



FROM: Denise Kennedy  
VAMA Program Coordinator

RE: **VAMA Overview and Forms**

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Attached, please find the forms for the new VOLUNTARY AFFIRMATIVE MARKETING AGREEMENT (VAMA). The VAMA between the Building Industry Association of Southern California, Inc. (BIASC) and the U.S. Department of Housing and Urban Development (HUD) expired December 1, 1995. We are continuing the VAMA Program, adopting the new VAMA between the National Association of Home Builders (NAHB) and HUD.

This new Agreement is essentially the same; the only significant difference is that it requires signatory builders to submit reports on an annual instead of quarterly basis: sample copies of ads, list of publications, sample copies of promotional brochures, and description of outreach efforts to inform minority groups about housing. (The Quarterly Sales/Rental Report, which you may have been familiar within the old Agreement, has been eliminated.)

BIA/SC builder members pay \$8.50 per unit – Rentals \$3.00 per unit

To update your status as a signatory to the new VAMA program, please sign the enclosed Signatory Card and return it to us at:

**BIASC VAMA Dept.**  
24 Executive Park, Suite 100  
Irvine, CA 92614

This only needs to be turned in once, as long as the information is current.

The Notification of Intent to Market form is exactly the same, just the format has changed a little. I suggest that this form be photocopied for future submissions.

Thank you for your participation in the VAMA Program and your continual support for Fair Housing and Equal Housing Opportunity.

Attachments



BIASC – HUD  
VOLUNTARY AFFIRMATIVE MARKETING PROGRAM



**-Notification of Intent to Market-**

THIS FORM MUST BE FILED PRIOR TO THE BEGINNING OF SALES/RENTALS

**Today's date:** \_\_\_\_\_

THIS BUILDER INTENDS TO BEGIN SELLING OR RENTING UNITS AT THE HOUSING PROJECT DESCRIBED

(Please use a separate form for each tract.)

**BUILDER**

Firm name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

**PROJECT**

Project name: \_\_\_\_\_

Tract #: \_\_\_\_\_ Phase #: \_\_\_\_\_

Location (City): \_\_\_\_\_

Number of units: \_\_\_\_\_ X \$8.50 Sales Total \_\_\_\_\_

Number of units: \_\_\_\_\_ X \$3.00 Rental Total \_\_\_\_\_

Please list lot numbers and include unit numbers for any condos or townhomes:

\_\_\_\_\_

\_\_\_\_\_

Breakdown of units above:	SALES	RENTALS	BASE PRICE RANGE (exclusive of lot premium)
1 bedroom			
2 bedrooms			
3 or more bedrooms			
TOTAL			

Sales/Rental Office Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Marketing Agent: \_\_\_\_\_ Phone: \_\_\_\_\_

Type of home: ☐ House ☐ Condominium ☐ Townhouse ☐ Mobile Home

Methods of financing available: ☐ Conventional ☐ FHA/HUD ☐ VA

For further questions, contact our designated Equal Opportunity Officer, \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Mail this form along with a check to: BIASC, VAMA Dept., 24 Executive Park, Suite 100, Irvine, CA 92614  
(949) 553-9500 phone (949) 296-3499 fax

**NOTE:** Please also send in the Signature Card (following page) if not currently on file.



**BIASC – HUD  
VOLUNTARY AFFIRMATIVE MARKETING PROGRAM**



*Signature Card*

The undersigned builder marketing housing in the Los Angeles, San Luis Obispo, Santa Barbara, Ventura, Orange, Riverside, San Bernardino, Inyo or Mono Counties, has received and read a copy of the executed **VOLUNTARY AFFIRMATIVE MARKETING AGREEMENT** between the Building Industry Association of Southern California (BIASC) and the U.S. Department of Housing and Urban Development (HUD).

The undersigned also understands and agrees to pay to BIASC:

	<u>SALES</u>	<u>RENTALS</u>
BIA Members	\$ 8.50 per unit	\$3.00 per unit

Signatories are charged for the total number of units for sale and/or rent as shown on the Notification of Intent to Market form submitted.

Builder information:

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

The following individual has been named Equal Opportunity Officer for our company:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address (if different from above): \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Signatory: I, hereby, state that I am an authorized company representative (i.e., President, Vice President, C.E.O., C.F.O.), have named the above individual our Equal Opportunity Officer, and ratify and agree to be bound by the terms and conditions of the **VOLUNTARY AFFIRMATIVE MARKETING AGREEMENT** as if I had executed the original agreement. (Keep the original agreement for your reference.)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

This form only needs to be sent in once to BIA/SC, as long as the information is current.

