



Housing Connector

Bold Actions | Simple Solutions





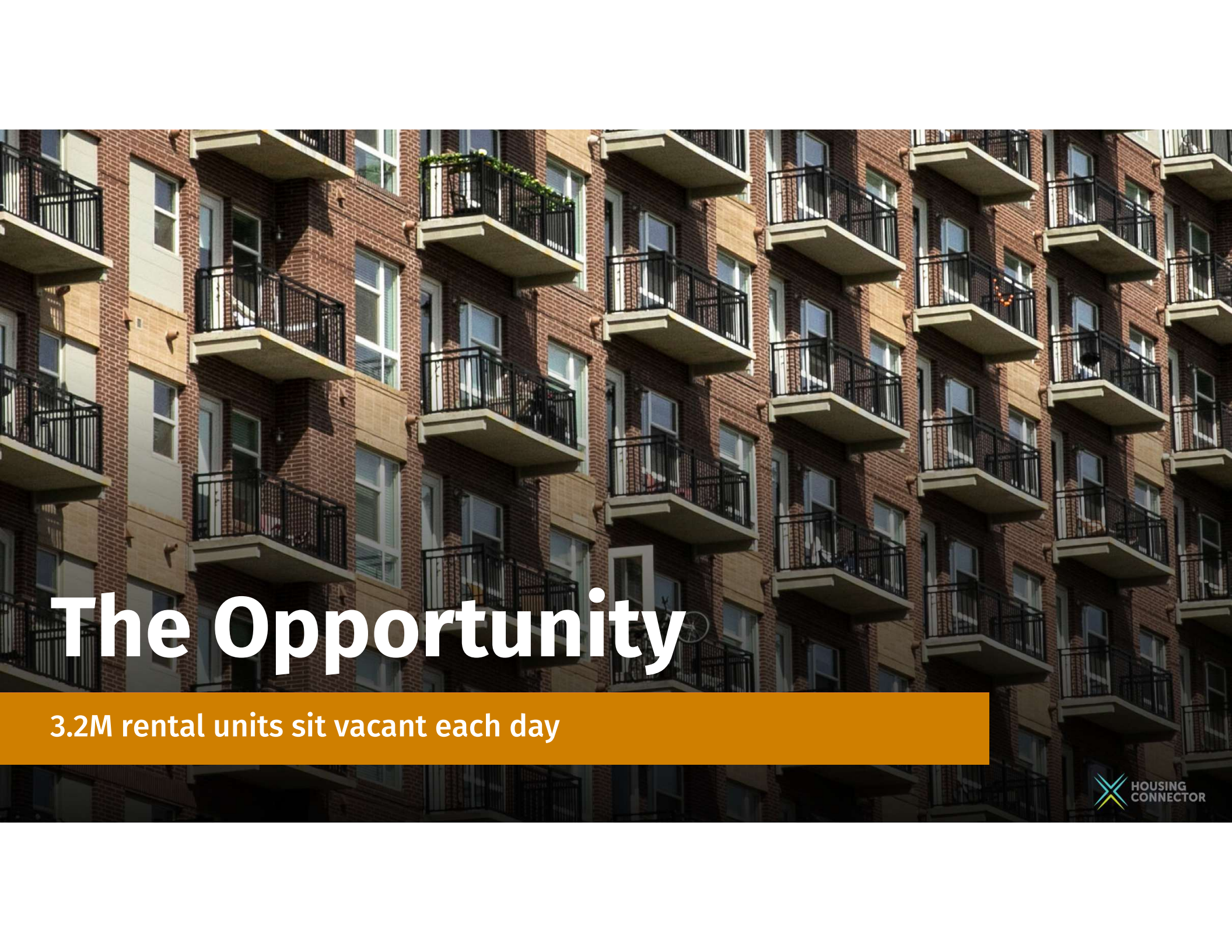
The Housing Crisis

- 24M people experience housing insecurity
- 770K+ people are unhoused
- Deficit of 6.5 million homes



Many Renters Face an Uphill Battle

- 1 in 3 people in the U.S. have a criminal record
- 29% of Americans have a credit score below 669
- 7.6 million individuals face eviction each year, nearly 40% are children

