

Welcome



CITY OF
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SCOTTSDALE REALTORS®

Using Industry Partnerships to Leverage Affordable Housing Opportunities in Your Community





Scottsdale REALTORS® Awards Ceremony | Nov. 2022



Housing Partnerships



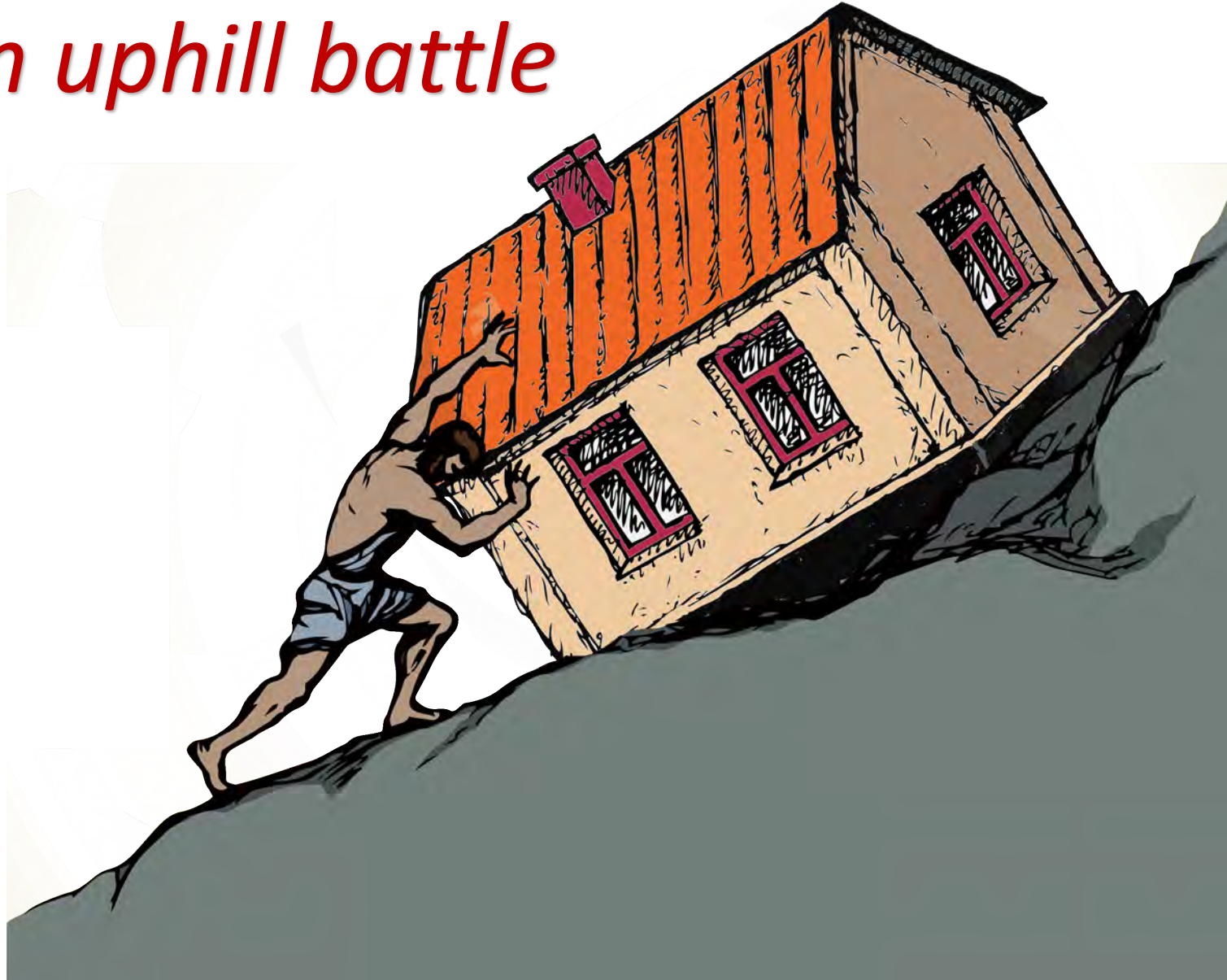
THE HOUSING
PARTNERSHIP



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Affordable & Attainable Housing *can be an uphill battle*



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Perception of a Hill



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Perception of a Hill...

...without social support



Facing Affordable & Attainable Housing by **yourself**...can be an Uphill battle!



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Perception of a Hill...

...with social support



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Facing Affordable & Attainable Housing **together**...is an easier climb!



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Perception of a Hill

Which hill would you rather climb?



“Alone we can do so little; together we can do so much.” – **Helen Keller**



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6 Purposes for Industry Partnerships

Partnership Purpose #1
The Collaborative Advantage

Partnership Purpose #2
Inspire Action

Partnership Purpose #3
If Knowledge is power, then Data rules!

Partnership Purpose #4
Circle of Influence

Partnership Purpose #5
Expand Your Approach

Partnership Purpose #6
Partner & Network



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Partnership Purpose #1

The Collaborative Advantage

Look beyond limitations to address roadblocks.



