

Engaging Property Owners & Operators

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Director | Landlord Relations

threshold | **HOM**

Introduction



Housing Operations & Management (HOM)

Who We Are

- Founded in 1994
- Permanent Housing Provider in Phoenix, AZ
- Subcontractor to COC, ESG, HTF, Medicaid, etc. funded grantees
- Our Partnership Model
 - **HOM:** Landlord engagement + rental assistance administration + related housing program operations management
 - **Partners:** Housing stability case management and supportive services



What We Do

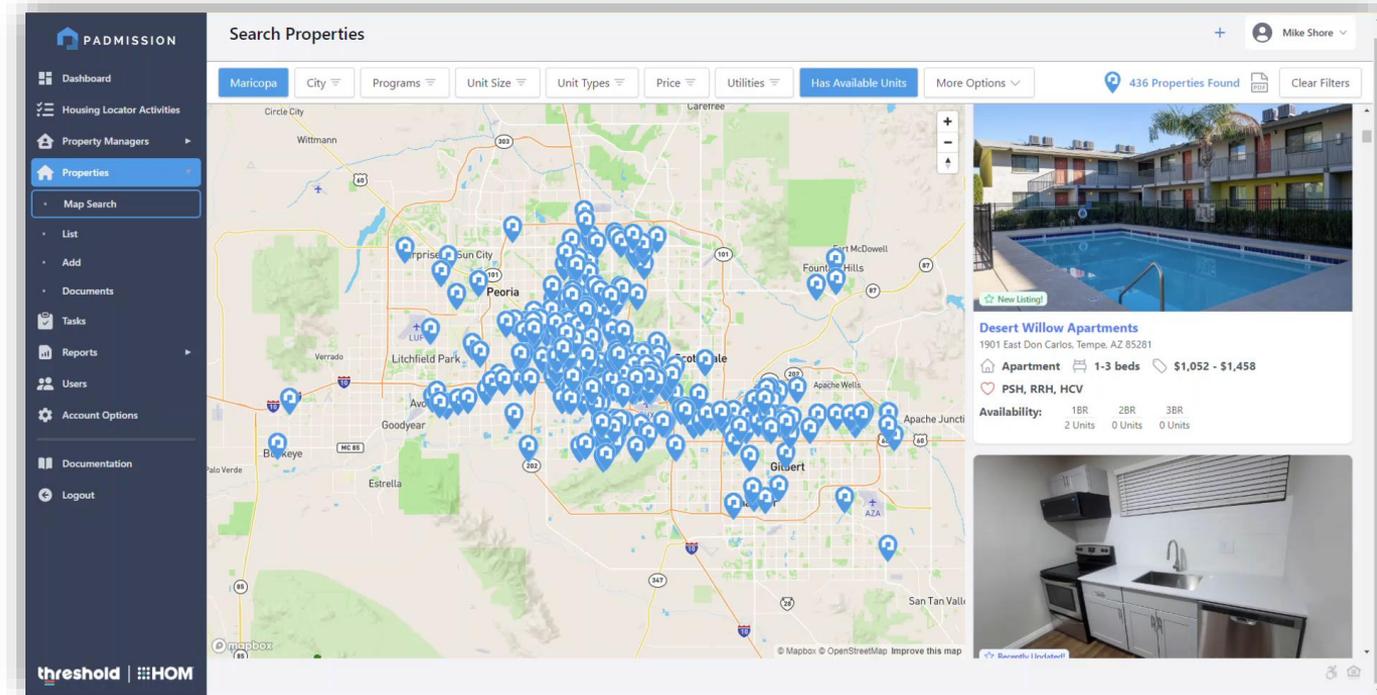
- We look like a regional PHA for homeless/special needs housing voucher programs
- For us, ALL we do is housing. This is our job and our expertise.



Introduction



- Founded in 1994
- Created by HOM in 2019
- Property Engagement, Search, and CRM
- Web-based, live vacancies
- Designed exclusively for rental assistance vouchers for homeless programs



What is Threshold?



