

## AFFIRMATIVE FAIR HOUSING MARKETING PLAN

The most recent HUD Form 935.2a must be used and a copy prominently displayed in the office area, laundry area, and community room or wherever it is most likely to be read by the tenants. A copy of the most recent HUD Form 92243 should be available on the internet at

<https://www.hud.gov/sites/documents/92243.PDF>

Please contact your Rural Development Specialist, if you have a question about obtaining or completing the HUD Form for USDA Rural Development.

Page two of this guide is a sample poster. It is only an example so owners or managers can adapt it to their project. All advertisements/marketing must include the Fair Housing Logo “Equal Housing Opportunity” AND the picture of the house. All advertisements should contain a statement that units are available for persons with disabilities even if the project does not have a handicap unit(s) or if the handicap unit(s) is occupied. If the project has a handicap unit, all advertising/marketing must contain the handicap logo. All advertisement/marketing (including web sites) for USDA loan/grant recipients (borrowers) must include the USDA nondiscrimination statement.

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA’s TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [http://www.ascr.usda.gov/complaint\\_filing\\_cust.html](http://www.ascr.usda.gov/complaint_filing_cust.html) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:



- (1) mail: U.S. Department of Agriculture  
Office of the Assistant Secretary for Civil Rights  
1400 Independence Avenue, SW  
Washington, D.C. 20250-9410;
- (2) fax: (202) 690-7442; or
- (3) email: [program.intake@usda.gov](mailto:program.intake@usda.gov).

This institution is an equal opportunity provider.

If there is insufficient space for the full nondiscrimination paragraph shown above, the following statement in print no smaller than the text may be used.

“This institution is an equal opportunity provider.”

Page three of this guide is a Sample Letter that may be used by Owners/Managers in advising the community that the project is a Federally Funded Equal Opportunity property.

The guide is provided for the purpose of providing examples. **It is up to owners/managers to fully comply with all laws pertaining to Affirmative Fair Housing Marketing on all USDA Rural Development Multiple Family Housing financed projects.**



**SAMPLE POSTER**

**NAME OF PROJECT**

Address  
Anytown, NE Zip

Picture of complex  
Or  
Floor Plan of a unit

**\* Affordable rent based on income**

- \* [CHOOSE 1] (Persons age 18 years and older may apply) or (Persons age 62 years and older may apply or person age 18 years and older with a handicap or disability may apply).
- \* One and two bedrooms
- \* Units available for persons with disabilities
- \* All appliances furnished
- \* Maintenance Free Living (no lawn mowing or snow shoveling)
- \* Newly Remodeled
- \* Playground and picnic areas
- \* Extra storage
- \* Off street parking

**Contact** \_\_\_\_\_

Telephone No. \_\_\_\_\_

**TDD** Telephone No. \_\_\_\_\_.

“This institution is an equal opportunity provider.”  
(This statement must be in the same size font as the balance of the poster except for the heading)



**SAMPLE LETTER**

Date \_\_\_\_\_

(Addressee)

Re: \_\_\_\_\_ Apartments

Dear

This letter is to advise that the \_\_\_\_\_ (Name) \_\_\_\_\_ Apartments located at  
( \_\_\_\_\_ (Address) \_\_\_\_\_ ) is a Federally Funded Equal Housing  
Opportunity complex. [CHOOSE 1] (Persons age 18 years and older may apply) or (Persons age 62  
years and older may apply or person age 18 years and older with a handicap or disability may apply).

We are pledged to the letter and spirit of the United States Policy for the achievement of equal housing  
opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing  
program in which there are no barriers to obtain housing.

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited  
from discriminating on the basis of race, color, national origin, sex, religion, age, disability, or marital or  
family status. (Not all prohibited bases apply to all programs.)

If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program  
Discrimination Complaint Form, found online at  
[http://www.ascr.usda.gov/complaint\\_filing\\_cust.html](http://www.ascr.usda.gov/complaint_filing_cust.html), or at any USDA office, or call (866) 632-9992 to  
request the form. You may also write a letter containing all of the information requested in the  
form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture,  
Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410,  
by fax (202) 690-7442 or email at [program.intake@usda.gov](mailto:program.intake@usda.gov).”

- [ ] A more local TDD telephone number is \_\_\_\_\_ **OR**  
[ ] Information is available on the relay system

Rental rates are based on income but normally will not exceed 30% of adjusted household income for rent  
(including most utilities) when Rental Assistance is available. Rents may be as low as zero but current  
rent rates would not exceed the following for moderate income households.

\$ \_\_\_\_\_/mo. For 1 Br.     \$ \_\_\_\_\_/mo. For 2 Br.     \$ \_\_\_\_\_/mo. For 3 Br.  
(insert note rate rents or Special Market Rate Tents whichever is applicable)

We invite you to send any who may need housing to inquire at the manager’s office located at  
\_\_\_\_\_ (Address) \_\_\_\_\_, \_\_\_\_\_ (Town) \_\_\_\_\_, \_\_\_\_\_ (State) \_\_\_\_\_.

If you have any questions, do not hesitate to contact me.

Sincerely,

\_\_\_\_\_  
Management Agent

“This institution is an equal opportunity provider.”

