Housing Navigation & Landlord Engagement

Connecting Housing-Ready Households to Housing Opportunities Through 901PLACE

Community Alliance FOR THE HOMELESS

October 2026

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901PLACE DEMO

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Who We Are

Community Alliance for the Homeless unites partners and coordinates a comprehensive response system to end homelessness in Memphis and Shelby County.

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What We Do

CAFTH is responsible for overseeing our community's Homelessness Response System.



Continuum of Care (CoC) Lead Agency

Community Coordinator & System Planner



CAFTH implements **Coordinated Entry (CES)** for our geographic region.

Housing Matchmaker



Homeless Management Information System (HMIS) Lead Agency

Data Overseer

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Housing Navigation and Landlord Engagement: 901PLACE

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Housing Navigation Process

Our partners and agencies are the key to successful housing.

- Identify housing that meets their needs
- Understand eligibility and affordability
- Navigate applications and documentation
- Address barriers to housing
- Maintain communication throughout the process
- Connect with landlords and property managers

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Housing Navigation Challenges

- **Limited affordable housing inventory**
- **Outdated vacancy information**
- **Difficulty identifying landlords willing to work with programs**
- **Multiple agencies contacting the same properties**
- **Lack of centralized housing information**
- **Communication gaps between providers and property managers**
- **Application and screening barriers**
- **Units becoming unavailable before a referral can be completed**

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Landlord Engagement

Landlord engagement is about building relationships.

Landlords and property managers need:
- Reliable communication
- Qualified applicants
- Clear information about housing programs
- A consistent point of contact
- Support navigating program requirements
- Confidence that someone will respond when an issue occurs

CAFTH works to:
- Identify potential property partners
- Introduce landlords to housing programs
- Verify housing information
- Connect landlords with housing navigators
- Provide ongoing support
- Communicate available resources and incentives
- Build relationships beyond a single placement

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901PLACE's Role

901PLACE connects the two sides of the housing process.

For Housing Navigators & Case Managers:

- Centralized property listings
- Searchable housing inventory
- Current property information
- Program and eligibility information
- Direct landlord/property manager connections

For Property Partners:

- One place to list available units
- Exposure to 30+ partner agencies
- Access to housing-ready referrals
- Direct CAFTH support
- Opportunities for networking and engagement

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Education is Key!



901PLACE Housing Programs Options

Depending on the household and program, rental assistance may be available to help support the lease.

RAPID RE-HOUSING (RRH)

- Helps individuals and families quickly move from homelessness into permanent housing.
- May provide **full or partial rental assistance.**
- Approved **payments may be made directly to the property** owner or management company.
- Assistance may continue for **up to two years per case, depending on program eligibility and available funding.**
- Assistance may **gradually decrease as the household assumes a larger portion** of the rent.
- Property partners agree to work with the household and supporting agency throughout the assistance period.

HOUSING CHOICE VOUCHER (HCV)

- Provides rental assistance through a participating Public Housing Agency (PHA).
- The PHA pays the approved subsidy directly to the property owner.
- The household is responsible for its required portion of rent.
- Properties and units must meet applicable program requirements.
- Property partners complete required PHA processes and documentation.

SHARED HOUSING

- Provides individuals with the opportunity to rent a room or share a home with other occupants.
- Each tenant has their own lease.
- May offer a more affordable housing option for individuals unable to secure an entire unit.
- Rent, utilities, shared spaces and occupancy arrangements vary by property.
- Property partners establish lease terms, house rules and payment arrangements in accordance with applicable requirements.

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901Property Listing & Client Entry - 901PLACE Platform

Connecting Property Partners with Trusted Housing & Community Partners

WHAT IS 901PLACE?

901PLACE is Memphis' first centralized housing coordination platform designed to streamline property listings, housing referrals, and client access across the Memphis and Shelby County.

The platform is designed to streamline communication and collaboration between property owners, property managers, housing providers, and community organizations through one centralized system.

Ready to Partner? Contact Kelcy Ramirez, CES Administrator

WHY 901PLACE MATTERS

901PLACE reduces:

- Delayed housing placements
- Duplicated housing search efforts
- Limited visibility of available units
- Administrative burden for providers and landlords

PROPERTY PARTNERSHIP SUPPORT & BENEFITS

Property partners may benefit from:

- Centralized vacancy listings
- Exposure to 30+ service agencies
- Reduced advertising and outreach costs
- Streamlined communication with providers
- Access to risk mitigation funding through programs

SYSTEM-LEVEL IMPACT

901PLACE supports:

- Increased visibility of housing inventory
- Reduced vacancy turnaround times
- Stronger landlord-provider coordination
- More efficient housing placement systems
- Enhanced cross-agency collaboration

COMMUNITY PARTNERSHIP OPPORTUNITIES

We are actively seeking property partners interested in collaborative housing solutions across Memphis & Shelby County.

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The 901PLACE Platform

901PLACE is a closed, internet-based listing system (ILS) exclusive to our CoC partners.

Building Partnerships	***Access Housing Resources***
Open Participation in CoC Activities	***Strengthen the Local Housing Network***

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Benefits For Case Managers

Through 901PLACE, only case managers and service providers can:

- Search properties using **basic and advanced filters**
- Identify units that meet household needs and program requirements
  - **Second Chance Landlords**
  - **Minimum Credit Score**
- Contact property partners on the platform to inquire about:
  - Property viewings
  - Application procedures

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Approving Tenants

Just as landlords would with a market tenant, they are able to use a standard application, tenant screening criteria, and approval process.

