



# Nevada's Free Housing Locator Service



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A FREE SERVICE TO LIST AND FIND RENTAL HOUSING ACROSS NEVADA

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## **NVHousingSearch.org**

Advisory Board Meeting

7/19/2016

10:00 a.m. – 11:30 a.m.

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

Welcome & Introductions

New NVHousingSearch.org Features

### **Emphasys Software, Sheila Roberts**

Program Status Update

Reporting Enhancements

### **Clark County, Kristin Cooper**

### **Emphasys Software, Sheila Roberts**

How NVHousingSearch.org can help place households in the Permanent Supportive Housing program

### **Betsy Fadali & Sheila Roberts**

Promotional Opportunities

### **Advisory Board Discussion**

Feedback, Comments & Suggestions

### **Betsy Fadali**

Closing Comments & Adjourn



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# Thank you to our Advisory Board!

Name	Organization	Name	Organization
Nancy Brown	Charles Schwab Bank	Jeni Chavez, Crystal Kleidosty	Nevada Rural Housing Authority
Gilbert Medina	City of Henderson	Shelly Cochran	Nevada State Apartment Association
Earlie King	City of Las Vegas	Matt Flemming	Northern Nevada Community Housing Board
Lorena Candelario	City of N. Las Vegas	Zanny Marsh	Northern NV American Red Cross
Des Craig, Elaine Wiseman	City of Reno	Rique Robb, Michelle Kau	Office of Aging and Disability
George Graham	City of Sparks	Laurie Vance	Ovation Development
Kristin Cooper	Clark Co.	Amy Jones	Reno Housing Authority
Palisa Sturgis	Division of Health Care Financing and Policy	Katherine Knister Zook	Silver State Fair Housing
Debbie Warner	Gaston and Wilkerson	Mr. Dwayne Alexander, Laure Raposa	Southern Nevada Regional Housing Authority
Jean Barrette	Governor's Office for Economic Development	Erick Willrich	Washoe County Social Services
Sherry Manning	Governor's Office on Developmental Disabilities	Missy Pollender	WestStates Property Management
Phyllis Hargrove	HUD, Las Vegas Regional Office		
Sharath Chandra, Steve Aicroth, Denise Cox, Betsy Fadali, Josie Hatem and Francine Lebrato	Nevada Housing Division		



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## **New Features!**

- Brand New Look
- News and Blog
- Veterans Resources
- Search Engine Optimization



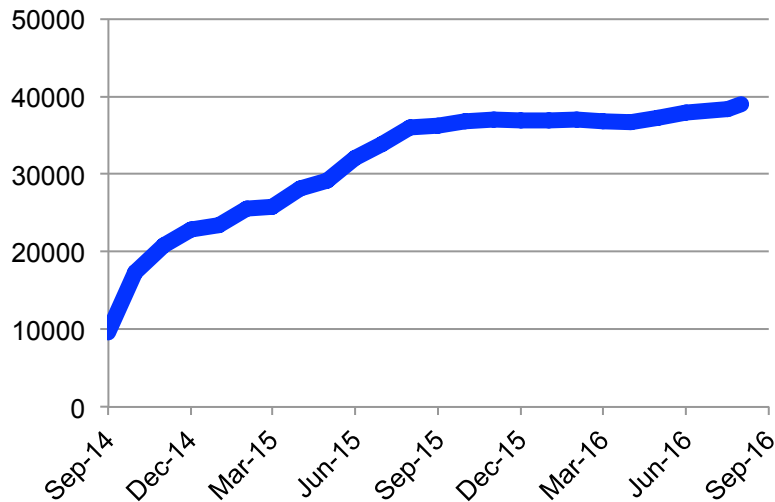
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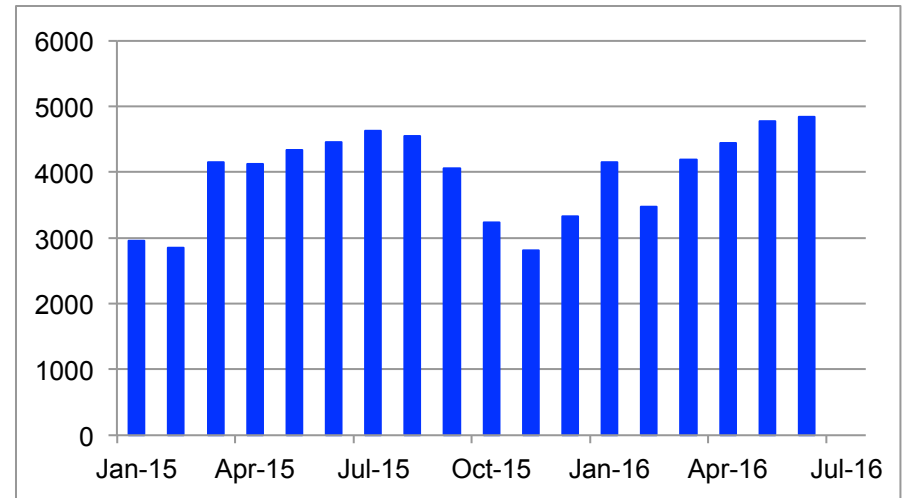
## Stats Update and Projections

Almost 39,000 housing units listed & over 75,000 individual searches!

