



Disrupting the Oregon Housing Crisis Together

TAO Oregon 12.17.20

Our Complex Problem



1. Oregon is in an affordable housing crisis. To date, approximately 30,000 individuals and families are housing insecure.
2. 200,000 people in Oregon spend 50% or more of their income on rent – a proportion that threatens their security.
3. Disproportionately, these people are students, seniors and communities of color.
4. Public policy and existing organizations are failing to meet this need with the urgency it demands.

Oregon: The Stats

SENIORS ARE HOUSING COST BURDENED - MANY LIVE ALONE

65%



Homeowner
w/out Mortgage

45%



Homeowner w/
Mortgage

55%



Home
Renter

25%



Single
Households

9%



Senior
Households

The Drain on Human Potential



- Impedes access to education: if over 50% of income is going to mortgage or rent, how do parents save or pay for college?
- Impedes access to healthcare: if health insurance is not covered by an employer, how does one access health care if 50% of your income is going to rent/mortgage?
- Impedes homeownership: if rent is 50% of income, how does one save for a down payment to own their own home?
- Impedes ability to save for retirement creating vulnerability in our senior population

Home Share: The Solution



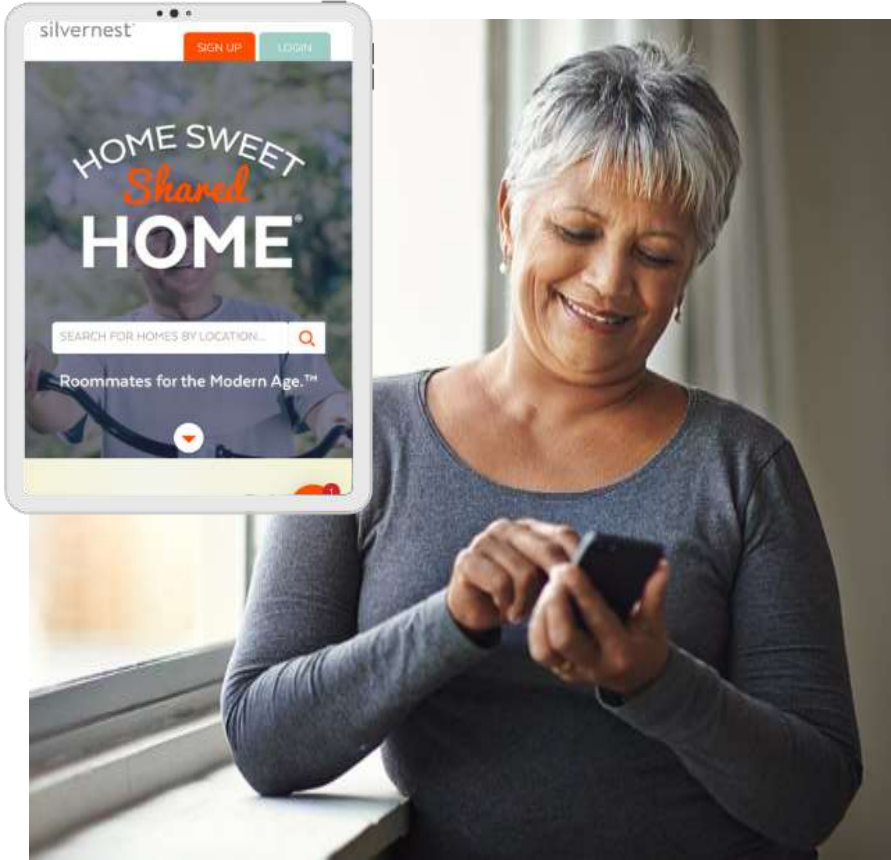
There are 1,500,000 spare bedrooms in owner-occupied homes in the State of Oregon. **If only 2% of the people in these owner-occupied homes agree to Home Share, we could house 30,000 people at risk of homelessness, disrupting a continued increase in displacement.**

Through technology and partnership, we can match this empty space with the people who need it most.

Communities have been sharing homes to save money for generations. Home Share Oregon represents the large-scale adoption of a time-tested solution.



