



## HCCP Distributor Spotlight: Jeffrey Promnitz

*Chief Executive Officer*  
Zeffert & Associates

Jeffrey has served as the first permanent Chief Executive Officer of Zeffert & Associates since the retirement of its founder in 2014. Under his leadership, Zeffert has sold and produced the largest volumes in the company's history, and each business — Compliance, Utility Allowance, Inspections and Training — has grown to serve more clients nationwide than ever before.

### **Question: How has the HCCP designation affected your career?**

Earning the HCCP designation has been instrumental in both professional development and personal enrichment. I truly enjoy my job, and because of this, I consider our associates and our clients my friends. The HCCP has therefore helped to forge a camaraderie with others that have achieved it. And, of course, it has contributed to my understanding of how tax credits flow from the very beginning of allocation to state agencies, through the QAPs, development and syndication, and down to the very important qualification of eligible households.

### **Question: What are your day-to-day responsibilities?**

A core priority of mine is to build strong relationships with the property managers, owners, syndicators and agencies that are responsible for compliance with the myriad and complex affordable housing regulations. I also believe in serving as an inspiration to those I work with, so I immerse myself fully in the growth and development of our associates. For our company to be trusted with speed and accuracy, I also invest heavily in our technological infrastructure to keep up with the sometimes fast-changing rules.

### **Question: What helped with your success in the LIHTC industry?**

Strong and sustained focus on the people, the process and the product is what has contributed to our growth. This has required a devotion to listening to our associates and our clients to understand what

success means to them, and from this, I can help shape our processes to deliver the right product. I also spend a lot of time reading industry publications and networking in groups.

**Question: What's your favorite hobby?**

Because I enjoy what I do so much and hardly consider it work, I spend a lot of my time thinking creatively about further improvements! Aside from that, I always have fun playing with my young son and squeezing in a run or bike ride outside.