

Kickstarting **Property Engagement**

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Presenters



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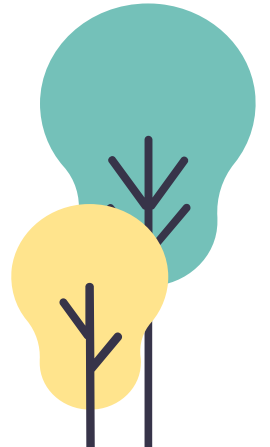
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Property Engagement

Property Engagement: Engagement of the housing market for the purpose of connecting a currently homeless household with permanent housing opportunities. Property engagement is primarily housing partner facing and relies on familiarity with the real estate world and the ability to translate homelessness services terminology into easily accessible language.

*Property Engagement is more inclusive of the sector than "Landlord Engagement." It includes our work with leasing agents, realtors, managers, etc.



Housing Navigation

The process by which individuals experiencing homelessness are connected to the appropriate housing interventions and rental assistance in the community.

Housing Navigators assist with ongoing engagement, document collection, and case management services in order to facilitate an application to an appropriate house resource and support a successful move-in.



Improving Competencies to Accelerate Placement



Uncentralized Housing System

Each organization engages with properties individually, resulting in inconsistencies among Housing Navigators. As a result, properties perceive each program separately.



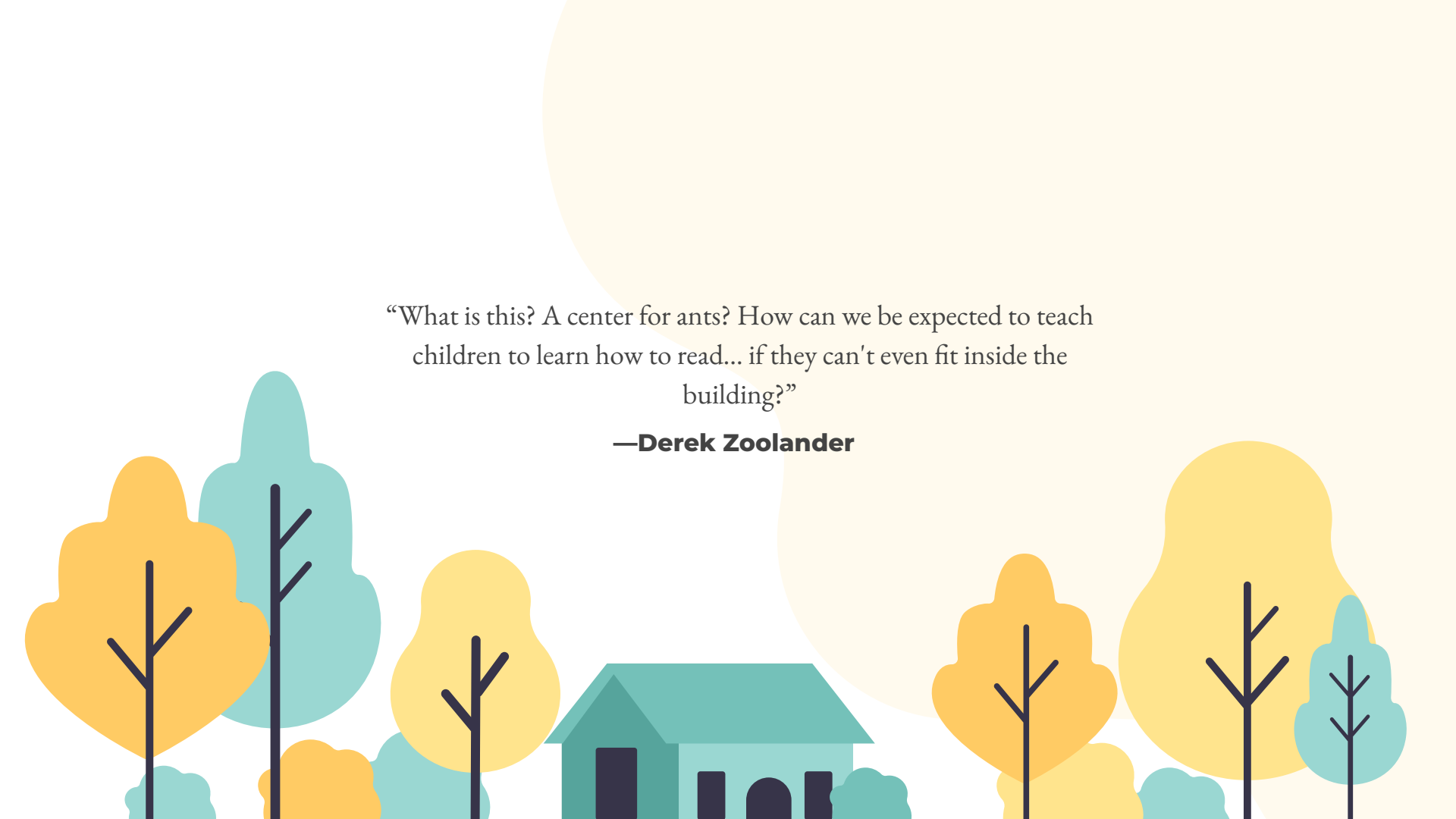
Coordinated Property Engagement Approach

Property engagement continues at the individual level, yet there is growing community coordination and resource sharing among Housing Navigators, leading properties to recognize the collective system.



Centralized Access to Housing

The community has a strategic property engagement initiative, supported by local leaders and central resources, including a centralized housing portfolio and property incentive funds.

A stylized illustration of a school building with a teal roof and dark blue entrance, surrounded by various trees in shades of yellow, orange, and teal. A large, pale yellow sun is in the background.

“What is this? A center for ants? How can we be expected to teach children to learn how to read... if they can't even fit inside the building?”

—**Derek Zoolander**



The Advantages of Working Groups: Collaboration in Action

SHARED EXPERIENCE

Housing navigation can be an isolating and discouraging endeavour. Creating community can help reassure front-line staff that this is a shared experience

MOBILIZING RESOURCES

A collaborative space fosters the sharing of existing resources while providing room to co-create new ones for all partner organizations

EQUITY

Ensuring all programs have access to the same resources, and have equal voice in local property engagement advocacy, can minimize equity gaps in housing choice across your community

SHIFTING COMMUNITY NARRATIVE

Creating a community-wide identity and coordinated housing navigation tools will allow local properties to view you as a system

ADVOCATING FOR LONG-TERM STRATEGY

A collective voice positions you to have a more effective impact when advocating for long-term strategy, resources, and partners

Panelists



Danielle Dulski
Bridge to Housing
Lake County Continuum of Care
Program Specialist



Joel Givens
Get You Housed
Landlord Engagement Specialist,
Rockford



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