-9.	The Marketing Program (Part 4 of the Plan)	2-9
2-10.	Future Marketing Activities for Multifamily Rental Units Only (Part 5 of the Plan)	2-14
4/9	3 i	

8025.1 REV-2

Paragraph

2-12. 2-13.	Assessment Residency P Staff Exper Fair Hous Plan) Signature	2-16 2-16 2-17 2-18	
2-14.		AFHM SUBMISSIONS IN PROGRAMS NOT SUBJECT TO THE REQUIREMENTS OF THE AFHM REGULATION	2-10
2-16. 2-17.	of The Pl HOME Invest Homeownersh Everywher Special Nee Homeless	ment Partnerships Program ip Opportunities for People	2-18 2-19 2-20 2-21
3-1.	SECTION 1:	INTRODUCTION	3-1
	SECTION 2:	ACTIONS PRIOR TO THE SUBMISSION OF AN AFFIRMATIVE FAIR HOUSING MARKETING PLAN	
	Content of Review of P	ssistance to Applicants Technical Assistance ast Performance REVIEW OF AFHM PLANS	3-1 3-2 3-2
3-5. 3-6. 3-7.	Timing of t	AND RELATED DOCUMENTS AFHM Plan Review he Review s of Information	3-3 3-4 3-5
		ii	4/93
	8025.1 REV-2		
Parag	raph	Page	
3-8. 3-9.		f Marketing Activity ness of the Marketing	3-5 3-6

3-11. 3-12.	Evaluating the Effectiveness of Marketing Efforts Assessing An Applicant's Fair Housing Training Programs Approval of the AFHM Plan Management Plan CHAPTER 4. IMPLEMENTATION OF THE AFFIRMATIVE MARKETING PLAN - APPLICANT'S RESPONSIBILITIES	3-8 3-8 3-9 3-10	
	SECTION 1: INTRODUCTION		
4-1.	Introduction	4-1	
	SECTION 2: APPLICANT'S ROLE IN IMPLEMENTING THE PLAN		
4-2.	Notification of Intent to Begin Marketing	4-1	
4-3.	Preoccupancy Conference	4-2	
	Initiation of Marketing	4-2	
4-5.	Marketing for Initial Sales or		
	Rent-up	4-2	
	SECTION 3: ACTIVITIES FOLLOWING INITIAL MARKETING		
4_6	Overview	4-4	
	Assessment of the Plan's	1 1	
1 /.	Implementation	4-4	
4-8.	Modification of the HUD-Approved	1 1	
- 0.	AFHM Plan	4-6	
4-9.	Recordkeeping and Reporting		
	Requirements	4-7	
4-10.	Selection of Homeowners for		
	FHA-Insured Sales Housing	4-9	
4-11.	Future Marketing Activities for		
	Rental Projects Prior to 1988	4-9	
4/93 iii			
		8025.1 REV-2	
Parag	Page		
	CHAPTER 5. MONITORING		
5-1.	Introduction	5-1	
5-1. 5-2.	Evaluation of Good Faith Efforts	5-1 5-2	
5-2. 5-3	Commencement of Monitoring	5-3	
5-4.	Collection and Analysis of	3 3	

	Affirmative Marketing-Related	
	Data	5-3
5-5.	Planning and Scheduling Monitoring	F F
5-6.	visits Provisions of the Plan to be	5-5
5-0.	Monitored	5-6
5-7.	Monitoring Multifamily Rental	3 0
	Projects In Continuing Occupancy	5-7
5-8.	Limited Review by Staff of the	
	Housing Division (Reserved)	5-7
5-9.	Documentation of Monitoring	
	Conclusions	5-7
	Actions Taken on Monitoring Conclusions	5-9
5-11.	Field Office Maintenance of Records	5-9
	CHAPTER 6. COMPLIANCE PROCEDURES	
6-1.	Introduction	6-1
	Purpose of Compliance Process	6-1
6-3.	Departmental Responsibilities	6-1
6-4.	Relationship Between AFHM Compliance	
	Procedures and FHEO Authorities	6-4
6-5.	Compliance Review Process	6-5
6-6.	Selection Criteria for Compliance	
_	Reviews	6-5
	Preliminary Reviews	6-6
6-8.	Contents of Report of Preliminary	6-8
6 0	Review (RPR) Notification of Applicant	6-8 6-9
	Compliance Meeting	6-9
	Compliance Reviews	6-11
	Scope of Review	6-13
	iv	4/93
80	025.1 REV-2	
———— Paragı	Page	
6-13.	Review Findings	6-16
6-13.	Compliance Review Report	6-16
6-15.	Recommendation for a Finding of	0 10
	Compliance or Possible Noncompliance	6-17
6-16.	Notification of Findings	6-18
6-17.	_	6-18
6-18.	Referral to Assistant Secretary	6-20

4/93 v

LIST OF APPENDICES

1. Other Regulations Implementing Provisions of the Fair Housing Act and Executive Order 11063

- 2. References to Departmental Program Regulations Affirmative Fair Housing Marketing Program
- 3. Contractual Provisions Relating to Affirmative Fair Housing Marketing
- 4. Handbook References in Housing Programs
- 5. The Department's Housing and Community Development Programs and Affirmative Fair Housing Marketing
- 6. Programs Which are Subject to the Comprehensive Housing Affordability Strategy Requirements
- 7. Form HUD-935.2, Affirmative Fair Housing Marketing Plan
- 8. Illustrations of Affirmative Marketing Considerations: Selecting Racial/Ethnic and Other Groups of Eligible Persons for Special Outreach Activities
- 9. Illustrations of Affirmative Marketing Considerations: Examples of Utilization of Commercial Media in Affirmative Marketing Plans
- 10. Affirmative Marketing Plan Review Checklist for Completeness.
- 11. Affirmative Fair Housing Marketing Plan Review Suggested Review Record
- 12. Sample Approval Letter Sales Housing
- 13. Sample Approval Letter Rental Housing
- 14. Sample Deficiency Letter
- 15. Form HUD-935.5, Applicants for Multifamily Rental Housing
- 16. Risk Factors to be Considered in Planning Affirmative Fair Housing Marketing Activities

νi

4/93

- 17. Pre-Occupancy Conference Report
- 18. Documenting Monitoring Conclusions Affirmative Fair Housing Marketing Plans
- 19. Applicant Notification of Possible Noncompliance Following Preliminary Review
- 20. Applicant Notice of Compliance Meeting
- 21. Applicant Notification of On-Site Compliance Review
- 22. Applicant Notification of Possible Noncompliance Following an On-Site Compliance Review
- 23. Applicant Notification of Referral to the Assistant Secretary for Fair Housing and Equal Opportunity
- 24. Affirmative Fair Housing Marketing Compliance Review Record -- Fact Sheet
- 25. Conciliation Agreement
- 26. Certification of Intent Not To Market
- 27. Voluntary Affirmative Marketing Agreements

4/93 vii