

Affirmative Fair Housing Marketing Plan
Great Neck Residences LLC (the "Company")

1. Street address, village/town/city, zip code, and census tract number for the Project.

700 Middle Neck Road, Village of Great Neck, Town of North Hempstead, 11023

Census Tract 3003

2. Number of affordable units to be marketed and whether they will be available for rent or purchase.

There will be seventy-four (74) affordable units marketed and available for rent to households with income that does not exceed 50% of the HUD area median income for Nassau/Suffolk Counties as established by HUD on an annual basis and adjusted for household size ("AMI"). In addition, there will be one (1) super's unit.

3. The number, if any, and location of market rate units included in the Project.

Not applicable

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.

All units will be limited to 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.

Advertising for the affordable units will be performed in compliance with NYS HCR's Fair Housing and Affirmative Marketing requirements per Regulatory Agreement. Tenant selection occurs through the Housing Authority waiting list which is created through conducting broad reaching marketing and outreach to ensure eligible households are aware of unit availability and can access the Housing Authority referral process. The advertising of availability of units and access to the waiting list includes NYS HCR Ads, NYS HCR Housing Search website, Company website, Housing Authority website and social media. In addition, print Newspaper advertising will be utilized where appropriate along with outreach to community contacts per HCR requirements.

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

Company and/or its third-party agent will use fair housing logo or phrase "Equal Housing Opportunity" on all advertising described above.

7. A statement that the Company will distribute written information regarding the availability of affordable units at the Project to a list of organizations provided to the Company by the Agency, which list may be updated annually.

The Company, and/or its third-party agent, shall distribute information on the availability of the affordable units, the program and the application process for the affordable units to a list of organizations provided to the Company by the Agency, which list may be updated annually per NYS HCR's Fair Housing and Affirmative Marketing requirements.

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

Company and/or its third-party agent will conduct the marketing and initial rent up.

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.

For the Great Neck Senior Housing project, all existing senior residents will remain in their apartments throughout the rehabilitation process; therefore, marketing and tenant selection activities will apply only to the vacant units available at initial lease-up. This is a rehabilitation project and there are currently twelve (12) vacancies with a project specific waiting list of over ninety (90) interested applicants.

At initial lease-up, the vacant units will first be offered to eligible households from the existing Public Housing waiting list administered by the North Hempstead Housing Authority (NHHA), consistent with HUD regulations and NHHA policies. The approved Occupancy Preference will apply to up to 74 units and will be implemented on a perpetual basis. Once the Public Housing waiting list is exhausted, tenant selection will transition to a project-specific waiting list administered by NHHA. Applications will be accepted on an ongoing basis, and eligible applicants will be placed on the waiting list in the order received. Units will be offered to applicants based on chronological order of application submission, subject to eligibility verification and unit availability.

Marketing for the project-based waiting list will include outreach through public notices, websites, and community organizations to ensure broad and equitable access to the application process. The waiting list and occupancy preference will be reviewed periodically in accordance with HCR and HUD guidance to ensure compliance with Fair Housing and to confirm that the process does not create or perpetuate a discriminatory impact on protected classes.

10. A statement that the Company will maintain records of the activities it undertakes to implement its marketing plan.

Company and/or its third-party agent will maintain records of the activities it undertakes to implement its marketing plan.

Great Neck Residences LLC



By: Matthew Ardito, Authorized Signatory
Date: 3/26/2026