



# Nevada's FREE Housing Locator Service

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**NVHousingSearch.org**  
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## **October 14, 2014, Agenda**

**Nevada Housing Division / Elizabeth Fadali**

Welcome & Introductions

Public Launch & Special Recognitions

**Socialserve.com / Nina Miller & Sheila Roberts**

Program Status: Current Statistics & Projections

Website Enhancements

Special Needs Housing Module

**Nevada Housing Division & Socialserve.com**

Outreach Efforts & Training Update

Marketing & Outreach Next Steps

Promotional Opportunity Discussion - Calendar of Events

**Closing Comments & Adjourn**



**Launched  
to the  
Public on  
September 16, 2014**

**NVHousingSearch.org Public Launch**  
**September 16, 2014**  
**1 p.m.**

**AGENDA**

**Welcome & Opening Remarks**

Honorable Mayor John J. Lee  
**Mayor, City of North Las Vegas**

**Mayoral Video Clips**

Gene Martini, Mayor, City of Sparks  
Bob Cashell, Mayor, City of Reno

**Distinguished Speakers**

Steve Silverman  
**Regional Director, Help USA**

Jeff Duncan  
**Chief of Supportive Services, Aging & Disability Services**

John Hill  
**Executive Director, Southern NV Regional Housing Authority**

Van Gottel  
**CEO, Socialserve.com**

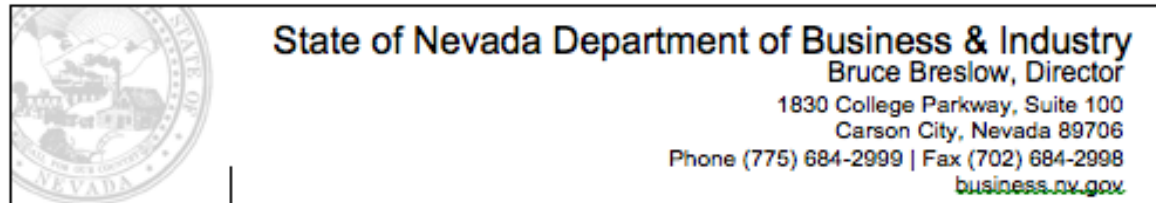
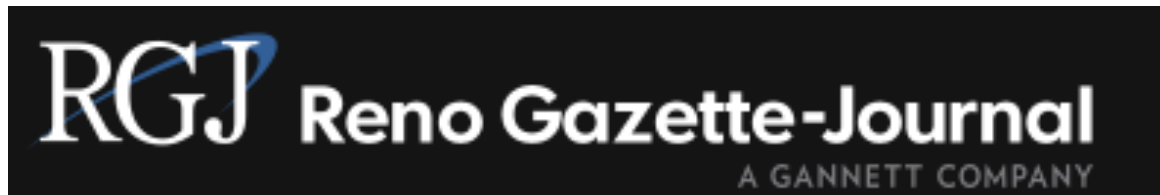
**Video Clips**

Bill Brewer, Housing Programs Director, USDA  
Sandra Ainsworth, Chair, Sun Valley GID  
CJ Manthe, Administrator, NV Housing Division

**Closing Remarks**



## Press and Media Coverage



Contact: Teri Williams, Public Information Officer  
Phone: (702) 486-0407; E-mail: [twilliams@business.nv.gov](mailto:twilliams@business.nv.gov)  
For Immediate Release: September 16, 2014

**Nevada Housing Division launches new statewide online rental housing locator service**  
*NVHousingSearch.org lets users list and search for rental housing in Nevada for free*

**Las Vegas, NV** – The State of Nevada Housing Division (NHD) at a kickoff event today announced the official launch of NVHousingSearch.org, a free statewide housing locator website to give renters, landlords, housing professionals, and social service providers better access to rental housing information and listings.



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## Special Recognitions

- Rollout and Public Launch Support Acknowledgement
- Nevada Housing Division Tower Award







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## **NVHousingSearch.org Overview**

