



# Affirmative Fair Housing Marketing Plans

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# AFHMP Approval Process Region 3 (Current)

NC/SR Application exhibit – HUD 935.2A

Initial Review – Asset Management

- Internal checklist
- Deficiencies

AFHMP Mailbox – Asset Management

Final Review – FHEO

- Deficiencies
- Approval

Monitor process – Production

- Pre-Firm approval – Underwriter/Chief
- Firm Condition – Underwriter/Chief/Closing Coordinator

# Common Mistakes and Omissions

Incomplete Form – HUD-935.2A

Incomplete Worksheets (1, 3, and 4)

Incomplete/Missing Attachments

# Incomplete Form

Block 1b – no Project Contract Number

Block 1d – no Census Tract identified

Block 1e – no Housing and Expanded Market Areas

Blocks 2a and 2c – conflicting information

Block 2d – no advertising start date and/or reason

Block 5c – no project sign information

**Note: All blocks on the form must be filled out.**

# Incomplete Worksheets

## Worksheet 1

- Demographics
  - New construction – first and second columns can be blank
  - Existing projects – all columns completed

## Worksheet 3

- Community Contact – “Least likely to apply”
  - Date contact was/will be initiated
  - Role with marketing
  - Previous experience with target population

## Worksheet 4

- Advertising
  - Method, reason, languages, alternative formats
  - Equal Housing Opportunity logo – all marketing materials/web

**Note: Read worksheet instructions carefully.**

## Incomplete/ Missing Attachments

Advertising and marketing materials (Block 4c)

Photographs of project sign (Block 5c)

Written materials related to staff training (Block 7d)

Note: Each block on the 935.2A form has a corresponding instruction for completion (Pages 6-8)