

# Affirmative Fair Housing Marketing Plan



EQUAL HOUSING  
OPPORTUNITY

## What is the purpose of the Affirmative Fair Housing?

The purpose of the Affirmative Fair Housing Marketing Plan (“AFHMP”) is to reduce segregation and encourage integration in housing by promoting housing choice and opportunities regardless of one’s protected characteristics under federal and state fair housing laws.

---

## Who has to complete an AFHMP?

Developers/sponsors are required to engage in affirmative marketing to target persons identified as “Least Likely to Apply” due to their representation in the housing market and to make such persons aware of available affordable housing opportunities. The AFHMP requirement applies to multifamily housing that receives funding through the Housing Finance Agency (“HFA”), the Housing Trust Fund Corporation (“HTFC”) and the Division of Housing and Community Renewal (“DHCR”).

---

## What are some important aspects of the AFHMP requirements?

### **Criminal Conviction Assessment**

Property managers may not impose a lifetime ban on individuals with criminal histories, subject to certain exceptions. Property managers are required to conduct an individual assessment to determine whether an applicant with a criminal background should be admitted to the housing development. For more information visit: <http://www.nyshcr.org/AboutUs/Offices/FairHousing/GPCC.htm>.

### **Violence Against Women Act (“VAWA”)**

Owner/Managers must comply with the VAWA final rule, including providing a VAWA notice of rights to tenants at the time a person applies for housing and when an applicant signs a lease agreement, in addition to implementing a VAWA lease addendum for all current and new tenants.

### **Tenant Selection Process**

The initial selection process must be made on a random basis through the use of a lottery – not on a first-come first-served basis.

### **Fully Adapted Units**

Fully-accessible and adapted, move-in-ready units should be reserved for persons with mobility and/or hearing/visual disabilities. Upon initiation of the marketing period, a letter must be sent to community contacts who serve persons with disabilities, requesting that they advise their constituencies and clients of the availability of these units and encourage them to take advantage of this housing opportunity.

### **Fair Housing Training**

All management and/or sales staff must receive training on Federal, New York State, and local fair housing laws.

---

## **Where can I find the AFHMP Fillable Form and Guidelines?**

The AFHMP Fillable Form and the Guide for Managing Agents, Owners and Developers can be found on the FEHO website at:

<http://www.nyshcr.org/AboutUs/Offices/FairHousing/AffirmativeMarketing.htm>

---

## **Who can I contact if I have any questions?**

Email: [FEHO@nyshcr.org](mailto:FEHO@nyshcr.org)

Phone: (518) 473-3089

For additional information, please visit:

<http://www.nyshcr.org/AboutUs/Offices/FairHousing/>

---

## **About FEHO**

*The mission of HCR's Fair and Equitable Housing Office ("FEHO") is to ensure New Yorkers have an equal opportunity to live in housing they desire and can afford regardless of race, color, familial status, religion, sex, disabilities, national origin, marital status, age, sexual orientation, and other protected classes. FEHO is committed to removing barriers to fair housing at the state level and to affirmatively further fair housing.*



**Fair and Equitable  
Housing Office**