Number of Units



Number of Searches





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## Google Analytics

We track thousands of new and returning visitors that visit the service!



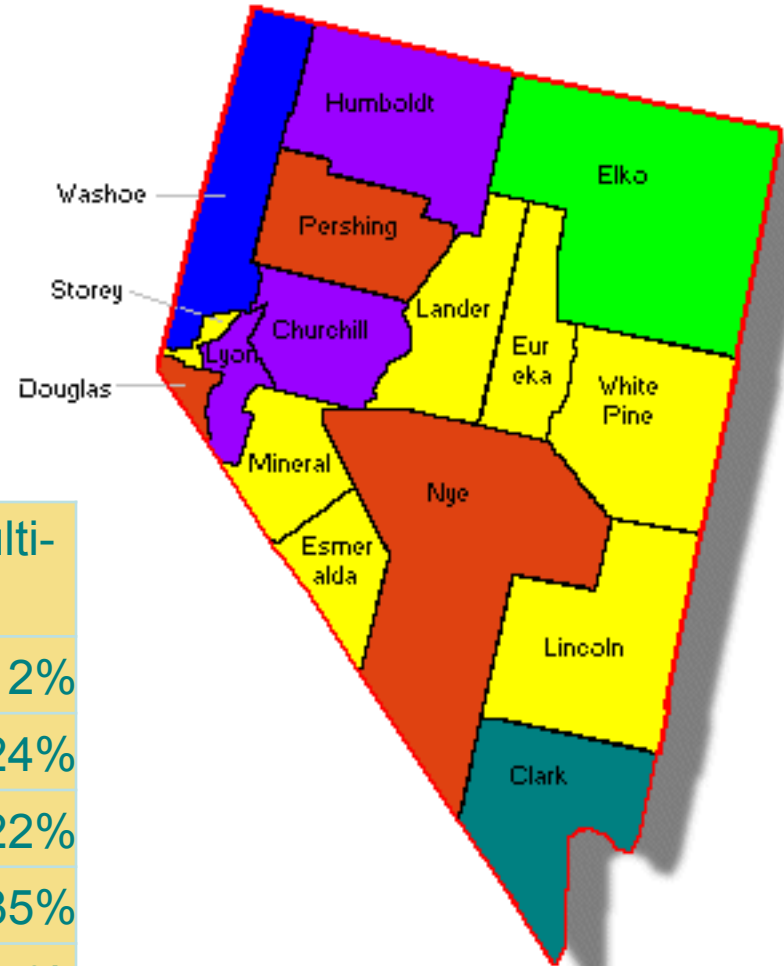


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- - 25,000+ Units
- - 1,000 - 24,999 Units
- - 500 - 999 Units
- - 200 - 499 Units
- - 75 - 199 Units
- - less than 75 units



Region	Estimated % of total multi-family units listed
CLARK	12%
WASHOE	24%
CARSON	22%
ALL OTHER	35%
<b>NV Total</b>	<b>14%</b>



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## Reporting Enhancements - Subsidized Property ID

Two ID numbers were added behind the scenes to track and report on subsidized and affordable properties:

1. tax credit property designation – 80% of properties listed!
2. Internal database designation of subsidized properties including:
  - » Tax credit properties
  - » HUD properties
  - » USDA properties
  - » Public Housing Authorities





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## **How NVHousingSearch.org can help place households in the Permanent Supportive Housing Program**

