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# HUD's Affirmative Fair Housing Marketing Plan

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# Do I have to submit an Affirmative Fair Housing Marketing Plan (AFHMP)?

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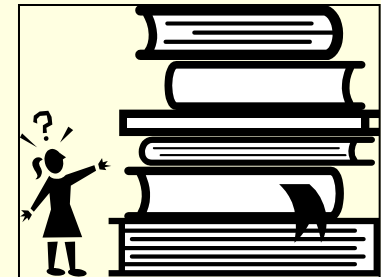
The AFHMP (24 CFR 200.600, Subpart M) must be submitted for FHEO's approval by all applicants of:

Mobile home parks

Dwelling unit subdivisions of five or more units

Spaces or lots which are funded or insured through FHA or HUD

Subsidized and unsubsidized multifamily projects



# What is the purpose of the AFHMP?

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To ensure that each applicant carry out an affirmative program to attract prospective tenants of all minority and non-minority groups in the housing market area regardless of their race, color, religion, sex, national origin, disability or familial status.

To ensure that each applicant has a nondiscriminatory hiring policy.



# What is the purpose of the AFHMP?

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To ensure employees and agents are trained about Fair Housing laws and/or requirements.

To ensure that the Fair Housing poster is displayed prominently in rental offices.



# What is the purpose of the AFHMP?

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To ensure that HUD's Equal Housing Opportunity logo or slogan is used in any printed material used for rental.

To ensure that HUD's Equal Housing Opportunity logo or slogan is displayed prominently on all FHA project site signs.

# What is HUD's Equal Housing Opportunity logo, statement or slogan?

## Equal Housing Opportunity Logo



We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status, or national origin.

Equal Housing Opportunity Slogan:  
"Equal Housing Opportunity."

- You can download the logo from HUD's website at:
- <http://www.hud.gov/library/bookshelf11/hudgraphics/fheologo.cfm>

# Where can I find the Affirmative Fair Housing Marketing (935.2a) form?

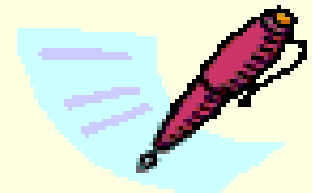
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You can obtain the form by doing one of the following:

1. Download the form at HUD's website:

<http://portal.hud.gov/hudportal/documents/huddoc?id=935-2a.pdf>

2. Or, contact your local HUD office and one can be mailed to you.





How do I complete the  
AFHMP form?



# Project Information

## Section 1a through 1e

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- 1a. Project's name and complete address.
- 1b. Project's contract/application number  
*(FHA#, Contract # or REMS ID)*.
- 1c. List number of units in the project.
- 1d. Project's census tract. ([www.census.gov](http://www.census.gov))
- 1e. Project's housing and/or expanded housing marketing area.

# AFHMP – Section 1f through 1i

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- 1f. Managing agent's contact information.
- 1g. Applicant/Owner/Developer's contact information.
- 1h. Entity responsible for marketing and contact information.
- 1i. Entity/contact person to whom HUD will send questions, correspondence and/or approved plan.



# AFHMP – Section 2

# Type of Plan

## Section 2a & 2b

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2a.

AFHMP type will either be new or an updated plan. Provide date plan was developed and reason(s) such as: new owners, new managers, current plan expired, new census information, etc.

2b.

Indicate the occupancy plan for the project. Check all that apply.

# Occupancy and Advertising

## Section 2c & 2d

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2c.

Provide date of initial occupancy. If new project, provide date of expected occupancy.

2d.

Advertising start date – at least 90 days prior to initial or renewed occupancy.

Existing projects will provide reason(s) why advertising will be used.

# AFHMP Demographics

## Section 3a & 3b

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3a.

Provide demographic information of project and marketing area by completing and submitting Worksheet 1.

3b.

Based on Worksheet 1 indicate which demographic group(s) in the housing market area is/are least likely to apply without special outreach efforts.