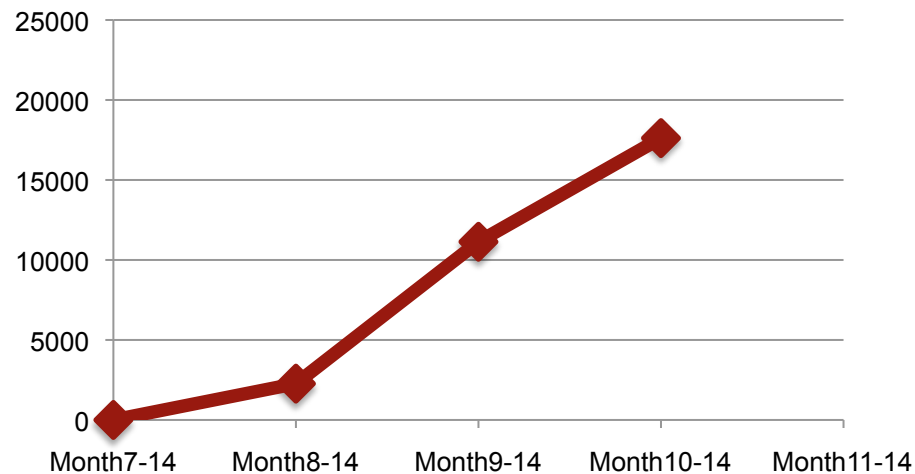
- Statewide service that increases access to housing information – FREE to search and list
- Available online 24-7 and supported by a toll-free, bilingual call center, M-F, 6 a.m. to 5 p.m. Pacific Time
- Detailed property listings include pictures, map links and much more
- Listings are continually updated by the call center and email reminders
- Established disaster housing resource
- Incorporates Fair Housing and affirmative marketing best practices
- ADA Title II 508 compliant and works with assistive technology



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## Stats Update and Projections as of 10/2014

**18,000+ Housing Units and 3,600+ Searches!**





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## Website Enhancements

Per HUD request, the **Info and Links** page now offers buttons to view resources separated by region.

### **Regional Resources (Solo en Inglés)**

Find helpful resources for housing and more across Nevada.

[Northern Nevada Resources](#)

[Southern Nevada Resources](#)

[Rural Nevada Resources](#)

[Show All](#)





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## Website Enhancements

Per HUD request, the Property Provider landing page now displays the Public Housing Authority contact for each city and provides an improved explanation of HUD vs. Public Housing Authorities.

### Landlord Information: Las Vegas, NV

#### Register Here

- [register online](#)
- [register by phone](#)
- [forgot your password?](#)
- [log in here](#)



#### Southern Nevada Regional Housing Authority

Landlords with Sect 8 questions can call 702.922.6900

#### Links and Information

- [Federal Fair Housing Act of 1968, as amended in 1988](#)
- [Overview of Housing Choice Voucher Program \(formerly Section 8\) Housing Process](#)
- [Detailed information about Housing Choice Voucher Program \(formerly Section 8\) from HUD](#)
- [How do I list properties?](#)
- [What is this all about?](#)
- [Suggest a resource or link](#)



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## **Website Enhancements**

### **Fair Housing Information (currently in process)**

Per Silver State Fair Housing Council,  
A new Nevada Fair Housing information page will be prominently  
linked from the NVHousingSearch.org homepage.





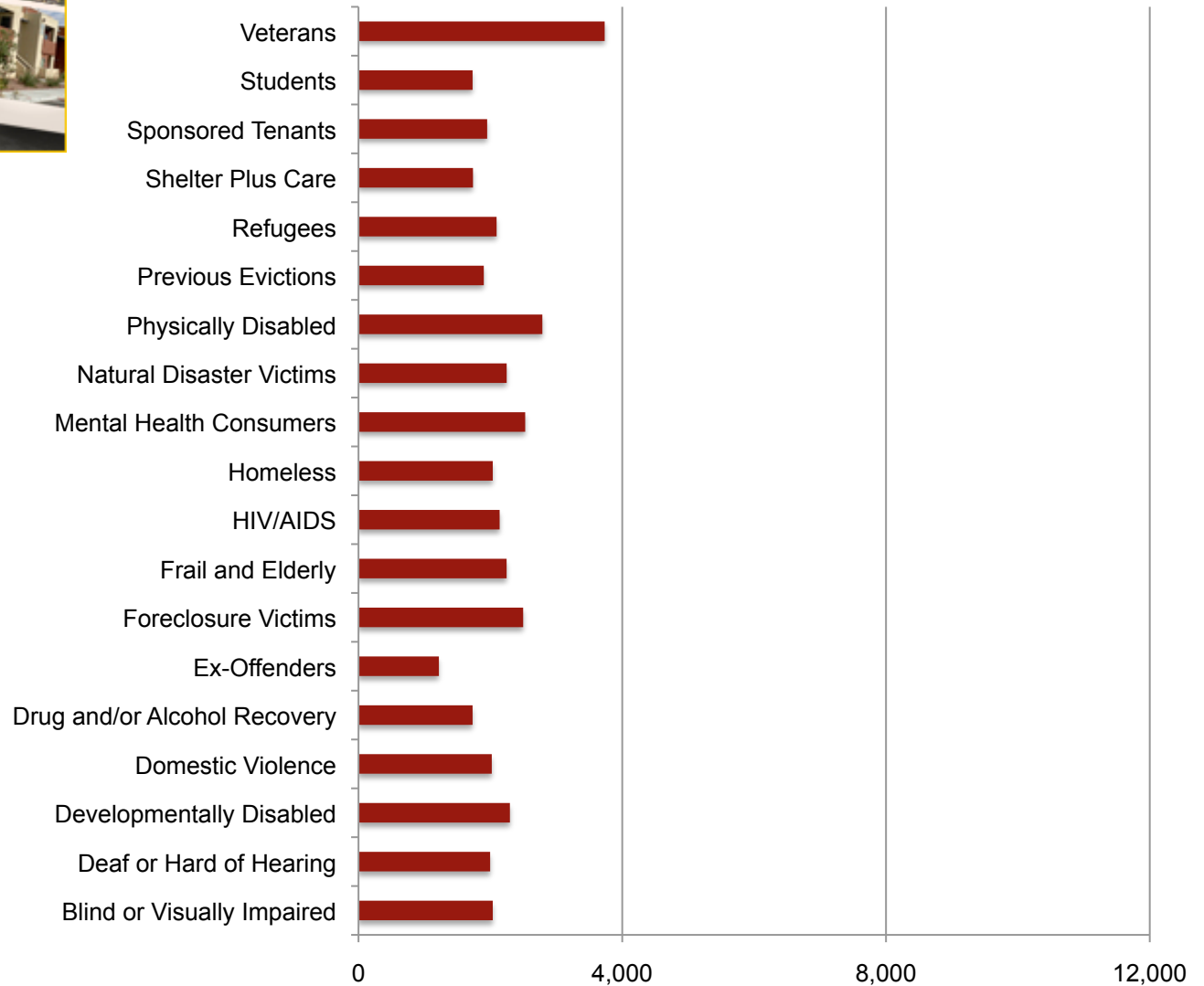
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## **Service Provider/Restricted Access Portal** *Coming Soon!*

