

EXHIBIT D

HSRE-EB Bethpage, LLC
300 Jericho Turnpike, Suite 100
Jericho, NY 11753
Criteria for Affirmative Marketing Plan

Affirmative marketing plans shall only be required for affordable or “workforce” units in the Project Facility and shall contain the following information:

- (1) Street address, village, town, zip code, and census tract number for the Project Facility;
- (2) Number of affordable units to be marketed and whether they will be available for rent or purchase;
- (3) The number, if any, and location of market rate units included in the project;
- (4) Whether the housing will be “housing for older persons”, defined as at least 80% occupancy of units with at least one person 55 or older or 100% occupancy of persons age 62 or older;
- (5) A description of how units will be advertised for sale or rental prior to first occupancy, including whether the Company will utilize its own website, commercial websites, print media outlets, social media outlets such as Facebook, a sign at the project site, mailings, leaflets/flyers, brochures, and other forms of advertising;
- (6) A statement that the Company will use fair housing logo or phrase “Equal Housing Opportunity” on all advertising described above;
- (7) A list of the organizations serving those least likely to apply to which the Company will provide written information regarding the availability of affordable units at the project;
- (8) Whether the Company will conduct the marketing and initial rent-up or sales itself or contract with a third-party;
- (9) A statement that the initial selection process for affordable housing units will be made on a random basis through the use of a lottery and not on a first-come first-served basis;
- (10) A statement that the Company will maintain records of the activities it undertakes to implement its marketing plan.