

Marketing Plan Outline

The Management Agent must prepare and submit to the Asset Manager, prior to initial closing, a Marketing Plan, which shall include, but not be limited to the following:

1. Identification of the Development Area

- a. Regional Analysis
 - 1. Brief description of the area
 - 2. Attributes of the region on which the development can draw residents
- b. Neighborhood Analysis
 - 1. Brief description of the neighborhood and boundaries
 - 2. Neighborhood economic conditions
 - 3. Businesses available to serve the needs of residents
 - 4. Neighborhood facilities
 - a) Recreation
 - b) Social
 - c) Medical
 - d) Education
 - e) Stores
 - f) Transportation
- c. Market Area
 - 1. Cities and towns
 - 2. Expected principal market draws (i.e., industry, colleges, office complexes, etc.)
 - 3. Levels of income

2. Property Description

- a. Type of development
- b. Description and number of units and square footage
- c. Unit interior characteristics (i.e., appliances, washer/dryer hookups, flooring)
- d. Development facilities and amenities
- e. Rental schedule
- f. Application fee amount
- g. Security deposit
- h. Pet policy and fee
- i. Is the development in a flood zone
- j. Is there commercial space in the development (size and number of spaces)
- k. Type of development

3. Marketing Budget

- a. Type, area and extent of advertising
- b. Dollar amount for advertising
- c. Number of rental agents
- d. Will there be a model unit
- e. Other promotional items
- f. Management Agent's fee for lease up
- g. Total dollar amount allocated for marketing

4. Advertising Schedule

- a. Date advertising is to commence
- b. Advertising media to be used
- c. Other means of advertising such as community contacts, etc.
- d. Describe special marketing requirements for Section 8 units, if applicable

5. Market Survey

- a. Comparable development
- b. Location and type of development
- c. Description, size and number of units
- d. Facilities and amenities
- e. Rental schedule
- f. Indicate rent specials or concessions
- g. Occupancy level
- h. Utilities included in rent
- i. Rent concessions

6. Absorption

- a. Estimated completion date
- b. Estimated time for rent-up
- c. Monthly absorption schedule

7. Weekly Marketing Report

- a. Upon Commencement of leasing provide CHFA weekly Marketing Report