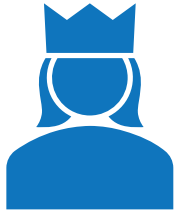
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The Collaborative Advantage

Advantages of collaborating with an industry partner



Confidence



Accountability



Legitimacy



Possibility



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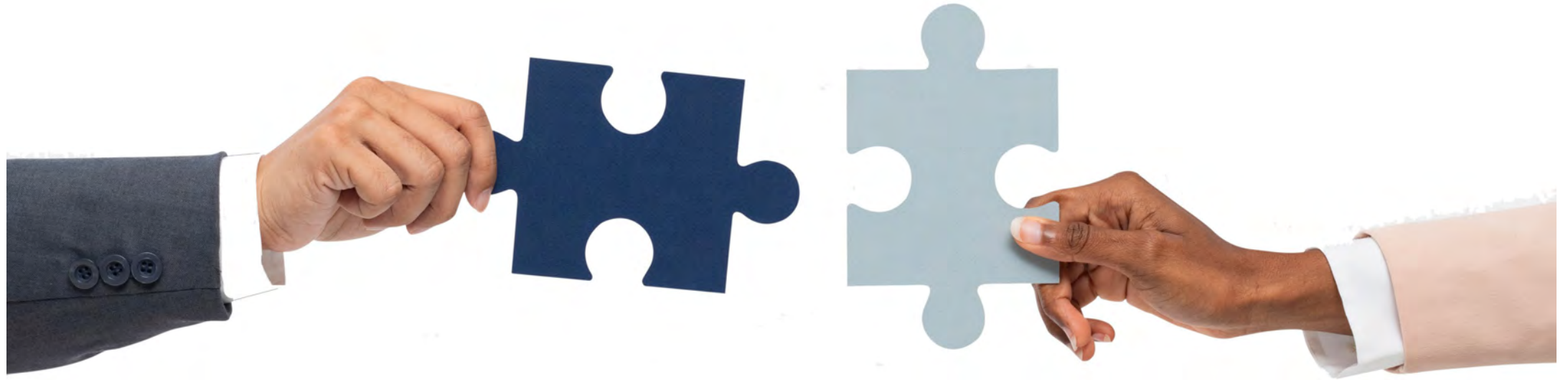


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Partnership Purpose #2

Inspire Action

Forming partnerships can inspire action.



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Inspire Action

Housing crisis threatens us all,
economist warns

**Here's a look at Arizona's falling
housing affordability**

**Critical mass: Arizona is now third-
worst in the nation for affordable
housing**

**Arizona's housing crisis goes hand-in-hand
with the state's water and heat crises**

**How to solve Arizona's housing
shortage, which has reached crisis
levels**

**Why experts say Arizona housing
crisis is a 'growing cancer'**



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Inspire Action



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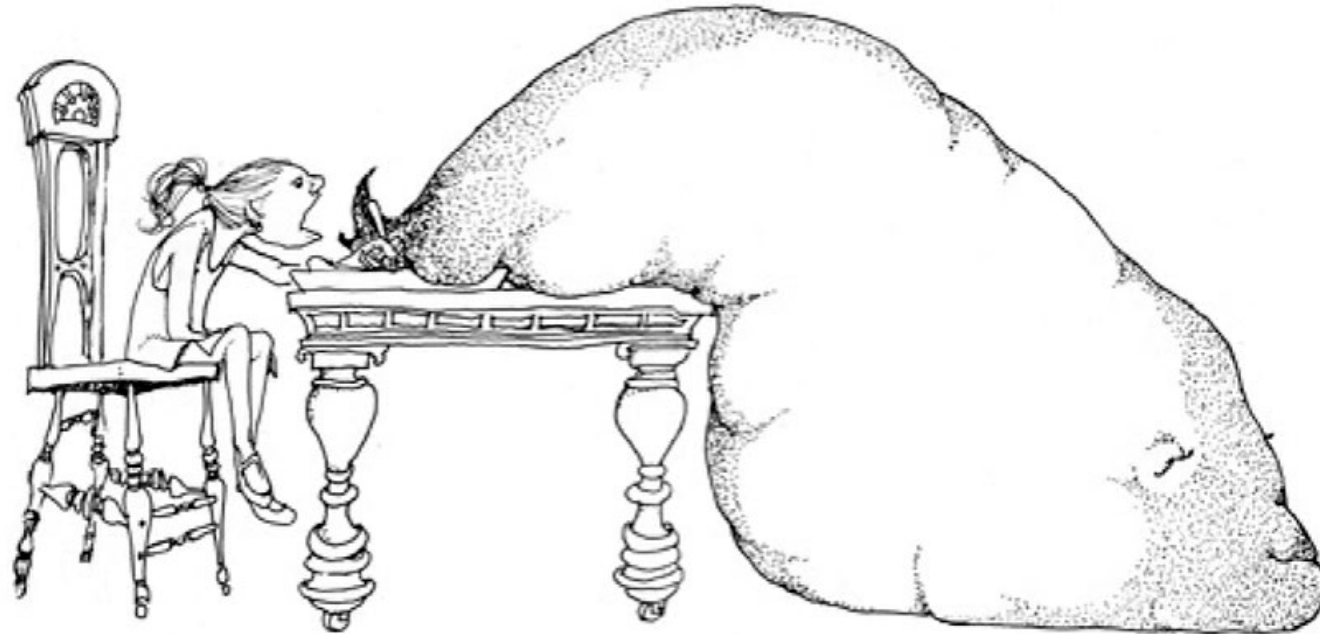
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Partnership Parable

MELINDA MAE

Have you heard of tiny Melinda Mae,
Who ate a monstrous whale?
She thought she could,
She said she would,
So she started in right at the tail.