# Residency Preference

## Section 4a

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Please indicate if the owner is requesting a preference in tenant selection and why. If yes, please complete this section along with Worksheet 2 and submit to HUD for review/approval. If no, proceed to question 4b.

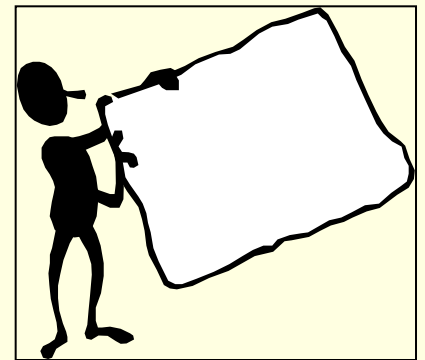
**NOTE:** For guidance, see HUD Occupancy Handbook (4350.3). In addition, the requirements in 24 CFR 5.655(c)(1) will be used by HUD as a guide for evaluating residency preference to compare if preference is consistent with HUD's program requirements.

# Community Contacts

## Section 4b

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Complete Worksheet 3 and submit to HUD your use of any community contacts to market to those least likely to apply.





# Proposed Marketing Activities

## Section 4c

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Complete Worksheet 4 and submit to HUD for review/approval.

***REMINDER:*** Provide copies and/or samples of all advertisements, including radio and television scripts, location of any internet/websites advertising, project brochures, pamphlets, letters and project signs used for advertising.

# Fair Housing Poster AFHMP and Project Site Sign Section 5a, b, c

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5a. The Fair Housing Poster must be prominently displayed in all your offices where sales or rental activity takes place.

5b. The AFHMP must be available for public inspection at your sales and/or rental offices.

5c. All project site signs should include the EHO logo, slogan or statement.



# Evaluate your Marketing Activities

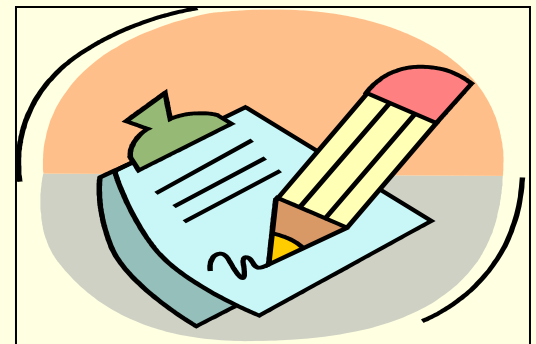
## Section 6

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Explain how you will determine if your marketing activities have been successful.

Advise how often you plan to review your marketing activities to determine if successful.

Advise how you plan to make decisions about future marketing based on your evaluation.



# Staff Marketing and Training

## Section 7

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- 7a. What staff positions are/will be responsible for affirmative marketing?
- 7b. Provide information on AFHMP/Fair Housing training/assessment provided to staff.
- 7c. Provide information on tenant selection and/or residency preference training provided to staff.
- 7d. Provide proof (trainer, course, dates, copies, or websites) of staff AFHMP/Fair Housing training *or* provide information on anticipated training.

# Additional Considerations

## Section 8

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This plan just cannot cover all the great things you do to successfully market your project. So tell us here!

We love to hear about and share any of your great marketing activities!

# Review and Update

## Section 9

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You are almost done! So, please don't forget to do the following:

1. Make sure all worksheets, training materials, and marketing documents are included for review.
2. Please make sure you sign & date page 5 of the form.
3. Keep a copy for your records.
4. Submit your plan, with any required copies, to your HUD Multi-family contact for review. Multi-family will forward to FHEO.



# What if I have questions?

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Our office is here to help. If you have any questions on how to complete the AFHMP, please contact your Multi-family representative.

Multi-family may refer any Fair Housing related questions to FHEO.

For assistance, please call the Birmingham FHEO office at 205-745-4311.

Thank You