

NATIONAL
Affordable Housing
PROFESSIONAL

PROCEDURES MANUAL

REVISED - APRIL 2011



NATIONAL AFFORDABLE HOUSING MANAGEMENT ASSOCIATION

1.0	INTRODUCTION.....	3
2.0	NAHP® CERTIFICATION.....	4
	PROFESSIONAL LEVEL.....	4
	EXECUTIVE LEVEL.....	4
	EMERITUS.....	4
	HONORARY.....	5
	NAHMT.....	5
	NAHMS.....	5
3.0	HOW TO ATTAIN THE NAHP® CERTIFICATION.....	6
4.0	NAHP® CERTIFICATION.....	7-8
	REQUIREMENTS FOR NAHP® CERTIFICATION.....	9-12
5.0	NAHP® EVALUATION AND REVIEW.....	13
	THE AHMA CERTIFICATION REVIEW COMMITTEE (CRC).....	13-14
	THE NAHMA CERTIFICATION REVIEW BOARD (CRB).....	15
6.0	ADMINISTERING THE NAHP® PROGRAM.....	16
7.0	COMMUNICATING WITH CANDIDATES AND NAHP®S.....	17
8.0	NAHP® MARKETING AND PUBLIC RELATIONS.....	18
	INDEX.....	21
	APPENDICES.....	22
	APPENDIX I: SAMPLE AHMA COMMUNICATIONS AND PRINT MATERIALS.....	23
	APPENDIX II: SAMPLE NAHMA COMMUNICATIONS AND PRINT MATERIALS.....	24
	APPENDIX III: CONTINUING EDUCATION RENEWAL FORMS.....	25
	APPENDIX IV: HUD & INDUSTRY AUTHORIZATIONS.....	26
	APPENDIX V: NAHP® CODE OF PROFESSIONAL CONDUCT.....	27

1.0 Introduction

NAHMA's National Affordable Housing Professional (NAHP®) certification was conceived and designed to recognize those individuals who own, operate, manage, or assist in the management of affordable housing and who, through their completion of strict NAHP® requirements, have met the highest possible industry standards. The successful NAHP® has demonstrated comprehensive apartment or asset management skills along with a detailed knowledge of government programs, regulations, and procedures as they are applied to affordable housing. Most importantly, NAHP®s, through their commitment to Communities of Quality and the NAHP® Code of Ethics, are dedicated to providing safe and decent housing to all eligible residents.

As with any national education and certification program, the NAHP® program will grow and change with time and experience. As requirements change, courses are added or dropped, or procedures are modified, updates to this manual will be distributed to each AHMA Administrator, President, and Certification Review Committee Chair.

This manual explains the requirements and procedures for the NAHP® programs and should help you in the administration and promotion of the certification within your AHMA. We strongly urge you to read the entire manual in detail and, if you have questions, contact the NAHMA Program Manager at (703) 683-8630 ext.17.

2.0 NAHP® Certification

As explained in the introduction, the NAHP® program is designed to recognize professionalism and the management of affordable housing properties. The four levels of certification are explained below.

2.1 Professional Level

The NAHP® is designed for those individuals who function primarily as Site-Managers, Assistant Managers, Occupancy Specialists, Leasing Consultants, or the equivalent, and are involved closely with the day-to-day operations of a property, such as: rent collection, leasing, supervision of maintenance staff, etc. Applicants must meet all requirements for the Professional Level as specified in Section 4.51 of this manual.

2.2 Executive Level

The NAHP®-e is designed for those individuals who function as an active owner (actively engaged in the management of their properties), CEO, Asset Manager, Managing Agent, district/regional manager or equivalent, or those individuals who have executive level responsibility for multiple affordable housing developments in an equivalent executive position such as Comptroller. Applicants must meet all requirements for the Executive Level as specified in Section 4.52 of this manual. The NAHP®-e designation is intended for individuals who primarily function at the middle-management level or higher within a company or organization.

2.3 Emeritus

The NAHP® Emeritus designation is designed for NAHPs who are retiring from the affordable housing industry, but would like to stay up-to-date, as well as be recognized for their continued commitment to the NAHP® program. NAHP® Emeritus designees will continue to receive the *NAHP Update*, and will be included in the annual certification directory. This designation is available by nomination from an active NAHP® or AHMA only.

