



Centralized Property Engagement through Technology-Enabled Service

Mike Shore
President / CEO

Our Why

WE BELIEVE

INDIVIDUALS, FAMILIES AND COMMUNITIES **ARE SAFER, HEALTHIER AND STRONGER** WHEN EVERYONE HAS A HOME.

AT HOM **WE ARE DEDICATED TO BUILDING COMMUNITIES** **WHERE THE PROMISE OF HOME IS A REALITY FOR EVERYONE.**

How We Do It

Think of HOM as an HHA – A **Homeless** Housing Authority that operates **scattered site, tenant based** rental assistance programs

- **PSH** – CoC Program (1,600), State Appropriation for those with Serious Mental Illness (2,300)
- **RRH** – CoC, ESG, HTF, SSVF, Private, etc. (Approximately 600)
- **Mainstream** – HCV for disabled households (194)



Our Partners



What We Do

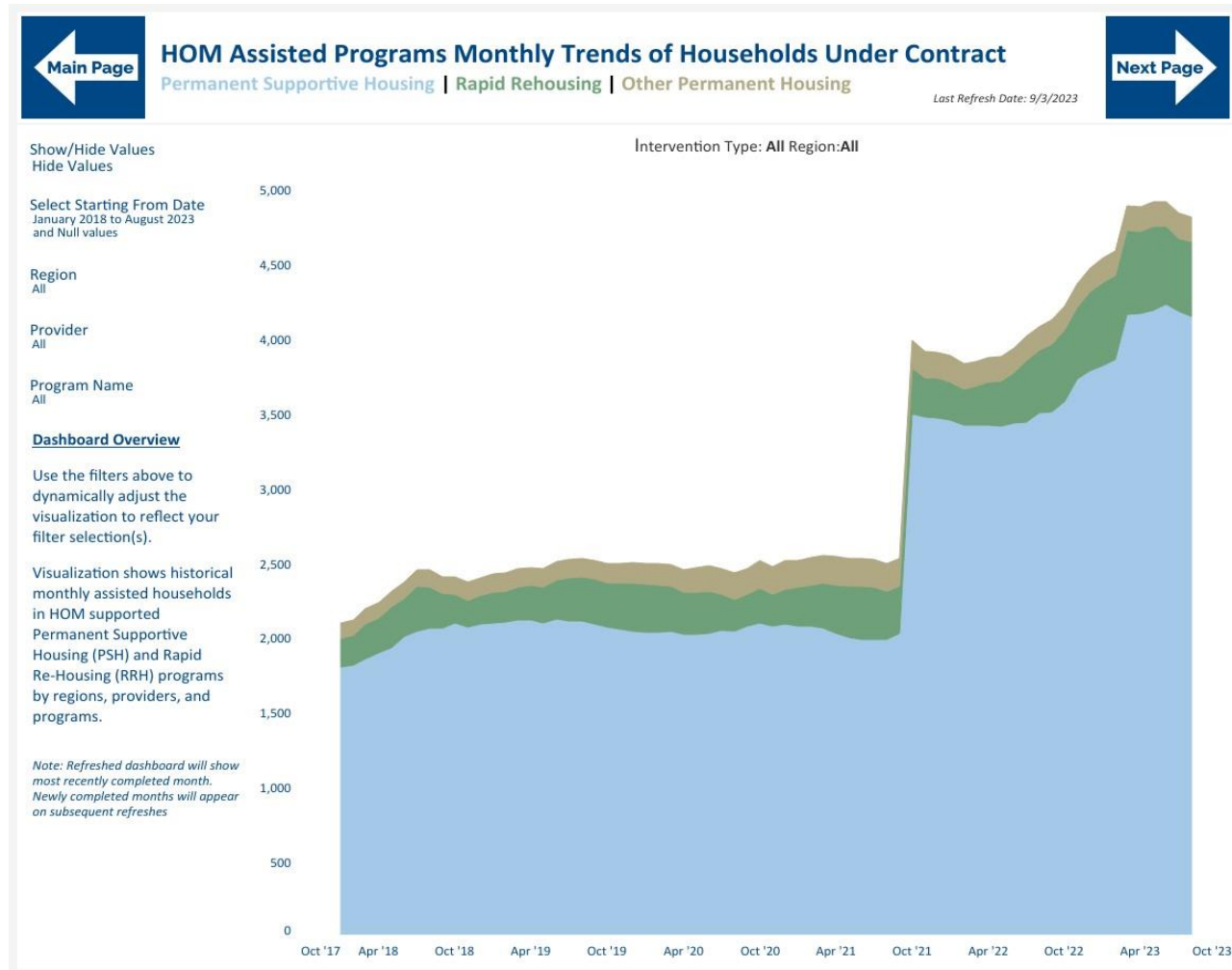
HOM centralizes the rental assistance administration and related housing program operations for **permanent** housing programs for individuals and families experiencing *homelessness* and *housing instability*.