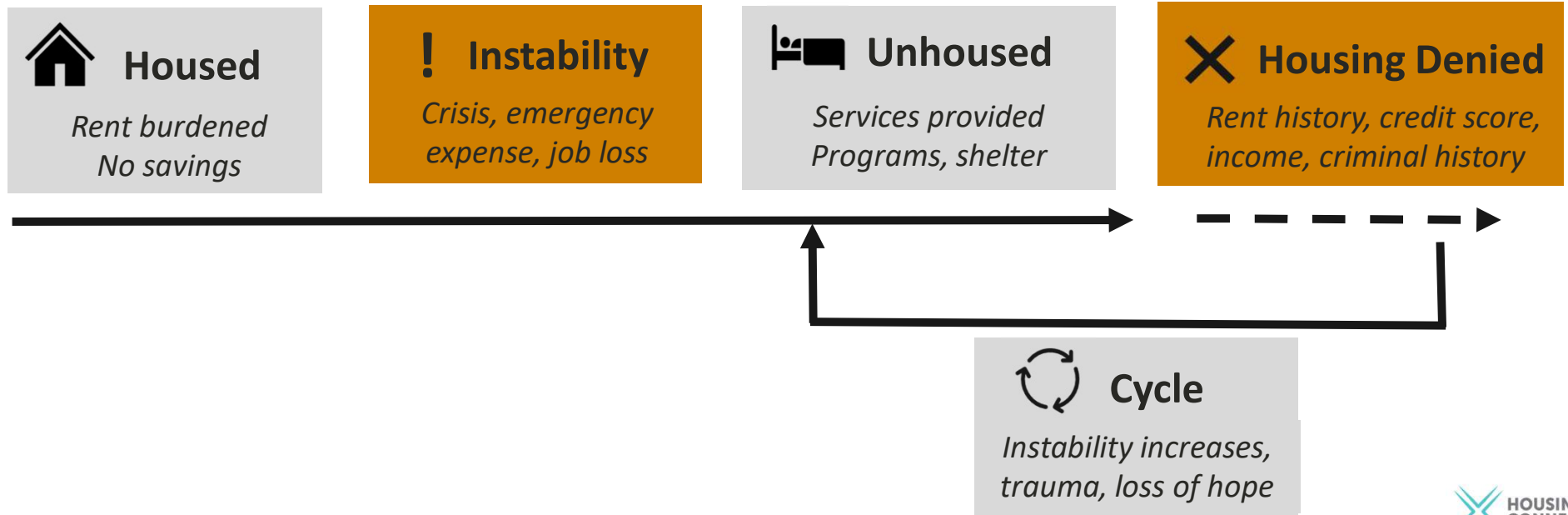


The Opportunity

3.2M rental units sit vacant each day

Existing Systems

Two points of failure leads to a cycle of homelessness



Housing Connector

Housing Connector is a national tech-powered nonprofit that **increases housing access and stability** for those most in need.



Operational in Washington State, Colorado, Texas, and Oregon





Solutions for Housing Access

Reduced Screening Criteria for all applicants at all properties

Online vacancy matching portal

Client-driven search tools


Creating community spaces for shared learning between properties and nonprofits



**HOUSING
CONNECTOR**



Zillow Powered Listing Platform




Housing Connector has **streamlined** the leasing experience through the development of an exclusive search platform imbedded in Zillow.com.

Housing providers share **real-time inventory** through feed integration reducing the time and resources necessary for updating inventory.

Clear Screening Guidelines



 Save Share More

Graham Terry Apartments

2020 Terry Ave, Seattle, WA 98121


Income restricted units

[Request to apply](#)[Request a tour](#)

[Units](#) [Overview](#) [Facts & Features](#) [Policies](#) [FAQ](#) [Nearby](#)

Apartment floorplans

[Matches](#)[Studio](#)




