



Advertising Accessible Units

Property Manager Guide

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Overview

Purpose

This guide helps property managers advertise accessible units in a way that is clear, practical, and easier for applicants to act on.

Big Picture

Strong accessible-unit advertising does three things well: it clearly describes features, makes information easy to access, and reaches the organizations and communities most likely to connect people to the unit

At a Glance

- Describe the actual accessibility features, not just that a unit is "accessible."
- Make listings easy to read, easy to access, and easy to respond to.
- Share information through trusted referral partners, not only general listing platforms.
- Use the AFHMP as an outreach and tracking tool, not just a compliance requirement.

Describe Accessibility Features

- Use specific, functional descriptions (e.g., "roll-in shower," "step-free entry," "wide doorways").
- Avoid vague labels like "ADA unit" without further detail.

Also make these points clear

- You welcome people who need accessibility features.
- Assistance is available during the application process.
- Reasonable accommodations can be requested at any stage.

Clear, straightforward language helps reduce back-and-forth and allows applicants to make informed decisions early.

Make Advertising Easy to Access

Focus on how someone will find, read, and respond to the listing.

- Use plain language and keep instructions simple.
- Ensure websites and listings work with screen readers and mobile devices.
- Offer materials in multiple formats, such as large print or translated versions.
- Provide more than one way to get help (e.g., phone, email, in-person support).

Even small adjustments—like making sure a PDF is usable by screen readers or including a phone number for assistance—can make a significant difference in whether someone is able to apply.

Expand Where and How You Share Information

The goal is not only to advertise the unit, but to get the information in front of people and organizations that can act on it.

- Sharing listings with disability service providers and housing navigators.
- Partnering with centers for independent living and community-based organizations.
- Posting information in community locations such as libraries, senior centers, or culturally specific organizations.
- Using digital platforms and networks commonly used by caregivers and service providers.

Building a few consistent partnerships often leads to more reliable referrals than relying on general listing platforms alone.

Use Your AFHMP as a Practical Tool

Your Affirmative Fair Housing Marketing Plan (AFHMP) can help you organize outreach, target underreached groups, and track what is working.

- Identify who may be less likely to hear about your units, including people with disabilities.
- Choose outreach channels that match how people actually find housing information.
- Track which efforts are producing interest, inquiries, or applications.

Rather than treating the AFHMP as a compliance document, it can function as a simple way to plan, test, and improve your outreach over time.

Tools and Templates in This Guide

Use the sections below when you need ready-to-use language, outreach ideas, or AFHMP examples.

- **Section I** includes ready-to-use examples for listings, social media, and flyers, along with guidance on photos and accessible formats. These can be adapted quickly for different platforms.
- **Section II** provides sample AFHMP language and examples of how to structure outreach strategies, build referral partnerships, and evaluate what is working. It is particularly useful for translating outreach goals into concrete steps.

Together, these resources are designed to support a simple goal: making sure accessible units are easy to find, easy to understand, and connected to households who will benefit from them.

Please note:

This guide is provided for informational purposes only and does not constitute legal advice. Housing providers should consult legal counsel when implementing advertising practices.

Section 1:

Sample Language for Advertising Accessible Units

This section provides ready-to-use wording for listings, flyers, social media, photos, and digital accessibility practices.

General Listing Language (Websites, ILS, Print Ads)

Accessible One-Bedroom Apartment Available

This apartment includes accessibility features designed to support independent living, including a step-free entrance, wide doorways, a roll-in shower with grab bars, and accessible kitchen and bathroom fixtures.

We welcome applications from people with disabilities who need these features. Reasonable accommodations are available throughout the application and leasing process. Alternative formats and language assistance are available upon request.

Short-Form Language (Social Media, Flyers, Email Blasts)

Accessible Housing Opportunity

Accessible apartment with roll-in shower and step-free entry now available. We welcome applicants who need accessibility features. Assistance with applying available.

Call [number] or visit [accessible URL].

Language for Accessible Unit Inventory or Waitlists

Our community includes apartments with mobility, hearing, and vision accessibility features. If you need specific accessibility features, please let us know so we can ensure you receive notice when a suitable unit becomes available.