✓ Utilize standard rental application and screening criteria
✓ Our partner agencies determine eligibility for available rental assistance programs only. Screening for tenancy remains the landlord's responsibility.
✓ Properties select the tenant

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Tenant Support

Many programs provide financial rental assistance and client-centered supportive services designed to ensure housing stability and recovery.

SUPPORT MAY INCLUDE...

- Case Management
- Mental Health Treatment and Counseling
- Substance Use Treatment
- Skills training and development
- Health education
- Employment assistance and socialization support
- & More!

Our goal is to increase tenant stability!

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Property Partner Support

PARTNERS HAVE ACCESS TO A DEDICATED TEAM FOR SUPPORT WITH:

- *Housing Quality Standards*
- *Mitigation Claims*
- *Fair Market Rent & Rent Reasonableness*
- *Property Partner Questions*

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Risk Mitigation Funds - A Success Story

Some programs provides up to $1,000 in additional risk mitigation coverage after the security deposit has been utilized.

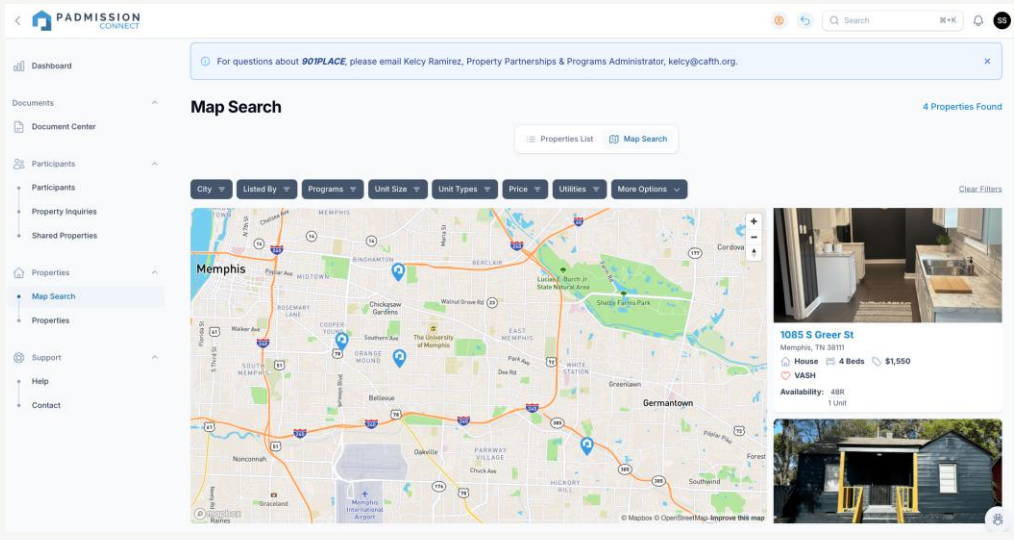
CAFTH has not had a single property owner need to access those funds.

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Let's take a brief look at 901Place

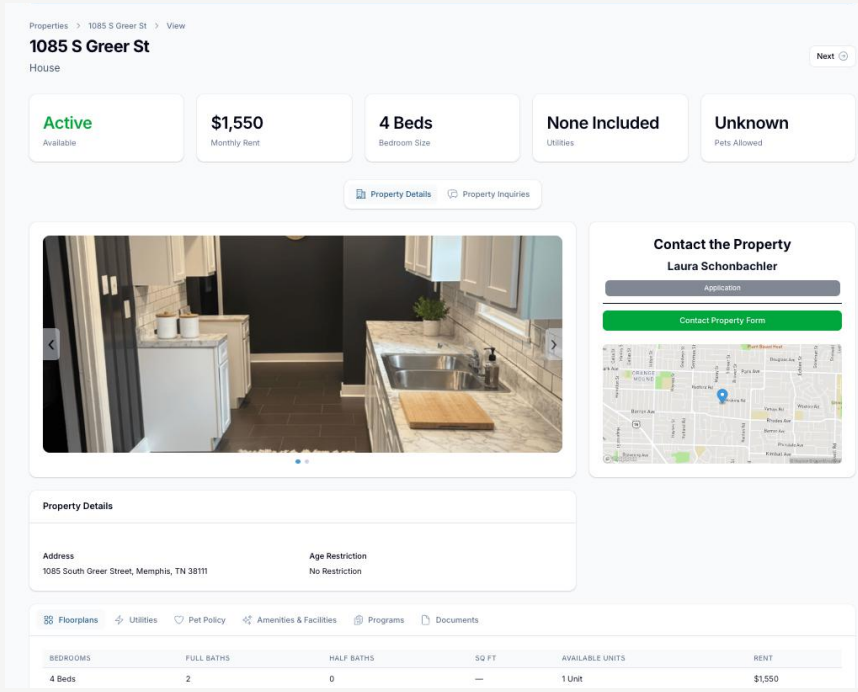
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Map Search and Filter



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Property Example



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901PLACE Success

Making participation easier and more efficient over time

Listening to landlord, case manager, and participant feedback

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Questions?

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Thank you!

For further questions or requests for additional resources, please reach out to Kelcy Ramirez Coordinated Entry Administrator at

kelcy@cafth.org

or visit us at

www.CAFTH.org



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Let's get a meeting on the books!

Scan the QR code to book your onboarding meeting for 901PLACE.

Email me to set up a time: 901place@cafth.org

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