

**PROPERTY MARKETING PLAN**

**PROPERTY NAME:**

<b>Contact Person:</b> Name:  Address:  Phone:  Email:	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td colspan="2"><b>Number of Units:</b></td> </tr> <tr> <td><b>Current Occupancy:</b></td> <td style="text-align: right;">%</td> </tr> <tr> <td><b>Rental Rates:</b></td> <td><b>Property Type:</b></td> </tr> <tr> <td>Efficiency: \$</td> <td>SRO <input type="checkbox"/></td> </tr> <tr> <td>1 Bdrm \$</td> <td>Family <input type="checkbox"/></td> </tr> <tr> <td>2 Bdrm \$</td> <td>Elderly <input type="checkbox"/></td> </tr> <tr> <td>3 Bdrm \$</td> <td>Special Needs <input type="checkbox"/></td> </tr> <tr> <td colspan="2"><b>COUNTY/CITY:</b></td> </tr> </table>	<b>Number of Units:</b>		<b>Current Occupancy:</b>	%	<b>Rental Rates:</b>	<b>Property Type:</b>	Efficiency: \$	SRO <input type="checkbox"/>	1 Bdrm \$	Family <input type="checkbox"/>	2 Bdrm \$	Elderly <input type="checkbox"/>	3 Bdrm \$	Special Needs <input type="checkbox"/>	<b>COUNTY/CITY:</b>	
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<b>COUNTY/CITY:</b>																	
<b>Approximate Advertising Starting Dates (mm/dd/yyyy):</b>	<b>Direction of Marketing Activity (Indicate which group(s) in the housing market area are least likely to apply for the housing because of its location and other factors without special outreach efforts)</b> Families <input type="checkbox"/> Elderly <input type="checkbox"/> Persons with Disabilities <input type="checkbox"/> Homeless <input type="checkbox"/>																

**Marketing Program: Commercial Media (Check the type of media to be used to advertise the availability of this housing)**  
 Newspapers/Publications  Radio  TV  Other (specify)

<u>Name of Newspaper/Publication</u>	<u>Size/Duration of Advertising</u>

**Marketing Program: Brochures, Signs, and HUD's Fair Housing Poster**  
 Will brochures or flyers be used to advertise?  Yes  No      If "Yes", attach a copy  
 For leasing signage indicate sign size      x  
 Brochures and flyers will be conspicuously displayed in the  Rental Office  Model Unit

<b>Future Marketing Activities Mark the box(es) that best describe marketing activities to fill vacancies as they occur after the project has been initially occupied.</b> Newspapers <input type="checkbox"/> Radio <input type="checkbox"/> TV <input type="checkbox"/> Brochures/Flyers <input type="checkbox"/> Site Signs <input type="checkbox"/> Community Contacts <input type="checkbox"/> Other <input type="checkbox"/>	<b>Experience and Staff Instructions (See instructions)</b> Staff has marketing experience? <input type="checkbox"/> Yes <input type="checkbox"/> No
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**Community Contacts. To further inform the group(s) least likely to apply about the availability of the housing establish and maintain contact with the groups/organizations listed below that are located in the housing market area.**

Name of Group/Organization	Type	Initial Date (mm/dd/yyyy)	Frequency	Contact Person
Address/Phone Number	Social Svc Provider <input type="checkbox"/>	Method of Contact		Indicate the specific function the Group/Organization will undertake in implementing the marketing program
	Retailer <input type="checkbox"/>			
	Corporate <input type="checkbox"/>			
	Medical <input type="checkbox"/>			
	Other (specify): <input type="checkbox"/>			
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**Additional Activities:**

**Open House Schedule:**

**Other:**

**Review and Update** Review plan every 6 months and update as needed to ensure continued effectiveness