**(3)** Affirmative fair housing marketing plans will be submitted on form HUD 935.2(3-76) or the participant must be a signatory to a voluntary affirmative [marketing agreement](https://www.law.cornell.edu/definitions/index.php?width=840&height=800&iframe=true&def_id=9db32366704a968c67d748e6da0ed381&term_occur=999&term_src=Title:7:Subtitle:B:Chapter:XVIII:Subchapter:H:Part:1901:Subpart:E:1901.203) [approved](https://www.law.cornell.edu/definitions/index.php?width=840&height=800&iframe=true&def_id=bb6c002d2950801bdbabb1c151daa2ae&term_occur=999&term_src=Title:7:Subtitle:B:Chapter:XVIII:Subchapter:H:Part:1901:Subpart:E:1901.203) by the Department of Housing and Urban Development. The plan, if submitted on form HUD 935.2(3-76) shall describe an affirmative program which will meet the following requirements:

**(i)** Reaching those prospective buyers or tenants, regardless of sex, of majority and minority groups in the marketing area who traditionally would not be expected to apply for such housing without special outreach efforts because of existing racial or socio-economic patterns.

**(ii)** [Undertaking](https://www.law.cornell.edu/definitions/index.php?width=840&height=800&iframe=true&def_id=eef050a7652697a931561672fde3f991&term_occur=999&term_src=Title:7:Subtitle:B:Chapter:XVIII:Subchapter:H:Part:1901:Subpart:E:1901.203) and/or maintaining a non-discriminatory hiring policy in recruiting from both majority and minority groups including both sexes, for staff engaged in the sale or rental of properties.

**(iii)** Training and instructing employees engaged in the sale or rental properties in the policy and [application](https://www.law.cornell.edu/definitions/index.php?width=840&height=800&iframe=true&def_id=6a67eb01bd4eb801c08e1998bb6baaae&term_occur=999&term_src=Title:7:Subtitle:B:Chapter:XVIII:Subchapter:H:Part:1901:Subpart:E:1901.203) of nondiscrimination and fair housing.

**(iv)** Displaying in all sales and rental offices the “Fair Housing” poster.

**(v)** Posting in a conspicuous position on each property and FmHA or its successor agency under [Public Law 103-354](https://www.law.cornell.edu/rio/citation/Pub._L._103-354) construction site a sign displaying the equal opportunity logo or the following statement:

We are [pledged](https://www.law.cornell.edu/definitions/index.php?width=840&height=800&iframe=true&def_id=bdd9e5e33ad4fdd85ae48226ea9c92ee&term_occur=999&term_src=Title:7:Subtitle:B:Chapter:XVIII:Subchapter:H:Part:1901:Subpart:E:1901.203) to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, or national origin.

**(vi)** [Undertaking](https://www.law.cornell.edu/definitions/index.php?width=840&height=800&iframe=true&def_id=eef050a7652697a931561672fde3f991&term_occur=999&term_src=Title:7:Subtitle:B:Chapter:XVIII:Subchapter:H:Part:1901:Subpart:E:1901.203) efforts to publicize the availability of housing opportunities to minority [persons](https://www.law.cornell.edu/definitions/index.php?width=840&height=800&iframe=true&def_id=a2cd5b71d9e4bf7e9777c80fddd332b6&term_occur=999&term_src=Title:7:Subtitle:B:Chapter:XVIII:Subchapter:H:Part:1901:Subpart:E:1901.203) through the type of media customarily used by the applicant or participant, including minority publications and other minority outlets available in the housing market area. As part of these efforts all advertising must include either the equal housing opportunity logo or statement. When illustrations or [persons](https://www.law.cornell.edu/definitions/index.php?width=840&height=800&iframe=true&def_id=a2cd5b71d9e4bf7e9777c80fddd332b6&term_occur=999&term_src=Title:7:Subtitle:B:Chapter:XVIII:Subchapter:H:Part:1901:Subpart:E:1901.203) are included they shall depict [persons](https://www.law.cornell.edu/definitions/index.php?width=840&height=800&iframe=true&def_id=a2cd5b71d9e4bf7e9777c80fddd332b6&term_occur=999&term_src=Title:7:Subtitle:B:Chapter:XVIII:Subchapter:H:Part:1901:Subpart:E:1901.203) of both sexes and of majority and minority groups.