



HCCP Distributor Spotlight: Jeffrey Promnitz

CEO
Zeffert & Associates, Inc.

Jeffrey is a CEO, adjunct professor, board member and motivational speaker. At Zeffert & Associates, his strategic direction is hyper-focused on the speed of compliance and training products, because it not only moves families quickly into homes, it is one of the best ways to maximize clients' ROI in communities.

He is very passionate about the advocacy efforts that trade groups make, including the National Association of Home Builders. He holds a master's degree in international business administration, a bachelor's degree in medical microbiology, and professional certifications in affordable housing, such as the Housing Credit Certified Professional (HCCP).

Zeffert & Associates offers Low Income Housing Tax Credit training, which prepares clients with the knowledge to pass the HCCP designation exam.

How has the HCCP designation impacted your career?

One of the earliest pieces of advice I was given was to obtain the HCCP designation and this is the same advice I give to everyone as well. When I moved into the industry, it sounded like this: *Study the housing credit program and earn the HCCP designation as soon as possible because it will give you the foundation for almost everything else you do.* It is true!

The HCCP designation has served as a building block for expertise through a range of compliance topics from household eligibility, to how credits flow; and from taxpayer obligations as an owner, to valuable insight of how other programs operate. I still have my first housing credit training manual and even refer to it from time to time.



How did you get into the LIHTC industry?

Like many others, I landed in this industry by happenstance. There was an opportunity to join a well-established company in St. Louis that was in need of merger-and-acquisition experience. Every organization that wants to keep growing eventually reaches a critical mass that requires innovation to the strategic plan in order to account for changing landscapes, opportunities, and new generations of staff.

Having M&A experience on a national level, and with our company's namesake retired, I was charged with implementing a new vision for Zeffert & Associates that also yielded profitable results. Since that time (many years on at this point), our associates have delivered more compliance and training services each year than the one before, which not only means we have made an extraordinary impact on families everywhere, but our profitability has skyrocketed more than 2,500%!

What are your day-to-day responsibilities?

The most important part of my job is creating a place where our associates absolutely love every minute that they are on the job. I believe a big part of this is empowering everyone around you with the tools and knowledge to be the best they can be and in an atmosphere that truly feels like community. Not every day is easy, but we do adhere to a belief that if you love what you do, then success will always follow, and I'd like to think that this mindfulness is what has earned Zeffert the distinction of being a "Best Place to Work" by the Business Journal.

To this end, every day I am working toward new, innovative resources for our internal teams and for partners in the field. For example, over the last few months we have developed and rolled out inspections software that delivers on the new NSPIRE. Concurrently, I have been working on HOTMA learning sessions, not only as training programs for clients, but as best practices with stakeholders and trade groups. Both of these major changes will impact the LIHTC industry, and our work will never end because it's the nature of constantly changing regulation.

What helped with your success in the LIHTC industry?

Investing in education, and if you have the capacity, do it for others, too. This is the best way to enable success. It is easy in our industry to feel great about what we do so long as you have a mindset of making learning fun. Maintain a constant pursuit of knowledge no matter what your role is in this business. From newcomers to veterans, leasing specialists to executives, I recommend the same thing,



which is to read as much as you can every day. This can be as simple as subscribing to IRS newsletters and as complex as enrolling in advanced courses. I am constantly asking myself what I can learn next.

What's your favorite hobby?

I keep myself pretty busy with work because I'm so passionate about it! When I do have free time, I like to sail, and it is usually aboard a 24-foot keelboat. Living in St. Louis, we don't have the ocean, of course, but there are massive lakes that make for great sailing because the wind can whip right across the plains. To me, there are few things that feel as free as having just the power of the wind to harness wherever it is that you want to go. It is a blessing I do not take for granted.