HOM: Landlord engagement + rental assistance administration + related housing program operations management

Partners: Housing stability case management and supportive services

4,500 households, \$5.6 million in rental assistance paid monthly



The Need for Coordination and Centralization

Significant **regulatory** and **administrative** variation in homeless housing programs

Multiple providers, housing program interventions, program models with varied **capacity** and **capabilities**

Leads to **lack of consistency** or standardization of housing program operations

- Silo at HUD between PIH and CPD starts at HQ and runs through the field

CoC governance issues – makes **accountability** and **system performance** challenging

All of this shows up in landlord engagement efforts



Property Engagement and Housing Search: Two Separate but Interrelated Concepts

Property Engagement is the cumulative efforts of rental market research, outreach and education, recruitment, incentivization, and retention of landlords to expand housing opportunities for people experiencing homelessness.

Housing search assistance is the support provided to individuals and families to identify and secure safe, affordable, and accessible housing that meets their needs, and could include:

- Information sharing about available rental opportunities in the community
- Transportation to and accompaniment in viewing rental units
- Assistance with applications for tenancy
- Advocacy for reducing tenant screening criteria
- Successful lease execution and move-in

Centralized Property Engagement in Maricopa County, Arizona

threshold

The logo graphic for 'threshold' consists of three horizontal bars stacked vertically. The top bar is orange, the middle bar is light blue, and the bottom bar is a darker blue. A small white dot is positioned above the top bar, centered under the letter 'h'.

Threshold is....

Maricopa County Regional
Continuum of Care's centralized
property engagement service

The common table for owners,
operators, tenants, providers,
and the community

The nexus for available units and
qualified applicants



What's in it for Property Owners?

- Financial **incentives**
- **Assurance** that rental assistance paid on time, in full
- Dedicated **owner support team** & **24-hr support hotline**
- **Software** solutions for leasing property designed by and for property owners and managers
- **Financial resources** to keep property valuable and well-maintained



Financial Incentives

- New Landlord Partner
- Reduce Screening Requirements:
 - **Income**
 - **Past eviction record**
 - **Justice System Involvement**
- Reduced Rent from Market Rate for RRH