The nominee must be a current NAHP in good standing and have maintained the NAHP® designation for a minimum of five consecutive years. The individual can only be an active NAHP® or an AHMA and should be at least 60 years of age in the calendar year of application and retired from the real estate industry, or have a hardship or illness forcing retirement from the real estate industry. In addition, the application must be submitted with a one-time only application fee of \$100 and approved by the Certification Review Board (CRB).

2.4 Honorary

The NAHP® Honorary Award may be presented to individuals who, through their leadership or influence, have made significant contributions to the affordable housing industry. The Honorary Award is a one-time presentation and there are no on-going annual renewals or re-certification fees. Individuals may not apply for, nor should they solicit, an Honorary Award. This is, rather, an avenue by which AHMAs/NAHMA may honor those who have had a major positive impact on affordable housing at the local, regional, or national level.

Each AHMA organization may sponsor up to two Honorary Awards during any calendar year. The sponsoring organization should apply directly to the NAHMA Certification Review Board by completing the Honorary NAHP® application. There is a one-time cost to the sponsoring organization of \$300 for processing of the application, including the cost of the Honorary Award Plaque. The sponsoring AHMA will be billed for these costs following approval. For more information, contact the NAHMA Program Manager.

2.5 National Affordable Housing Maintenance Technician

The National Affordable Housing Maintenance Technician (NAHMT™) credentials were conceived and designed to recognize those affordable housing maintenance professionals who, through their completion of strict NAHMT™ requirements, have met the highest possible industry standards.

2.6 National Affordable Housing Maintenance Supervisor

The National Affordable Housing Maintenance Supervisor (NAHMS™) credentials were conceived and designed to recognize those affordable housing maintenance professionals who, through their completion of strict NAHMS™ requirements, have met the highest possible industry standards.

3.0 How to Attain the NAHP® Certification

At both the Professional and the Executive levels, individuals become certified as a NAHP® by completing each of the following steps:

- Completing all requirements for Certification
- Submitting an Application for Certification

The associated NAHP® fees are as follows:

	Professional	Executive	Maintenance Technician	Maintenance Supervisor
Application	\$100	\$180	\$100	\$100
Renewal	\$115	\$140	\$90	\$90

4.0 NAHP® Certification

4.1 Applying for Certification

4.11 Completing the Application

The Candidate should complete the Application for Certification (for the appropriate NAHP® level). Photocopies of all required documentation must be attached to the Application for Certification including certificates of completion for all educational course work.

4.12 Submitting the Application for Certification

The completed Application for Certification, photocopies of all documentation, and a check for the Application for Certification fee (\$100 Professional and \$180 Executive) should be sent directly to the AHMA. Checks must be made payable to NAHMA and are non-refundable. Original documentation must be available for review should any questions arise concerning admissibility.

4.13 Application for Certification Deadlines

Applications for Certification are considered monthly via e-mail submission.

4.2 AHMA Review and Recommendation

4.21 AHMA Staff Review

Upon receipt of the Application for Certification packet, an AHMA staff member, or volunteer, should carefully review all materials to ensure that the Application is complete and that the check is enclosed. If any documentation is missing, or if the application fee check is not enclosed, **the Application should be immediately returned to the Candidate with a letter itemizing the missing information** (Appendix I). If the Application appears to be complete, it should be forwarded to the AHMA Certification Review Committee (CRC).

4.22 AHMA CRC Review Deadlines

Applications for Certification should be reviewed by the AHMA CRC within ten business days of receipt. See Section 5.1 for a detailed description of Review criteria.

4.23 AHMA Approval Process

Upon approval of an application by the AHMA CRC, the Application packet should be forwarded to NAHMA, along with the Application for Certification fee check. Approved applications must be forwarded to NAHMA within one week of the AHMA CRC Review.

4.24 AHMA Disapproval Process

Candidates whose Applications are disapproved by the AHMA CRC must be notified in writing within one week of the Review. These Candidates should be informed of the reason(s) for disapproval and of the steps necessary to gain approval. NAHMA should be copied on this correspondence.