Photos and Visual Media to Use in Advertisements

Use real, accurate images of the actual unit and features whenever possible.

Interior Features

- Roll-in shower with grab bars visible
- Accessible bathroom sink with knee clearance
- Kitchen with lowered counters or accessible appliances
- Light switches, thermostats, and outlets at accessible heights

Exterior and Common Areas

- Step-free building entrance
- Automatic doors
- Accessible parking spaces and clear path of travel
- Elevators or ramps connecting common areas

Context Matters

Photos should show **how the feature is usable**, not just that it exists. For example:

- A bathroom photo that clearly shows turning space
- A doorway photo that visibly demonstrates width and lack of thresholds

Using Video and Other Media Accessibly

Video Tours

If you include video unit tours or promotional videos:

- Provide **accurate captions** (not auto-generated only).
- Include **audio descriptions** or narrated explanations of accessibility features
- Keep pacing slow and transitions clear.

Example narration:

“This bathroom includes a roll-in shower with a fold-down seat and horizontal grab bars on two walls.”

PDF Flyers or Brochures

- Include text descriptions for images.
- Avoid scanned image-only documents.

Complying with Website Accessibility Guidelines (WCAG)

Housing advertisements must be available on websites that are accessible to people using assistive technology. Following WCAG 2.1 Level AA standards is the widely accepted benchmark. Find the standards at: <https://www.w3.org/WAI/standards-guidelines/wcag/>

You can find tools that check for compliance with WCAG standards at <https://www.w3.org/WAI/test-evaluate/tools/list/>

Providing Alternative Accessible Options

Even with an accessible website, housing providers should offer multiple ways to access information:

- Phone numbers answered by trained staff
- Email addresses that accept accommodation requests
- Ability to request materials in large print, Braille, or other formats
- Assistance completing applications verbally or online

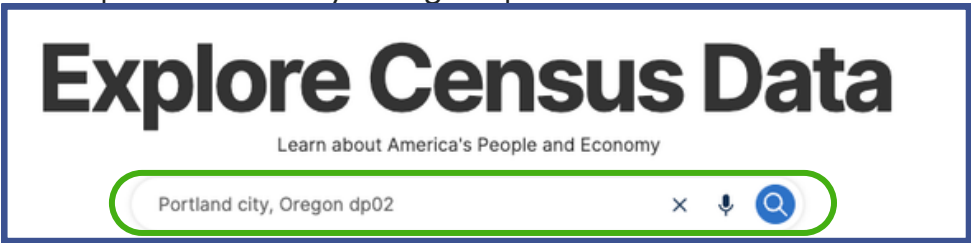
Section 2: Tips and Sample AFHMP Language for Disability-Related Questions

This section provides sample AFHMP language for identifying target populations, building referral networks, documenting outreach, evaluating results, and training staff.

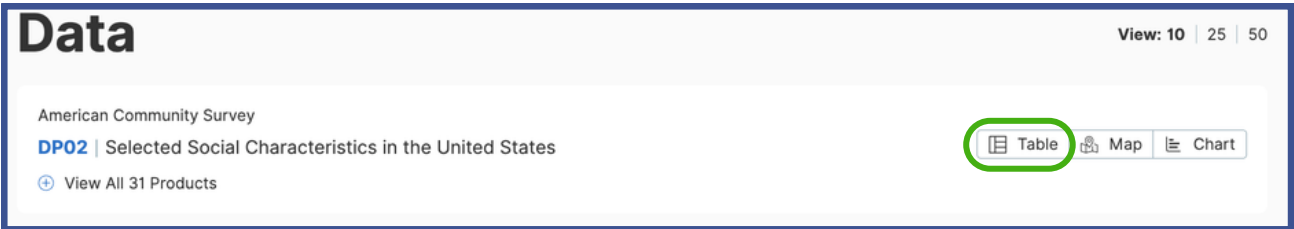
Identification of “Least Likely to Apply” Populations (AFHMP Section 3)

Tip: Determine how people with disabilities are represented in the defined housing market areas

- Go to data.census.gov
- Type two terms in the search:
 - The property’s metropolitan statistical area, city, or census tract, depending on the housing market area identified in Section 1 of the AFHMP
 - “DP02” (This is the Census Bureau’s table number for “Selected Social Characteristics”)
 - Example: Portland city, Oregon dp02



- Click “Table”



- Disability status is listed about halfway down the table.

