



SUBJECT:	
Last Updated:	9/1/2023
Division:	Opportunity
Team:	Capital Projects, Asset Management
Purpose:	HOST Equitable Fair Marketing Policies and Procedures, Non-HUD Funded Projects

Authorization Approved By (Name): Renee Gallegos

Signature:

A handwritten signature in black ink that reads "Renee C. Gallegos".

Deputy Director of Opportunity

HOST Equitable Fair Marketing Policies and Procedures Non-HUD Funded Projects

Applicability:

This policy applies to all projects that provide income-restricted affordable dwelling units without using HUD financing and that are created as a result of Mandatory Affordable Housing requirements, Inclusionary Housing Ordinance Requirements, or through an executed agreement.

Equitable Marketing Plans for Income-Restricted Properties:

To ensure that eligible households have equitable access to rental and homeownership opportunities in affordable units, the Department of Housing Stability (HOST) requires the developers of affordable units to sign an Equitable Marketing Plan prior to issuance of a Certificate of Occupancy or Temporary Certificate of Occupancy by the Department of Community Planning & Development (CPD).

The Equitable Marketing Plan will outline the marketing strategy and implementation details that will guide a developer's efforts to make the affordable units available to all eligible households. The Equitable Marketing Plan shall align with the elements of a good faith marketing effort set forth in this policy, and it shall be supplied by the developer to HOST as part of the compliance training process, prior to issuance of a Certificate of Occupancy or Temporary Certificate of Occupancy.

Equitable Marketing Plans shall, at minimum, include the following information:

- (a) Contact Information for the Owner, Property Manager, and Developer
- (b) Project Information:
 - a. Project Name and Address
 - b. Anticipated Occupancy Date
 - c. Number of affordable units
 - d. Bedroom Counts for affordable units
 - e. Number of accessible units for people with disabilities
- (c) Marketing Plan:
 - a. Summary of the Marketing Plan



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- b. Advertising Sources and Languages that Will Be Used to Market Units
- c. Demographic Groups that are Least Likely to Apply for Units
- d. Targeted Outreach Activities for the Above Demographic Groups
- e. Plan for Periodic Evaluation of Targeted Outreach Activities
- f. Staff Training for Implementation of Equitable Marketing Plan

Equitable Marketing Plans for Affordable Rental Units:

Elements of a good faith marketing effort for affordable rental units shall include the following:

- (a) Listing the units on www.coloradohousingsearch.com and future websites designated as clearinghouses for affordable housing listings by HOST;
- (b) Showing the units to potential renters at a variety of times throughout the week, including evenings and weekends;
- (c) Publishing virtual tours that are accessible for online viewing at any time of day;
- (d) Advertising the units as “affordable” or “income-restricted” in public marketing, and providing rent and income requirements;
- (e) Making true and equitable attempts to advertise the units through networking, contacting resource groups that support lower-income households, and/or alternate online advertising;
- (f) Responding to all inquiries about the units in a timely manner; and
- (g) Giving fair consideration to all income-eligible renters.

Included as part of their Equitable Marketing Plan, owners of affordable rental units will be required to submit their resident rental criteria, detailing the procedures by which they will select tenants from a pool of rental applicants at the time of application.

Equitable Marketing Plans for Affordable Ownership Units:

Elements of a good faith marketing effort for affordable ownership units shall include the following:

- (a) Entering into a contractual agreement with a real estate agent;
- (b) Listing all properties in the MLS, www.coloradohousingsearch.com, the real estate agent’s website, and future websites designated as clearinghouses for affordable housing listings by HOST;
- (c) Publishing virtual tours that are accessible for online viewing at any time of day;
- (d) Advertising the units as “affordable” or “income restricted” in public marketing and in any fields available for such information in the MLS, and providing price and income requirements;
- (e) If allowed by the Homeowners’ Association, displaying a for-sale sign prominently at the units;
- (f) Responding to all inquiries about the units in a timely manner; and
- (g) Giving fair consideration to all purchase offers from income-eligible buyers.

The seller of affordable ownership units shall maintain a marketing log that shows the advertisements and other information disseminated about the project. The seller shall also maintain a list of prospective buyers who have expressed interest in an affordable ownership unit, including any information provided by such prospective buyers concerning their income, place of work, current residence, and household size. The City, upon request, shall review the seller's log and written materials to ensure that a fair marketing effort was implemented.

Fair Selection Process for Prospective Affordable Ownership Unit Purchasers:



Upon the expiration of the marketing period for an affordable ownership unit, if only one contract is received, the seller may accept that offer. If more than one contract has been received, the seller shall utilize a fair selection process to select among the prospective purchasers.

Consideration of the following factors is consistent with a fair selection process:

- (a) Preference may be given to a household that holds a current income verification as demonstrated by their approval letter from the Department of Housing Stability;
- (b) Preference may be given to households that can document that they have lived or worked in the City for a minimum of five (5) years;
- (c) Preference may be given to a household that has been displaced or is at risk of displacement from housing in Denver;
- (d) Preference may be given to households that can document that at least one (1) member of the household currently works or resides in Denver;
- (e) Preference may be given to households that are currently doubled up in housing or are experiencing homelessness;
- (f) Preference may be given to households that include a household member who has a disability;
- (g) Preference may be given to households that have children eligible to enroll in Denver Public Schools; or
- (h) Preference may be given to households who are first-time homebuyers.