And everyone said, "You're much too small,"
But that didn't bother Melinda at all.
She took little bites and she chewed very slow,
Just like a good girl should...



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Partnership Parable

MELINDA MAE

...And in eighty-nine years she ate that whale
Because she said she would!



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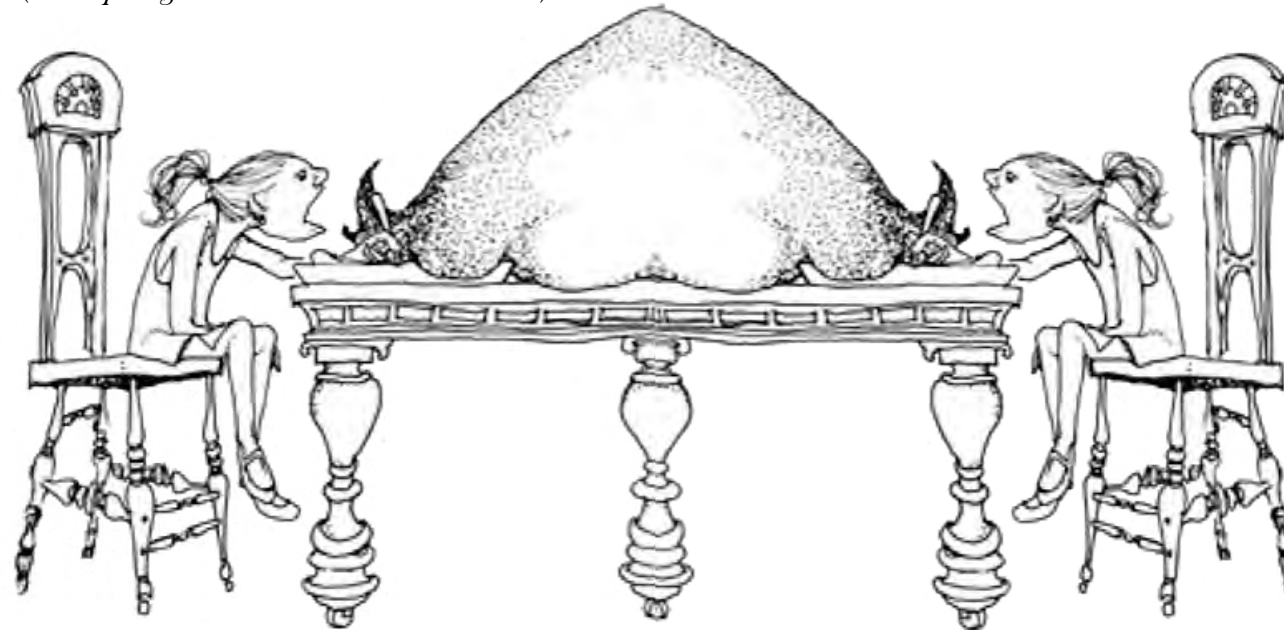


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Partnership Parable

MELINDA MAE, LLP

What if there were two Melinda Maes,
Who ate a monstrous whale?
They thought they could,
They thought they should,
And it took half the time to prevail!
(with apologies to the late Shel Silverstein)



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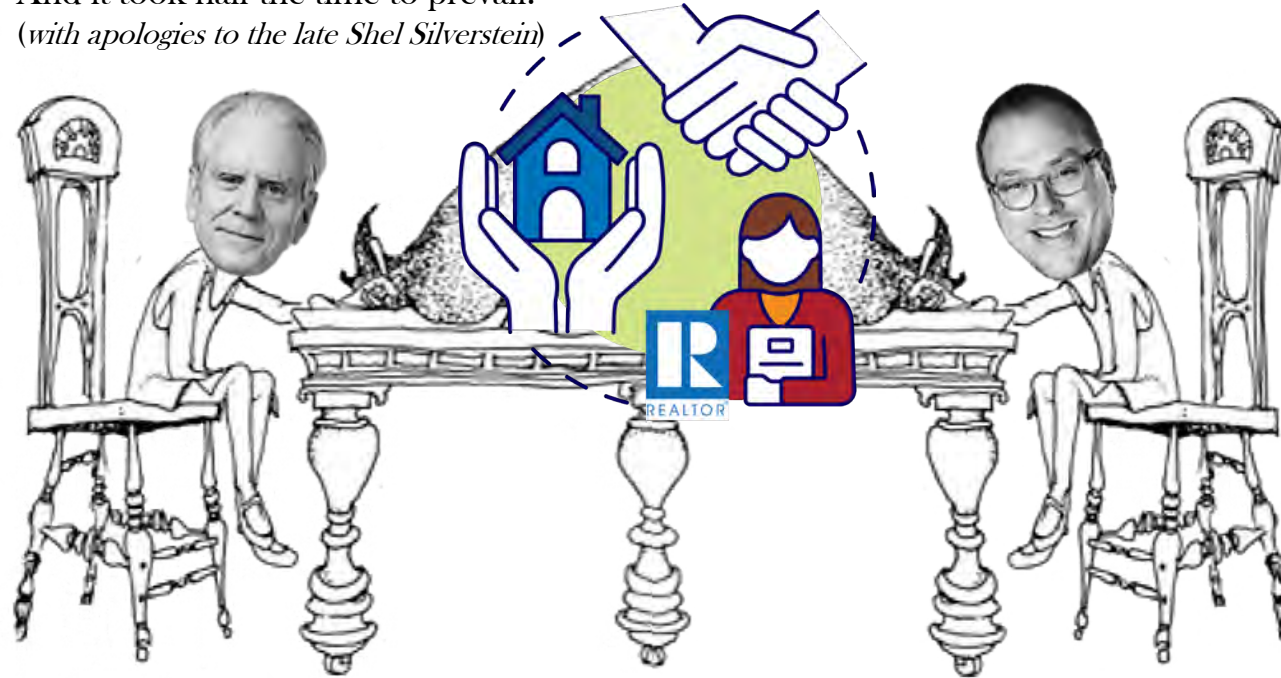