4.3 NAHMA Review and Certification

The NAHMA Certification Review Board (CRB) will review all Applications for Certification received monthly. Each Candidate will be notified in writing of the decision of the CRB within 30 days of the CRB Review meeting.

4.4 Awarding the NAHP® Certification

NAHP® lapel pins and certificates will be forwarded to the appropriate AHMA within 30 days of certification approval by the NAHMA CRB. Because recognition and visibility are so important to this program, it is strongly recommended that the AHMA conduct an awards ceremony at the next available general, state, or area meeting, and that this ceremony be conducted with as much fanfare as possible. If no such meeting is forthcoming within a reasonable period of time, or if requested by the new NAHP®, the certificate and pin may be forwarded directly to the recipient by the AHMA. If there is no AHMA organization available, the pin and certificate will be sent directly to the recipient by NAHMA.

The certified NAHP® will be entitled to use the NAHP® designation on business cards and letterhead. In addition, each NAHP® will be listed on the online NAHMA Certification Directory.

4.5 Requirements for NAHP® Certification (Standard and with Tax Credit Specialty)

All NAHP® Candidates must meet certification requirements in the areas of education and experience. For each level, these requirements are as follows:

4.51 Professional Level Requirements

Professional Level Education	Standard	Tax Credit
NAHMA Certified Professional of Occupancy (CPO)	••	
Nationally Recognized Apartment Management Credential or Alternative Apartment Management Training 40-hour option	••	••
NAHMA Fair Housing/Section 504 Compliance	••	••
SHCM Specialist in Housing Credit Management		••
Professional Level Work Experience	Standard	Tax Credit
Minimum of 2 years of affordable housing experience functioning as a Site Manager, Assistant Manager, Occupancy Specialist, Leasing Consultant, or equivalent position(s).	••	••

For Candidates who specialize in low income housing tax credit properties, the NAHP® certificate will acknowledge the Housing Credit specialty. The Candidate must acquire the Specialist in Housing Credit Management SHCM.

NAHMA Fair Housing/§504 Compliance Course Alternative:

If the NAHMA FHC course is not available, a Candidate has the option to take other fair housing/§504 Compliance curriculum courses equal to 10 (ten) contact hours and then take the NAHMA FHC exam. Because the FHC exam is open-book, the Candidate will need to purchase the FHC course manual and pay a nominal fee for the exam.

Nationally Recognized Apartment Management 40 hour Course Alternative

Complete 40 hours of alternative property management training administered by the local AHMA, to include all of the following topics:

- Fundamentals of Property Management
- Legal Responsibilities i.e. Landlord/Tenant Laws
- Human Resource Management
- Marketing and Leasing
- Risk Management
- Financial Management
- Maintenance, Preventative Maintenance and Energy Conservation

Participating AHMAs* will certify that the candidate has completed training in each of the prescribed areas and has achieved a total of 40 hours of relevant coursework. Training can be provided by the local AHMA, colleges or universities, or other offerings. The eligibility of each training component will be determined by the AHMA.

*Please contact your local AHMA for further details.
<http://www.nahma.org/content/map1.html>*

** It is at the sole discretion of the AHMA as to whether or not to participate in the alternative property management training opportunity.*

4.52 Executive Level Requirements

Executive Level Work Experience	Standard	Tax Credit
Minimum of 5 years of experience in the affordable housing industry. Three of the five years must be at the executive level functioning as an active owner, CEO, managing agent, asset manager, district/regional manager or equivalent.	••	••

4.6 Professional to Executive Level Conversion

In order to be eligible for the Professional to Executive level NAHP® conversion, the NAHP® must be able to show 5 (five) years of experience in the affordable housing industry. At least 3 (three) of those 5 years must be at the executive level (please refer to Section 2.2).

His/her account must be current and in good standing. An application form and \$80 application fee (made payable to NAHMA) will need to be submitted to the AHMA for consideration and review. After AHMA review, the application and fee should be forwarded to NAHMA.

4.7 NAHP® Certification Renewal

In order to maintain the certification, all NAHP®s must forward an annual renewal fee (\$115 Professional and \$140 Executive) and submit documentation of continuing education annually to remain active and in good standing. Payment of the annual renewal and submission of continuing education units will enable the NAHP® to be listed in the online NAHMA Certification Directory as well as being eligible to receive associated benefits.

