

## PRE-MARKETING

WORK WITH DEVELOPER/OWNER TO CREATE AN HPD\* APPROVED MARKETING PLAN

**1**

guide the developer through the process and set up a realistic marketing timeline based on the construction schedule

prepare the marketing plan for submission to HPD for approval

navigate marketing needs and advertising options, establish eligible income bands and tenant selection criteria, identify staffing needs that falls within marketing budget

draft advertisement, standard correspondence and forms, and other marketing materials

facilitate marketing kick-off with HPD

\*or other city/state agencies of which programs the development participate in

## MARKETING

IMPLEMENT THE PLAN AND INSURE ALL MARKETING ACTIVITEIS COMPLY WITH GUIDELINES

**2**

place advertisements

perform outreach to community boards, community groups, and other priority populations and identified special markets

facilitate information sessions about the development project and application process, if required and/or desirable

assist developer in creating a project webpage for interested applicants

manage application process – responding to application requests and inquiries from interested parties

perform other marketing activities and outreach initiatives as required by HPD

## LOTTERY

PROCESS APPLICATIONS

**3**

facilitate compliance meeting with HPD

assist developer in opening P.O.Box and processing all mail-in applications for inputting

coordinate the logistics for logging paper applications: computer lab, temporary staffing needs, etc.

process log book from HPD based on the log number, preferences and their application information

## TENANT SELECTION

MEET WITH APPLICANTS AND REVIEW DOCUMENTS TO DETERMINE APPLICANTS' ELIGIBILITY

**4**

schedule face-to-face interviews with prospective tenants in accordance with lottery ordering

review applicants documents, verify income and household composition, determine applicant eligibility

perform credit check and background check among other selected criteria

notify applicants of decisions regarding their application: approval/eligibility, rejection/ineligibility, low-priority status, waiting list, etc.

manage appeals and complaints

## OCCUPANCY

COORDINATE LEASE SIGNING AND MOVE-IN

**5**

submit applicants' files to HPD for approval

coordinate with approved applicants and managing agent to schedule lease signing

facilitate marketing / rent-up close-out process with HPD

establish an appropriate waitlist and waitlist policy

## COMPLIANCE

ON-GOING COMPLIANCE AND REPORTING

**6**

work with developer/ managing agent to ensure all regulated units are in compliance with program requirement

submit required compliance documents and affidavits upon the initial rent-up/sales and annually