Threshold is....

Arizona's centralized landlord liaison service

Maricopa Regional Continuum of Care Rental Assistance Programs

Integrated into the Regional Strategy to End Homelessness

We don't speak property owner language, Threshold provides that gap for us. Threshold can really step in and focus on what they're good at, really cultivating those relationships, minimizing the risks, and really supporting property owners in a way that hasn't happened before.

Nicole Gibson, Director of Housing, UMOM New Day Centers

How we include everyone

103

of landlords HOM surveyed to help us understand what landlords need and want in order to participate in programs.

90

of responding landlords who would participate if protected against unpaid rent and vacancy loss

79

% of responding landlords who would participate with a one-time signing bonus.

What's in it for Property Owners?

- Financial incentives
- Assurance that rental assistance, on time, in full
- Dedicated owner support team & 24-hr support hotline
- Software solutions for leasing property designed by and for property owners and managers
- Financial & technical resources to keep property valuable and in good repair



Incentives

- New Landlord Partner
- Reduce Screening Requirements:
 - **Income**
 - **Past eviction record**
 - **Justice System Involvement**
- Reduced Rent from Market Rate

Incentive amount of 1.5x Monthly Rent

Risk Mitigation

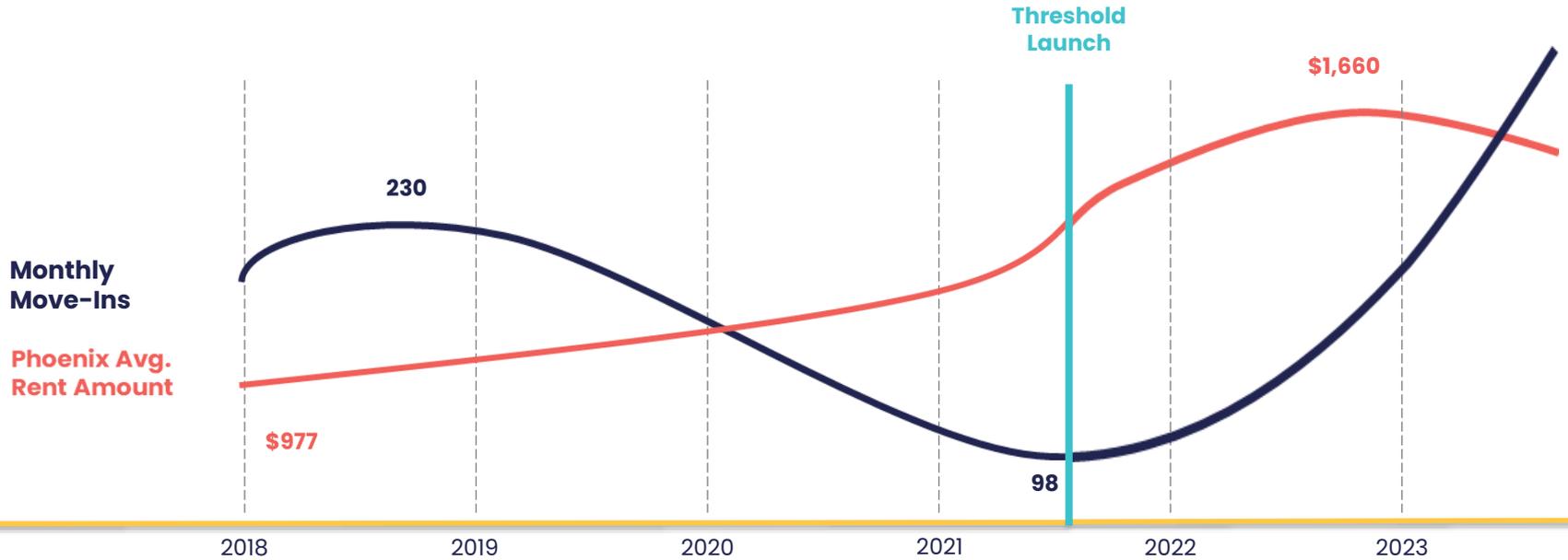
- Damage Claims up to 3x Mo. Rent
 - Unpaid Rent
 - Damages
 - Legal & Cleaning Costs
 - Cancellation Fees/Penalties
- Vacancy Loss up to 1x Mo. Rent