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Partnership Parable

MELINDA MAE, LLP

What if there were two Melinda Maes,
Who ate a monstrous whale?
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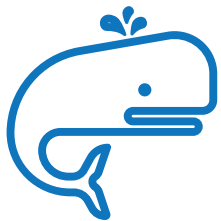


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Inspire Action

Problem

Addressing Housing Affordability & Attainability in your community can feel a lot like eating a whale alone – furthering this effort may go beyond the capabilities of just one organization.



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Analysis

To address this crisis-level issue and unleash new value, interested stakeholders must collaborate in ways that focus on creating tools and strategies that promote Affordability & Attainability.



Solution

Optimal collaboration starts with aligning interests, values and expertise to a common vision which then allows partners to create wins, achieve goals, and build and maintain trust.



Partnership Purpose #3

If Knowledge is Power, then Data Rules!

How to find and collect data...

- Google it! ([Google Alerts](#))
- Ask for it! (*go to the source*)
- Look for sites that provide it!
 - [The Cromford Report](#)
 - [ARMLS Statistics](#)
 - [U.S. Census Bureau](#)



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If Knowledge is power, then Data rules!

- The Cromford Report
 - FREE City Ranking



Rank	February 16, 2023	Annual Average \$/SF Now	Annual Average \$/SF Last Year	% Change
1	Paradise Valley	\$728.47	\$597.63	21.9%
2	Scottsdale	\$481.44	\$401.59	19.9%
3	Carefree	\$448.01	\$367.88	21.8%
4	Fountain Hills	\$388.51	\$312.98	24.1%
5	Rio Verde	\$379.88	\$317.21	19.8%
6	Cave Creek	\$370.85	\$311.32	19.1%
7	Wickenburg	\$309.07	\$258.51	19.6%
8	Phoenix	\$302.77	\$263.42	14.9%
9	Gold Canyon	\$300.10	\$255.84	17.3%
10	Tempe	\$299.04	\$266.89	12.0%
11	Chandler	\$288.62	\$252.63	14.2%

PPSF standardizes home price data (and) keeps everything relative.

Showingtime.com



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If Knowledge is power, then Data rules!

- [The Cromford Report](#)
 - FREE Cromford Market Index (homepage edition)



CMI provides a short term forecast for the balance of the market. Values below 100 indicate a buyer's market, while values above 100 indicate a seller's market. A value of 100 indicates a balanced market.



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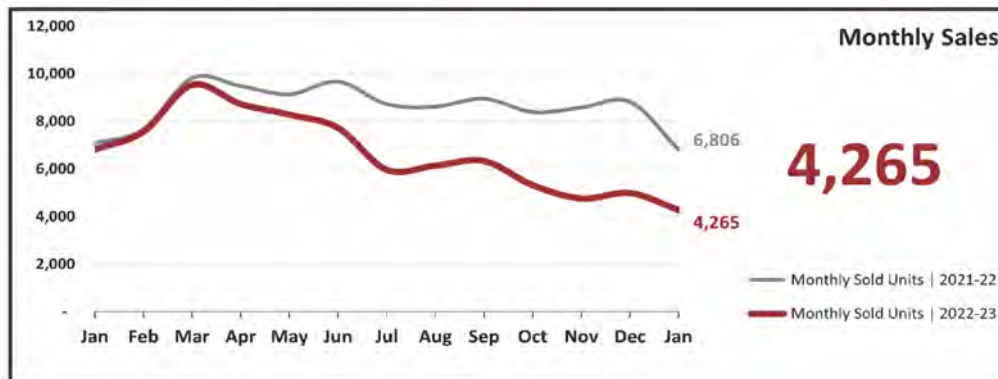


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If Knowledge is power, then Data rules!

- ARMLS Statistics

- STAT – Jan. 2023 (pub. Feb 15), 6 slides + commentary



Sales are down -14.4% month-over-month. The year-over-year comparison is down -37.3%.

©2023 Arizona Regional Multiple Listing Service

Closed MLS sales with a close of escrow date from 1/1/23 to 1/31/23, 0 day DOM sales removed



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If Knowledge is power, then Data rules!

