



**5 Middlesex Ave., Unit 16, Wilmington, MA 01887**

**[kriscosta@laassoc.com](mailto:kriscosta@laassoc.com)**

## **PROPOSAL FOR 40B CONSULTATION SERVICES 2104 HOCKLEY DR., HINGHAM, MA**

*L.A. Associates, Inc. has been providing affordable housing consultation services for over 25 years. We are proficient and knowledgeable about EOHLIC and MassHousing program guidelines and have successfully navigated the complicated permitting process for many developers. Its principal, Kristen Costa is a certified lottery agent with the State of Massachusetts and has experience in all aspects of affordable housing including buyer qualifications and unit sales, re-sales and rentals.*

The following proposal is submitted by L.A. Associates, Inc. for affordable housing lottery services provided to the **Town of Hingham Affordable Housing Trust** for the sale of **one affordable, 2-bedroom condominium**. Said services shall be in accordance with the Executive Office of Housing and Livable Communities (EOHLC) Local Initiative Program for Local Action Units.

### **SCOPE OF SERVICES – LOTTERY AGENT**

#### **Task 1: Develop Affirmative Fair Marketing and Lottery Plan**

1. Prepare and submit draft Lottery and Marketing Plans to the Hingham Affordable Housing Trust to be included with the LAU Application to EOHLIC.
2. Incorporate any revision per EOHLIC and/or the Trust and prepare final marketing plans.
3. Advertising efforts of the affordable unit will adhere to Affirmative Fair Marketing in accordance with state guidelines to provide ample opportunity for minority households to apply for the lottery.
4. Ads will appear in publications serving the targeted minority groups. Notices will also be sent to area media, cable television bulletins, housing agencies, civic groups and other agencies and non-profit organizations.
5. Conduct an information workshop to educate the public and potential lottery participants about the unit and the lottery. The application process will be explained and application materials will be available.

#### **Task 2: Distribute Application Materials**

1. Prepare an application package for prospective affordable homebuyers including project information, program information and lottery application documents.
2. Distribute lottery packages to Hingham Town Hall and Hingham Public Library to be available for pick-up by prospective buyers.
3. Upload the application package to websites including L.A. Associates, Inc. and My Mass Home, and distribute via electronic mail and direct mail upon request. A representative from L.A. Associates, Inc. will be available to answer questions and/or assist applicants in completing the application.
4. Communicate with prospective applicants and assist with the application process, as needed.

**Task 3: Lottery Selection**

1. Immediately review each application received for completeness and request additional information, if necessary. All applications will be evaluated using the criteria set forth in the Resident Selection Plan approved by EOHLC. Applicant information and preference qualifications will be verified prior to inclusion in the lottery.
2. Notify qualifying applicants of their registration number and the time and place of the lottery.
3. Conduct the lottery and award the unit.
4. Maintain a list of households that were not awarded the unit in the event the winner does not purchase the unit.

**Task 4: Final Qualification and Occupancy**

Prior to closing, applicant information will be submitted to EOHLC for verification of eligibility. L.A. Associates, Inc. will assist in coordinating conveyance of the unit and occupancy of the buyer.

**MARKETING / LOTTERY COSTS**

All costs associated with application preparation and submittal, online marketing, distribution of flyers, advertising, lottery activities, and administrative costs will be incurred by L.A. Associates, Inc.

**SCHEDULE OF SERVICES**

L.A. Associates, Inc. is prepared to begin development and implementation of lottery activities immediately. Upon acceptance of this proposal, we will begin preparing marketing materials to be submitted with the LAU Application to EOHLC for approval.

**FEE FOR LOTTERY SERVICES**

1. Preparation of draft marketing materials: \$1,000.00 due at acceptance of proposal.
2. Conduct affordable housing lottery: 2.5% of the unit sale price; due as follows:  
     \$2,000.00 at completion of lottery  
     Balance of 2.5% of unit sale price less \$2,000.00 due at unit closing.

**AUTHORIZATION**

Acceptance of this proposal provides authorization of L.A. Associates, Inc. to proceed with providing the services under the terms stated herein.

This Proposal is hereby accepted this \_\_\_\_\_ day of \_\_\_\_\_ 2025.

The Town of Hingham Affordable Housing Trust

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By: Jack Falvey, Chairperson