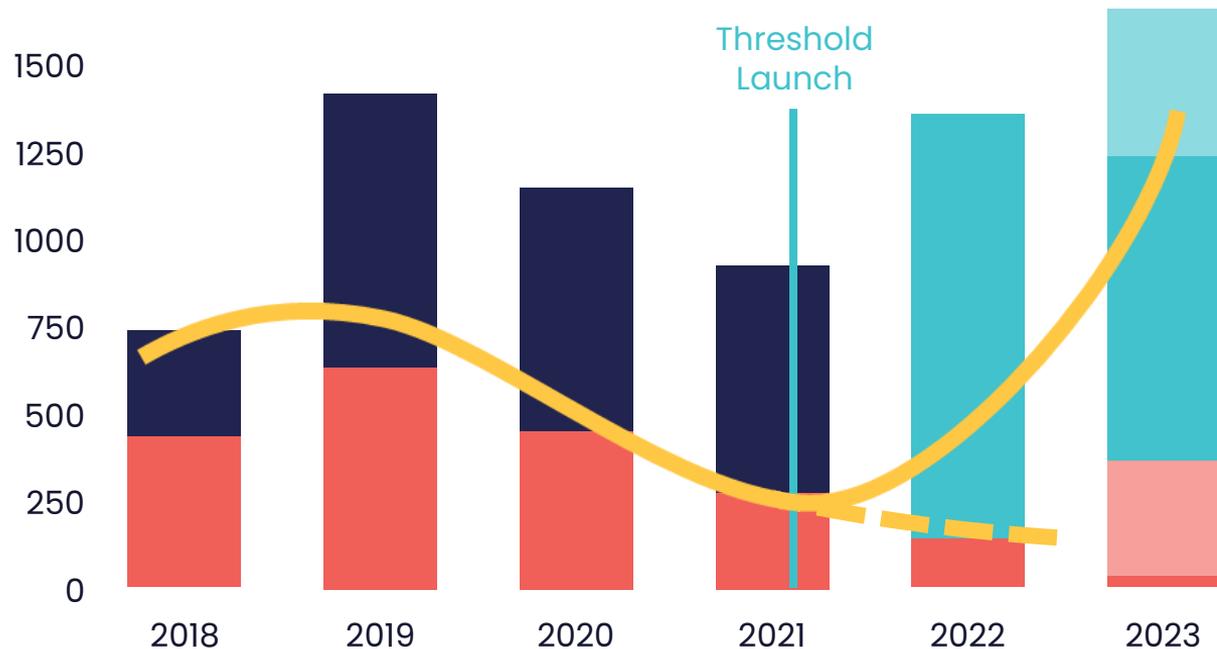


Impact

Housing Market's Impact on Move-Ins

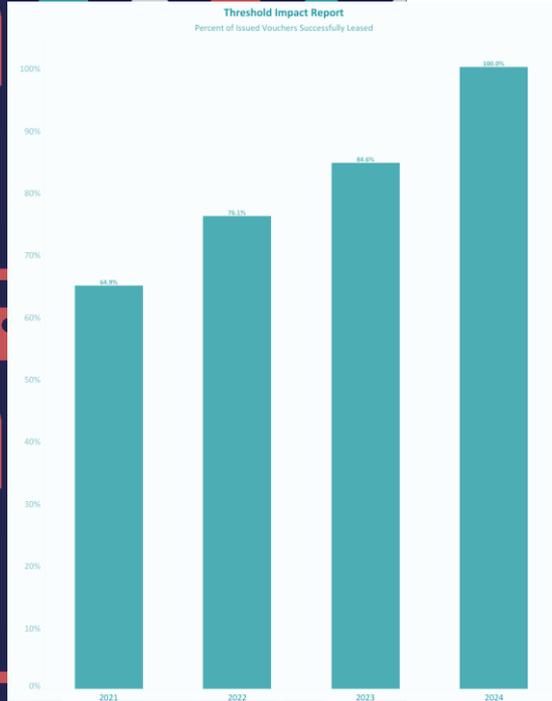


Dependent On Partnership



- Dependent on **Existing Partners**
- Housing Market in 2021 led to historic number of **ownership changes**
- REITs' broad "**No Vouchers**"
- Homeless System has been **dependent on the same units**
- First Step – Stop the bleeding
- Engaging **whole entities**
- Exponential recruitment due to **peer-referrals**

Highlights



4,515 leases enabled

- 2,574 new move-ins; 1,601 in RRH

Full Utilization of rental assistance

90.5% Lease-up Success Rate, up from 65%

Search Time Reduced by nearly 10 days

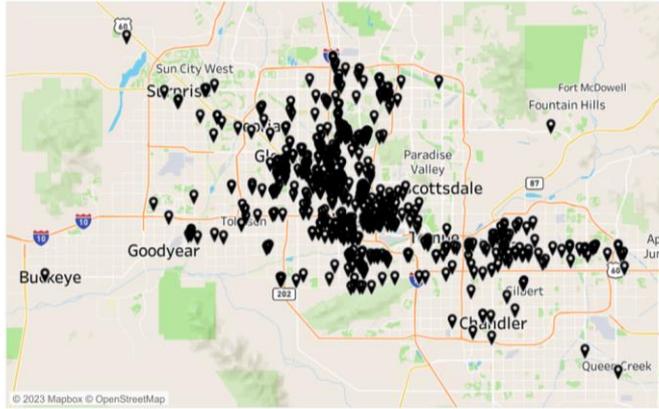
New Properties

1,036

Padmission Active Units Available

2,193

Threshold Property Location Map