- ARMLS Statistics
 - RENT CHECK



RENT Check™ is ARMLS's monthly publication showcasing the Valley's residential single family leasing market. What's the RENT Check Quotient (RCQ)? It is the ratio of closed rentals to closed sales. For example, 1:2 (one to two) would mean for every 1 rental, there are 2 closed sales. 1:1 (one to one) would mean that the number of closed rentals and closed sales are the same.

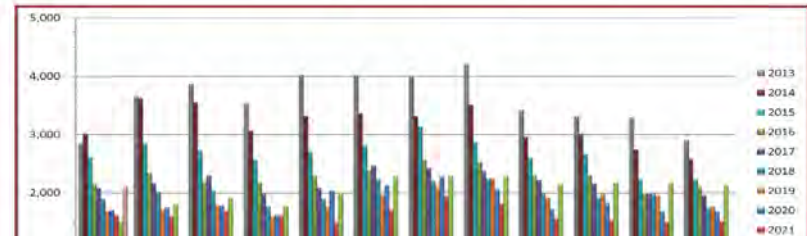
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Closed Rental Units Per Month

JANUARY 2023 published February 15, 2023

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	AVG UNITS
2015	2,620	2,847	2,72	2,571	2,715	2,808	3,144	2,883	2,600	2,671	2,229	2,222	2,670
2016	2,148	2,351	2,184	2,186	2,290	2,382	2,562	2,537	2,295	2,309	1,986	2,107	2,278
2017	2,079	2,164	2,291	1,991	2,082	2,461	2,419	2,375	2,215	2,158	1,982	1,951	2,181
2018	1,901	2,014	2,034	1,771	1,903	2,228	2,203	2,242	1,991	1,915	1,992	1,738	1,994
2019	1,676	1,716	1,793	1,585	1,763	1,968	2,116	2,248	1,909	1,991	1,944	1,765	1,873
2020	1,701	1,750	1,783	1,618	2,034	2,134	2,274	2,060	1,722	1,819	1,682	1,672	1,854
2021	1,612	1,595	1,687	1,610	1,490	1,700	1,938	1,807	1,559	1,536	1,494	1,513	1,628
2022	1,513	1,812	1,916	1,774	1,994	2,294	2,289	2,282	2,152	2,182	2,186	2,132	2,044
2023	2,107												2,107

Median Lease \$: **2,045**
 Average Lease \$: **2,269**
 Average Days on Market: **43**
 Rent Check Quotient™: **1 : 2**



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If Knowledge is power, then Data rules!

- [ARMLS Statistics](#)
 - MARKET REPORTS

MARKET REPORTS

The section contains a variety of market reports. The quarterly Market Watch report is currently produced by 10. Most reports are published 15 days after the end of the month/quarter.

LISTING AND HOME SALES

- New Listing Chart
- Sold Listing Chart
- ARMLS Residential Home Sales Reports
- ARMLS Residential Home Sales Archive
- Maricopa Residential Home Sales Reports
- Maricopa Residential Home Sales Archive
- Pinal Residential Home Sales Reports
- Pinal Residential Home Sales Archive
- Historic Association Market Reports

MARKET WATCH

2022

- Quarterly Housing St
- Quarterly Housing St
- Quarterly Housing St
- Quarterly Housing St

2021

- Market Watch Q1 20
- Market Watch Q2 20



If Knowledge is power, then Data rules!

- [U.S. Census Bureau](#)
 - AMERICAN COMMUNITY SURVEY

S2502 | DEMOGRAPHIC CHARACTERISTICS FOR OCCUPIED HOUSING UNITS
2021: ACS 1-Year Estimates Subject Tables

Notes | Geos | Years | Topics | Surveys | Codes | Hide | Transpose | Margin of Error | Restore | Excel | CSV

United States [®] Census Bureau	Scottsdale city, Arizona
	Occupied housing units
Label	Estimate
▼ Occupied housing units	119,122
▼ RACE AND HISPANIC OR LATINO ORIGIN OF HOUSEHOLDER	
▼ One race —	
White	100,643
Black or African American	2,056
American Indian and Alaska Native	250



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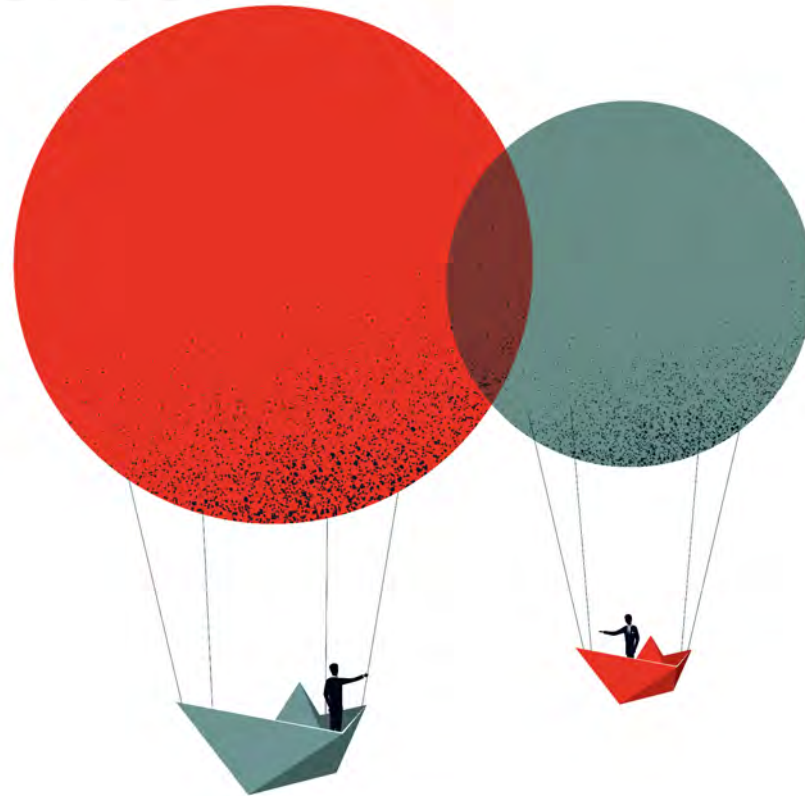


