



# Nevada's FREE Housing Locator Service

Supported by





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## **NVHousingSearch.org**

Advisory Committee Meeting  
September 30, 2015  
10:00 a.m. – 11:30 a.m.

### **Nevada Housing Division, Betsy Fadali**

Welcome & Introductions  
Special Mentions – Emphasys & HUD 811

### **Socialserve.com, Sheila Roberts**

One Year Anniversary!!  
Program Status Update and Projections  
Special Needs Housing Module and Demonstration

### **Nevada Housing Division & Socialserve.com**

Reporting Needs  
Trainings and Presentations  
Testimonials  
Media & Promotional Opportunity Discussion  
Other Feedback

### **Nevada Housing Division**

Meeting Calendar/Adjourn



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## **Emphasys Partnership**

- August, 2015 - Emphasys Software acquired the technology assets of Socialserve.com and hired key personnel related to the building and delivery of the solution.
- Socialserve.com will continue to work closely with Emphasys through an ongoing partnership that will allow Emphasys to extend the technology offering and amplify the Socialserve.com nonprofit mission. This partnership will provide a foundation that Emphasys and Socialserve.com plan to build on for years to come.



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**emphasys**  
SOFTWARE



**Owns and Maintains:**  
**Sales, Marketing and Software**

- Administration
- Proposals
- Contracting
- Marketing
- Design
- Operations
- Hosting
- AP/AR

**For the:**

- Housing Locator
- Rent Reasonableness
- PAIR (811, screening, wait list, etc.)
- Facilities Locator
- Compliance Polling
- Special Projects

**Owns and Maintains:**  
**Call Center Support**

- Outreach, training, service and support

**For the:**

- Services acquired by Emphasys

**And:**

- Administration
- Proposals
- Contracting
- AP/AR

**For call center specific tasks  
outside of Emphasys such as:**

- Application completion (HHF, etc.)
- Phone surveys
- Disaster recovery efforts



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## **HUD Section 811 Project Rental Assistance (PRA) Opportunity**

- Nevada Housing Division and Socialserve.com have begun discussions to help administer the Nevada Section 811 award through the Socialserve.com P.A.I.R. module.
- The Section 811 PRA program enables persons with disabilities who earn less than 30 percent of their area's median income to live in integrated, affordable housing. State housing agencies and their state Medicaid and Health and Human Service partner agencies identify, refer, and support target populations of persons with disabilities who require community-based, long-term care services to live independently.



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## **One Year Anniversary**

Thank you for all your help in a making a successful first year for NVHousingSearch.org!





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Silver State Spotlight – September 1, 2015



## **Spotlight on NV Housing Division's 40<sup>th</sup> Anniversary, Online Housing Locator Success**

Governor Sandoval each week recognizes exceptional achievements, successful programs and initiatives, and a standard of excellence in the work that is being done every day in state government in Nevada. In this week's *Silver State Spotlight*, the Governor applauds the Nevada Housing Division on 40 successful years of serving Nevadans who are searching for affordable housing assistance, and highlights the outstanding results of the Division's online housing locator service, which is helping to connect Nevadans with 21<sup>st</sup> century tools and resources to meet their housing needs.