Incentive = 1.5 x Monthly Rent

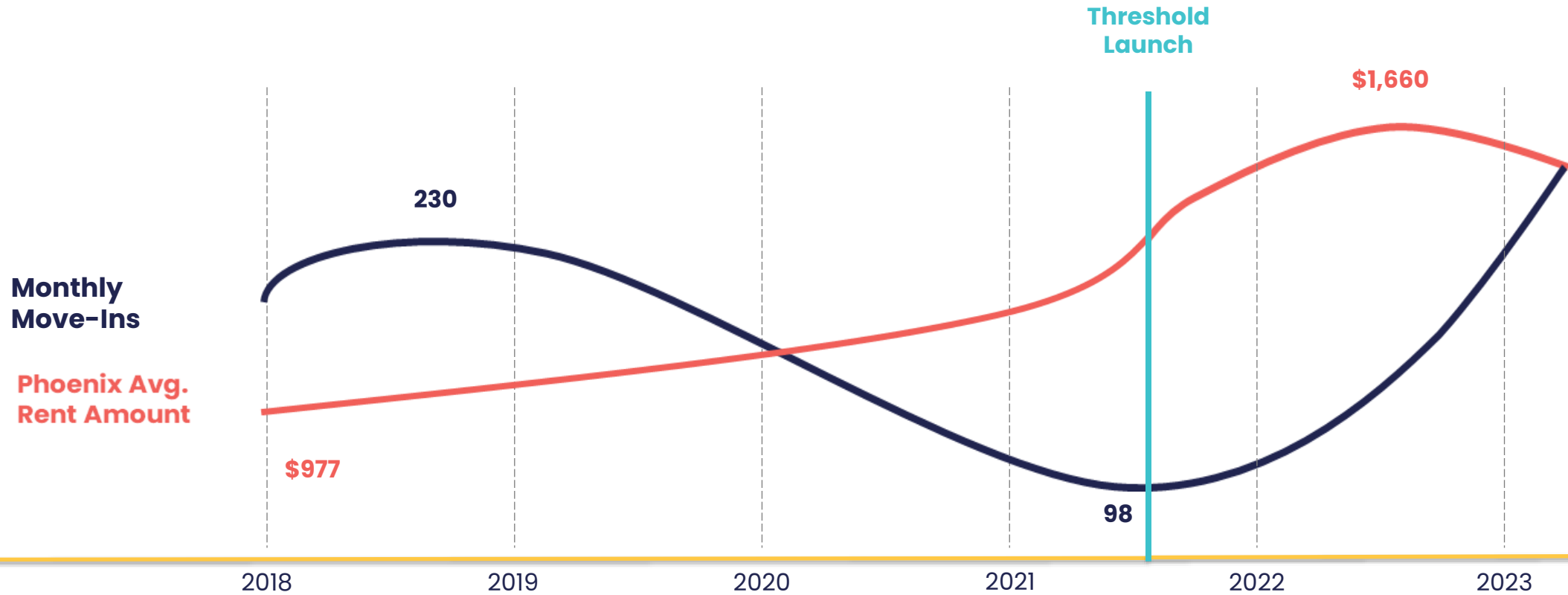
Risk Mitigation

- **Damage reimbursement**
up to 3 x Monthly Rent
 - Move-out charges
 - Unpaid Rent
 - Damages
 - Legal & Cleaning Costs
 - Cancellation Fees/Penalties
- **Vacancy Loss reimbursement**
up to 1 x Monthly Rent



Example: \$1,200 Contract Rent	Market Renter	Threshold Renter
Incentive	0	\$1,800
Application Fees + Deposits	\$2,100	\$2,100
Rent/Rental Assistance	\$14,400	\$14,400
Move-Out Loss Protection	0	\$1,800
Vacancy Loss Protection	0	\$1,200
Total Rent and Risk Mitigation	\$16,500	\$21,300

Threshold's Impact on Move-Ins





Year One Highlights

Achieved full utilization of rental assistance budgets

89% Lease-up Success Rate, up from 65%

1,250 new move-ins enabled

Nearly **8,000 days** off the streets, out of shelters, or out of their back seats.

Year One Highlights

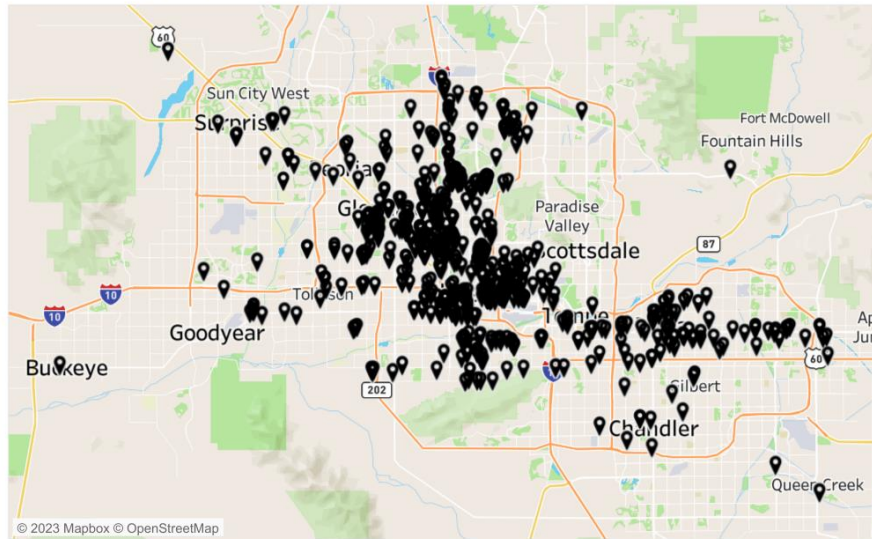
New Properties

1,036

Padmission Active Units Available

1,154

Threshold Property Location Map



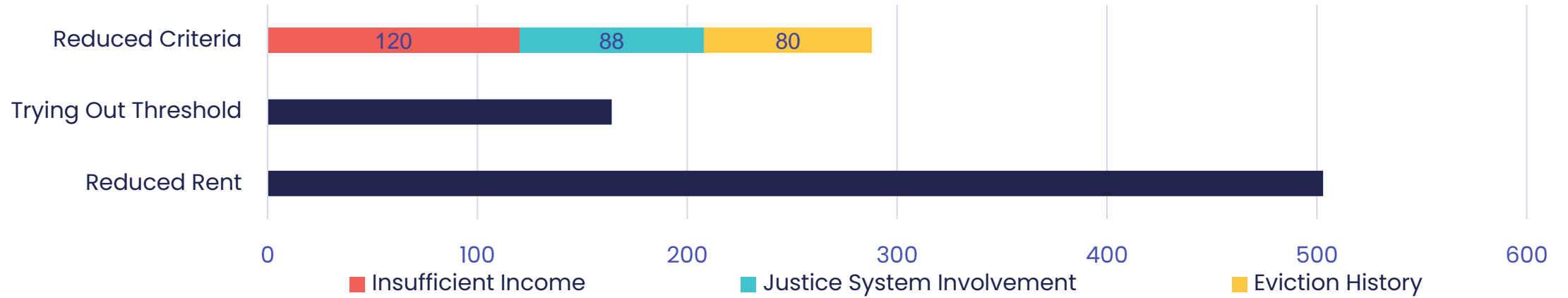
1,036 New Properties Accepting Rental Assistance programs

5 Cities to **16**

74 Zip Codes to **113**

92 Available Units to **1,154**

Incentives Invested





threshold |  **HOM**

Together, we can ensure all stakeholders are active partners in solving homelessness because when all stakeholders are engaged in the solution, communities are best able to make this vision a reality.

