

## **EXHIBIT B**

### **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;

A statement that the Company will use fair housing logo or phrase "Equal Housing Opportunity" on all advertising described above;

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;

Whether the Company will conduct the marketing and initial rent-up or sales itself or contract with a third-party;

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;

- (6) A statement that the Company will maintain records of the activities it undertakes to implement its marketing plan.

## EXHIBIT C

### Form of Fair Housing Law Poster

U. S. Department of Housing and Urban Development



EQUAL HOUSING  
OPPORTUNITY

**We Do Business in Accordance With the Federal Fair  
Housing Law**

(The Fair Housing Amendments Act of 1988)

**It is illegal to Discriminate Against Any Person  
Because of Race, Color, Religion, Sex,  
Handicap, Familial Status, or National Origin**

- |   |   |
|---|---|
| <input type="checkbox"/> In the sale or rental of housing or residential lots | <input type="checkbox"/> In the provision of real estate brokerage services |
| <input type="checkbox"/> In advertising the sale or rental of housing         | <input type="checkbox"/> In the appraisal of housing                        |
| <input type="checkbox"/> In the financing of housing                          | <input type="checkbox"/> Blockbusting is also illegal                       |

Anyone who feels he or she has been  
discriminated against may file a complaint of  
housing discrimination:

1-800-669-9777 (Toll Free)  
1-800-927-9275 (TTY)  
[www.hud.gov/fairhousing](http://www.hud.gov/fairhousing)

U.S. Department of Housing and  
Urban Development  
Assistant Secretary for Fair Housing and  
Equal Opportunity  
Washington, D.C. 20410

Previous editions are obsolete

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