



Successfully Marketing Affordable Housing
Pattern for Progress Team Presentation 6/17/13

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**5th most
expensive** state
to live in...



Westchester/
Hudson Valley Region
7th Least Affordable
metropolitan area

Community Housing Innovations, Inc.
www.chigrants.com



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10 Principles

for Developing Affordable Housing

#1 Inspire Leadership

#2 Build Community Trust & Support

#3 Learn the Alphabet ...and do the Math

#4 Know Your Market & Customers

#5 Nurture Partnerships

#6 Select Site for Opportunity & Choice

#7 Strive for Healthy, Balanced Communities

#8 Use Design to Foster Community, Safety & Pride

#9 Empower the Residents

#10 Orchestrate Sustainability



Objectives



Target Audience

MARKETING



Benefits



Message

Say it in a bumper sticker...



Communities Thrive
When Housing is Affordable

Opposition tends to evaporate in the face of completed developments. Upon completion, communities see the product as successful and desirable.



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