- Approved service providers and case managers can search for listings that serve individuals and families facing housing barriers
- For confidentiality reasons, the general public cannot search by these specific designations, which are indicated privately by the landlord during the listing process
- Case managers can design and save search criteria for individual clients
- Notification is sent when an available property matches the saved criteria



# Housing Units Listed as Available to Serve Special Needs Populations as of 10/2014





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## Completed Outreach and Presentations

- Reno Area HUD
- Nevada Public Libraries
- Bureau of Business and Economic Research at UNR
- University Center for Economic Development
- LIED Institute at UNLV
- Senator Reid's Office
- Nevada Congressional Offices
- Marilyn Kirkpatrick, Speaker of the Nevada Assembly
- Governor's Council on Disabilities
- Reno Area Alliance for the Homeless
- Carson City Property Providers



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## Completed and Upcoming Trainings

- Reno Area Alliance for the Homeless
- Nevada Division of Housing / Northern & Southern LIHTC Groups
- Northern Nevada Regional Strategic Plan on Housing
- Nevada Division of Emergency Management - Homeland Security
- Nevada Medicaid – Reno District
- Reno Housing Authority
- Southern Nevada Regional Housing Authority
- Nevada Rural Housing Authority
- Nevada 2-1-1
- Reno Youth Network
- Commission on Services for Persons with Disabilities (CSPD)
- HomeGate Realty





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## Upcoming Newsletter Articles Featuring NVHousingSearch.org



THE BUSINESS  
**ADVOCATE**

FALL 2014

*A publication of the Nevada Department of Business and Industry*

Nevada Real Estate Division

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# Open House

*A newsletter for Nevada Real Estate Licensees*

Department of Business & Industry

September/October 2014

# Please Link to NVHousingSearch.org

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

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





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## Current Live Web Links to NVHousingSearch.org

- Nevada Housing Division
- Nevada State Apartment Association
- Nevada Rural Housing Authority
- City of Sparks
- Nevada 2-1-1





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## **CALL TO ACTION!**

### **Marketing and Outreach Next Steps**



- Outreach materials distribution
- Opportunities and events to promote the service (conferences, committee and network meetings, luncheons, fairs, association meetings, quarterly/annual events)
- Trainings and webinars are always free and available!



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## **CALL TO ACTION!**

### **Marketing and Outreach Next Steps**

- Publications for news pieces (eNews, ListSers, newsletters, public service announcements)
- Email signature marketing:

Nina Miller  
Socialserve.com  
Director of Operations  
704-625-1724

*"Looking to list or find rental housing? Check out NVHousingSearch.org, Nevada's FREE listing and locator service!"*



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## Promotional Opportunities

- County Associations
- County Emergency Management Directors
- Apartment Associations
- Humane Society
- Human Service Agencies
- DMV / License Service Centers
- Department of Labor Centers
- Chambers of Commerce
- Colleges and Universities
- Job Centers
- Neighborhood Development Organizations
- Local Nonprofits





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## **Promotional Opportunity Discussion**

- Brainstorm 2014 / 2015 event opportunities to present or exhibit NVHousingSearch.org



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## Contact Us

for more information and  
free trainings for staff

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