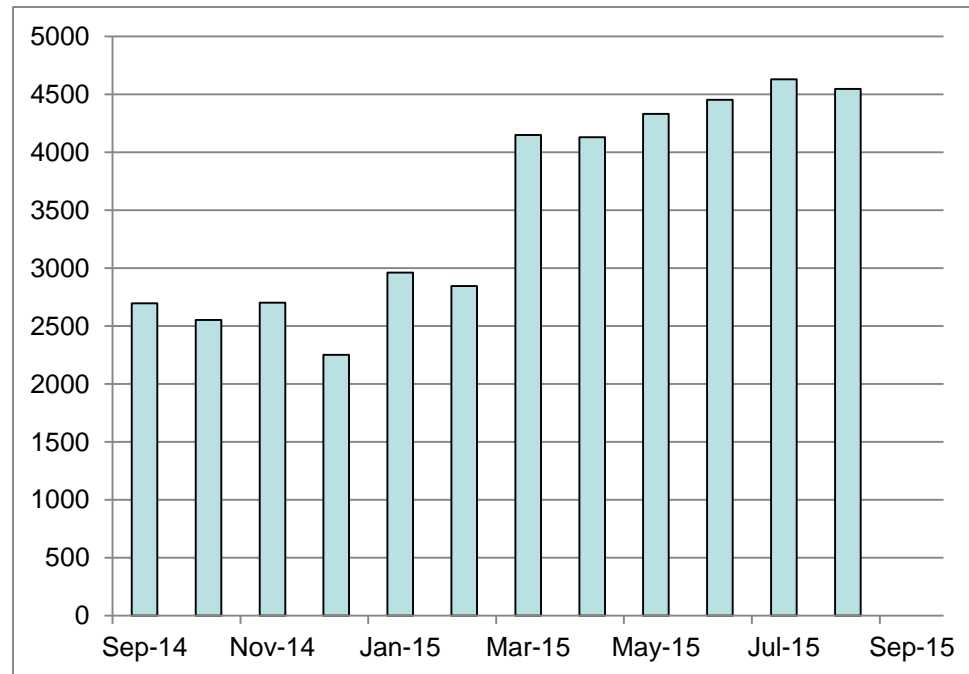
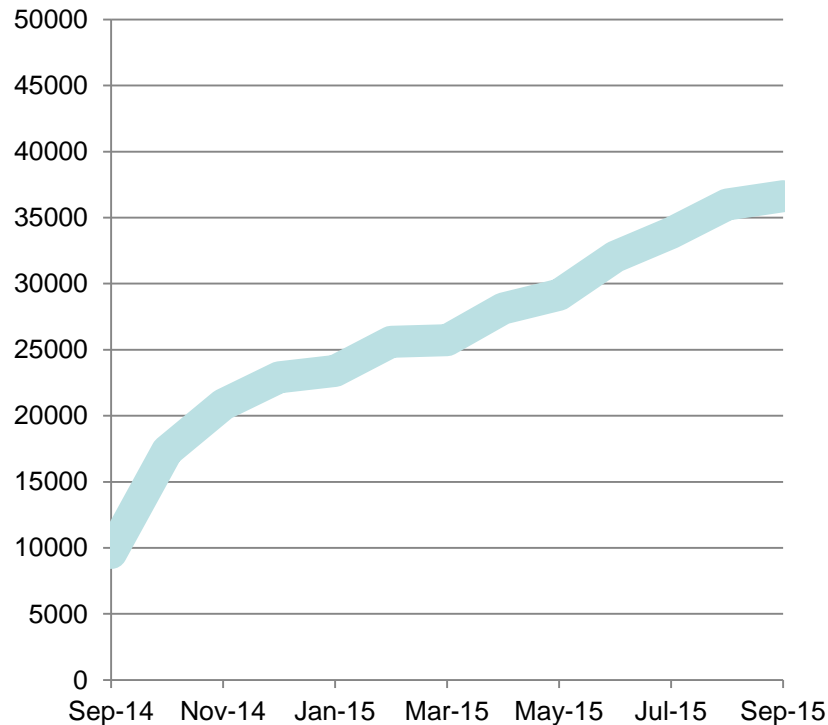
In 1975, the Nevada Legislature created the Nevada Housing Division (NHD) to ensure that low- and moderate-income persons and families were able to access safe, decent, and sanitary housing options. NHD has successfully achieved this mission for 40 years, and the NHD team remains committed to providing affordable housing solutions that make a positive difference and enhance the quality of life for all Nevadans. Over the past four decades, NHD has been at the helm of state efforts to meet one of the most basic and fundamental needs felt in our society, and the Division continues



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# Stats Update and Projections

**Over 36,000 housing units & almost 45,000 searches!**







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# Google Analytics June - September

Sessions

12,677



Pageviews

68,806



Avg. Session Duration

00:04:32

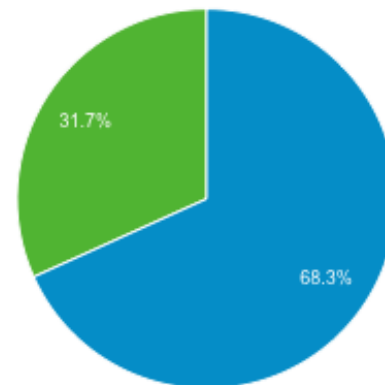


% New Sessions

68.24%



■ New Visitor ■ Returning Visitor





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- - 10,000 + Units
- - 500-9,999 Units
- - 250-499 Units
- - 100 - 249 Units
- - 1 - 99 Units
- - No Units



Region	Estimated % of total multi-family units listed
CLARK	11%
WASHOE	24%
CARSON	26%
ALL OTHER	39%
<b>NV Total</b>	<b>14%</b>



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## **Service Provider/Restricted Access Portal**