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Partnership Purpose #4

Circle of Influence

Reframe how you think about **expanding your circle of influence.**



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Circle of Influence

REALTORS® are property managers too

Exhibit 2-15 Property Management: Types of Properties Managed

(Percent of Respondents, Property Management Specialists only)

	ALL REALTORS®
Single-family residential	84%
Multi-family residential	57%
Office	21%
Retail	13%
Industrial	5%
Land	3%
Other	10%

National Association of REALTORS® | 2022 MEMBER PROFILE

2022 REALTOR® Members: 1,580,971 almost 15,810 Property Mgt. Specialists



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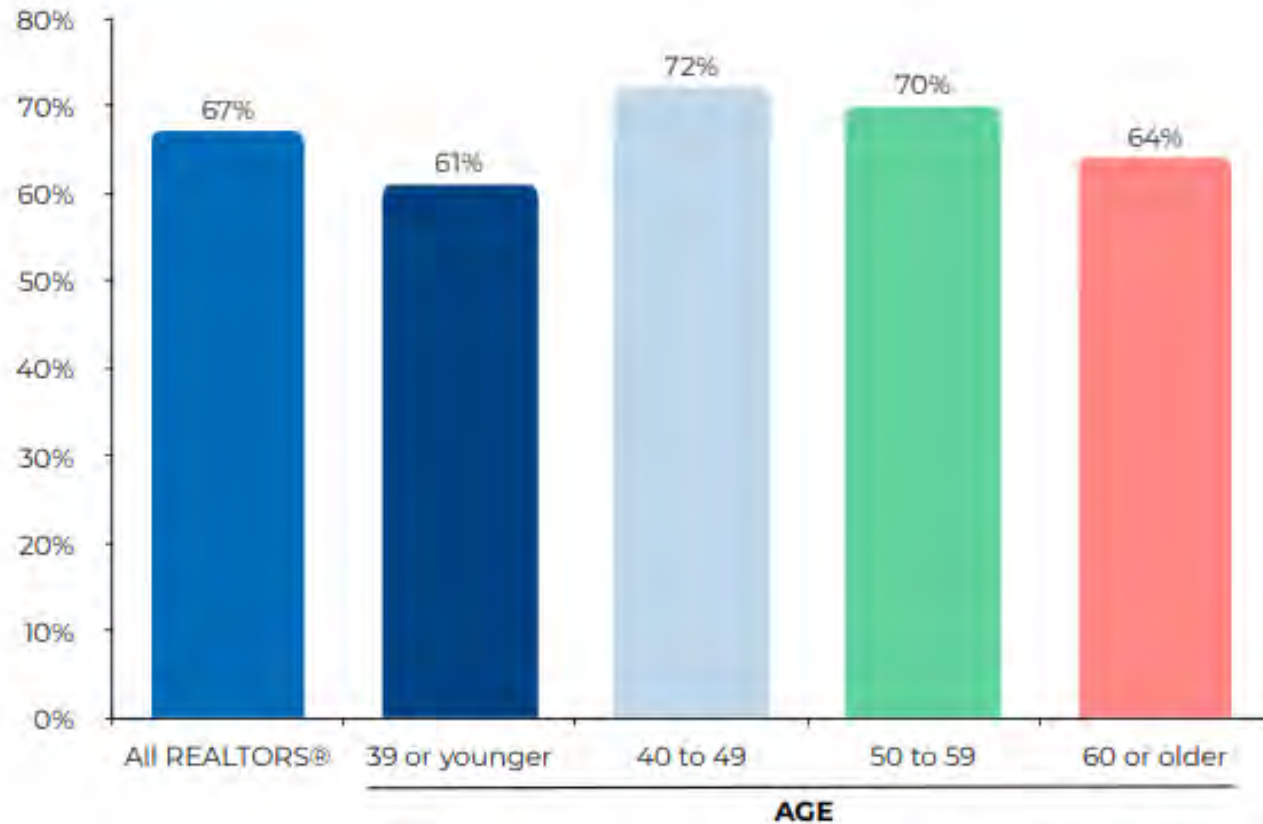


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Circle of Influence

REALTORS® are volunteers too

Exhibit 6-22 Volunteers in Community, by Age
(Percentage Distribution)



National Association of REALTORS® | 2022 MEMBER PROFILE



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Circle of Influence

REALTORS® are Good Neighbors



October 20, 2020

By: Graham Wood

- Jeff Fields is the immediate past president of Teen Lifeline, which focuses on suicide prevention. Suicide is the second-leading cause of death for those ages 10-24.