Focused Efforts

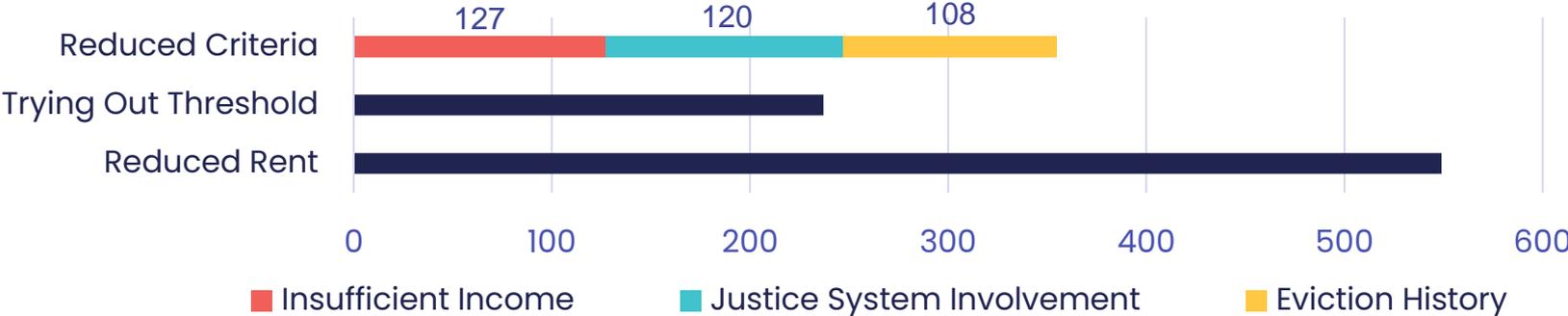
1,036 New Properties Accepting Rental Assistance Vouchers

5 Cities to **16**

74 Zip Codes to **115**

92 Available Units to **2,193**

Incentives Invested





Strategies

Know Your Audience

Owners

- Profit to report to the owner
- Compliance and fear of housing violations
- Losing properties to competition

Operators

- Being part of the community
- Not losing money
- Not losing business to competitors
- Compliance

Independent Owner/Operators

- Making their own mortgage payments
- Avoiding headache
- The state of their property





The Threshold team takes the pain point out of renting to an opportunity individual. They are the ultimate partner. They link arms with a property owner and they're there every step of the way.