- Restricted Access allows approved agencies to search for those listings that serve specific populations, including Frail & Elderly, and Veterans
- For confidentiality reasons, the general public can not search by these designations, which are indicated privately by the landlord during the listing process
- Restricted Access allows case managers to design and save search criteria as they look for properties; notification is sent when an available property matches the saved criteria
- Viability Assessment is conducted prior to granting agency access to measure inventory and determine outreach needs



# Landlord Registration Information

## Special Needs Populations: (private)

Help Your Community - Your Rentals Can Make a Difference

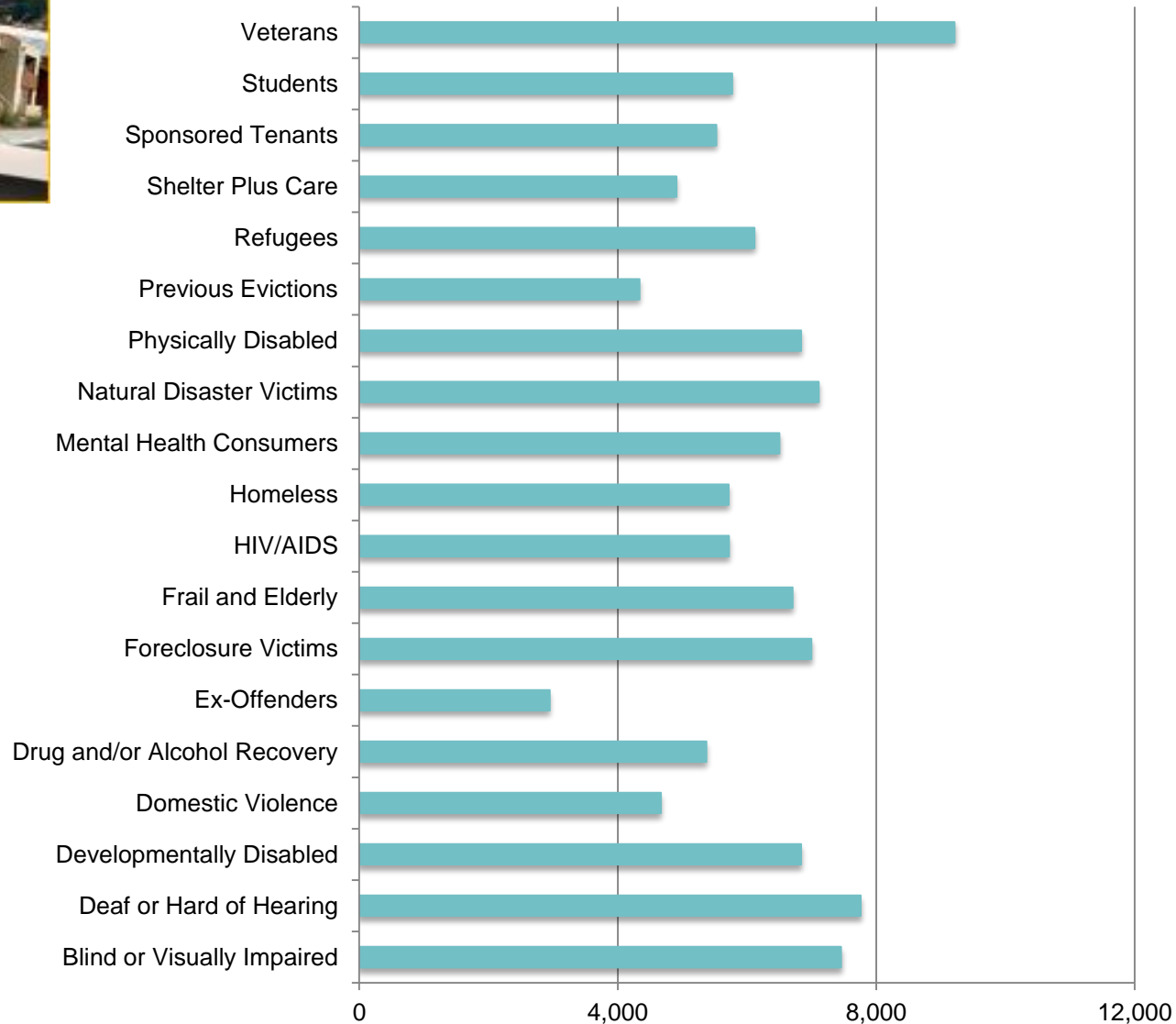
Selecting box(es) below will connect you with local agencies that serve individuals and families who may be facing housing barriers. This information is NOT publicly displayed and will only be available to authorized case workers with special search access.

