



Creating Space: Working with Landlords & Realtors

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Housing as a Human Right: Exploring Partnerships, Innovation, and Equity

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MENTAL HEALTH ASSOCIATION
OF MONMOUTH COUNTY



Housing Navigation in Monmouth County, New Jersey

Prepared by Ewa Farry, MA

Monmouth County Homeless System

➤ Process:

If an individual or family is experiencing homelessness they seek assistance through the Monmouth County Division of Social Services (MCDSS). MCDSS has the Central Intake Homeless Unit and is the entry point into the homeless system.

The individual or family will be assessed for eligibility for emergency housing/shelter and any other benefits they may qualify for. Even if they are not eligible for shelter or emergency housing, they may be eligible for another benefit.

Regardless if the person or family is eligible for shelter or benefits, if they are homeless they will be referred to our Housing Navigation Program (HNP) to be prioritized and assessed for potential permanent housing opportunities.

Housing Navigation Program (HNP)

The HNP program came about as a result of the Monmouth County's "10 Year Plan to End Homelessness" and create a single point of entry and exit from homelessness.

The program is part of the coordinated entry system in the Monmouth County Continuum of Care (CoC) and is funded by the Department of Housing and Urban Development (HUD).

➤ Goal:

- ✓ The goal of the program is to prioritize and assist in obtaining permanent housing and serve as a "point of exit" from the homeless system.
- ✓ The assessment looks at the person's barriers to housing and identifies those who meet the chronically homeless definition as defined by HUD. Those who are chronically homeless are on top of the HNP waitlist. Individuals and families on top of the waitlist are considered for any available and appropriate housing opportunities first.

Housing Navigation Program (cont.)

➤ Chronically Homeless:

- An individual who is homeless and lives in a place not meant for human habitation, a safe haven, or in an emergency shelter; and
- Has been homeless and living or residing in a place not meant for human habitation, a safe haven, or in an emergency shelter continuously for at least one year or on at least four separate occasion in the last 3 years; and
- Can be diagnosed with a disabling condition such as substance use disorder, serious mental illness, developmental disability, post-traumatic stress disorder, cognitive impairment resulting from brain injury, or chronic physical illness or disability.

Housing Navigation Program (cont.)

➤ Population Served:

Individuals and families experiencing homelessness in Monmouth County

➤ Services Provided:

Engagement, assessment of barriers to permanent housing, case management, referrals to permanent housing opportunities and other programs/providers based on need.

Housing Navigation Program (cont.)

➤ Referral process:

- The program receives referrals from MCDSS Central Intake Agency (point of entry), shelters and PATH.
- For unsheltered homeless who are not able to enter the system through MCDSS Central Intake Agency (point of entry), HNP-Outreach staff may outreach the individual or family in the community.

Working with Partners

- ✓ Projects for Assistance in Transition from Homelessness (PATH)
- ✓ Realtors

Projects for Assistance in Transition from Homelessness (PATH)

➤ Goal:

The goal is to provide linkages aimed to develop stability in the individual's life and remediate homelessness.

➤ Population Served:

Adults diagnosed with serious mental illness, who are homeless or at imminent risk of homelessness and are not receiving other case management services.

➤ Services Provided:

The PATH Program provides free case management services, engagement, assessment of needs, referrals and linkages to housing opportunities, mental health treatment, medical treatment, financial benefits, vocational/employment opportunities, and any other identified needs.

PATH (cont.)

➤ Referral process:

All consumers are identified through outreach in the community and/or referred by multiple community resources, including but not limited to soup kitchens, hospitals, shelter, and faith-based organizations.

1. If the person already has other case management but is experiencing homelessness, they do not need to be referred to PATH for different case management. They would just need to be referred to the Housing Navigation Program. This way the person's services may remain intact and the Housing Navigation Program would be an additional service focusing on permanent housing options for the person.
2. If the person is experiencing homelessness, a serious mental illness, and has no other case management services then they should be referred to PATH for case management.