4.8 Continuing Education

Continuing education is at the core of the NAHP® certification. Constant changes in governmental rules and procedures necessitate a continuing effort by professional managers to remain current in all aspects of property and/or asset management.

One continuing education unit (CEU) is equal to one hour of instruction/training. In order for an event to be considered as an eligible CEU, it must possess a published agenda and/or a specific topic area. Workshops, seminars and technical sessions can be used for continuing education if the event meets the above criteria. Events that are in conjunction with a trade show or association/organization event, may be eligible based on the description above. Mere *attendance* at a trade show or board meeting does not constitute continuing education. All of the CEUs may be acquired in a full-day event, or by accumulating the hours from various events that may be sponsored in a half-day or session format. Courses for continuing education credit may be selected from any NAHMA/AHMA

or industry-related course offerings. All courses are credited at the rate of one education unit for each instructional hour.

Immediately following certification, NAHMA will send each NAHP® information on how to track continuing education. In January of each year thereafter, each NAHP® will receive a renewal form. This renewal form must be submitted to NAHMA by the due date with the appropriate fees and documentation of continuing education. NAHP® Professionals will need to submit documentation of 10 (ten) hours of continuing education.

NAHP® Executives will need to submit a self-certification form to document 10 (ten) hours of continuing education. See Appendix III for submission information.

4.9 NAHP® Fees and Renewals

All fees are non-refundable.

4.91 Application for Professional Certification - \$100

A check for the application fee, made payable to NAHMA, must accompany the Application for Certification.

4.92 Application for Executive Certification - \$180

A check for the application fee, made payable to NAHMA, must accompany the Application for Certification.

4.93 NAHP® Annual Renewals

NAHP®s will be invoiced for annual NAHP® renewals on a calendar year basis, beginning with the year immediately following the year in which they are approved for the NAHP® certification.

- Professional level NAHP® renewals are \$115 per year
- Executive level NAHP® renewals are \$140 per year

Renewals are invoiced by, and paid to, the NAHMA office. If paying your renewal by credit card you may opt to make 3 monthly installment payments for your NAHP renewal. The fee would be processed as \$38.33 per month for 3 months or for the NAHP-e Certification \$46.66 per month for 3 months.

5.0 NAHP® Evaluation and Review

One of the primary responsibilities of the AHMAs will be the initial evaluation and review of NAHP® Applications for Certification. AHMA Certification Review Committees (CRC) are more likely to have a personal familiarity, or knowledge, of the candidate and an ability to make an approval or disapproval recommendation based on this familiarity. At the same time, it is absolutely critical that AHMA CRCs evaluate each application based upon a consistent and objective set of criteria - and that CRC members appreciate the responsibility of their positions.

5.1 The AHMA Certification Review Committee (CRC)

The Certification Review Committee set up by each AHMA should consist of no less than three, and no more than twelve, members who are members in good standing of the AHMA. All CRC members must hold a current NAHP® certification. It is recommended that large regional AHMAs establish CRCs of between nine and twelve members which may be divided into groups to evaluate applications from the different geographical areas of the region. Smaller AHMAs will probably operate more efficiently with three to five member CRCs.

Each AHMA should designate a CRC Chair and Vice-Chair, and these will be the only individuals authorized to sign approved or disapproved applications. A list of all CRC members for the upcoming year should be sent to the NAHMA office in December of each year.

5.11 Review Guidelines and Procedures

The AHMA CRC should meet three times per year in January, June and September to review and evaluate only those applications for certification.

a) Staff/Volunteer Screening:

An AHMA staff person (or a designated volunteer member) should pre-screen each received application for certification for:

- Correct application form, signed and dated;
- Application fee check, in the correct amount, payable to NAHMA; and,
- Any discrepancies in work experience, lack of documentation verification signatures.

