

**AFFIRMATIVE FAIR MARKETING PLAN**

**8 Hynes St, Lenox, MA  
2022**

**PURCHASE PRICE LIMIT  
Housing Cost**

<b>Sales Price</b>	230,000*
<b>5% down</b>	11,500
<b>Mortgage</b>	218,500
<b>Interest</b>	3.5%
<b>Amort</b>	30
<b>Payments/year</b>	12
<b>Total Payments</b>	360
<b>Monthly P&amp;I</b>	\$981.16
<b>Prop.tx rate</b>	10.84
<b>PROP TAX</b>	207.77
<b>Haz. Ins</b>	95
<b>Mo. PMI</b>	100
<b>MONTHLY HOUSING COST</b>	\$1,383.93
<b>Necessary Income</b>	<b>\$49,821.48</b>

**HOUSEHOLD INCOME**

<b># Bedrooms</b>	<b>3</b>
<b>Sample Household size</b>	<b>4</b>
<b>80% AMI "Low-Income" Limits(2022)</b>	<b>\$77,300</b>
<b>Target Housing Cost 80% AMI</b>	<b>\$2125.75</b>
<b>10% Window</b>	<b>\$61,110</b>

<b>Target Housing Cost 70% AMI</b>	<b>\$1697.50</b>
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\*Sample maximum affordable sale price for a 3BR in Lenox, MA using the applicable (Berkshire) regional income limit for 2022 adjusted to the appropriate target household size (ie 4 person) and assuming the local 2022 tax rate of \$10.84 and an interest rate at least a quarter % above latest average for a 30 year FRM.

## Marketing and Outreach Plan

### Introduction

Lenox, MA is excited to have the opportunity to provide affordable houses in Lenox. Construct Inc is the lottery agent for this project. Located at Hynes St, Lenox, we are offering

a 3 bedroom , 1 bath unit on 1/10 acre.

The marketing program and minority outreach for the house is detailed below.

The units will be distributed based upon criteria established by the Department of Housing and Community Development (DHCD). The unit will originally be distributed by lottery, to an income eligible first-time homebuyer (certain exceptions apply - see "Applicant Requirements and Qualifications section 2) through the Open Pool.

The objective of the marketing program is to identify a sufficient pool of applicants for the available affordable unit. Based upon the lottery results, all applicants would have their proper rank in the open lottery pool. This will enable us to quickly determine who would have the first opportunity to own the available unit. If a unit is not sold by the lottery deadline, the remaining units will be sold on a first come, first served basis.

Potential tenants will not be discriminated against on the basis of race, color, national origin, disability, age ancestry, children, familial status, genetic information, marital status, public assistance reciprocity, religion, sex, sexual orientations, gender identity, veteran/military status, or any other basis prohibited by local, state or federal law.

What follows is a list of activities and materials we intend to utilize to assist in unit marketing, processing of the applicants and our attempts to reach out to the Berkshire FMR Area and area minority populations.

### General Information

#### Lenox

Incorporated in 1767, the Town of Lenox, Massachusetts is located in central Berkshire County. Lenox is a popular retreat, with every season attracting thousands to the Berkshires for its scenery, arts, and activities. According to the [United States Census Bureau](#), the town has a total area of 21.7 square miles (56.1 km<sup>2</sup>), of which 21.2 square miles (55.0 km<sup>2</sup>) is land and 0.46 square miles (1.2 km<sup>2</sup>) is water. Lenox is bordered by [Pittsfield](#) to the north, [Washington](#) to the east, [Lee](#) to the southeast, [Stockbridge](#) to the southwest, and [Richmond](#) to the west. The town center is 8 miles (13 km) south of downtown Pittsfield, 45 miles (72 km) west-northwest of [Springfield](#), and 125 miles (201 km) west of Boston. Lenox has town water and sewer. The houses on Hynes Street are serviced by Berkshire Gas. The properties are .2 miles from the town center, which has a grocery store, Post Office, Library, Community Center and many employment opportunities.