Powered By Technology



Home Share Oregon combines proven technology with a traditional social services model to deliver housing across the spectrum and provide a housing solution that scales.

Home Share Oregon uses the **Silvernest** platform to pair spare bedrooms with people who need them.

Silvernest empowers homeowners to generate rental income while generating affordable units for Oregonians.

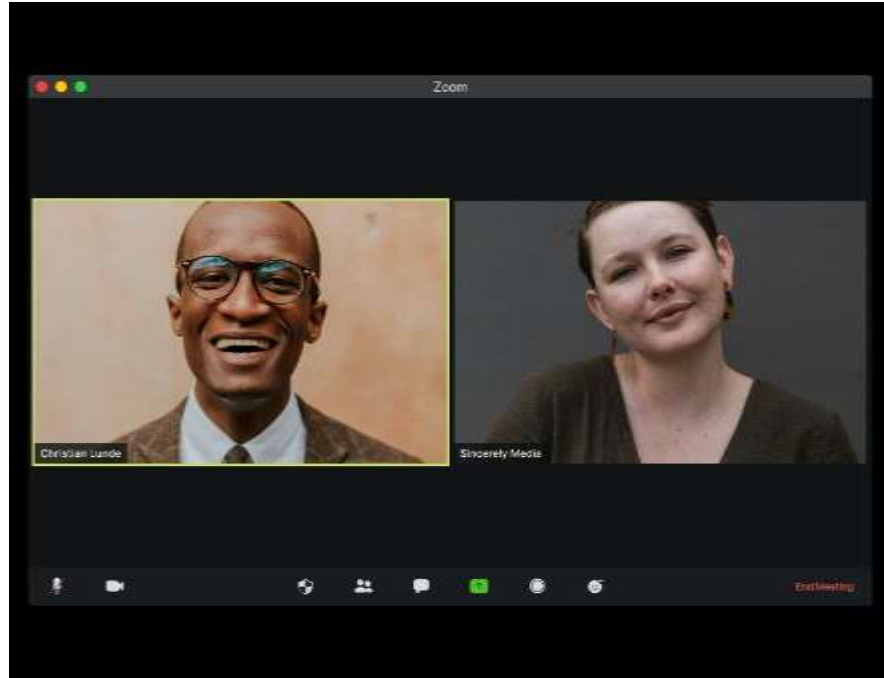


Breaking Down Barriers to Entry



- ✓ Background checks
- ✓ Legal aid
- ✓ Renter and Homeowner insurance
- ✓ Compatibility matching for placements
- ✓ Property management tools
- ✓ Rental agreements
- ✓ Payment gateway
- ✓ Client services

Driven by Partnership



Home Share Oregon partners with existing community organizations.

This allows us to stay lean while increasing the capacity of these organizations to serve those who need additional support.

Together, we streamline the affordable housing search process and increase the capacity of these organizations to serve more people with affordable housing.

Property Tax Abatement



Oregon Senate Bill 1045

- Legislation allows for partial or total property tax abatement for 500 homeowners who participate in Home Share Oregon
- Exemption granted as a subtraction from assessed value of the qualified property tax year
- 2021 Goal: Four counties adopt the property tax abatement plan

Our 2021 Goals



1. Build statewide awareness for Home Sharing Program through extensive marketing program
2. Register 2,000 users at Home Share Oregon
3. Serve 1,200 Renters
4. Create reciprocal, referral, partnerships with 4 organizations in the rural eastern, southern and coastal regions of Oregon
5. Four counties adopt the property tax abatement plan
6. Establish legitimacy and credibility for the idea of Home Share

Home Share Oregon: In One Slide



We are in a Housing Crisis that lacks innovative solutions.



Home Sharing is a solution that works.



We have the technology and the strategy that will scale.



We need YOU to make this solution complete.

Education Campaign



Education/Outreach Program. Partnership with Oregon Broadcasters Association.

County Chapter Steering Committee Program.

Partnership Build

Be a Part of the Solution



Contact

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