Graham Studio 325 **HOUSING CONNECTOR**

\$784 - \$1,343

Studio | 1 ba | 325 sqft

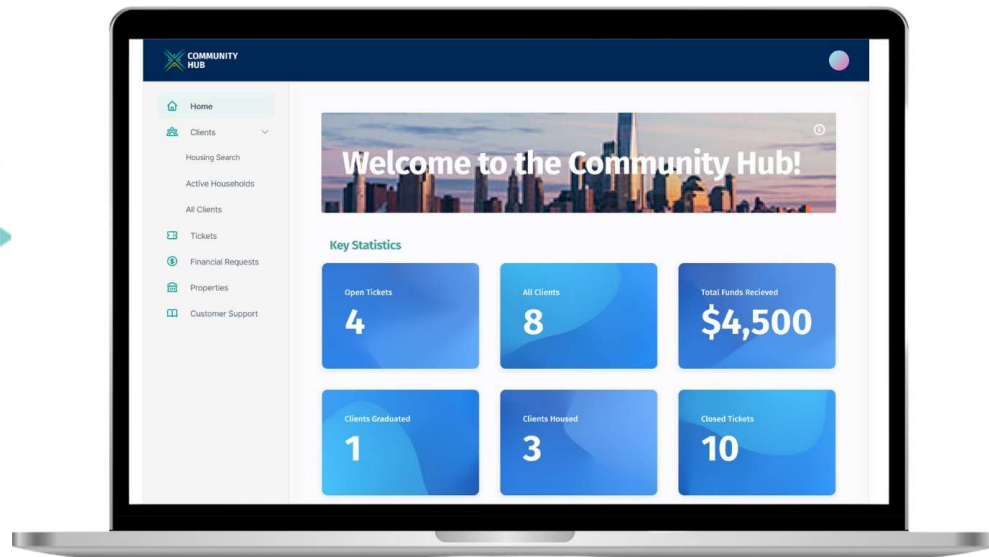
2 units - Available now



Screening Criteria

- ✓ Evictions: 2 in past 3 years
- ✓ Credit Score: Waived
- ✓ Income to Rent: Waived
- ✓ Past Housing Debt: <\$1,000
- ✓ Rental History: Accepts no rental history
- ✓ Additional: Please provide a Housing Connector [Participant Letter of Support](#) upon contacting this property.

Community Hub



- **Unit matching** by resident in **easy to print and share** lists
- Ability to **search** for units **by rental barrier**
- Easy to track **financial request and support** tickets
- Streamlined **information sharing** about potential residents



Solutions for Housing Stability

- Up to **3 months** of emergency rental assistance
- Up to **\$5,000** damage mitigation
- **1-month** vacancy loss
- 2 years of housing-stability support (case management)
- Single **point of contact** for property support after move-in
- Eviction, mitigation and diversion **support**

Property Engagement

- Understand the business of housing providers and design **solutions** to solve their problems.
- The financial incentives will bring them in as partner, the **stability** solutions will keep them.
- Design solutions that operate at the speed of the housing market.
- Old data is bad data. Mechanism for managing unit availability is critical to compete for units and simplify the process for leasing agents.
- Single point of contact to address stability issues.



Technology and Housing Stability

- Technology is not the solution to homelessness...**housing is.**
 - *But technology can bring efficiency to better serve people.*
- Automated messaging and property connections gain us early indication of destabilizing events.
 - *Upstream prevention reduces homelessness system inflow. Prevention is more cost effective than emergency response.*
- Technology can make complicated problems simple for case managers and clients.
 - *Don't ignore the skills and abilities of the people being served.*



Five Years of Growth and Impact

Households
4,450



Properties
2,740



Major Cities
6



BIPOC Households
66%



Residents
9,480



Community
Partners
303



Housing Units
155,000



Completion of 1st yr. lease
85%





Results across sectors

Housing Providers: \$91M in generated revenue

Governments: \$1,200 cost per household (2 years)