Keller Williams Realty Collaboration

➤ Goal:

- ✓ To expand and build an extended network of landlords and units in order to house individuals and families experiencing homelessness.
- ✓ To identify landlords who agree to work with community agencies like MHA of Monmouth County and will accept rental vouchers as payment for monthly rent.

➤ Keller Williams Realty Role:

- ✓ Work to expand and build an extended network of landlords and units
- ✓ Assist MHAMC's Housing Specialist in identifying vacant units and landlords who agree to work with Monmouth County and community agencies and will accept rental vouchers as payment for monthly rent
- ✓ Identify housing units owned by those landlords that meet all legal requirements for the programs involved
- ✓ Educate landlords and other realtors about rental vouchers and the benefits of renting to persons with rental vouchers

Keller Williams Realty Collaboration (cont.)

➤ MHA of Monmouth County (MHAMC) Role:

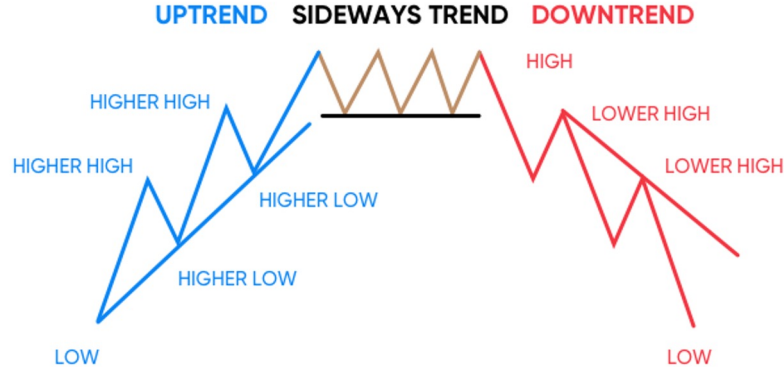
- ✓ Administer the Monmouth County Coordinated Assessment process for the purpose of significantly reducing and ultimately ending homelessness in Monmouth County
- ✓ Outreach and identify individuals who have been unable to secure permanent, stable housing
- ✓ Assist individuals in the housing application process
- ✓ Advise Keller Williams of the units and locations MHAMC is seeking.
- ✓ Advise Keller Williams on any legal requirements for units that MHAMC is seeking
- ✓ Work with Keller Williams to facilitate securing housing for those being served under the programs

➤ Funding:

The MHAMC receives funding from the Monmouth County Emergency Rental Assistance Program (ERAP) to work with a Realty agency to assist in locating affordable rental units. MHAMC utilizes that funding to provide commission to the Realty agency when units are identified and successfully rented to persons on the Housing Navigation Program waitlist.

Making the Market

Realtors,
Landlords,
Rents,
Changing Incentives



Realtors



- Fiduciary Representative
 - Landlord v. Tenant Dynamic
- See markets, not market failure
- Broadly, not voucher-knowledgeable
- Looking for process, compliance, reputation, compensation

Landlords



- Risk Averse
 - Liability, Costs, Damages, Nonpayment
- Profit Maximizing Incentive
- Nothing Fair about Market Rents

Rents



	2022 FMR	2023 FMR	Avg. MLS	Least MLS
Efficiency	\$1,092	\$1,146	\$1,820	\$1,350
1 BR	\$1,230	\$1,279	\$2,536	\$1,500
2 BR	\$1,558	\$1,602	\$3,256	\$1,800
3 BR	\$2,142	\$2,193	\$3,892	\$2,300
4 BR	\$2,374	\$2,441	\$4,759	\$2,700

Sources: HUDUser.gov and FlexMLS and MORR
9/30/22

Changing Incentives

- \$ Landlord Incentive to bridge HUD FMR-to-market gap
- Save Landlord commission costs for lease-up
- Pay Agent commission as Tenant's Agent
- Educate and simplify lease-up
- Get units before market



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Questions?

Thank you for attending the panel!

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