

**Multifamily Affirmative Marketing Plan****Date:****Property Name:****CMTS ID Number:****Market Area/County:****Census Tract:****Is this Affirmative Marketing Plan:** New Plan Updated Plan

1. Provide details as to how you identified “Least Likely to Apply” populations. If the plan used another method to determine the populations “Least Likely to Apply” the AFHMP must provide a detailed explanation of the methodology used:

Used the [Multifamily Affirmative Marketing Tool](#) provided by TDHCA (Take a screenshot of the pop-up/tool tip from the tool and attach it in Part 5)

If you did not use the tool provided by TDHCA, explain in detail your methodology here and include a screenshot of your data in Part 5:

2. Identify “Least Likely to Apply” Populations (Check all that apply, “Persons with Disabilities” must always be selected):

White	Asian	Hispanic or Latino	Households w/ Children
American Indian or Alaskan Native	Black or African American	Native Hawaiian or other Pacific	Persons with Disabilities

If the LURA for the property indicates that marketing must be done for Veterans, you do not need to include that information in this plan, only during on-site or desk reviews.

3. List any community contacts identified for “Least Likely to Apply” populations. These organizations should primarily serve the “Least Likely to Apply” populations identified in Item 2. Community contacts may be organizations like local nonprofits, chambers of commerce, businesses, churches, and community centers serving the “Least Likely to Apply” population. These are any organizations you will directly provide marketing information to.

<u>Name of Contact</u>	<u>Name of Organization</u>	<u>Type of Organization</u>	<u>Address</u>	<u>Phone</u>	<u>Population Targeted</u>
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4. List your marketing strategies you will use for outreach including print, TV, radio, or online ads. Include screenshots or copies of all materials in either Part 5 or Part 6.

<u>Media Outlet</u>	<u>Type of Media</u>	<u>Duration and Time</u>	<u>Targeted Population</u>
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5. Attach any screenshots on a separate page

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6. Attach all marketing materials including letters to community contacts and any print/online ads (TV/radio not included) as separate pages. Marketing materials must include the Fair Housing logo, contact information in English and Spanish, and contact information for requesting a reasonable accommodation in relation to completing an application.