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NAHMA Streamlines COQ National Recognition Application

Alexandria, Va., Dec. 6, 2022 — The National Affordable Housing Management Association (NAHMA) has recently streamlined the National [Communities of Quality](#) (COQ) Recognition Program application making it easier to read, understand, and complete. The revised application is available on the NAHMA website on the National Communities of Quality Recognition Program [webpage](#).

Besides making the program more accessible for non-Department of Housing and Urban Development (HUD) properties to participate, the revamped application changed the scoring to provide more weight to programs and services the properties do regularly. There is also an opportunity to earn extra credit in Healthy Housing, Green/Sustainable or Energy-Efficient Housing, and Accessible and/or Adaptable Housing categories.

That means affordable housing communities can earn extra points toward certification as a COQ property by participating in federal, state or local agency programs geared toward creating healthy environments for residents, being LEED certified or incorporating energy-efficient amenities, and providing more accessible units than are required by code.

Properties that earn a minimum of 225 points, or 200 points for properties with 49 units or less, on their application merit the COQ National Recognition.

“We wanted to encourage more affordable housing communities to apply to be nationally recognized as COQ properties,” Kris Cook, CAE, NAHMA CEO, said. “The objective was to make the application more readable and responsive, especially for the properties other than HUD regulated properties such as tax credit and Rural Development communities to participate.”

Properties can submit the national recognition application to their local AHMA at any time throughout the year. Please check with your local AHMA for its program details. A directory of the AHMAs is available at <http://www.nahma.org/membership/ahma-directory>.

Affordable multifamily properties that qualify for the National Communities of Quality designation receive the following benefits:

- Permission to use NAHMA’s state-of-the-art Digital Smart Badges designed for your COQ property webpages
- A certificate suitable for framing and display
- A template press release for personalizing and sending to local media
- A free subscription to *NAHMA News*, a popular bimonthly newsletter featuring the top news affecting the affordable housing industry
- A listing under the National Registry of Communities of Quality on NAHMA’s website
- Permission to use the Communities of Quality trademarked logo on stationery and printed materials to promote your property

Additionally, Nationally Recognized COQ properties that score at least 325 points on their application become eligible for the annual NAHMA [Communities of Quality Awards](#). If a property initially received less than 325 points when its COQ National Recognition application was first submitted, it may elect to update the original application to earn more points if improvements have been made to the property since its initial application.

Another available benefit is NAHMA's state-of-the-art [Digital Smart Badges](#), which instantly convey to web visitors the superior status of your community as recognized by NAHMA through the COQ program.

Managers of COQ properties are encouraged to visit the National COQ Recognition Program [webpage](#) to learn how to implement smart badges on their property webpages. A unique, separate smart badge is also available for COQ Corporate Partners, management companies with at least 50% of their property portfolio accepted into the COQ National Recognition program.

To see examples of the badges, [Alco Management](#) and the [Westminster Company](#) recently added them to their websites to highlight their COQ Nationally Recognized properties and Corporate Partner status.

Smart badges are images created by HTML code to be incorporated into a company's or community's website. A verification webpage pops up if a visitor clicks on the badge, ensuring NAHMA has certified the property or company as a COQ property or Corporate Partner. If, for any reason, the COQ designation is rescinded by NAHMA or allowed to lapse by the company or property, the association can invalidate the smart badge. The association works with Yoshki Ltd., an online brand protection and image management company, to implement and maintain the smart badge program.

Detailed information on the National COQ Recognition Program, COQ Awards and Digital Smart Badges can be found on the [program overview](#) webpage. For more information, contact Paulette Washington at 703-683-8630, ext. 110 or pwashington@nahma.org.

About NAHMA

NAHMA is the leading voice for affordable housing management, advocating on behalf of multifamily property managers and owners whose mission is to provide quality affordable housing. NAHMA supports legislative and regulatory policy that promotes the development and preservation of decent and safe affordable housing, is a vital resource for technical education and information and fosters strategic relations between government and industry. NAHMA's membership represents 75% of the affordable housing industry, and includes its most distinguished multifamily owners and management companies. Visit www.nahma.org for more information.

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