

**NEVADA HOUSING DIVISION
AFFIRMATIVE MARKETING PROGRAM**

It is the Nevada Housing Division's policy not to discriminate against any person on the basis of race, color, religion, sex, handicap, familial status, or national origin:

1. In the sale or rental of housing or residential lots;
2. In advertising the sale or rental of housing;
3. In the financing of housing;
4. In the provision of real estate brokerage services, and
5. In the appraisal of housing

As such, all jurisdictions receiving a HOME or Low Income Housing Trust Fund allocation from the State should adopt rules that prohibit these activities and follow guidelines that counter their effects. State recipients, project owners, contractors, and other state recipient beneficiaries of HOME and Low Income Housing Trust Fund allocations should:

- A. State a policy of equal opportunity in housing in all public solicitations, requests for proposal, notifications, and press releases.
- B. Affirmatively state a position of equal opportunity in housing when advertising vacancies. At a minimum, beneficiaries must:
 1. Use the Equal Opportunity Housing logo in print and visual electronic media;
 2. Broadcast an "Equal Housing Opportunity" statement if radio advertising is utilized;
- C. Make dedicated efforts to receive applications from persons least likely to apply for units without this dedicated effort; document these outreach efforts with the goal of measuring their effectiveness;
- D. Maintain a record of classified advertisements, flyers, and electronic media spots that affirmatively market HOME and Low Income Housing Trust Fund-assisted units for two years or one compliance audit, whichever is the shorter time period;
- E. Maintain a record of applicants for vacant units with a general profile of the applicant:
 1. Denote (in the case of rental applications)

- a. How the applicant learned of the vacancy;
 - b. Outcome (acceptance or rejections) of the applicant; and
 - c. If rejected, why.
2. Maintain this record for two years or one compliance audit, whichever is the shorter time period.
- F. In conjunction with on-site compliance reviews, produce records of:
1. Affirmative marketing efforts (advertisements, flyers, and electronic media spots, etc.);
 2. Applicants; and,
 3. Outcome.
- G. Maintained records will be evaluated for effectiveness of affirmative marketing programs;
- H. Failure to meet affirmative marketing requirements will result in the establishment of a probationary period for compliance, not to exceed six months. During this period, more specific guidelines for corrective action will be established in order to comply with affirmative marketing requirements. Repeated failure to comply with affirmative marketing requirements may result in the withdrawal of HOME or LIHTF support; if appropriated actions to correct discrepancies in affirmative marketing programs are unsatisfactory, further action may include steps to recover all invested HOME or LIHTF funds.