



Recertification Best Practices

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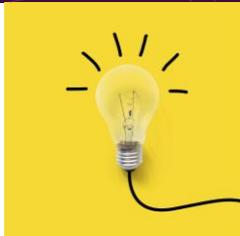
What are some challenges to completing recerts timely?



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Goals for the session

- ✦ Present new ideas
- ✦ Unwind poor habits or practices
- ✦ Re-ignite passion



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Becoming a master

When does the recertification process start?

During the intake/initial interview process

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It starts at the beginning- Initial intake

Discuss the type of program(s) at the property

An opportunity to set the tone of program requirements

How much time are you spending at initial intake?

Were there any red flags?

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Welcome home-the move in process

What do you do the day of move in?

- Recommendations
 - HUD properties-provide the Initial recert notice in a Welcome Packet
 - CTCAC properties draft a letter/notice regarding recertification for a Welcome Packet
 - Provide a manila envelope to all move ins with a list of items needed for their recert
 - Provide a plastic 7 pocket folder with a sticker of their recert date and explain the importance of document collection in advance

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During the tenancy

- When do you start communicating about the upcoming recert?
- Is it only at the mandated 120 day noticing period?

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Communication is Key

Communication should be frequent and not just when required

- > What is the preferred method of contact?
 - > Use of electronic reminders
 - Email
 - ✦ Utilize Software platforms that can assist with auto-generated emails that are setup on a schedule
 - Text
 - ✦ Rent Café
 - ✦ Active building
 - > Required Social Events
 - ✦ Interactions about looking forward to seeing them at next recert.



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Recertification Letters

- > Recert letters
 - ✓ Do they state the actual appointment time?
 - ✓ Do they provide information on what to bring to the appointment?
 - Be Specific
 - ✓ Does it outline what will occur if there is noncompliance with the recertification process?
 - ✓ Provide information about arriving late to the appointment

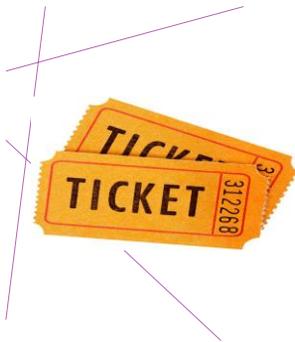
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Verifications

- Should be sent immediately to verifier
- Provide cover sheet to explain the what and why to verifier
- Save time; have fax cover sheets and emails pre-populated for most common requests
- Track your attempts

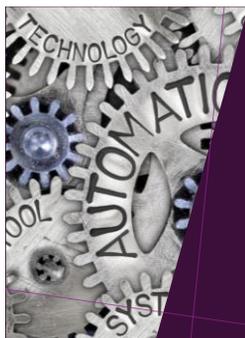
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Recert Packet Challenges

- Provide raffle tickets in each packet for small prizes
- Offer free pizza when dropping off packet
- Provide drawings for large prizes

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Automation

- ✓ The goal is to automate as much as you can
- ✓ The process is routine enough to automate using a residential platform or software such as Microsoft Access

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Enforcement

-  All leases should have a provision or addendum that details out a resident's obligation to recert.
-  Utilize the notice to terminate on non-HUD properties Cite to both the lease and regulatory provisions in the notice to vacate
-  Clearly state the effective date of market increase and the amount in **BOLD** (HUD)
-  Ensure your attorney understands affordable housing and the financial impact noncompliance can have on a site

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Takeaways

- Move in is critical to the success of annual recertifications
- Communication is vital
- Recertification letters should be clear and concise
- Enforcement & Follow Through

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Go out and be a master

Remember setting the expectation at the onset of tenancy is key



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