

Affirmative Fair Housing Marketing Plan (AFHMP)

The Affirmative Fair Housing Marketing Plan, or AFHMP, outlines how the project will market units to underserved tenants including tenants with special needs.

The Plan must be submitted prior to issuance of 8609s. At a minimum, Marketing Plans must include:

- Current outreach efforts to each service provider, homeless shelter or local disability advocacy organization in the county in which the project is located, especially showing marketing efforts to persons with disabilities and the homeless.
- Show established and maintained relationships between the management agent and community service providers.
- A referral and screening process that will be used to refer tenants to the projects, the screening criteria that will be used, and make reasonable accommodations to facilitate the admittance of persons with disabilities or the homeless into the project.
- Your marketing materials showing the fair housing and disability Logos, slogans or statements.

This is what we look for to be in compliance with your plan:

- A thorough and complete AFHMP form, preferably the HUD form 935.2A
 - List your target demographic(s) and show why
 - List all recent fair housing training, its frequency and who is trained
 - State your referral and screening process that will be used to refer and accept tenants to your property. Including additional page(s) for this is permitted.
 - Listing all the outreach agencies you contact including specific individuals you maintain a relationship with
 - Listing all methods for outreach
- Attach copies of researched demographic information supporting your reasoning for marketing to the groups that you do
- Attach copies of all marketing materials, including those in other languages and showing the logo, slogan and/or statement:
 - a) Outreach Letters to the different agencies in the area
 - b) Flyers
 - c) Brochures
 - d) Newspaper ads
 - e) Pictures of property signage
- Proof of training – PowerPoint presentations, worksheets, certificates, sign-in sheets, etc.
- TTY Phone Number Confirmation via the i.e. Georgia Relay Center