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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

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