DP02 Selected Social Characteristics in the United States			
American Community Survey		2024: ACS 1-Year Estimates Data Profiles	
View important guidance for comparing ACS data over time or to other sources here .			
Label	Portland city, Oregon		
	Estimate	Margin of Error	
✓ DISABILITY STATUS OF THE CIVILIAN NONINSTITUTIONALIZ...			
✓ Total Civilian Noninstitutionalized Population	631,723	±1,416	
With a disability	93,226	±5,373	
✓ Under 18 years	99,003	±3,859	
With a disability	4,324	±1,085	
✓ 18 to 64 years	442,050	±3,272	

- If people with disabilities do not constitute a majority population on Worksheet 1 (which is likely), they are a population that is least likely to apply.

Community Contacts (AFHMP Section 4b)

Tip: Develop an Outreach and Referral Network

Property managers can most effectively identify and engage local disability service organizations by mapping the systems that already support residents with disabilities and approaching them as long-term partners. Begin by contacting centers for independent living (CILs), county developmental disability agencies, behavioral health providers, vocational rehabilitation offices, all of whom routinely help people navigate housing needs. Community foundations can also help identify culturally specific and disability-led groups serving communities of color, immigrants, refugees, or tribal members.

When reaching out, prioritize relationship-building over immediate referrals. Offering consistent points of contact, plain-language materials, and feedback loops helps build trust and ensures these partners view your property as a reliable, respectful housing option for the people they support.

Marketing and Advertising Practices (AFHMP Section 4c)

Sample language:

To affirmatively market housing opportunities to populations least likely to apply—particularly people with disabilities from racially, culturally, and linguistically diverse communities—the property will use a combination of print and digital media. We will also build and maintain connections with disability-focused organizations. Each method is designed to reduce communication barriers, increase awareness of accessible units, and ensure information reaches households who may not use traditional housing search platforms.

Print Media

The property will place advertisements in local community newspapers, including [list of publications]. Advertisements will describe available units, clearly identify accessibility features (e.g., step-free entry, turning space in bathrooms and other rooms, visual alert systems), and state that reasonable accommodations and alternative formats are available upon request.

Radio and Community Media

Where feasible, short public service announcements or paid ads will be placed on local community and public radio stations. Messages will highlight accessible housing availability and provide phone and web contact information for assistance.

Electronic Media (Websites, Email, and Social Media)

Accessible unit listings will be posted on the property's website, online listing services, and shared through email and social media platforms commonly used by disability organizations, caregivers, and service providers. Digital advertisements will comply with WCAG 2.1 accessibility standards, include plain-language descriptions of accessibility features, and be mobile-friendly.

Bulletin Boards and Community Spaces

Flyers will be posted at accessible locations, such as [name of the regional center for independent living], developmental disability service providers, behavioral health programs, vocational rehabilitation offices, senior centers, libraries, food pantries, and culturally specific community organizations. Flyers will use large, high-contrast fonts and plain language.

Brochures

Printed materials will describe the property, application process, and accessibility features, and will explicitly welcome applicants who need those features. Materials will note the availability of reasonable accommodations and assistance with applying. Alternative formats, such as large print and translated versions, will be made available upon request.

Other Outreach Methods (Partnership-Based Referrals)

The property will maintain ongoing partnerships with disability service organizations, housing navigators, and culturally specific disability-led groups. These partners will receive advance notice of accessible unit availability and referral instructions.

Evaluation of Marketing Activities (AFHMP Section 6)

Sample language:

The property will evaluate the effectiveness of its affirmative marketing activities by tracking whether applicants and tenants from populations least likely to apply—particularly people with disabilities and individuals from underserved racial, cultural, or linguistic communities—are successfully receiving information about housing opportunities and applying for available units. Evaluation methods will include reviewing application and waiting list data (to the extent permitted by law), tracking how applicants learned about the property or specific unit availability, monitoring referrals received from disability service organizations and community partners, and assessing whether accessible units are leased to households who need the advertised accessibility features. Staff will also document accommodation requests related to the application and marketing process to identify potential communication or access barriers.