Only if the application passes this pre-screening should it be forwarded to the CRC.

b) AHMA CRC Evaluation:

It is recommended that all Applications for Certification be reviewed by no less than two members of the CRC. CRC members should pay particular attention to the following:

- Non-applicable or insufficient course work for education component;
- Work experience - From the application and documentation provided, can it be determined that the applicant truly meets the experience requirements for their certification level? If there is any uncertainty, the applicant should immediately be contacted for clarification;
- Does any CRC member involved in the evaluation have any reason to doubt any element of the application? If so, the applicant should again be contacted immediately for clarification.
- Questionable Applications - In cases where there is uncertainty or disagreement regarding the acceptability of a candidate's qualification, the CRC may fax a copy of the portions of the application or documentation that are in dispute to the NAHMA Program Manager for a preliminary opinion on acceptability. This opinion is only intended as a guideline - not a final decision. If questions remain, the application should be forwarded to NAHMA for full Review with a notation regarding the questionable areas.

All applications must be marked either approved or disapproved and must be signed by one of the designated CRC members (Chair or Vice-Chair). Only approved applications should be forwarded to the NAHMA Program Manager, by U.S. First Class Mail or via e-mail.

5.12 CRC Review Ethics

The NAHP® Certification is a significant professional achievement for those managers who have invested the time and resources necessary to complete all of the requirements. It is a certification which may have profound impact on each person's future career potential. Therefore, it is extremely important that each Certification Review Committee member approach this task with a seriousness of purpose and sense of responsibility appropriate to the situation. The following areas are of particular importance:

a) Timeliness:

CRC members must be attuned to their responsibility to meet and review all applications on a timely basis. No qualified Candidate should be refused certification due to the failure of the CRC to properly evaluate his/her application on a timely basis.

b) Conflict of Interest:

CRC members should be very sensitive to any possible conflict of interest. If at any time a CRC member feels that there may be the appearance of a conflict of interest in the review of any particular application, whether through a competitive, personal, familial, or business relationship with the applicant, the CRC member should excuse himself/herself from that review. CRC members absolutely should not review the applications of Candidates who are employees, employers, or who are directly related to them by blood, marriage, or adoption.

c) Fairness:

All applicants should be treated, equally and consistently. No one should be disqualified on the basis of race, color, religion, disability, or national origin. Beyond that, CRC members must be fair and objective in evaluating such elements as job description and responsibilities - particularly when companies have so many different titles for the same job. Criteria should be applied consistently over a period of time.

5.2 The NAHMA Certification Review Board (CRB)

5.21 Composition of the Review Board

The NAHMA Certification Review Board (CRB) is appointed annually by the President of NAHMA and consists of NAHP®s and NAHMA staff. The CRB functions not only to evaluate Applications for Certification, but also to continuously review and update certification criteria, procedures, and rules.

5.22 NAHMA CRB Review Criteria & Procedures

Application packets approved at the AHMA level are received in the NAHMA office and given a pre-screening review by NAHMA staff. Once again, the purpose of this pre-screening is to assure that each application package is complete prior to presentation to the CRB for final evaluation, and to note any areas of concern. Applications are then presented to the full CRB for final review and evaluation.

NAHMA CRB members use the same criteria as AHMA CRCs. Their primary function is to ensure that consistent evaluation criteria have been applied and that each candidate truly meets the high standards of the NAHP® program.

6.0 Administering the NAHP® Program

Because the AHMAs are independent organizations with widely divergent administrative structures and membership criteria, each AHMA will take a somewhat different approach to the issue of NAHP® administration. However, some level of consistency is necessary to ensure uniform standards across the country. If the AHMA utilizes paid staff, it is highly recommended that staff members handle basic administration of the program including receipt of applications, correspondence with Applicants and Candidates, pre-screening reviews, maintenance of files and databases, and routine communication with NAHMA staff. Each AHMA should develop a set of form letters to be used in various situations (see Appendix I for examples). If volunteers handle these functions, the AHMA should develop a set of written procedures to maintain uniformity as volunteers change.

6.1 Database and Files

6.11 The NAHMA NAHP® Database

NAHMA maintains the following detailed database information on each NAHP® candidate and certified NAHP®:

Name, company, company address, city/state/zip, phone, fax, home address, city/state/zip, phone, AHMA, application date, certification date, and payment information.

Hard files are also maintained including copies of certificates, applications, application payments and copies of correspondence.