The Five Critical Aspects of Successful Property Engagement



COMMIT - Vacant Rental Units Are Available

The Basics

In January 2020 , there were **580,466** people experiencing homelessness on our streets and in shelters in America. Most were individuals (70 percent), and the rest were people in families with children. They lived in every state and territory, and they include people from every gender, racial, and ethnic group. However, some groups are far more likely than others to become homeless.

<https://endhomelessness.org/homelessness-in-america/homelessness-statistics/state-of-homelessness/>

☆ Housing Inventory Estimate: Vacant Housing Units for Rent in the United States (ERENTUSQ176N)

Q4 2022: **2,760** | Thousands of Units | Quarterly | Updated: Jan 31, 2023

<https://fred.stlouisfed.org/series/ERENTUSQ176N>

There are
4.75
vacant rental units for every
1
individual experiencing
homelessness

BUILD - Communitywide System-Level Initiative

HUD Guidance

- A **proactive, affirmative** landlord engagement system is one of the most efficient means of increasing the supply of available rental units in your community.
- Landlord engagement needs to **function at a system level** across your community to:
 - Avoid duplicated or redundant engagement efforts
 - Ensure providers and direct staff are not competing against each other for limited resources
 - Communicate a clear and coherent message about the need to community members and landlords

RECRUIT - Property Engagement is Sales

- Homeless services organizations need to **sell** rental assistance programs to property managers and owners
- Key aspects of any successful sales operation include
 - Lead Management
 - Task Organization
 - Activity Reports for Management
 - Customer Feedback

Use a CRM

Lead Management

- Track all potential and current property management partners
- Record every outreach activity and update lead status
- Assign sales staff to build better relationships and reduce overlap

Property Managers
+
Kevin McKee ▾

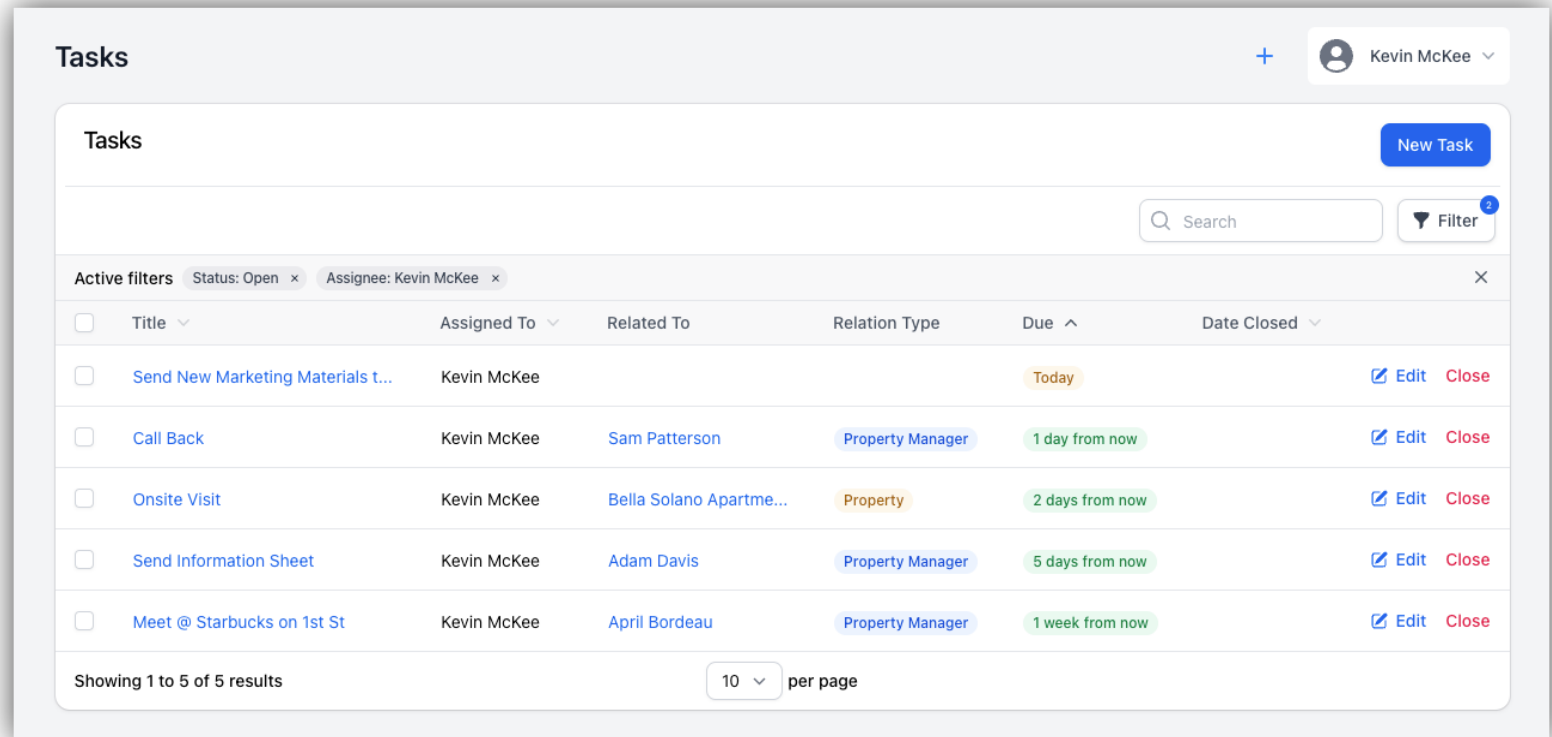
Property Managers
↓ Export
Create Property Manager