Mail to: BIASC, VAMA Dept., 24 Executive Park, Suite 100, Irvine, CA 92614  
(949) 553-9500 x854 (949) 296-3499 fax  
Or email: [dkennedy@biasc.org](mailto:dkennedy@biasc.org)



## Credit Card Authorization Form

**BIA of Southern California, Inc.**

24 Executive Park, Suite 100, Irvine 92614

Phone (949) 553-9500 Fax (949) 296-3499

*I hereby authorize BIA/SC to charge the credit card below for the amount/s below for payments associated with the Voluntary Affirmative Marketing Agreement Program\*.*

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Credit Card Type: (circle one) AmericanExpress – Discover – MasterCard - Visa

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Credit Card Billing Zip Code: \_\_\_\_\_

Name as it reads on the card: \_\_\_\_\_

# of For Sale lots (or Units): \_\_\_\_\_ x \$8.50 = \_\_\_\_\_

# of For Rental lots (or Units): \_\_\_\_\_ x \$8.50 = \_\_\_\_\_

Total Amount Charged to Card: \$ \_\_\_\_\_

\_\_\_\_\_  
Signature of Account Holder

\_\_\_\_\_  
Date

\* ALL VAMA PAYMENTS ARE NON-REFUNDABLE

# **Questions & Answers About The Voluntary Affirmative Marketing Agreement**

**Q: What is VAMA?**

A: VAMA stands for Voluntary Affirmative Marketing Agreement. It was signed by the U.S. Department of Housing and Urban Development (HUD) and the National Association of Home Builders (NAHB) on January 28, 1995. The VAMA Program is administered by the Building Industry Association of Southern California, Inc. (BIASC).

**Q: What is required to enroll in the VAMA program?**

A: A builder must complete and sign a Signature Card to enroll and then file a Notification of Intent to Market form 60 days prior to the beginning of sales (certain grace periods may apply to projects already being marketed).

**Q: What are my obligations as a builder under VAMA?**

A: The Affirmative Marketing requirements contained in VAMA are essentially the same as you would have to demonstrate if you filed a separate plan for each project. Participating builders must include the Fair Housing logo in all brochures and advertisements, for example. Builders are also bound by the guidelines governing the use of human models in advertising.

**Q: What does VAMA do for builders?**

A: BIA Builders who are signatory to VAMA can significantly reduce the time and paperwork it takes to get FHA approval on their projects, because separate Affirmative Marketing programs do not have to be filed for each project or phase. Thus, there is no risk of having your Affirmative Marketing plan rejected by FHA for re-submission. In exchange for this simplified and expedited system, the BIA builder agrees to apply Affirmative Marketing techniques to all projects built subsequent to the signing of the VAMA signature card.

**Q: What assistance is available to help comply with the affirmative marketing requirements?**

A: BIA can put you in touch with your local Community Housing Resource Board, a community-based organization appointed by HUD to promote fair housing and equal opportunity.

**Q: How is FHA notified of a builder's involvement in VAMA?**

A: Upon receipt of a Notification of Intent to Market and the appropriate fees, BIA sends a verification letter to either the Los Angeles or Santa Ana FHA office. The builder always receives a copy of this letter as well.

**Q: How should multi-phase projects or projects that already have units sold be submitted to VAMA?**

A: Your Notification of Intent to Market filings must correspond to your FHA submissions. If you are submitting Phases I and II of a four phase project, then file only for those two phases. Generally projects should be submitted 60 days prior to the beginning of sales. However recent changes in FHA's regulations regarding the acceptance of VA CRV/MCRV's has affected many builders with units already sold. In such cases, submit for all unsold units, plus any units in escrow or with deposits on them.

**Q: What geographic area is covered by VAMA?**

A: The BIA's jurisdiction includes projects built in the following counties: Los Angeles, San Luis Obispo, Santa Barbara, Ventura, Orange, Riverside, San Bernardino, Inyo and Mono Counties. The BIA of Kern County (805-832-3577) and the BIA of San Diego County (858-450-1221) operate similar programs in their territories.

**Q: Is there a cost?**

A: The Building Industry Association charges an administrative fee of \$8.50 per unit for BIA members. To get the member rate, the builder or developer (not the lender) must be a BIA member.

**Q: Where can I get a copy of the VAMA agreement?**

A: A VAMA enrollment package can be requested by calling BIA at (949) 553-9500, ext. 854. Also, many lenders, such as Directors Mortgage, are familiar with the VAMA program and may have complete enrollment packages already on hand in their offices.

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**This question and answer forum is meant to provide a general overview of VAMA only, and should not be construed as a complete explanation of the program**