Imagine you are riding in a 1988 Ford Escort. Your friend is driving you through a neighborhood near the school your kids attend so you can write down the phone numbers of properties for rent. Once home you call those numbers, and grab the Classified Ads section of the paper and start combing through that for more options. You’d like to get your kids into a better school, but you don’t have time or money to get to other communities to look for housing. Finding a place to live is time-consuming, stressful, and limited by your transportation options. For the past 20 years, HousingLink has solved this problem for renters in our community.

Initially we accomplished our work by entering housing openings into a database and faxing lists throughout the Twin Cities Metro Area. Today HousingLink takes advantage of the most current technology to serve its clients through a dynamic website.

What started as a modest paper-based service has transformed into an online, statewide housing search and information service utilized millions of times each year. Do you think that is impressive? Just wait until you see what we have planned next. Its called Housing Hub.

**Housing Hub**

We plan to launch this new service later this year. It will transform how low-income renters access Project-Based Section 8 housing, and how properties fill openings. The process of searching for Project Based Section 8 subsidized housing is time consuming and expensive for both renters and landlords. The waiting lists for these units are often 12-48 months in length, and there is not an easy way for renters to know where they are at on the list. Each time a low-income renter has an address change, they must notify each property waiting list they are on.

When properties contact renters, they often reach out to the top 10 on the waiting list in the hope of hearing back from 3 or 4. This inefficient system keeps those who most need subsidized units from getting timely access.

Housing Hub will allow properties to manage their waiting lists on one website. Renters will create a profile and add their name to waiting lists where they qualify, all in one place! Renters can also see where they are on the list at any time. This will also allow them to update their contact information in one place, making it a more efficient and effective system for properties to fill vacancies in their housing.
Simplifying Choice & Equity

HousingLink strategically partners with others to promote housing choice, stability and equity in Minnesota.

Here are some partner projects on which we worked:
- Fair Housing MN - Fairhousingmn.org
- Affirmative Marketing Toolkit - Fairhousingmn.org/providers/toolkit
- Hennepin County Lead Safe - housinglink.org/List/LeadSafe
- Keys for Heroes
- St Paul VASH Voucher Landlord Engagement

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FINANCIALS

Income

Grants 46%
Contracts 33%
Earned 13%
In-Kind 8%

Expenses

Program 84%
Administrative 13%
Fundraising 3%