Although the Fair Housing Act applies to ALL prospective tenants, selecting these categories may help you lease units faster and offer rewarding opportunities to work with area programs and tenants.

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Blind or Visually Impaired   | <input type="checkbox"/> Homeless                                | <input type="checkbox"/> Refugees                   |
| <input type="checkbox"/> Deaf or Hard of Hearing      | <input type="checkbox"/> Homeowners Impacted By Foreclosure      | <input type="checkbox"/> Shelter Plus Care [?]      |
| <input type="checkbox"/> Domestic Violence            | <input type="checkbox"/> Mental Health Consumers                 | <input type="checkbox"/> Sponsored Tenants [?]      |
| <input type="checkbox"/> Drug and/or Alcohol Recovery | <input type="checkbox"/> Natural Disaster Victims                | <input type="checkbox"/> Students                   |
| <input type="checkbox"/> Ex-Offenders                 | <input type="checkbox"/> Persons with Developmental Disabilities | <input type="checkbox"/> Transitional Age Youth [?] |
| <input type="checkbox"/> Frail and Elderly            | <input type="checkbox"/> Persons with Physical Disabilities      | <input type="checkbox"/> Veterans                   |
| <input type="checkbox"/> HIV/AIDS                     | <input type="checkbox"/> Previous Evictions                      | <input type="checkbox"/> All                        |



# Housing units listed as serving Special Needs Populations





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## **Reporting Needs**

**Data users so far: NHD, ADSD, City Neighborhood Services, MFP/FOCIS**

- **Listings and Property Details**
  - **Unit Accessibility Features**
- **Property Special Needs Populations**
  - **Search Criteria**
  - **Google Analytics**



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## **Trainings, Presentations & Promotional Events**

- Grant Administration Workshops, CDBG Annual Forum
- NevADA 25th Birthday Celebration!, Journey of Hope
- NVSAA Reverse Trade Show
- Nevada Disabilities Conference 2015
- RAAH update
- NNCIL training and outreach to rural counties
- Seeking Social Justice
- Outreach to Community Colleges, Veterans Organizations



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## Outreach to Hispanic Community

<http://noticias.entravision.com/las-vegas/2015/06/06/sitio-para-arrendamiento-en-internet/>

cada una serán invertidos en promocionar Las Vegas como un destino de bodas para Pappa señaló que la tarifa entrará en vigor en aproximadamente 10 días. (AP)

### **Abrieron sitio en internet para buscar vivienda en renta**

Es rápido y fácil de usar, implementado por NHD

Por **Rodrigo YÁÑEZ**

Nevada Housing Division (NHD) abrió un sitio en internet llamado NVHousingSearch.org para ayudar a los habitantes de Nevada a encontrar hogares de alquiler que se ajuste a su necesidad y a su bolsillo. Es rápido y fácil de usar. Los proveedores de propiedades pueden anunciar sus apar-

someter su información al sitio NVHousingSearch.org, agregó Hatem.

El servicio basado en internet, es una asociación entre Nevada Housing Division y Socialserve.com, ofrece capacidades de búsqueda y anuncios de alquiler completamente gratis.

Además de la página de internet, hay un centro bilingüe gratuito para llamadas







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## Public Access Spots

**Need a Place to Live?**



**Free search of rental listings in Nevada.**

No personal information required.

[www.NVHousingSearch.org](http://www.NVHousingSearch.org)

Or call toll free: 1-877-428-8844



*También disponible in español*

**¿Busca Vivienda de Alquiler en Nevada?**



**Encuentre su próximo hogar hoy utilizando nuestro localizador de vivienda GRATUITO!**

[www.NVHousingSearch.org](http://www.NVHousingSearch.org)

Llame a nuestra línea gratuita:

1-877-428-8844





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## “It’s Your City” Carson City Public Access TV



<https://www.youtube.com/watch?v=z3CrDaBQpfg>



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## Testimonials

Kelly McKeon, of Family TIES of Nevada wrote:

*Family TIES of Nevada is an information center for individuals and families with special health care needs looking for medical, emergency, transportation, respite, community, and health system resources including Medicaid and Katie Beckett Assistance, within the area. [NVHousingSearch.org](http://NVHousingSearch.org) has helped Family TIES assist various families within the community looking for housing. Thank you for such a user friendly guide for housing*



The site has already been recognized for its contribution to the state. Bruce Breslow, Director of Business and Industry, wrote that NVHousingSearch “is wonderful and offers the public a lot of great information and choices.” The site and call center’s accessibility for disabled persons has been especially valuable. Deborah Maijala, Rural Service Coordinator for the Northern Nevada Center for Independent Living wrote, “. . . there are very few websites that are actually accessible to individuals with sight impairments. The fact that your program is increases its value tenfold!” The site is also proving useful to the real estate community. Laurie Vance, vice president of Ovation Property Management, wrote, “Ovation Property Management has been using and recommends [www.NVHousingSearch.org](http://www.NVHousingSearch.org) to multi-family operators. It is truly a free web listing for your community and with the help of Socialserve your set-up and updates are painless.”