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Circle of Influence

REALTORS® Give Back

REALTORS® Relief Foundation Launches 2023 Annual Fundraising Campaign

February 14, 2023

Media Contact: Spencer High 202-383-1051



Share

WASHINGTON (February 14, 2023) – The REALTORS® Relief Foundation is proud to announce its 2023 fundraising campaign. The annual initiative aims to raise \$5 million this year to provide housing relief to victims of hurricanes, floods, wildfires and other disasters.



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Circle of Influence 🗨️



Find Collaborators who are **Curious, Confident and Concerned**



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Enter a New World of Possibilities



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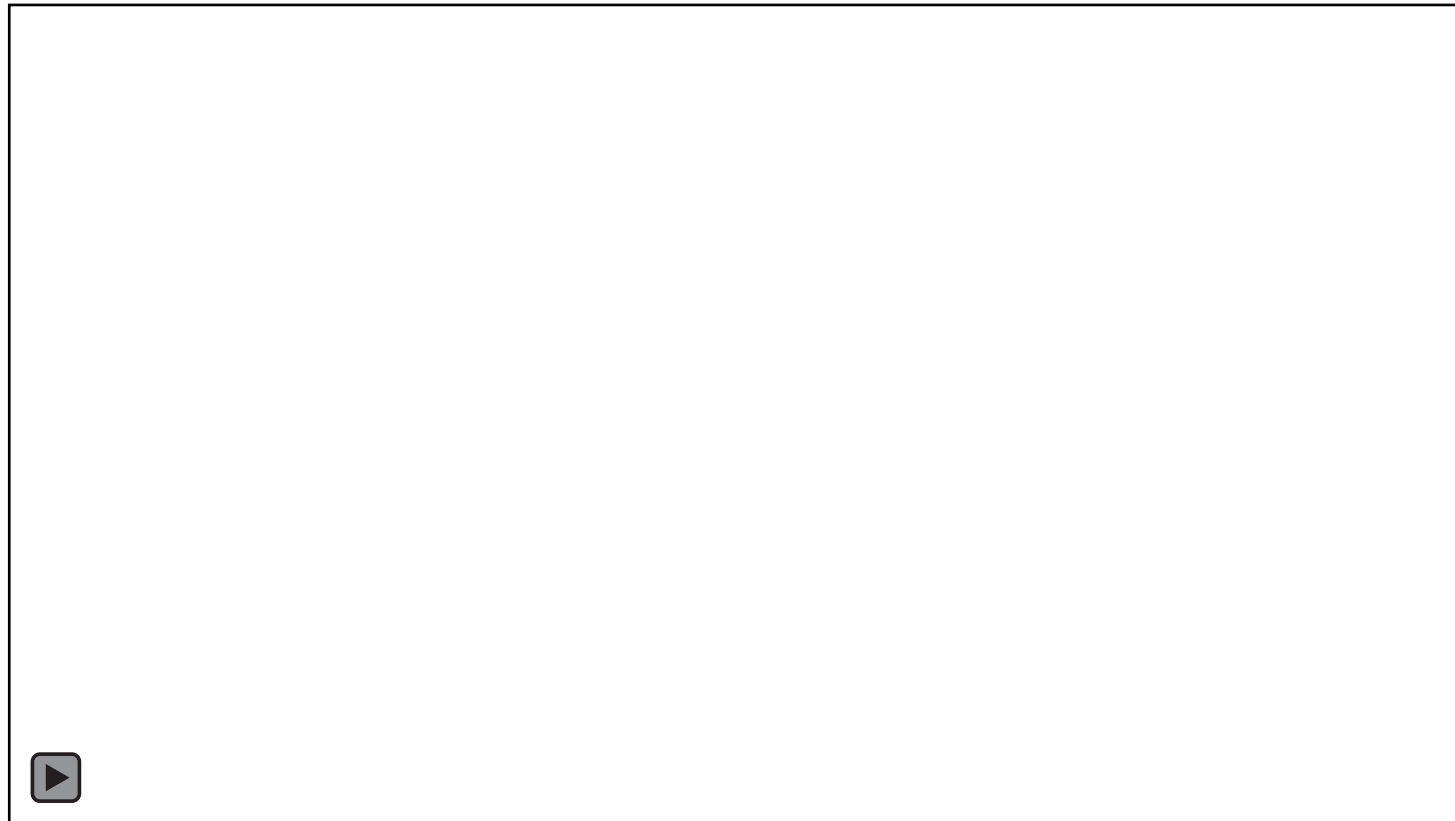


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Partnership Purpose #5

Expand Your Approach

Exchange ideas and information that can help **amplify your approach** to addressing Housing Affordability & Attainability.



Expand Your Approach



Expand Your Approach



Housing Partner Program

BENEFITS



Signing Bonus

\$1000 bonus for leasing a unit to a Scottsdale Housing voucher tenant.



Security Deposit Coverage

Scottsdale Housing Agency will cover the Security Deposit collected in your lease agreement.



Damage Relief

Up to \$500 in damage relief assistance for voucher tenant caused damages.

