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E D U C A T I O N

# Property Management



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**Engaging with Local Municipalities  
& Housing Authorities**

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**Great 8 - Workbook 4 & 5**

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## 1. Understanding Municipal Incentives for Housing Development

- **Objective:** Educate real estate professionals on navigating and leveraging municipal incentives to address housing crises.
- **Key Points:**
  - Overview of Incentives: Describe the types of incentives offered by municipalities, such as tax abatements, land grants, or reduced permit fees, which are aimed at encouraging the development of affordable housing.
  - Compliance with AMI Guidelines: Explain the importance of the Area Median Income (AMI) guidelines, how they vary by region, and the requirements for developers to qualify their projects under these guidelines.
  - Application Process: Provide a step-by-step guide on how to apply for these incentives, including necessary documentation, typical qualification criteria, and tips for a successful application.

## 2. Building Relationships with Local Municipal Housing Divisions

- **Objective:** Guide on initiating and nurturing beneficial relationships to facilitate housing projects.
- **Strategies:**
  - Networking and Visibility: Encourage regular attendance at city council meetings, urban planning sessions, and community forums to stay informed about new initiatives and make your presence known to key municipal figures.



- Project Proposals: Offer guidance on preparing impactful project proposals that align with municipal goals. Include templates and examples of successful proposals.
- Community Engagement: Advise on participating in community development projects as a volunteer or sponsor to build goodwill and establish a reputation as a community-focused developer.

### 3. Leveraging Connections with Local Housing Authorities

- **Objective:** Utilize housing authority resources to identify opportunities and extend property management services.
- **Key Points:**
  - Accessing Databases: Instructions on how to formally request access to housing authority databases that list property owners in need of management services or properties that are underperforming.
  - Service Offers: Tips on creating compelling service packages tailored to the needs of property owners in the housing authority's network, emphasizing your expertise in improving property performance and tenant satisfaction.

### 4. Conducting Educational Sessions through Housing Authorities

- **Objective:** Utilize educational sessions to establish expertise and attract potential clients.
- **Strategies:**
  - Workshop Planning: A detailed blueprint for planning and executing educational workshops, including selecting relevant topics, securing venues, and marketing the event to ensure maximum attendance.



- Content Development: Suggestions for developing engaging content that addresses the common challenges faced by property owners, with a focus on actionable advice and local case studies.
- Follow-Up Strategies: Techniques for effective follow-up post-workshop to convert attendees into clients, including personalized emails, offering free initial consultations, and special discounts on services.

## 5. Documentation and Action Checklist for Engaging with Housing Entities

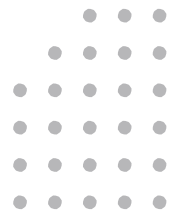
### • Checklist Items:

- Preparation: A comprehensive list of all preparation steps, from initial research to post-meeting follow-ups.
- Documentation Templates: Provide templates for outreach emails, meeting requests, and follow-up thank you notes.
- Proposal Guidelines: Detailed guidelines for drafting proposals that meet the specific requirements of housing projects, including budget outlines and projected community benefits.
- Workshop Checklist: A checklist covering all logistical aspects of organizing workshops, from securing speakers to arranging catering and technical equipment.

## Property Management + Integration

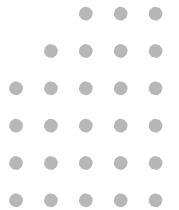
### • Utilizing the Platform:

- Community Engagement: Encourage use of the 'My Community' section for networking with local housing officials and other real estate professionals.



- Success Sharing: Guide on sharing success stories and case studies from platform users in municipal meetings and workshops to demonstrate the effectiveness of your approaches.
- Regulatory Compliance Tools: Highlight how the platform's project management tools assist in ensuring compliance with municipal housing regulations and streamline project execution.

We created this detailed guide to empower Resi-Mercial agents with the knowledge and tools necessary to effectively engage with local housing authorities and municipalities, leveraging the Property Management + platform to enhance their professional capabilities and business opportunities.



# NOTES

