Introduction

The marketing program for Hillside Estates Inclusionary Housing Special Permit in Bellingham, Massachusetts, will be grass roots in nature with the focus on the local market. In the immediate market area including the Town of Bellingham there is a population of families in need of quality affordable units. We are excited to have the opportunity to provide one three bedroom single family homes for distribution to a qualified first time homebuyer.

The units will be distributed based upon criteria established by the Department of Housing and Community Development (DHCD) and the Local Action Unit Program (LAU). These units will be distributed through one applicant pool, open to all.

The objective of the marketing program is to identify a sufficient pool of applicants for the available units. Based upon the lottery results, all applicants would have their proper rank in the appropriate pools. This will enable us to quickly determine who would have the first opportunity for the purchase of an upcoming home.

What follows is a list of activities and materials we intend to utilize to assist in our marketing of the units, processing of the applicants and our attempts to reach out to the local community’s minority population.

General Information

Novus Homes, LLC and the Town of Bellingham have worked together to create the affordable housing opportunity at 70 Moody Street in Bellingham, Massachusetts. The Town of Bellingham has agreed that Hillside Estates Definitive Subdivision can provide 1 offsite unit to satisfy the conditions of the Special Permit dated August 27, 2015. One housing lot has been purchased and a three bedroom single family home will be built. This Marketing and Outreach Plan is for this home that will be distributed by lottery.

This unit will be sold, by lottery, to a household that meets the eligibility requirements and has an income at or below 80% of the area median income, for the Boston-Cambridge-Quincy, MA-NH HUD Metro FMR Area, adjusted for Household size. The home price is: $214,200.

The 70 Moody Street home features 3 bedrooms, 2 baths in approximately 1350 sq. ft. of living space and a two car garage.

The affordable units will have a “Deed Rider” that will be recorded with the deed at the time of purchase. This deed rider restricts the amount that the unit can be resold for, based on a Resale Price Multiplier, and requires
subsequent buyers to have a household income at or below 80% of the area median income at the time of resale. The deed rider requires principal residency, affordability for perpetuity and prior approval from the Town and DHCD for capital improvements and refinancing. Only household members may sign the mortgage.

Novus Homes, LLC will be sponsoring an application process and lottery to rank the eligible program applicants. The application and lottery process as well as the eligibility requirements, are described in this plan. MCO Housing Services, of Harvard, MA, has been contracted as their lottery agent. MCO Housing Services has been providing Lottery Services to area developers for over 20 years. The contact information is:

MCO Housing Services
Maureen O'Hagan
P.O. Box 372
Harvard, MA 01451
(978) 456-8388
maureen@mcohousingservices.com

Marketing and Outreach Plan

Bellingham is 25 miles southeast of Worcester; 30 miles southwest of Boston; 27 miles north of Providence, Rhode Island. Principal highways are State Routes 126 and 140, and Interstate 495, the "Outer Belt" around Boston. Commuter rail service to Back Bay Station and South Station, Boston, is available in neighboring Franklin.

Application availability and a public information meeting will be announced, with a minimum of two ads, in the Country Gazette, the local newspaper. Additional ads will be placed the Milford Daily News. We will work closely with the Country Gazette to have an article placed to ensure awareness of the project and the available affordable housing opportunities. Placement on the town website and cable channel will also be pursued, along with emails to all town and school employees.

Minority Outreach will be conducted through advertisements in El Mundo and The Baystate Banner.

A listing on the www.massaccesshousingregistry.org and www.massaffordablehomes.org will also announce the lottery and application availability. Additionally, a mailing will be sent to local social service and public organizations. See attached list.

MCO Housing Services will post the lottery information and application on line at www.mcohousingservices.com. To receive an application contact MCO Housing Services at 978-456-8388 or lotteryinfo@mcohousingservices.com or pick up applications at the Bellingham Town Hall or Public Library. MCO Housing Services can be reached at:

MCO Housing Services
P.O. Box 372
Harvard, MA 01451
(978) 456-8388
FAX: (978) 456-8986
lotteryinfo@mcohousingservices.com

A local Public Information Meeting is scheduled for _____________ at 6:30 p.m. in the_____ Room at the Bellingham Town Hall where questions regarding program eligibility requirements, preferences for selections and the lottery process will be addressed. The application deadline is _____________ with the lottery being held ________________.

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A confirmation letter or email will be sent to each eligible applicant stating their lottery code after the application deadline. Lottery codes will be announced during the lottery drawing, to ensure applicants privacy.

