

## MARKETING AND SELECTION PLAN REQUIREMENTS

Awardees must submit a marketing plan identifying a HUD-certified homeownership counseling partner and describing how the homes will be marketed to income-eligible households with an emphasis on outreach and education, and connection to lending opportunities for traditionally under-represented home buyers and those least likely to apply. Prior to commencing marketing, in addition to these requirements, a Long Form Affirmative Fair Housing Marketing Plan will also be submitted to and reviewed by the Fair & Equitable Housing Office.

At a minimum, the marketing plan must include the following:

- ***HUD-certified homeownership counseling***
- ***Outreach, screening, and selection process***
- ***Plans for publicizing HCR's role in the Project***
- ***File maintenance, including turned down applicants***

### HUD-Certified Homeownership Counseling

Identify the HUD-certified homeownership counseling partner ("Counseling Agency") with whom Awardee is contracting to facilitate the sale of homes to income-eligible purchasers. Describe Counseling Agency's proposed scope of services, including provision of home buyer referrals, homeownership counseling, and training/assistance to prospective purchasers with obtaining mortgage financing, legal counsel, and consideration for local down-payment assistance programs.

### Outreach, Screening, and Selection Process

Identify staff and/or participating parties that will carry out the marketing plan, and provide a schedule of marketing activities, by month, for the duration of the marketing plan.

Provide information regarding planned advertising for the project<sup>1</sup>. Include a brief description of advertising in any applicable media:

- Internet
- Radio
- Television
- Newspapers
- Other Advertising/Marketing

Specifically describe marketing efforts planned by Awardee, Counseling Agency and their partners to reach local potential home buyers who may be unlikely to apply due to historic trends in lending and

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<sup>1</sup> Please note that a detailed outreach plan is required in the Long Form Affirmative and Fair Housing Marketing Plan prior to marketing and sales.

homeownership disparities. For example, identify local organizations that may assist in making connections to members or participants (i.e., local houses of worship, community centers, social clubs). If existing waiting lists will be used, please describe how those lists were assembled and the standards for obtaining and maintaining a spot on that list.

If any preferences are proposed (e.g., veterans, special needs, or local residents), please describe the reason for the preference and why the preference will not create any disparate impacts.

Describe Awardee's process and criteria for screening prospective purchasers, including income and asset qualification, and for selection of the ultimate purchaser for each home. Buyers of homes that are built with Affordable Homeownership Opportunity Program funds must earn no more than 120% or 100% of the area median income, depending on subsidy tier and adjusted for family size, as published by HUD for the county or metropolitan statistical area in which the project is located.

*Income:* Buyers must include federal tax returns and W-2s for the last two years and employee pay stubs for the two most recent pay periods. Awardee and/or Counseling Agency must then make a reasonable determination of buyer's annual income, including estimates of variable income, such as bonuses and overtime.

*Assets:* Combined household assets, excluding qualified retirement and education savings plans, must be limited to no more than \$100,000. Buyers must provide a certification disclosing the household's total assets. If other funding sources have asset requirements, the less restrictive shall apply.

### **Publicizing HCR's Role in the Project**

An HCR sign must be prominently posted at the location of at least one project site under construction, and HCR's contribution to the project should be part of all marketing and media campaigns. Provide details of the plan for displaying the HCR project sign and noting HCR's contribution advertisement and in other media to be employed in connection with publicizing the project.

Signs are not provided by HCR. Sign specifications can be found on HCR's website, <https://hcr.ny.gov>.

### **File Maintenance, including Turned Down Applications**

Describe Awardee's file maintenance procedures, including any turned-down applicants.