This evaluation will occur on a regular and ongoing basis, and at a minimum annually, with additional reviews conducted when accessible units remain vacant for extended periods or when significant changes are made to marketing strategies or partnerships. Evaluation findings will be used to inform future marketing decisions by identifying which outreach methods are most effective and which require adjustment. For example, if certain media outlets or community partnerships consistently generate referrals, those efforts will be expanded or prioritized. If gaps are identified—such as low response rates from disability communities or language barriers—marketing content, formats, or outreach channels will be modified accordingly. This continuous feedback process ensures that affirmative marketing strategies remain responsive, effective, and aligned with fair housing requirements and the goal of reaching households least likely to apply.

Staff Training (AFHMP Section 7d)

Sample language:

The property is committed to ensuring that all staff understand and comply with the Fair Housing Act, Section 504 of the Rehabilitation Act, and AFHM requirements. Fair housing and AFHM training has been provided and will continue to be provided to all staff involved in marketing, leasing, applicant intake, reasonable accommodation processing, and unit assignment decisions.

Staff Receiving Training

Training is provided to the following staff roles:

- Property managers and assistant managers
- Leasing and intake staff
- Compliance and occupancy staff
- Maintenance supervisors (as relevant to reasonable modifications and accessibility)
- Supervisory and regional management staff with oversight of housing operations

New staff receive fair housing and AFHM training as part of onboarding, and all relevant staff participate in periodic refresher training.

Content of Training

Training covers the following topics:

- Overview of the Fair Housing Act and protected classes
- Affirmative Fair Housing Marketing obligations and goals
- Identifying and reaching populations least likely to apply
- Disability nondiscrimination requirements under the Fair Housing Act and Section 504
- Reasonable accommodation and reasonable modification obligations
- Permissible and impermissible disability-related inquiries
- Advertising and marketing accessible units, including required content and accessibility practices
- Proper assignment and transfer of accessible units under 24 CFR § 8.27
- Use of the Affirmative Fair Housing Marketing Plan (AFHMP) in daily operations
- Accessible communication practices, including alternative formats and effective communication with people with disabilities

Training emphasizes practical application through examples, scenarios, and discussion of real-world housing situations.

Dates and Frequency of Training

- Most recent fair housing/AFHM training provided: [Insert date]
- Frequency: At least annually, with additional training provided as regulations change or operational issues are identified
- Anticipated next training: [Insert date or range, e.g., Fall 2026]

- New hires: Training provided within [30/60] days of hire

Training is delivered through a combination of in-person sessions, live virtual training, and recorded modules, depending on staff role and availability.

Training Materials

Training materials include:

- Slide presentations covering Fair Housing Act and AFHM requirements
- Written handouts and reference guides on reasonable accommodations and accessible-unit procedures
- Sample advertising language and AFHMP implementation examples
- HUD guidance documents and regulatory summaries

Copies of Fair Housing and AFHM training materials are maintained by the property and are available upon request.

Additional Considerations (AFHMP Section 8)

Sample language:

Reasonable Accommodation Procedures

The property maintains written procedures outlining how applicants and tenants may request reasonable accommodations, including reasonable accommodation transfers to an accessible or otherwise appropriate unit. Staff will provide assistance in completing applications, explain policies in plain language, and offer auxiliary aids or services as needed. Applicants will not be denied housing or placed at a disadvantage due to a disability-related need for an accommodation or modification.

Procedures for Offering Accessible Units

In accordance with 24 CFR § 8.27, when an accessible unit becomes available, the property will first offer the unit to an existing tenant with a disability who requires the accessibility features and is currently living in a non-accessible unit. If no such tenant exists, the unit will then be offered to the next qualified applicant on the waiting list who needs the accessible features. Only after exhausting these steps will the unit be offered to applicants or tenants without disabilities, and only with the condition that they may later be required to transfer to a non-accessible unit when one becomes available.

For questions regarding the information contained in this guide, or for additional assistance, please contact Allen Hines, Housing Access Director at ahines@cvision.org or (971) 263-0048.