Filter

Name ▾	Status ▾	Properties ▾	Housing Locator ▾	Last Staff Note ▾	Last Login ▾	Created Date ▾
Carmen 602-675-0569	Accepted	1		4 hours ago	Never	03/30/2023 By: Nim Rovelo
Myrna Figueroa 480-573-5998	Accepted	1		5 hours ago	Never	03/30/2023 By: Nim Rovelo
Hamdi Abdi	Active	1	Kevin Francis	3 days ago	Never	03/22/2023 By: Kevin Francis
Lori Jernegan 480-222-0878	Lead	0		1 week ago	Never	03/20/2023 By: Nim Rovelo
Test Profile 480-246-9198	Declined	1		6 days ago	6 days ago	03/16/2023 By: Nim Rovelo
Annette Cascino 602-995-0981	Accepted	1		2 weeks ago	Never	03/16/2023 By: Nim Rovelo

Task Organization

- Build trust by doing what you said you would do
- Ensure follow-ups are not missed, even when there is staff turnover or unexpected absence
- Provide management oversight into activities and timeliness of follow-ups



The screenshot shows a 'Tasks' interface for user Kevin McKee. It features a search bar, a filter button, and active filters for 'Status: Open' and 'Assignee: Kevin McKee'. The task list includes columns for checkboxes, titles, assignees, related parties, relation types, due dates, and date closed. Each task has 'Edit' and 'Close' options.

<input type="checkbox"/>	Title	Assigned To	Related To	Relation Type	Due	Date Closed	
<input type="checkbox"/>	Send New Marketing Materials t...	Kevin McKee			Today		Edit Close
<input type="checkbox"/>	Call Back	Kevin McKee	Sam Patterson	Property Manager	1 day from now		Edit Close
<input type="checkbox"/>	Onsite Visit	Kevin McKee	Bella Solano Apartme...	Property	2 days from now		Edit Close
<input type="checkbox"/>	Send Information Sheet	Kevin McKee	Adam Davis	Property Manager	5 days from now		Edit Close
<input type="checkbox"/>	Meet @ Starbucks on 1st St	Kevin McKee	April Bordeau	Property Manager	1 week from now		Edit Close

Showing 1 to 5 of 5 results 10 per page

Customer Feedback

- Track what is important to your customers (property managers and owners)
- Maintain a successful relationship tailoring conversations around what is important to your customer.