6.12 What Information Should Your AHMA Maintain?

Each AHMA should maintain a hard (paper) and computer file on each candidate containing photocopies of all application forms, checks, correspondence, certificates, etc. This provides backup for your use in answering questions from candidates and for your protection in any dispute.

7.0 Communicating With Candidates and NAHP®s

Candidates and NAHP®s must feel that they are an important part of their AHMA, and they must be constantly aware of where they stand in the NAHP® process. Communication is a key element in the success of this program. NAHP®s should receive a prompt acknowledgment, or reply, to every application or inquiry.

In addition, NAHP®s must receive regular updates on scheduled AHMA educational offerings and opportunities for continuing education purposes. It is highly recommended that NAHP®s be included in selected mailings such as newsletters, updates, meeting notices, etc. Remember that one of the primary purposes of the NAHP® certification is to foster participation in the housing industry and in your AHMA organization.

7.1 AHMA Membership Status of Candidates and NAHP®s

Many Executive level candidates and NAHP®s may already be, or qualify as, members of your AHMA. Depending on your individual membership requirements, Professional level Candidates and NAHP®s may qualify for membership. It is highly recommended that each AHMA create some form of membership or associate membership recognition for those individuals who have worked diligently to attain the NAHP® certification. Depending on their certification level, each NAHP®, or Candidate, should receive selected publications, notification of meetings and educational offerings, membership discounts for attendance, etc.

8.0 NAHP® Marketing and Public Relations

An essential part of any certification program is insuring that the correct perception of the certification is conveyed throughout the industry. This is done by demonstrating the highest possible level of professionalism and the widest base of support within the industry and throughout the regulatory agencies at the federal, state and local level. The NAHP® program is designed to be the marquee professional designation within the affordable housing business. To date, a great deal of time and effort has been invested in garnering support for the Certification program at all levels. However, the effort must be sustained and expanded as the program matures.

In order to promote the awareness and visibility of the NAHP® program, always include the NAHP® designation after the individual's name on all correspondence and mailing lists. (The CPO designation should also be used by itself and in conjunction with the NAHP®.)

8.1 Marketing

8.11 NAHP® Certification Fees as Project Expenses

All promotional letters sent to AHMA members, Candidates, interested individuals and organizations should stress that the costs associated with securing the NAHP® certification have been authorized as eligible to be paid from project expenses by the U.S. Department of Housing and Urban Development. Please refer to the June 30, 1994 letter from Ms. Barbara Hunter, Acting Director of HUD's Planning and Procedures Division, located in Appendix IV. When structuring promotional literature, always be clear about the exact context of HUD approval. These are:

The expense must meet the applicable requirements of HUD Handbook 4381.5, REV-1, paragraph 2-15. That is, the expense must be for "front-line" staff. NAHP® costs for "Main Office" management personnel cannot be paid from the project account.

- Funds for NAHP® expenses must be budgeted and approved by the Field Office;
- Allowable costs are limited to actual, reasonable expenses for registration, certification, transportation, meals and lodging; and,
- The ongoing NAHP® annual renewal fee is not an eligible project expense.

This HUD approval is a powerful marketing tool in that managing agents need not invade their management fees to train their site level personnel. As a result, many smaller management companies, who might not otherwise spend the necessary funds for professional training, will be able to insure the finest possible training for their site staffs.

8.12 Continuing Education Credits for NAHMA Courses

Another powerful tool available to NAHMA and the AHMAs is the Institute of Real Estate Management's (IREM) acceptance of NAHMA as an authorized provider of continuing education for the IREM Certified Property Manager (CPM) and Accredited Residential Manager (ARM) certifications. Please refer to IREM's September 15, 1994 letter in Appendix IV. This ensures the visibility of NAHMA and the NAHP® certification to all active members of IREM and illustrates the value of the NAHP® in a well-rounded real estate education.

8.13 State Housing Agencies and Housing Authorities

Other key players that should be included in your marketing campaign are the State Housing Finance Agencies and local Housing Authorities. If these agencies are not already active supporters of AHMA activities in your area, a strong effort should be made to make them aware of the AHMA and attain their support. A letter from the HFA and local Housing Authorities adds increased weight and credibility to your promotional efforts, and encourages an even wider participation in your programs.

