

Dear Partner,

The New York City Department of Housing Preservation and Development (HPD) and Housing Development Corporation (HDC) are pleased to inform you of a number of updates to the Marketing Handbook. The handbook, available on HPD’s website (nyc.gov/hpd), now includes policies that went into effect in August of 2019 as well as several new policies and clarifications. All policies not previously announced are effective immediately (January 31, 2020) and apply to new projects and those currently in the marketing, lease-up, and sales processes.

Please review the summary of substantive changes below and notify your HPD or HDC Project Manager if you have any questions.

Section	Summary of Change
2-1. Phases of the Marketing Process	Specifies that timeline depicted is approximate.
2-2. Major Milestones in the Marketing Process	Adds first-time homebuyer seminars to list of milestones.
4-1(B)(5). Pre-Marketing / Marketing Meeting	Includes criteria the Agencies use when considering approval of a Marketing Agent.
4-1(C)(3). Pre-Marketing / Marketing Plan	Updates relevant credit/background check protocols and fee policies effected in August 2019.
4-4 (F). Applicant Evaluation and Resident Selection / Processing Applicants	Introduces the option of reviewing applicant eligibility via direct document submission in place of of eligibility appointment.
4-4 (G). Applicant Evaluation and Resident Selection / Option 1: Direct Document Submission	Details new policies and procedures for direct document submission in place of eligibility appointment.
4-4 (I). Applicant Evaluation and Resident Selection / Remarketing	Details new policies for filling units not filled through the lottery log: referrals of eligible homeless clients and conducting a second lottery.
4-4 (K)(5). Applicant Evaluation and Resident Selection / Agency Review	Establishes that electronic signatures are acceptable for lease-signing and other documents.
5-1 (A)(6). Set Asides and Preferences / Disability Set-Asides	Specifies the procedure for notifying the Agency if the disability unit requirement cannot be met through applicants on the log.
5-4 (B)(1). Income Eligibility / Third Party Verification Directly from the Employer	Clarifies that for non-tax code units employer verification is not required when an applicant provides tax returns and pay stubs from the same employer.
5-4. Income Eligibility	New examples (3 & 4) provide guidance for verifying change in employment with and without tax returns.



5-4 (B)(3). Income Eligibility / Tax Release Request Forms	Updates tax release form protocol and Agency expectations in light of new IRS requirements for requesters to register with their Income Verification Express Service (IVES).
5-4 (C)(1). Income Eligibility / Self-Employment Income	Updates the image of IRS form 1040 for self-employed applicants.
5-4 (D)(2). Income Eligibility / Combination Income	Updates the image of IRS form 1040 for applicants with combination income.
5-4 (I). Clarifying Bank Deposits	New section specifies when to pursue clarification based on bank statement information (only when recurring deposits suggest otherwise unreported income).
5-4 (I)(1). Clarifying Bank Deposits	Adds banking apps such as Venmo or Cash to the definition of bank statement for applicants using apps separate from traditional bank accounts.
5-5 (E). Continuing Need / Gift Income and Down Payments	Removes \$10,000 limitation on gift income.
5-5 (E). Continuing Need / Gift Income and Down Payments	Establishes policy for gifts of money in relationship to down payments in homeownership projects: The applicant must have at least one-half of the down payment amount in their bank account for 3 months prior to closing.
5-6 (F). Background Checks and Other Factors	Incorporates policies effected in August 2019. Updates language to align with new options in Section 4-4, Applicant Evaluation and Resident Selection.
5-6 (F)(2). Background Checks and Other Factors / Rental History and Credit Checks: Rentals	Specifies that an applicant for a rental unit, who chooses to provide evidence of rent history may, if they are currently residing in a homeless shelter, provide such evidence from prior to entering shelter.
5-6 (F)(6). Background Checks and Other Factors / Rental History and Credit Checks: Rentals	Specifies that \$20 credit/background check fee limit applies to each application, not person in applicant household. Adds background check fees to the prohibited fees for homeless applicants referred by the city.
5-6 (H). Background Checks and Other Factors / Credit Checks: Homeownership	Specifies that credit and background check fees for homeownership projects must be included in the marketing plan.
5-6 (I). Violence Against Women Act (VAWA)	Reduces the number of notices with which the VAWA Notice of Applicant Rights must be provided to the applicant.
5-7 (A). Occupancy Guidelines and Unit Distribution / Occupancy Guidelines	Incorporates updated occupancy standards effected in August 2019.
5-8 (D). Other / Brokers	Removes reference to use of brokers in “open market” situations.

Thank you for your continued partnership.