Construct Inc and the town of Lenox have worked together to provide an affordable housing opportunity at 8 and 10 Hynes. The project will provide two affordable unit, by lottery, to eligible firsttime homebuyers

8 Hynes St is 1168 square foot, 3BR, 1 Bath, 2 story house with new kitchen on 4353 sq' lot 10 Hynes St is 1550 square foot, 3 BR 1 bath, 2 story house with new kitchen on 5188sq' lot

Construct Inc 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.

### **Marketing and Outreach Plan**

Application availability and a public information meeting will be announced, with a minimum of two ads, in the *Berkshire Eagle* and the *Berkshire Edge*. We will work with the *Eagle* and the *the Edge* to have articles placed to increase awareness of the project and the available affordable housing opportunity.

Minority outreach will be conducted through Multicultural Bridge and the Berkshire Immigrant Center. Placement of notices on the local cable station and town website will be pursued. A mailing will be sent to local social service and public organizations.

A listing on [www.massaccesshousingregistry.org](http://www.massaccesshousingregistry.org), and [www.massaffordablehomes.org](http://www.massaffordablehomes.org) will also announce the lottery and application availability.

Construct Inc will post Hynes St. lottery information and application online at [www.constructinc.org](http://www.constructinc.org). Applications can be requested from Construct by phone, email or picked up at Lenox town hall or the Lenox public Library, provided they have reopened to the Public. Construct Inc can be reached at:

Construct Inc  
316A State  
Rd.

Great Barrington, MA  
01230 (413) 528-1985  
FAX (413) 298-3114

[applications@constructberkshire.org](mailto:applications@constructberkshire.org)

A local Public Information Meeting will be scheduled via Zoom where questions regarding program eligibility requirements, preferences for selections and the lottery process will be addressed. A confirmation letter will be sent to each eligible applicant with their lottery code after the application deadline. Lottery codes will be announced during the lottery drawing, to ensure the applicant's privacy.

## Eligibility Criteria for Homeownership Units

### What are the qualifications required for Prospective Buyers?

- Qualify Based on the following maximum income table, which is adjusted for household size:

Household Size	1	2	3	4	5	6
Maximum allowable Household Income	\$54,150	\$61,850	\$69,600	\$77,300	\$83,500	\$89,700

### LOTTERY APPLICANT QUALIFICATIONS:

1. Household Income cannot exceed the above maximum allowable income limits.
2. Household must be a first time homebuyer defined as not having owned a residential property for three years, including property held in a trust.
  1. *The following exceptions apply:*
    - a. “Displaced homemakers” - defined as 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, they owned a home with his or her partner or resided in a home owned by the partner;
    - b. “Single parent” - an individual who owned a home with his or her partner or resided in a home owned by the partner and is now a single parent (is unmarried or legally separated from a spouse and has custody or joint custody of one or more children or is pregnant);
    - c. Households where at least one household member is 55 or over;
    - d. Households that owned a principal residence not permanently affixed to a permanent foundation in accordance with applicable regulations; and
    - e. Households that owned a property that was not in compliance with state, local or model building codes and cannot be brought into compliance for less than the cost of construction of a permanent structure.

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

2. Total household assets cannot exceed \$75,000
  - a. Liquid retirement assets are counted
  - b. Individual retirement, 401K and Keogh accounts are included at 100% of the account value
  - c. The value of Retirement and Pension Funds differ if you are employed or are no longer working. If still employed, the value is determined using the amount you can withdraw less any penalties or transaction costs. At retirement, termination of employment or withdrawn periodic receipts from pension and retirement funds are counted as income. Lump sum receipts are counted as assets.
  - d. Assets divested for less than their fair market value within the last two years will be counted at their full Fair Market Value to determine 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.constructinc.org](http://www.constructinc.org)

- Unit must be principal residence of the owners and cannot be rented or leased.
- Non-household members are not permitted to be co-signers on the mortgage
- A mortgage pre-approval letter, from a bank experienced with deed-restricted properties, is required to participate in this lottery.

