

B2K at Westbury, LLC
300 Jericho Turnpike, Suite 100
Jericho, New York
Marketing Plan

B2K at Westbury, LLC hereby adopts the following marketing plan for the Project

Facility known as the Bristol at Westbury:

- (1) Street address, village, town, zip code, and census tract number for the Project Facility is as follows 117 Post Avenue, Village of Westbury, Town of North Hempstead, Nassau County, New York 11590 (Section: 10; Block: 125; Lots: 1-17, 38);
- (2) There are currently twenty-eight (28) affordable units to be marketed for rent;
- (3) There are currently 122 market rate units included in the project located throughout the Project Facility;
- (4) 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) Units will be advertised for rent, and 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) The Company will use fair housing logo or phrase “Equal Housing Opportunity” on all advertising described above;
- (7) The Company will provide written information regarding the availability of affordable units at the project to the Long Island Housing Partnership;
- (8) The Company has and will conduct the marketing and initial rent-up itself;
- (9) 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) The Company will maintain records of the activities it undertakes to implement its marketing plan.