Add Note / Change Status

Type * Housing Locator Date *

Accepted reasons

Signing Bonus Mission Love HOM

Stable Rent Occupancy

Description *

B *I* **Heading** **Subheading**

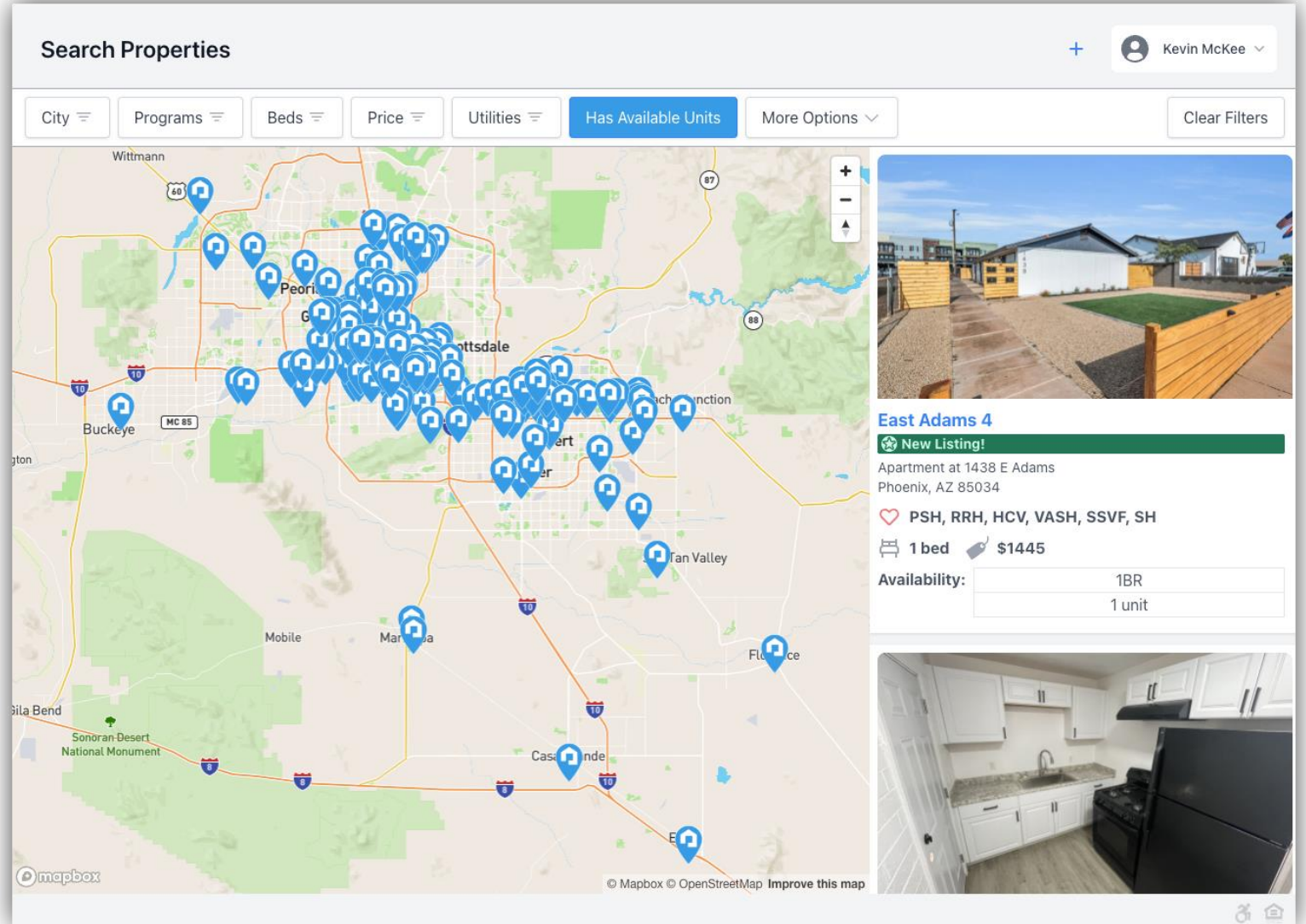
Add a Follow-Up Task

Title *

Type * Due date * Assigned to *

NAVIGATE

- Provide Case Managers and Housing Program Participants with search functionality
- Maintain up to date availability and property information



Search Properties + Kevin McKee ▾

City ▾ Programs ▾ Beds ▾ Price ▾ Utilities ▾ **Has Available Units** More Options ▾ Clear Filters

East Adams 4
 🌱 **New Listing!**
 Apartment at 1438 E Adams
 Phoenix, AZ 85034
 ❤️ PSH, RRH, HCV, VASH, SSVF, SH
 🛏️ 1 bed 💰 \$1445

Availability:	1BR
	1 unit

© Mapbox © OpenStreetMap Improve this map

MEASURE – Is Property Engagement Working?

- The ultimate measure is progress towards ending homelessness. However, Property Engagement is only one piece of that puzzle.
- To understand if Property Engagement is working, key items to measure include:
 - Number of property management partners
 - Number of properties
 - Total units at those properties
 - Available units at those properties
 - Incentive Success

Property and Unit Acquisition

- Properties and their available units over time
- Breakdown by city/county to ensure equity throughout community

Unit Acquisition Report
+ Kevin McKee

threshold
HOM
Unit Acquisition Report

From Date *

To Date *

Programs

Cities

Counties

Active only

[Update Report](#)

Choose your dates above and this button will generate an excel report for all the data within these dates.

[Generate Excel Report](#)

