



**westchester residential opportunities**

Since 1968

Saving homes, saving families™

5/12/23 Draft Term Sheet

WRO Professional Services Contract with Village of Mamaroneck for

Affirmative Marketing of Affordable Housing Units

*Marketing Agreement with each Developer of AFFH Units:* For each development that includes set-aside affordable or deeply affordable units (collectively, the “AFFH Units”), WRO will prepare an agreement between WRO and the developer for the marketing of those AFFH Units. (WRO has a form of developer marketing agreement that has been approved by Westchester County for WRO’s marketing services under the County’s requirements and would recommend the use of that agreement template with appropriate changes to reflect the Village’s marketing requirements.)

*Proposed Affirmative Marketing Approach:* In cooperation with the developers, WRO will perform the following marketing activities for each development that includes AFFH Units:

- Preparation of Marketing Materials and Applications. WRO will prepare marketing materials and applications for all AFFH Units. For projects with more than 5 AFFH Units, WRO will prepare marketing materials and applications in Spanish (in addition to English).
- E-mail Marketing: WRO will disseminate marketing materials and applications by email blasts during the marketing period to (i) WRO’s lists of community contacts in the region (including elected officials, housing counseling agencies, agencies serving disabled individuals, agencies serving minority populations and other community organizations); and (ii) WRO’s lists of households interested in affordable housing.
- Paid Advertisements: For projects with more than 5 AFFH Units, at the developer’s expense, WRO will place paid advertisements (print and/or digital) in news outlets with broad reach throughout Westchester County.
- Websites: WRO will market units and make flyers and applications available electronically on its proprietary website [www.affordablewestchester.org](http://www.affordablewestchester.org), as well as on the Village’s website if requested and made available.
- Press release: WRO will prepare a Village press release announcing AFFH Units in each new development to be approved and released by the Village.
- Conduct Lottery: After the application deadline, WRO will conduct a lottery drawing of applications received by the deadline. The ordered results of the lottery will be delivered to the developer, along with copies of all applications.

*Income-Qualification Services:* For each development, following completion of the lottery, WRO will review applications for completeness, request documentation to support income and assets, and then income-qualify applicants in lottery order pursuant to the guidelines contained in Part 5 of the Occupancy Requirements of Subsidized Multifamily Housing Programs (4350.3)

published by the US Department of Housing and Urban Development. WRO will refer to the developer or property manager a sufficient number of income-qualified applicants for tenant selection to complete initial lease-up of the AFFH Units.

*Developer Fee Schedule.* For developments with 1 to 5 AFFH Units: \$14,000; For 6 to 10 AFFH units: \$24,000; In excess of 10 units, to be agreed. In each case plus reimbursement of any direct expenses. Fees subject to 3% annual increase commencing calendar year 2024.