- <5% the typical cost of housing

Nonprofits: Increased client housing options

- King County achieved highest EHV utilization rate in the nation

Communities: Reduced eviction rates

- 85% complete 1-year lease
- 1% eviction rate

64 Seattle Community Partners

Arc Of King County

Africatown Community Land Trust

Africatown International

Arms Around You

Atlantic Street Center

Aurora Commons

Ballard Food Bank

Casey Family Programs

Catholic Community Services

Chief Seattle Club

Columbia Care Services

Community Passageways

Compass Housing Alliance

Divine Alternatives for Dads Services

Downtown Emergency Services Center

Elizabeth Gregory Home

Entre Hermanos

Evergreen Goodwill

Evergreen Treatment Services

Farestart

Federal Defender

Greater Seattle YMCA

Housing and Essential Needs Program

InterIm CDA

Jewish Family Service of Seattle

Jubilee Women's Center

Juma

Kids In Need of Defense

Lake City Partners

Lifelong Cascade Housing Foundation

Low Income Housing Institute

Mary's Place

Mother Nation

Mysti's Adult and Family Services

Neighborhood House

New Beginnings

New Horizons

Northwest Immigrant Rights Project

Open Arms Perinatal Services

Peer Seattle

Pioneer Human Services

POCAAN

Real Escape from the Sex Trade

Refugee Women's Alliance

Seattle Conservation Corps

Seattle Housing Authority

Seattle Indian Health Board

Seattle Jobs Initiative

Seattle Union Gospel Mission

Solid Ground

Somali Community Services of Seattle

Southeast Network Safety Net

St. Vincent de Paul

United Indians for All Tribes

University District Food Bank

Uplift Northwest

Urban Family Center

Urban League of Metropolitan Seattle

Virginia Mason

Weld Seattle

Wellspring Family Services

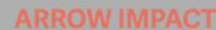
Youth Care

YWCA King County

YWCA King County

Sustainable Growth

SEATTLE FUNDING PARTNERS

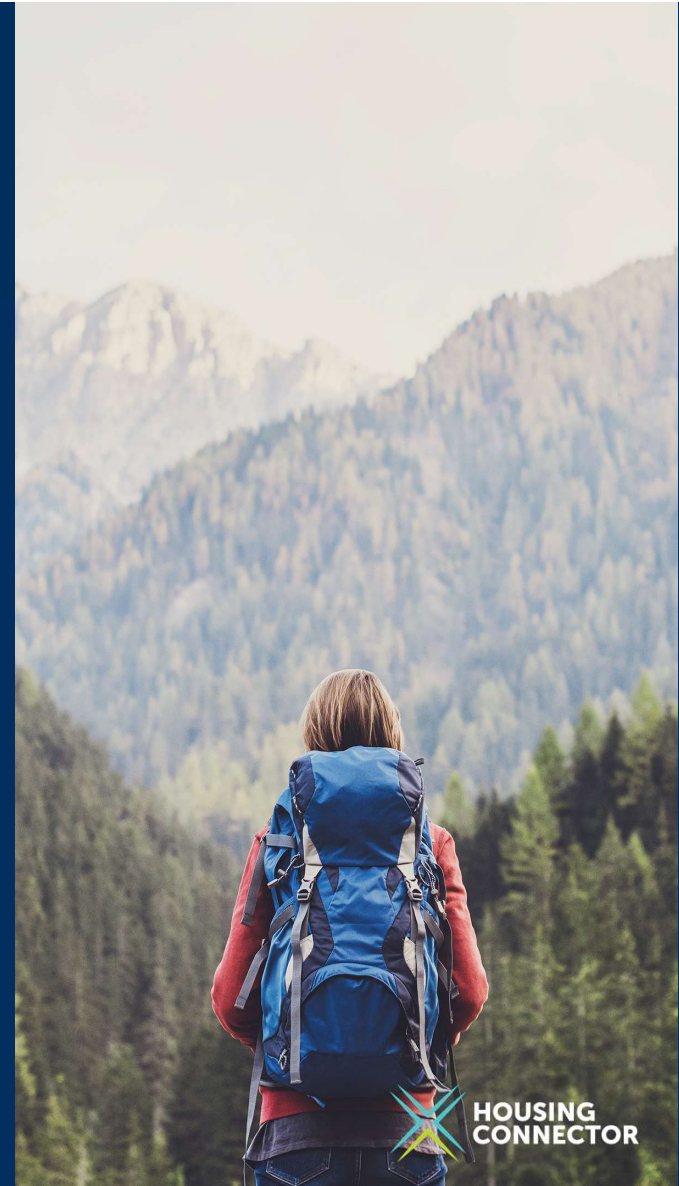


"They stand out as one of the most scalable and cost-effective solutions we've seen for addressing homelessness, and we are dedicated to supporting their transformative work."

- Oliver Rothschild, Managing Director, DRK Foundation

Bias for Action

Our Next 3 years of Impact...



 HOUSING
CONNECTOR



The Best is Yet to Come.

housingconnector.com