# Links to NVHousingSearch.org

Agencies are strongly encouraged to place links on their websites to NVHousingSearch.org.

1. Increases public awareness and access.
2. Directly improves search engine presence and web visibility.
3. Thank you to those who have already linked to us!!





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# Link example!

Home | subscribe to newsfeed | type size: A+ A- | | SHARE | English | Español

Residents | Visitors | Business | About Clark County | Elected Officials | Services | Departments

Search  Monday, April 27, 201

**erpayments**

Clark County > Departments > Administrative Services > Community Resources Management > Services > Affordable Housing List

Quick Look-up

I Want To...

Most Popular

Comm Res Mgmt.

- Department Home
- Services
- Forms
- Contact Us
- About Us
- Fair Housing
- Grants by Name
- Consolidated Plan Docs

## Community Resources Mgmt: Services

### Affordable Housing List

The State of Nevada Housing Division maintains a directory of all affordable family and senior housing developments in Southern Nevada. Please click on the link below to access this information. The free service available through NVHousingSearch.org should assist you in your search.

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A free service to list and find rental housing across Nevada

[Affordable Housing Resources Link](#)



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# Web Presence Optimization

Directly improves search engine presence and web visibility!



Tweets Tweets & replies Photos & videos

**NV Housing Division** @HousingDivision · Apr 15  
Find your next rental home using our FREE housing locator today!  
[NVHousingSearch.org](http://NVHousingSearch.org). Search and list for FREE!



View more photos and videos

**NV Housing Division** @HousingDivision · Apr 1  
Looking for rental housing in Nevada? Check out [NVHousingSearch.org](http://NVHousingSearch.org)! It's easy and its FREE!

**NV Housing Division** @HousingDivision · Mar 17  
NHD is pleased to announce the release of the 2014 Affordable Housing Survey "Taking Stock". Get your copy today:  
[housing.nv.gov/resources/Reso...](http://housing.nv.gov/resources/Reso...)

**NV Housing Division** @HousingDivision · Mar 9  
Finding a rental in Nevada is so easy! Check out the FREE housing locator today! [NVHousingSearch.org](http://NVHousingSearch.org)

# \*\*\*Coming Soon\*\*\*

## NEW Training Link on NVHousingSearch.org



The image shows a screenshot of the TXHousingSearch.org website. At the top right, there are links for 'Login', 'English', 'Español', and a 'Select Language' dropdown. The main header features the TXHousingSearch.org logo, which includes a house icon with a star and the text 'TXHousingSearch.org A Free Service to Find and List Housing'. Below the header is a navigation menu with the following items: 'Home', 'Find - Coming Soon', 'List Housing', 'Info and Links', 'Trainings', 'About Us', and 'Contact Us'. The 'Trainings' link is circled in red, and a red arrow points from the text above to it. The main content area has a background image of a longhorn cow. On the left, there is a welcome message: 'Welcome to TXHousingSearch.org, a free, easy-to-use resource to help you navigate the search for rental housing in Texoma and Ark-Tex. Property providers can post apartments, condos, houses, accessible units and more for rent at any time on this regularly updated listing. Search by your specific needs and budget to find the perfect place for you.' Below this is a call to action: 'Landlords, please begin listing right away! This website will be live to the public for searches in October 2015.' On the right side, there are five blue buttons with icons and text: 'Find - Coming Soon', 'List a Home to Rent', 'Info and Links', 'Find Veterans Housing - Coming Soon', and 'List Housing for Veterans'. At the bottom, there is a collage of polaroid-style photos showing various people and housing-related scenes.



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## Promotional Opportunities Discussion

- Outreach materials distribution
- Opportunities and events to promote the service (conferences, meetings, luncheons, fairs, association meetings, quarterly/annual events)
- Training Link soon to be added to website!
- Trainings and webinars are always free
- Publications for news pieces (eNews, ListServes, newsletters, public service announcements)
- Email signature: consider signature such as, *"Looking for affordable rental housing? Check out NVHousingSearch.org, Nevada's FREE listing and locator service!"*





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## **Contact Us**

for more information and  
free trainings for staff

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