8.2 Reaching Your Target Audience

It is important that each of the AHMAs focus their marketing approach on insuring a standard of excellence at every level of our business. The most important individuals in our industry are our front line managers and assistant managers because they are the ones who are interacting with our residents and regulatory agencies on a daily basis. One obvious way to reach the front line staff is to make certain that all of the management companies in your area are contacted directly. This also guarantees that the managing agents and their senior staff are familiar with the program. However, sometimes information sent to the main office is slow making its way to the sites. To counteract this bottleneck, it is also advisable to mail information directly to each of the sites.

Some of the AHMAs have a "site-based" membership. Others' membership is based on an association of member companies. These may not have a complete listing of each site operated by their member companies. In that case, you can either question your member companies to identify all of their projects, or contact your HUD Field Office to get a comprehensive listing of all sites in their jurisdiction. This list can then be used as your basic mailing list for NAHP® information.

8.3 Public Relations

It is critical that the industry and related agencies are aware of the NAHP® certification program and the benefits that quality education and professionally trained staff can bring to their properties and regulatory staff. As was suggested earlier in the manual, it is important that once an individual is approved for the certification, the AHMA should make a presentation with as much fanfare as is possible, at regular, state or region-wide meetings where there is a wide cross section of industry professionals present. Another valuable marketing initiative is to make an announcement in the local newspaper, similar to those that

many companies use to announce that a new addition has been made to their management team.

8.4 Working with HUD Staff

Making sure that the HUD Field Offices are aware of the individuals that hold the NAHP® certification, and the managing agents that these NAHP®s represent, is essential. A good way to do this is by compiling a directory of Executive and Professional level NAHP®s and forwarding the directory to the Field Office with a promotional letter and the NAHP® brochure. The same applies to the HFAs and Housing Authorities in your area.

An effort should also be made to encourage HUD and FHA representatives to secure the NAHP® certification. Although HUD will not pay the related expenses for their employees, the certification remains a valuable credential in the affordable housing industry that HUD staff should actively seek. Many HFAs will reimburse the expense of the designation for their employees.

8.5 NAHMA Online Certification Directory

The NAHMA Certification Directory is an excellent means of increasing awareness of the Association, and most importantly, the NAHP® program. Upon approval of an application the candidates contact info will appear on the NAHP Online Certification Directory.

8.6 Getting the Word Out

The operative words are “Full Court Press”. All industry related groups and regulatory agencies must be included in a promotional effort geared toward giving the NAHP® certification a high level of prestige and professionalism. Our mission is to create an elite corps of industry professionals, widely recognized as having “the right stuff” to effectively manage affordable housing projects across the country in an ever changing environment.

I N D E X

A

- Administration, 16
 - Database and Files, 16
- AHMA
 - Review & Recommendation, 8

B

- Basic Apartment 40 Hour Management Course, 10

C

- Certification, 8
 - Application Deadlines, 8
 - Application Procedures, 7
 - Executive Level. See Requirements
 - Levels, 11
 - Professional Level. 9
 - Renewal Fees, 12
 - Requirements, 9-11
- Certification Levels
 - Emeritus, 4
 - Executive, 4
 - Honorary, 5
 - NAHMS, 5
 - NAHMT, 5
 - Professional, 4
- Certification Renewal, 12
- Continuing Education, 11
- Communication, 17
- CRB
 - NAHMA Certification Review Board, 15
 - Review Procedures, 15
- CRC
 - Approval Process, 8
 - Certification Review Committee, 13
 - Disapproval Process, 8
 - Guidelines and Procedures, 13
 - Review Deadlines, 8
 - Review Ethics, 14

E

- Evaluation & Review, 13
- Executive Level Conversion, 11

H

- Executive Level, 11
- Professional Level, 9

I

- IREM
 - Acceptance of NAHMA courses, 19

M

- Marketing, 18
 - Approval for Project Expenses, 18

N

- NAHMA
 - Review and Certification. See CRB
- NAHP
 - Fees, 12
 - Pins/Certificates, 8

P

- Public Relations, 19
 - Working with HUD, 20

S

- SHCM
- Specialist in Housing
 - Credit Management, 11, 10