**Eligibility Requirements**

Each lottery applicant must meet the following eligibility requirements:

1. Must be a first time homebuyer defined as not having owned residential property for three years.
2. Exceptions as follows:
   1. displaced homemakers, where the displaced homemaker (an adult who has not worked full-time, full-year in the labor force for a number of years but has, during such years, worked primarily without remuneration to care for the home and family), while a homemaker, owned a home with his or her partner or resided in a home owned by the partner;
   2. single parent, where the individual owned a home with his or her partner or resided in a home owned by the partner and is a single parent (is unmarried or legally separated from a spouse and either has 1 or more children of who the individual has custody or joint custody, or is pregnant);
   3. households where at least one household member is 55 or over;
   4. households that owned a principal residence not permanently affixed to a permanent foundation in accordance with applicable regulations; and
   5. households that owned a property that was not in compliance with State, local or model building codes and that cannot be brought into compliance for less than the cost of construction a permanent structure.

**A home owned by one of the above exceptions must be sold prior to closing on the affordable unit.

2. Meet the maximum allowable income guidelines, adjusted for household size, as follows:

<table>
<thead>
<tr>
<th>Household Size</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max Allowable Income</td>
<td>$48,800</td>
<td>$55,800</td>
<td>$62,750</td>
<td>$69,700</td>
<td>$75,300</td>
<td>$80,900</td>
</tr>
</tbody>
</table>

(Note: This represents 80% of the annual household median income for the area and is subject to adjustments. This assumes a household size of 1-6 people. This income limit is subject to change based upon DHCD updating.)

3. Total household assets shall not exceed $75,000. Full value or a portion of liquid retirement assets are counted. Assets divested at less than full market value within two years of application will be counted a full market value in determining eligibility.

Complete Income and Asset Guidelines will be provided upon request, if you have an opportunity to purchase or you can view online at [www.mcohousingservices.com](http://www.mcohousingservices.com). A copy of the deed rider can be found at [http://www.mass.gov/Ehed/docs/dhcd/hd/lip/lipdeedrider.pdf](http://www.mass.gov/Ehed/docs/dhcd/hd/lip/lipdeedrider.pdf).

Additional restrictions:
- Units must be principal residence of the owners and can not be rented or leased.
- Non-household members are not permitted to be co-signers on the mortgage.

**Mortgage Guidelines:**

1. Be a fully amortizing fixed rate mortgage with a down payment of at least 3%, at least half of which must come from the buyer's own funds.

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2. Be made by an institutional lender.
3. Have a fixed interest rate through the full term of the mortgage that is a current fair market interest rate.
4. No more than 2 points.
5. Monthly housing (inclusive of principal, interest, property taxes, hazard insurance, private mortgage insurance and condominium or homeowner association fees) may not exceed 38% of the buyers monthly income for the mortgage.
6. Non-household members shall not be permitted as co-signers of the mortgage.

A mortgage pre-approval letter will be required to participate in the lottery. The pre-approval letter must be based on applicants’ credit score and current financial situation and MUST be from an institutional lender familiar with affordable deed restrictions and received with their application before the application deadline. An online letter will NOT be accepted. A list of banks will be available at the Public Information Meeting and upon request.

Complete financial documentation will also be required to participate in the lottery. Failure of applicants to provide documentation will disqualify them for the lottery.

Lottery Process and Preferences

MCO Housing Services will screen all applications

There will be one lottery pool, open to all applicants.

Household Size

Preference for the three bedroom units will be given to households who require three bedrooms. Second preference is for households who require two bedrooms. Third preference is for households that require one bedroom.

Unit preferences are based on the following:
1. There is at least one occupant per bedroom.
2. A husband and wife, or those in a similar living arrangement, shall be required to share a bedroom. Other household members may share but shall not be required to share a bedroom.
3. A person described in the first sentence of (b) shall not be required to share a bedroom if a consequence of sharing would be a severe adverse impact on his or her mental or physical health and the lottery agent receives reliable medical documentation as to such impact of sharing.
4. A household may count an unborn child as a household member. The household must submit proof of pregnancy with the application.
5. If the applicant is in the process of a divorce or separation, the applicant must provide proof that the divorces or separation has begun or has been finalized, as set forth in the application.

Resale of Affordable Units

The resale of the affordable units will be coordinated by the Monitoring Agent. If you have an opportunity to purchase you will receive a copy of the LIP Homebuyer Disclosure Statement which outlines the limitation on profit, steps to resell the unit, time allowed to sell, and capital improvements etc. If you would like to receive a copy of this document send an email to maureen@mcohousingservices.com and a copy will be emailed to you.

Summary

Prepared by:
We believe this outreach program will ensure that the Town of Bellingham and the surrounding communities will be notified of the available opportunities and the smooth and fair processing of all potential applicants. It is our intention to work with the Town of Bellingham to incorporate local requests and ideas.