Sarah Fluke, Deputy Director, Arizona Multihousing Association

Partner Up

threshold



Narrow The Pitch

Threshold provides a network of resources and support for like-minded property owners and managers to operate profitable and well-maintained properties while providing safe and stable homes for those who need them.

These solutions include:

- Financial incentives, including signing bonuses.
- Assurance that rental assistance will be paid on time and in full.
- Dedicated support team for property owners and managers.
- Easy-to-use software solutions for leasing property designed by and for property owners and managers.
- The financial and technical resources required to keep property valuable and in good repair.

The Financials

Example: \$1,200 Contract Rent	Market Renter	Threshold Renter
Incentive	0	\$1,800
Application Fees + Deposits	\$2,100	\$2,100
Rent/Rental Assistance	\$14,400	\$14,400
Move-Out Loss Protection	0	\$1,800
Vacancy Loss Protection	0	\$1,200
Total Rent and Risk Mitigation	\$16,500	\$21,300





Meet Them Where They Are



threshold
Phoenix's first ever
centralized network
of resources and
support for property
owners and managers
to help them provide
homes for everyone.

Lease-Up

Inspection

- Ensures all parties are satisfied
- Scheduled by the tenant
- Average of 1.7 days to complete

Expedite this by using thresholdaz.com/InspectionsDepartment

Empower Soon-To-Be Tenants. Professionalize Your Work. Prioritize Documentation & Data.

The screenshot displays the PAdmission software interface. On the left is a dark sidebar with a navigation menu including Dashboard, Housing Locator Activities (highlighted), Property Managers, Properties, Tasks, Reports, Users, Account Options, Documentation, and Logout. The main content area is titled "Housing Locator Activities" and features a user profile for Mike Shore. It contains four summary cards: "Past Due Tasks" (2), "Outdated Properties" (90), "PM Registrations" (0), and "Unreviewed Documents" (0). Below these is a "Past Due Tasks" section with a table of tasks, including "Call to check in" and "Check on status of Nicole's va...". At the bottom is an "Outdated Properties" section with a table listing properties like "El Sereno-Unit 21". The footer includes the Threshold and HOM logos.

PADMISSION

Dashboard

Housing Locator Activities

Property Managers

Properties

Tasks

Reports

Users

Account Options

Documentation

Logout

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Housing Locator Activities

+ Mike Shore

- Past Due Tasks**
2
Past due tasks across all users
- Outdated Properties**
90
Properties not updated in 30 days
- PM Registrations**
0
Property Managers awaiting approval
- Unreviewed Documents**
0
Documents uploaded by Property Managers awaiting review

Past Due Tasks

View All Tasks [New Task](#)

Search Filter

Active filters: Status: Open Past Due

Title	Assigned To	Related To	Relation Type	Due	
Call to check in	Daniel Davis	Amber Bishop	Property Manager	1 month ago	Edit Complete
Check on status of Nicole's va...	Daniel Davis	Nicole Chumley	Property Manager	2 weeks ago	Edit Complete

Showing 1 to 2 of 2 results 10 per page

Outdated Properties

Search

Property Name	Available Units	Property Manager	Property Contact	Last Update
El Sereno-Unit 21 3840 North 43rd Avenue, 21 Phoenix, AZ 85031	1	Jesica Kostadinov Quick Update 619-253-2488 llezyk@yahoo.com	George Kosta 619-277-0515 georgekosta76@gmail.com	1 month ago



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