- Program requirements
- NVHousingSearch.org Special Needs Services

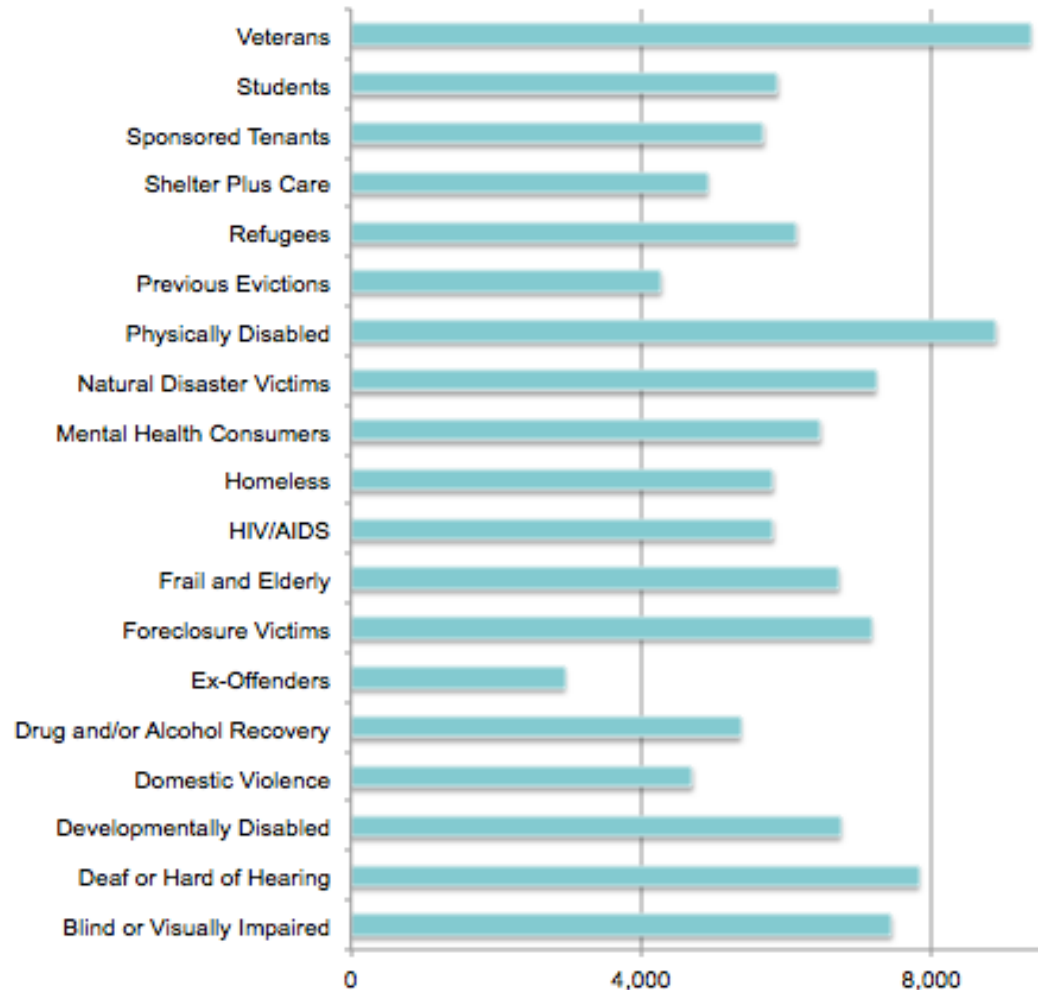


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## Special Needs/ Restricted Access Portal

- Allows approved agencies to search for those listings that serve specific populations
- For confidentiality reasons, the general public can not search by these designations, which are indicated privately by the landlord during the listing process
- Portal allows case managers to design and save search criteria; notification is sent when an available property matches the saved criteria





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

The below populations may search on their own and see your listings publicly

- Veterans



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## Trainings, Presentations & Promotional Events

- Facebook promotions
- KOLO TV campaign
- NVSAA Reverse Trade Show
- Nevada Real Estate Radio
- Family Health Fair in Reno
- VA lunch presentation
- Alliance for Nevada Nonprofits Conference
- Reno and Rural Nevada Public Housing Authority Demonstrations
- Targeted Eblast Outreach Campaign
- NVSAA & NHD Online Publications





## Please link to [NVHousingSearch.org](https://NVHousingSearch.org)

Agencies are strongly encouraged to place links on their websites to [NVHousingSearch.org](https://NVHousingSearch.org)! **Thanks to everyone who has posted and we'll be in touch to share new buttons!**

- Increases public awareness and access
- Directly improves search engine presence and web visibility





## Promotional Opportunities Discussion

- Interviews for the new Blog feature .... and if you have a housing related topic consider collaborating on a piece!
- Share your opportunities and events to promote the service (newsletters, conferences, meetings, quarterly/annual events)
- Trainings and webinars are always free and available!
- Social media posts such as Facebook and Twitter
- Outreach materials distribution
- Signature: Consider signature on email account such as: *"Looking for affordable rental housing? Check out [NVHousingSearch.org](http://NVHousingSearch.org) - Nevada's FREE locator service!"*
- Feedback, comments & questions?



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# Contact Us

for more information and  
free trainings for staff

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