
Special Outreach for Affirmative Marketing

Date: _____

Community Agency Partners: You are receiving this form because your agency requested opportunities to help your constituents obtain housing available through the Mandatory Housing Affordability (MHA) and Multifamily Tax Exemption (MFTE) programs. We encourage you to get the word out about these housing opportunities within your constituent networks. Please email OFH_MFTE@seattle.gov or call 206-386-1366 if you have any questions about the MHA or MFTE programs, or no longer wish to receive these notices.

Rental Property Leasing Agents: This Special Outreach for Affirmative Marketing form should be completed and sent to the following parties two weeks before marketing units to the general public and again if you have multiple units vacant for more than 45 days:

1. Three local community-based organizations, chosen from the list of “Community-based Organizations for Affirmative Marketing” published on the Office of Housing’s website.
2. Seattle Housing Authority
E-mail: LeasewithHCV@seattlehousing.org
Phone: 206-239-1572

If you have any questions about completing this form or complying with affirmative marketing requirements, please email OFH_MFTE@seattle.gov or call 206-386-1366.

Developers of Affordable Homes: This Special Outreach for Affirmative Marketing form should be completed 90 days before initiating any advertising or marketing efforts that target the general public and sent to:

1. Three local community-based organizations, chosen from a list to be provided upon request by the Office of Housing. These organizations will be community-based organizations with home buyer readiness or financial empowerment expertise.

If you have any questions about completing this form or complying with affirmative marketing requirements, please email OFH_MFTE@seattle.gov or call 206-386-1366.

PROPERTY INFORMATION:

Property Name: _____

Property Address: _____

Date Opened: _____ Total Number of Affordable Units: _____

Affordable Housing Incentive Program (check all that apply):

- Multifamily Property Tax Exemption (MFTE) Rental Homes
- Multifamily Property Tax Exemption (MFTE) Homes for Sale
- Mandatory Housing Affordability (MHA) Rental Homes
- Mandatory Housing Affordability (MHA) Homes for Sale

CONTACT INFORMATION:

Leasing manager or sales representative for affordable homes: _____

Email: _____ Phone: _____

ON-SITE AFFORDABLE UNITS:

Floor Plan	Number of Units	Income Limit	Rent Limit & Asking Rent for Rental Homes	Date Available

ADVERTISING VACANCIES:

Please describe how vacancies in these affordable homes will be advertised in the future.

TENANT/HOME BUYER SELECTION CRITERIA:

Please answer the following questions about your property’s process for selecting tenants or home buyers. Attach a separate sheet if needed.

1. What criteria are used to screen tenants or home buyers, and what is the minimum standard a person will need to meet to move forward in the screening process?

2. What information, documentation, or submissions are necessary from applicants to determine whether they meet the above criteria?

3. If an applicant needs additional time to complete the application, either to ensure meaningful access or for reasonable accommodation for a disability, how may they request additional time?

4. Is the property legally required to or voluntarily setting aside the affordable units to serve specific vulnerable populations?

MARKETING MATERIALS:

If available, please attach floor plans, brochures, or other marketing materials for the property.