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## Affirmative Marketing Plan: **Special Outreach for Initial Lease-Up**

Date: \_\_\_\_\_

*This Special Outreach for Initial Lease-Up form is intended for properties that are currently under construction or approaching initial lease-up. If your property is already in service and has completed initial lease-up, please use the Annual Special Outreach form (starting on page 5) instead.*

This Special Outreach for Initial Lease-Up form should be completed and sent to the following parties at least two weeks prior to initiating any advertising or marketing efforts that target the general public:

1. Seattle Housing Authority  
E-mail: [LeasewithHCV@seattlehousing.org](mailto:LeasewithHCV@seattlehousing.org)  
Phone: 206-239-1572
2. Three local community based organizations, chosen either from the “[Affirmative Marketing Plan: Organization List](#)” published on the Office of Housing’s website, or among other organizations that may be appropriate.

If an affirmative marketing plan is required for your property, documentation of this Special Outreach for Initial Lease-Up should be submitted as part of the property’s Annual Certification Report. Please use the document titled “Affirmative Marketing Plan: First Year Reporting” to submit your documentation. If your property is voluntarily implementing an affirmative marketing plan, completion of the reporting form is also voluntary.

If you have any questions about completing this form or complying with affirmative marketing requirements, please contact Joy Hunt ([joy.hunt2@seattle.gov](mailto:joy.hunt2@seattle.gov) or 206-684-0262).

## PROPERTY INFORMATION:

Property Name: \_\_\_\_\_

Property Address: \_\_\_\_\_

Date Opened: \_\_\_\_\_ Total Number of Affordable Units: \_\_\_\_\_

Affordable Housing Incentive Program (check all that apply):

☐ Multifamily Property Tax Exemption (MFTE)

☐ Incentive Zoning (IZ)

☐ Mandatory Housing Affordability (MHA)

## CONTACT INFORMATION:

Leasing manager for affordable units: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## ON-SITE AFFORDABLE UNITS:

Floor Plan	Number of Units	Income Limit	Rent Limit & Asking Rent	Availability

## ADVERTISING VACANCIES:

Please describe how vacancies in these affordable units will be advertised in the future.

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## LEASING AND TENANT SELECTION CRITERIA:

Please answer the following questions about your property's process for selecting tenants and leasing affordable units. (Attach separate sheet if needed)

1. What criteria are used to screen tenants, and what is the minimum standard a person will need to meet to move forward in the screening process?

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2. What information, documentation, or submissions are necessary from applicants to determine whether they meet the above criteria?

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3. If an applicant needs additional time to complete the application, either to ensure meaningful access or for reasonable accommodation for a disability, how may they request additional time?

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4. Is the property legally required to or voluntarily setting aside the affordable units to serve specific vulnerable populations?

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## **MARKETING MATERIALS:**

If available, please attach floor plans, brochures, or other marketing materials for the property.

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## Affirmative Marketing Plan: **Annual Special Outreach**

Date: \_\_\_\_\_

*This Annual Special Outreach form is intended for properties that are already in service and have completed initial lease-up. If your property is currently under construction or approaching initial lease-up, please use the Special Outreach for Initial Lease-Up form (starting on page 1) instead.*

This Annual Special Outreach form should be completed and sent to the following parties on an annual basis, no later than October 31<sup>st</sup>, the deadline for submitting the property's Annual Certification Report:

Three local community based organizations, chosen either from the "[Affirmative Marketing Plan: Organization List](#)" published on the Office of Housing's website, or among other organizations that may be appropriate.

If an affirmative marketing plan is required for your property, documentation of this Special Outreach for Initial Lease-Up should be submitted as part of the property's Annual Certification Report. Please use the document titled "Affirmative Marketing Plan: Annual Reporting" to submit your documentation. If your property is voluntarily implementing an affirmative marketing plan, completion of the reporting form is also voluntary.

If you have any questions about completing this form or complying with affirmative marketing requirements, please contact Joy Hunt ([joy.hunt2@seattle.gov](mailto:joy.hunt2@seattle.gov) or 206-684-0262).

## PROPERTY INFORMATION:

Property Name: \_\_\_\_\_

Property Address: \_\_\_\_\_

Date Opened: \_\_\_\_\_ Total Number of Affordable Units: \_\_\_\_\_

Affordable Housing Incentive Program (check all that apply):

☐ Multifamily Property Tax Exemption (MFTE)

☐ Incentive Zoning (IZ)

☐ Mandatory Housing Affordability (MHA)

## CONTACT INFORMATION:

Leasing manager for affordable units: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## ON-SITE AFFORDABLE UNITS:

Floor Plan	Number of Units	Income Limit	Rent Limit & Asking Rent	Availability

## ADVERTISING VACANCIES:

Please describe how vacancies in these affordable units are typically advertised.

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## LEASING AND TENANT SELECTION CRITERIA:

Please answer the following questions about your property's process for selecting tenants and leasing affordable units. (Attach separate sheet if needed)

1. What criteria are used to screen tenants, and what is the minimum standard a person will need to meet to move forward in the screening process?

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2. What information, documentation, or submissions are necessary from applicants to determine whether they meet the above criteria?

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3. If an applicant needs additional time to complete the application, either to ensure meaningful access or for reasonable accommodation for a disability, how may they request additional time?

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4. Is the property legally required to or voluntarily setting aside the affordable units to serve specific vulnerable populations?

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## **MARKETING MATERIALS:**

If available, please attach floor plans, brochures, or other marketing materials for the property.