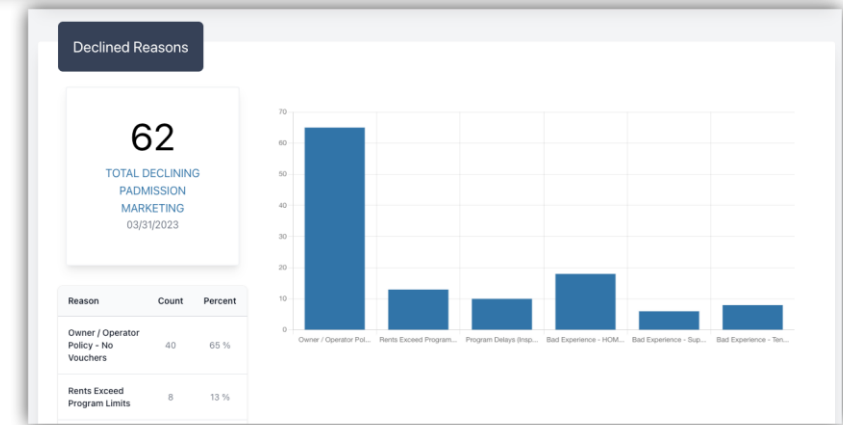
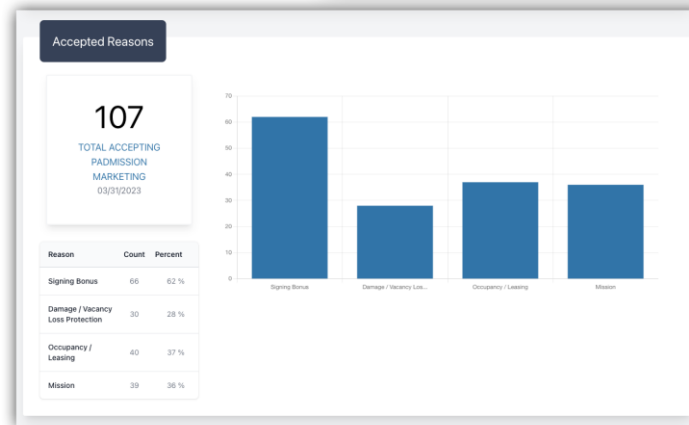
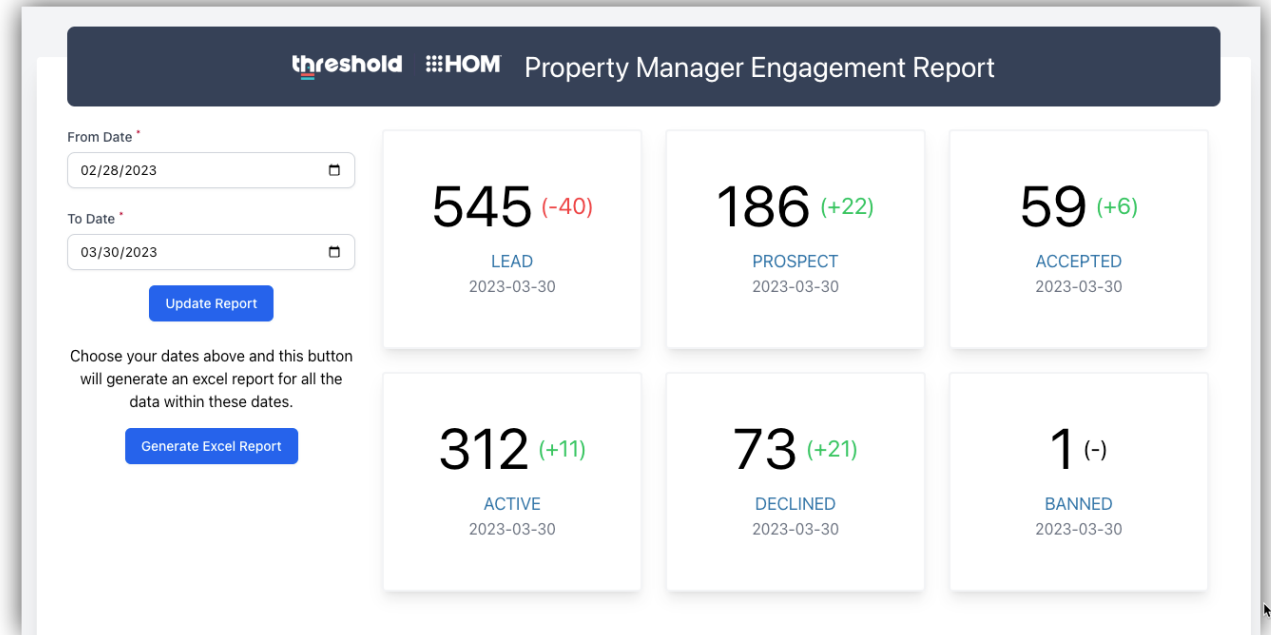
744		826		+82	
AVAILABLE UNITS		AVAILABLE UNITS		AVAILABLE UNITS	
02/28/2023		03/30/2023		02/28/2023 to 03/30/2023	
SRO	0	SRO	0	SRO	0
Studio	169	Studio	181	Studio	12
1 BR	271	1 BR	286	1 BR	15
2 BR	249	2 BR	297	2 BR	48
3+ BR	55	3+ BR	62	3+ BR	7

2075		2137		+62	
PROPERTIES		PROPERTIES		PROPERTIES	
02/28/2023		03/30/2023		02/28/2023 to 03/30/2023	
Active	529	Active	560	Active	31
Inactive	929	Inactive	962	Inactive	33
Prospect	617	Prospect	615	Prospect	-2
Updated	98.30%	Updated	95.54%	Updated	-2.76%
Recently		Recently		Recently	

