

Affirmative Fair Housing Marketing Plan (AFHMP)

Being in Compliance and Making your Marketing Efforts Count

- The AFHMP addresses the following:
 - Outreach Efforts
 - Marketing Strategies
 - Education and Training of all staff on Civil Rights
 - We will not discriminate based on an applicants or residents:
 - RACE
 - COLOR
 - RELIGION
 - SEX
 - DISABILITY
 - NATIONAL ORIGIN
 - FAMILIAL STATUS

Bulletin Board Layout

"AND JUSTICE FOR ALL"

Advertisement for a legal firm or service, featuring the Statue of Liberty and the text "AND JUSTICE FOR ALL".

U.S. Department of Housing and Urban Development



VOLUNTARIAMENTE PARTICIPANDO EN EL PROGRAMA DE LA LEY DE ALQUILER DE LA SECCION 808

Es ilegal discriminar en alquiler. Any Person, Owner of Real Estate, or Landlord, who discriminates in housing on the basis of race, color, religion, sex, handicap, familial status, or national origin.

- It is illegal to discriminate in housing on the basis of race, color, religion, sex, handicap, familial status, or national origin.
- It is illegal to discriminate in housing on the basis of race, color, religion, sex, handicap, familial status, or national origin.
- It is illegal to discriminate in housing on the basis of race, color, religion, sex, handicap, familial status, or national origin.

U.S. Department of Housing and Urban Development
 400 K Street, N.W.
 Washington, D.C. 20512

U.S. Department of Housing and Urban Development



ISLA DE OPORTUNIDAD EN LA SECCION 808

Es ilegal discriminar contra cualquier persona por razón de su raza, color, religión, sexo, discapacidad física o mental, la procedencia de esos hogares de 18 años o de mujer embarazada en su familia o su origen nacional.

- It is illegal to discriminate in housing on the basis of race, color, religion, sex, handicap, familial status, or national origin.
- It is illegal to discriminate in housing on the basis of race, color, religion, sex, handicap, familial status, or national origin.
- It is illegal to discriminate in housing on the basis of race, color, religion, sex, handicap, familial status, or national origin.

U.S. Department of Housing and Urban Development
 400 K Street, N.W.
 Washington, D.C. 20512

Form for housing discrimination complaints, including sections for 'Complaint Information', 'Discrimination Information', and 'Action Requested'.

Notice of Right to Remedial Action or Fair Housing

Section 808 of the Fair Housing Act provides that any person who discriminates in housing on the basis of race, color, religion, sex, handicap, familial status, or national origin is liable to the United States for the following remedies:

- Actual damages sustained by the complainant.
- Reasonable attorney's fees and costs.
- Actual damages sustained by the complainant.
- Reasonable attorney's fees and costs.

U.S. Department of Housing and Urban Development
 400 K Street, N.W.
 Washington, D.C. 20512

STATEMENT OF WORK

THIS STATEMENT OF WORK (SOW) IS A PART OF THE CONTRACT AND IS SUBJECT TO THE TERMS AND CONDITIONS OF THE CONTRACT.

- Contract description and scope of work.
- Contract description and scope of work.
- Contract description and scope of work.

LEASE AGREEMENT

THIS LEASE AGREEMENT (LEASE) IS MADE THIS _____ DAY OF _____, 20____, between _____ and _____.

1. The parties to this lease are _____ and _____.

2. The premises to be leased are _____.

3. The term of this lease shall be _____.

4. The rent for this lease shall be _____.

5. The parties to this lease are _____ and _____.

PROPERTY	ADDRESS	UNIT	APPLICANT	STATUS	DATE
1234 Main St	101	John Doe	Applied	2023-10-26	
5678 Elm St	202	Jane Smith	Interviewed	2023-10-27	
9101 Oak St	303	Mike Johnson	Offered	2023-10-28	
2345 Pine St	404	Sarah Brown	Accepted	2023-10-29	
6789 Cedar St	505	David White	Declined	2023-10-30	

Bulletin Board Layout

- All Property bulletin boards are required to have each of the documents displayed in the order shown.
- And Justice for All poster
- Rights to Reasonable Accommodations
- Equal Housing Logos
- Tenant Selection Procedures
- Lease Agreement
- AFHMP-Affirmative Fair Housing Marketing Plan
- Preventative Maintenance Schedule

If your bulletin board does not have space for your tenant activities and announcements, a separate board bulletin board will be needed. (See your Regional)

Bulletin Board

All advertisements, letters and any other means of communication must have the following;

- Equal Housing Opportunity Logo or statement
- TDD phone number
- Telephone number of the project
- Accessibility logo or statement
- State relay is optional
- If your property is designated "elderly", the information should read "62 years of age or older, handicap/disabled, regardless of age".
- Newspaper adds and flyers are not to have statements such as independent living, ideal for couples, adult living
- Pictures using persons should not be used.

Advertisements

- RD Properties must include:
- **In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability. (Not all prohibited bases apply to all programs). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call (800) 795-3275 (voice) or (202) 720-6382 (TDD)."**
- Landmark Property Management Co. provides an Equal Housing Opportunity and is an Equal Opportunity Employer.

RURAL DEVELOPMENT

- The US Dept of Housing and Urban Development (HUD) is charged by law to implement and enforce civil rights laws in maintaining Fair Housing to all. They are charged of ensuring the operation is successful. The AFHMP form indicates our commitment and is required by HUD of all who participate in Fair Housing.
- Expanded Market – Marketing in surrounding communities allows you to Maintain Fair Housing and the opportunity to attract other minorities to apply. It also allows you to build your contact base for referrals.

- **GUESS AND
CALL LOG**

- The Guess and Call Log is a very important part of marketing
- It is used to determine the effects of your marketing and advertisements
- The updated version of the log includes the telephone number
- All properties are required to use the log
- It is submitted with the AFHMP as part of our supporting documentation