### **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.
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) may not exceed 38% of the buyer's monthly income for the mortgage.
6. Non-household members shall not be permitted as co-signers of the mortgage.

VA and FHA loans are NOT accepted as they will not close on deed restricted units. The mortgage must be from an institutional lender familiar with affordable deed restrictions guidelines. It is recommended that applicants consider the One Mortgage Program through Massachusetts Housing Partnership (mhp.net) or a MassHousing loan for their financing.

### **Lottery Process and Preferences for all Lotteries Not applicable for 8 Hynes after 5/1/22**

Construct will screen all applications. All applicants who mail in a completed application will be reviewed for eligibility. All eligible applicants will receive a lottery code to be announced during the lottery. The unit will be distributed through the Open Pool, available to all applicants.

### **Household Size**

Unit preferences for homeownership 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 (2) 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 divorce or separation has begun or has been finalized, as set forth in the application

Complete applications can be mailed to [applications@constructberkshire.org](mailto:applications@constructberkshire.org) OR mailed to Construct Inc. 316A State Rd. Great Barrington, MA 01230

Persons with disabilities are entitled to request a reasonable accommodation of rules, policies, practices, or services or to request a reasonable modification of the housing, when such accommodations or modifications are necessary to afford the person(s) with disabilities equal opportunity to use and enjoy the housing. All requests must be made a time of application and provide the necessary documentation, ie doctors letter.

### **UNIT AVAILABILITY & DISTRIBUTION**

<b>Unit</b>	<b>#of Baths</b>	<b>Sq. Ft.**</b>	<b>Pool</b>	<b>Estimated Availability</b>
8	1	1,168	Open	Now

1. There are Deed Restrictions which control the future sale price and sales process of the homes to ensure they ALWAYS stay affordable.

Deed restrictions are used to ensure the homes are affordable for future buyers. If you are selected and have the opportunity to purchase, at closing you will sign a deed rider which requires you to live in the home, ensures affordability in perpetuity for future buyers and require prior approval from the Town and DHCD for capital improvements & refinancing. If/when you choose to sell your affordable home you will need to notify the Town and the Monitoring Agent/DHCD and they will determine the allowable sales price and outline the sales process you must adhere to. The maximum resale price is determined by DCHD using a Resale Price Multiplier, a figure calculated by taking your initial sales price and dividing it by the area median income. Upon resale, the Resale Price Multiplier is multiplied by the updated area median income number to determine the maximum resale price.

For example, if the initial price is \$254,000 and the current area median income is \$83,900, the Resale Price Multiplier would be  $\$254,000 / \$83,900 = 3.03$ . If you decide to sell in 2024 and the median income at that time is \$85,000, the sale price would work out to be  $\$85,000 \times 3.03 \text{ multiplier} = \$257,550$ .

Added to your sale price is a 2% resale fee that will be paid to the resale agent.

All selected applicants are urged to review the deed rider with their own attorney. A copy of the deed rider can be found in the DOCUMENTS section at [www.constructinc.org](http://www.constructinc.org).

2. The minimum income required to purchase is based upon an applicant's ability to secure a mortgage.

Home Price	\$ 230,000
Interest Rate	3.5%
Down Payment(%)	5%
Down Payment (\$)	\$ 11,500.00
Mortgage Amount	\$ 218,500.0
Monthly Expenses	
Principal & Interest	\$ 981.16
Real Estate Taxes	207.77
Private Mortgage Insurance	100
Hazard Insurance	95.00
TOTAL Monthly Expenses	\$ 1383.93

A "Sample Affordability Analysis" is shown below based upon current interest rates, anticipated real estate taxes and related housing expenses.

**SAMPLE AFFORDABILITY  
ANALYSIS**

**NOTES:**

All values are estimates and are subject to change.

Lenox 2021 Residential  
Tax Rate = \$12.10 per  
thousand



