



Key NAHMA programs that advance the affordable housing industry as well as provide rebate revenue to AHMAs **(Green indicates AHMA Revenue Opportunity)**

1) The NAHMA – AHMA Memorandum of Understanding (MOU)

The written foundation of the NAHMA – AHMA organizational relationship is the MOU. All AHMAs have already signed and work with NAHMA pursuant to the MOU.

A key section to review is Membership, on pages 4-5, in which the annual AHMA Rep, and AHMA Subscriber membership dues provided to NAHMA from the AHMAs are explained.

2) The Communities of Quality (COQ) National Recognition Program (main webpage: <http://www.nahma.org/awards-contests/communities-of-quality/>)

This program provides several aspects of positive contribution to properties, management companies, the industry at large, and NAHMA's advocacy efforts, as well as provides a rebate revenue stream to AHMAs.

Here are the basics on how the program works:

a) A management company decides to enter its property or properties in the COQ national recognition program for a variety of reasons, including, demonstrating to owner(s) that the manager is doing a great job (as certified by a national association); gaining recognition and marketing opportunities for the management company's good work; celebrating success with employees and tenants; building "pride in place" for residents and on-site staff. Applications are on the NAHMA website, and an application is submitted TO THE AHMA on a property-by-property basis (application and submission guidelines and a "how-to" video are posted here:

<http://www.nahma.org/awards-contests/communities-of-quality/national-recognition-program/>.

b) The application fee is \$150, and the application is submitted to the AHMA in whose territory the property exists (the AHMA checks to ensure the application is filled out completely), and the AHMA earns a 50% rebate (\$75) on each application sent to

NAHMA. (Management companies or properties that are not members of the AHMA pay a higher application fee; this is a good member recruitment opportunity for the AHMA.)

c) Once the application is reviewed by the AHMA it sends it on, with the payment, to NAHMA. Once the application is processed by NAHMA, the new COQ property receives a certificate and welcome kit that contains COQ marketing materials for promoting the new designation with owners, government agencies and legislators, staff, residents, etc.

d) In addition the COQ property is listed in an online database at the NAHMA website, at <http://www.nahma.org/directory/coq-property-search/>, which is searchable by a variety of methods and lists all COQ properties across the country.

e) In addition to providing online searchers the ability to locate quality affordable housing, the database assists NAHMA in its advocacy efforts. When we go on the Hill to advocate for the industry, we can use listings from the database to demonstrate quality affordable housing that is in the congressman's state or district. This has been very helpful in our conversations on the Hill, as well as in our conversations with federal agencies: we can prove NAHMA members are providing quality affordable housing – i.e., we're the good guys – we do it right.

f) Each COQ recognized property must renew every two years, to ensure it maintains its quality status. The renewal application fee is \$100, which we split 50% (\$50) with the AHMA whose territory the property is in. (Renewal applications are sent in directly to NAHMA – no work needs to be done by the AHMA – and NAHMA automatically rebates the \$50 to the AHMA after the renewal is processed.)

g) Bottom line: the program provides management companies and their properties a way to demonstrate and celebrate their success at providing quality affordable housing, and it provides a database of quality affordable housing that NAHMA and AHMA staff and members can use in their advocacy efforts with federal and state legislators and regulators, community leaders, the media, etc. Also, the AHMA receives rebate revenues for every application and renewal. Active AHMAs are earning \$5,000 to \$8,000 for the program, which program grows each year, providing an increasing amount of revenue.

3) [The Annual Drug-Free Kids Calendar program](http://www.nahma.org/awards-contests/calendar-contest/) (main web page <http://www.nahma.org/awards-contests/calendar-contest/>)

In this program, AHMAs hold local art contests in the winter/early spring, and the AHMA-winning art is forwarded to NAHMA by early June for the national judging. The

winning art goes into our annual NAHMA Drug-Free Kids Calendar, which also has a different positive subtheme each year (and which the artwork is supposed to focus on) – see <http://www.nahma.org/awards-contests/calendar-contest/upcoming-poster-themes/>.

Calendars are sold by NAHMA each year from Sept. through Dec., for \$5.50 each, which is a HUD and RHS allowable project expense. For each calendar sold in its territory, the AHMA receives a rebate of \$1.30; if the AHMA exceeds the number of calendars sold the previous year, it earns \$1.50 for each calendar. Many AHMAs earn upwards of \$5000 to \$10,000 per year in rebates from this program.

4) [The Specialist in Housing Credit Management Program \(SHCM\)](http://www.nahma.org/education/specialist-in-housing-credit-management/) (main web page <http://www.nahma.org/education/specialist-in-housing-credit-management/>)

SHCM was developed for management professionals employed in the housing credit arena. It is endorsed/supported by two other national trade associations – the National Apartment Association, and LeadingAge (formerly AAHSA, the American Association for Homes and Services for the Aging). The endorsement and recognition by the three leading trade associations representing multifamily housing makes SHCM the preeminent national certification for housing credit practitioners. AHMAs can earn revenue by promoting the SHCM program:

- a) Hold a SHCM training event, and earn and retain all proceeds from the training event;
- b) Similar to most national certification programs, once a student passes the exam, they must submit an application to NAHMA to demonstrate a two-year experience level and to receive the many program benefits, including SHCM Newsbriefs e-newsletter, a free webinar offered twice a year, etc. The application fee is \$150; for each application submitted from its territory, the AHMA receives a rebate of \$50.

The latest innovation in the SHCM program – the exam has moved to an online-only format.

5) [NAHMA's other Training and Certification Programs](http://www.nahma.org/education/overview/) (main web page <http://www.nahma.org/education/overview/>)

NAHMA offers three national courses (FHC, CPO and Advanced CPO) as well as a number of national designation programs. The courses provide revenue-generation opportunities to AHMAs, and the designation programs provide national recognition to management company staff by the pre-eminent association representing multifamily affordable housing management – NAHMA (NAHMA represents 70 to 75 percent of the privately owned multifamily affordable housing portfolio across the country). Also, AHMAs can have their courses designated as Continuing Education for a variety of NAHMA's designations, which has been proven to increase course attendance. NAHMA

staff members Brenda Moser and Natasha Patterson are the expert on these programs, and would be happy to provide further details on any that might be of particular interest to you.

The key “how to” page for AHMAs related to NAHMA training and education is available at <http://www.nahma.org/members/resources/education-training-procedures-manual/>; (your AHMA log-in information for this webpage is: Proceduremanual, AHMA)

6) NAHMA Committees

Members of NAHMA have the opportunity to join one of our many committees, which are charged with helping to shape the policies and initiatives in their program areas. A list is available of NAHMA committees and their mission statements, and the committee flowchart, as well as the membership diagram.

7) NAHMA Communications

NAHMA distributes timely updates on late-breaking news to its Executive Council members and the AHMAs. The AHMAs are welcome to forward these messages to their NAHMA Subscriber members. We also issue calls for grassroots advocacy, and similar alerts. And our bimonthly newsletter, NAHMA News, remains one of most popular member benefits. It is mailed directly to NAHMA Subscriber members.