



## REQUEST FOR QUALIFICATIONS: QUALIFIED MARKETING AGENT

**Initial Submission Deadline:** Friday, March 5, 2021 at 2:00pm

The City of New York ("City") Department of Housing Preservation and Development ("HPD") and Housing Development Corporation ("HDC") are seeking to identify entities for consideration as Qualified Marketing Agents to assume the marketing, lease-up, and sales responsibilities for City-sponsored affordable housing in HPD and/or HDC's Marketing Affordability and Oversight Units' portfolio ("Applicant"). A list of Qualified Marketing Agents will be developed from this RFQ ("Qualified List"). Once the Qualified List is established, developers of City-sponsored affordable housing in HPD and/or HDC's Marketing Affordability and Oversight Units' portfolio must propose a Qualified Marketing Agent for HPD and/or HDC ("Agency") approval to begin marketing prior to each marketing effort, as may be required by HPD and HDC's [Marketing Handbook](#).

The RFQ, including registration, forms and attachments is now available on the [HPD Website](#). The RFQ contains a detailed description of the program, eligibility criteria and application requirements.

### **Submission**

Applications received by Friday, March 5, 2021 at 2:00pm will be considered by the Agency for inclusion on the initial Qualified List. After the first round of Applicant reviews, applications will be accepted on a rolling basis, and the Agency anticipates that the Qualified List will be updated periodically.

### **Contact**

Please visit HPD's website as indicated above for information on upcoming pre-submission conferences. Inquiries should be directed to [MarketingRFQ@hpd.nyc.gov](mailto:MarketingRFQ@hpd.nyc.gov)