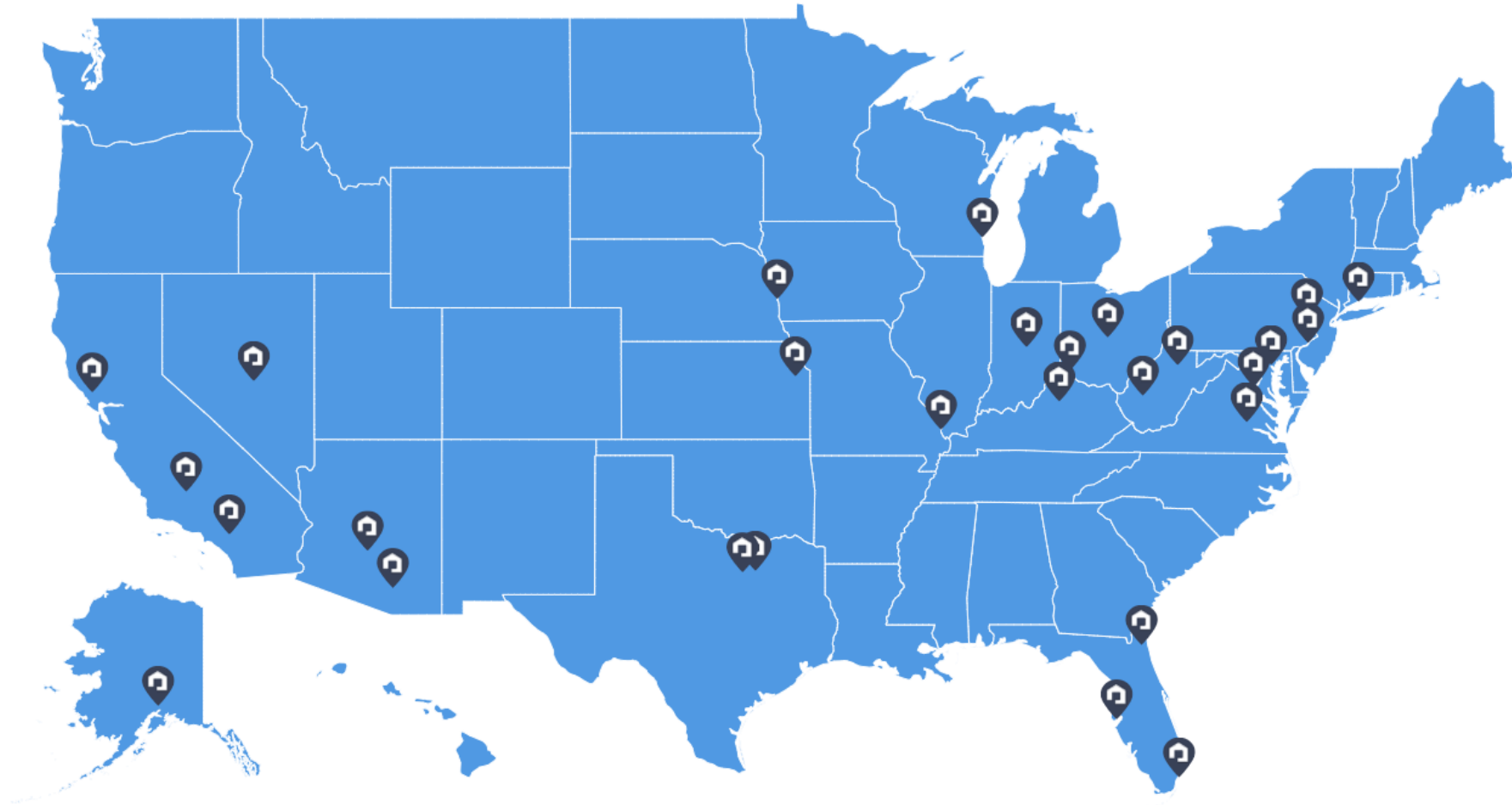
28

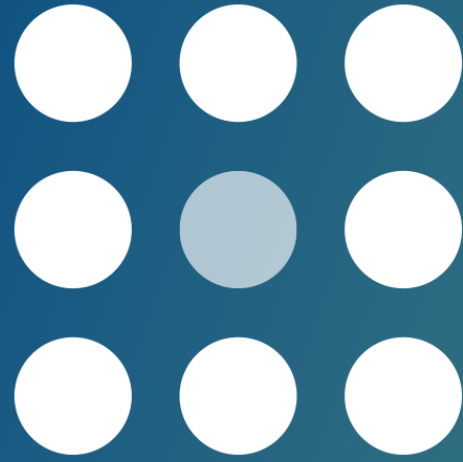
Property Managers and Owners

- Status of property manager partner recruitment over time
- Incentive success and opportunities for improvement



Padmission Customers





Thank You