

City of Chicago
Affordable Requirements Ordinance (ARO): For-Sale Units
Marketing Plan for: _____

Submitted by: _____

Approved by: _____

Section I: Timing

Date	What needs to happen
<p><i>at least 6 months before anticipated Closings</i> and <i>at least 90 days before marketing commences</i></p>	<p>Marketing Intake meeting and Submit Completed Marketing Plan</p>
<p><i>at least 30 days before you begin accepting applications for the affordable units</i></p>	<p>Provide final info on the affordable units to DPD (City must post units on its website for at least 30 days before applications can be accepted) and Begin executing affordable unit marketing plan and Hold at least three open houses and Provide information on affordable units to community contacts</p>

Section II: Owner and Development Information

1. Owner

Company Name: _____

Contact Person: _____

Address: _____

City/State/Zip: _____

Telephone #: _____

Email Address: _____

Website: _____

2. Property Management Company

Firm Name: _____

Contact Person: _____

Address: _____

City/State/Zip: _____

Telephone #: _____

Email Address: _____
Website: _____

3. Entity Responsible for Marketing (if different than above)

Owner Agent Other – Specify _____

Firm/Agency Name: _____
Contact Person: _____
Address: _____
City/State/Zip: _____
Telephone #: _____
Email Address: _____
Website: _____

4. Closings and Marketing

When do you expect to begin closing on the affordable units? _____

When do you expect to begin closing on *all* units? _____

When do you expect to begin marketing for affordable units? _____

When do you expect to begin marketing for *all* units? _____

5. Development Information

Please note that the unit type and square footage approved in the Affordable Housing Profile may not change without pre-approval from the ARO Project Manager

Development includes:

Accessible/Adaptable units: _____

Other: _____

Describe the Market Area:

6. Application Information

Where will applications to purchase the unit be available to pick up/download (you must have locations for both):

Contact Name: _____

Telephone #: _____

Email address: _____

Online: _____

In person: _____

When is the first date is the applications will be accepted? _____

Note: set the application date at least 30 days after the date the units are posted on the DPD website, which will be _____ [date must be at least 3 business days after DPD Staff receive all required information to post units on their website].

Where should interested buyers deliver their applications?

Office/Location: _____
Contact Name: _____
Address: _____
City/State/Zip code: _____

Section III: Commercial and Community Marketing Plans

At least 30 days before you begin accepting applications for the affordable units, you must market your units as widely as possible. The City has set the following minimum parameters to ensure the marketing for your affordable units is as complete as possible.

Applicants are encouraged – but not required – to work with a marketing agent specializing in affordable units to ensure your affordable units are marketed effectively and sold quickly.

1. How will your Commercial Media plan target diverse racial and ethnic groups? Your commercial media plan should include at least one of the following marketing vehicles listed below.

Names of Newspapers, Radio, TV Stations, billboards, Internet/social media/other	Targeted Audience and expected impact	Size & Duration of advertising
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

2. How will your Commercial Media plan target income-qualified people who live or work in the neighborhood surrounding your development? Your commercial media plan should include at least one of the following marketing vehicles listed below.

Names of Newspapers, Radio, TV Stations, billboards, Internet/social media/other	Targeted Audience and expected impact	Size & Duration of advertising
_____	_____	_____

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

3. Community Contacts

DPD encourages developers to share information with the local Alderman’s office, as well as [local housing counseling and other delegate agencies](#), so that they may promote the availability of the affordable units to the targeted populations. *Note that the first name/Organization listed should be the local Alderman’s office.*

Name of Group/Organization: _____
Street Address: _____
City/State/Zip: _____
Identification of Audience to be reached: _____
Approximate date of contact or proposed contact: _____

Name of Group/Organization: _____
Street Address: _____
City/State/Zip: _____
Identification of Audience to be reached: _____
Approximate date of contact or proposed contact: _____

4. Marketing Accessible and Adaptable Apartments

Those developments with accessible or adaptable apartments are to indicate below what specific outreach efforts will be employed to attract persons with physical disabilities, to the accessible or adaptable apartments. *Contact DPD for local agencies that specialize in housing for persons with Disabilities.*

Please Specify:

5. Open Houses or Informational Sessions

You must hold at least 3 open houses, 1 on a weekday evening, 1 on a weekend day and another date/time of your choice. Open Houses may be held prior to the completion of the affordable units, utilizing a model unit – but should furnish information on the specific floorplans and finishes available for the affordable units.

Open House Location: _____

Open House Dates/Times:

_____	_____	_____
Open House #1 Date/Time	Open House #2 Date/Time	Open House #3 Date/Time

6. Additional Marketing Activities

a. Brochures and Signs

Will brochures, leaflets or handouts be used to advertise?

Yes No

If yes, Please attach a copy of all printed materials to be used as part of marketing program or submit when available (the Fair housing and Wheelchair Logo must be present in all printed materials).

All flyers must be approved by DPD before you may publish or distribute them. At minimum, the flyers must include:

- Reference to the Department of Planning & Development's ARO program
- Maximum Qualifying Incomes
- Sales Price(s)
- Description of Units
- Exterior and Interior (if available) photo of the development
- Information on how to obtain an application
- Open house dates
- Fair housing logo
- Equal Opportunity Logo
- Application deadline
- Sales/Marketing Team contact information (Ads may refer applicants to the DPD website at www.cityofchicago.org but will not list DPD telephone numbers or email addresses)

All postings will display an "Equal Housing Opportunity" symbol on all marketing materials, advertisements and notices at the sales office:

Sample Ad Language

2 one-bedroom ARO ownership units available at 333 Birch Street. \$lowest price– \$highest price with parking and \$lowest price– \$highest price without parking. Income limits will apply.

Applications will be accepted beginning on **DATE**. Please contact the Green Company for an application and more information. (415) xxx-xxxx, 333birchbmr@green.com download at www.green.com. Units available through the City of Chicago's Department of Planning and Development are subject to monitoring and other resale restrictions. Visit www.cityofchicago.org/dpd for program information.



b. On-Site Marketing: Will the project have any of the following:

Model Real Estate Office

If so, how will staff at these sites be trained on how to market the affordable units?

c . Other Activities: