



Prince George's County Department of Housing and Community Development Creates New Initiative for Small, Local, Affordable Housing Developers

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Largo, MD — The Prince George's County Department of Housing and Community Development (DHCD) is expanding the affordable housing developer pipeline with the launch of an Emerging Developers Initiative to

expand opportunities for growing real estate development firms while strengthening the County’s ability to preserve quality, affordable rental housing.

“Through the initiative, DHCD will identify and support qualified Emerging Developers with an interest in acquiring, owning, operating, rehabilitating, and developing quality multifamily rental housing in Prince George’s County,” said Jonathan R. Butler, Director, Prince George’s County DHCD. “The initiative is designed to help local, small developers build experience, strengthen organizational and financial capacity, and gain access to opportunities that can support the long-term growth of their businesses.”

The initiative is intended to create a pathway for local, small, qualified developers to gain meaningful experience with multifamily housing preservation and development while contributing to the County’s affordable housing goals. By creating opportunities for emerging firms to participate in the County’s housing initiatives, DHCD seeks to broaden the pool of capable development partners and encourage the growth of targeted businesses within the real estate industry.

Request for Qualifications

DHCD is issuing a Request for Qualifications (RFQ) to establish a roster of qualified Emerging Developers—the Emerging Developers Roster of Responders.

Developers selected for the roster may be designated by DHCD as assignees or designees to exercise the County’s Right of First Refusal (ROFR) for eligible multifamily rental housing properties. The ROFR Program is an important tool for preserving affordable rental housing and protecting existing residents from the loss of affordable housing opportunities. [Learn more about DHCD’s County Right of First Refusal \(ROFR\) Program](#)

DHCD’s Request for Qualifications (RFQ) for the Emerging Developers Initiative application will open on **Monday, October 26, 2026**. It can be found on the DHCD Emerging Developers Initiative web page. To introduce the Initiative and share key information about the RFQ process, DHCD will host a webinar on **Thursday, November 12, 2026 at 11:00 a.m.** The webinar will provide an overview of the Initiative, explain the application requirements, and give potential applicants an opportunity to ask questions. The deadline for question submission is Thursday, **November 19, 2026 at 5:00 PM**.

RFQ submissions are due by **5:00 p.m. on Friday, December 4, 2026**. Details on the Emerging Developers Initiative can be found on the [DHCD website](#).

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Aisha N. Braveboy
County Executive



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