

Affirmative Marketing Plan—Implementation

Date: _____

Dear Borrower/Property Manager,

The following requested information is collected to determine how you will affirmatively market units at the _____ Apartments prior to construction being completed.
(Property Name)

Time Line: (Beginning Date) _____ to (Lease Up Date) _____

Property owner: _____

Property address: _____

Management company name: _____

Number of affordable units at the property: _____

Number of total units at the property: _____

- 1) Begin by reviewing the Affirmative Marketing Policy document, which provides guidelines for developing an Affirmative Marketing Plan (AMP). Please complete the table below to describe what the plans are to market units and to develop a wait list. Also complete the questions that follow the table.

Affirmative Marketing Outreach Plan Table

| Target Population for Affirmative Marketing Outreach | Basis for Inclusion as an Affirmative Marketing Target Population (e.g., demographic disparity, disproportionate housing needs, disparities in homeownership or lending) | Affirmative Marketing Outreach Methods/Activities |
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| Please Answer All Questions Below | | Indicate One | |
|--|-----|---------------------|--|
| 2) In developing the Affirmative Marketing Plan, did the owner/management agent analyze the demographics of the potential applicant population and compare this to the demographics of the broader market area? Also attach copies of advertising to this questionnaire. | Yes | No | |
| 3) List the community groups planned to be engaged to affirmatively market the property: _____ | | | |
| 4) Please confirm a lottery system is used to accept applications. A) Applications are (check all that apply) Paper Electronic | Yes | No | |
| 5) Will the property be advertised in newspapers or other media? A) If yes, provide the name(s) of the other media below. Also attach copies of advertising to this questionnaire. _____ | Yes | No | |
| B) Was non-English advertising language used? If yes, please list languages below: _____ | Yes | No | |
| 6) Is the property listed on the 211 Sacramento Community Resource List (formerly InfoLine Sacramento, www.211sacramento.org, Phone 916-498-1000 or 800-500- 4931)? | Yes | No | |
| 7) Will the owner/management agent provide training to all management and/or sales staff in Federal, State and local fair housing laws, AMP objectives and the approved AMP plan? | Yes | No | |
| 8) Will the Equal Housing Opportunity logo be displayed in your pre-leasing office? (i.e., Rental Office, Model Unit, etc.)? Indicate location(s): _____ | Yes | No | |
| 9) Will the Equal Housing Opportunity logo or statement appear in all your advertisements? | Yes | No | |



I/We hereby certify that the information in this questionnaire is true and correct.
I/We consent to verification being obtained from any source herein.

Signature of Borrower or Authorized Representative

Date

Signature of Borrower or Authorized Representative

Date

Warning: Title 18, Section 1001 of the U.S. Code states that a person is guilty of a felony for knowingly and willingly making false or fraudulent statements to any department of the United States Government.