REQUIREMENTS



New Landlords: Join the Scottsdale Housing Choice Voucher Program and open units to housing voucher tenants.

Current Landlords: Make additional units available in your real estate portfolio to housing voucher tenants.

Scottsdale Housing Agency | 480-312-7726 | ScottsdaleAZ.gov



2022 Fair Housing Committee

Chey Tor (chair), **Roseline Cristanelli** (vice chair), Andre Taylor, Matthew Long, Sophia Tesch; Riley Cilley (board liaison), **Lee Cooley** (staff liaison)



CITY OF SCOTTSDALE HOUSING PARTNER PROGRAM
JUNE 27



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Housing Partner Program

June 2022 rollout



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Increase in Landlord Participation



Total Units Added



New Landlord Partners



Additional Units by Current Landlords



'Leasing Up' in Opportunity Neighborhoods



Homelessness
Reduction



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Increase in Landlord Participation



73 Total Units Added



New Landlord Partners



Additional Units by Current Landlords



'Leasing Up' in Opportunity Neighborhoods



Homelessness
Reduction



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Increase in Landlord Participation



73 Total Units Added



28 New Landlord Partners



Additional Units by Current Landlords



'Leasing Up' in Opportunity Neighborhoods



Homelessness
Reduction



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Increase in Landlord Participation



73 Total Units Added



28 New Landlord Partners



45 Additional Units by Current Landlords



'Leasing Up' in Opportunity Neighborhoods



Homelessness
Reduction



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Increase in Landlord Participation



73 Total Units Added



28 New Landlord Partners



45 Additional Units by Current Landlords



‘Leasing Up’ in Opportunity Neighborhoods

- **26%** Upper Income
- **48%** Middle Income
- **26%** Moderate Income



Homelessness
Reduction



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Increase in Landlord Participation



73 Total Units Added



28 New Landlord Partners



45 Additional Units by Current Landlords



‘Leasing Up’ in Opportunity Neighborhoods

- **26%** Upper Income
- **48%** Middle Income
- **26%** Moderate Income



Homelessness
Reduction



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Partnership Purpose #6

Partner & Network

Form business partnerships and create a network of affordable housing ambassadors.

Q: Is anyone here looking for an affordable or attainable housing partner?



Housing Partnerships | Example 1

WI Gov. Tony Evers | Recovery Voucher Pgm



State of Wisconsin
Division of Energy, Housing and Community Resources

Recovery Voucher Grant Program (RV) | Program Overview

The State of Wisconsin out of the recognition that individuals who have safe, stable and supportive housing while in recovery often have better outcomes. Through this program, clients experiencing category 1, 2, or 4 homelessness and who also have an opioid use disorder (OUD) diagnosis or have been receiving treatment for OUD within the past 12-months are eligible to be housed in a Department of Health (DHS) recognized recovery residence...

Recovery Vouchers (Program Funds)

Can cover the cost of a client staying at a DHS recognized recovery residence. The funds will cover the cost of a bed but cannot cover any additional services such as case management, costs for participating in support groups, recovery support services etc.

<https://energyandhousing.wi.gov/Pages/AgencyResources/RecoveryVoucherGrant.aspx>

Q: Have you used health and safety issues to motivate officials about housing?



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Housing Partnerships | Example 2

Former AZ State Sen. Sean Bowie & former Gilbert Mayor Jenn Daniels



Featured Research/Housing & Our Community/Recent Research

Housing Innovation in Arizona: Opening the Door to Arizona's Housing Future

Faced with clear evidence that, due in substantial part to red tape, homebuilding in Arizona hasn't kept pace with demand and that the coming housing correction threatens to derail this already narrow pipeline, (former) Senator Bowie and Ms. Daniels have identified 19 recommendations in three areas policymakers should consider next year:

- **Cities and towns must be more accommodating of housing development and the needs of younger families and lower-income buyers**
- **The State of Arizona must acknowledge differing local needs and relax pre-emptions that limit their options**
- **Policymakers should incentivize partnerships between the State and our local governments**

Removing state preemptions around inclusionary zoning, creating 'housing opportunity zones', and further regulating short-term rentals will provide local governments with the tools they say they need to approve more projects.

<https://commonsenseinstituteaz.org/wp-content/uploads/2022/12/Housing-Innovation-in-Arizona-12-2-2022.pdf>

Q: Have you written or petitioned elected officials about housing issues?



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Housing Partnerships | Example 3

National League of Cities – Landlord Engagement Lab



THE LEGAL DESIGN LAB

The Lab focuses on engaging/serving landlords & property owners who manage 20 or fewer units.

Aims to help small-to-mid-sized cities prevent evictions and support community members by developing and refining their strategies for engaging with property owners.

Program Participants

Teams from nine cities (*including Glendale and Scottsdale*) were accepted.

Participating cities are learning how to:

- Develop a landlord engagement strategy that centers racial equity
- Facilitate or strengthen relationships with mom-and-pop landlords
- Develop policies, programs and resources to landlords and prevent evictions

<https://www.nlc.org/initiative/landlord-engagement-lab>

Q: Have you engaged with landlords to foster housing stability and prevent evictions?



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Stay in touch

Christopher Groesbeck

Landlord Liaison

City of Scottsdale Community Assistance Office

CGroesbeck@ScottsdaleAZ.gov

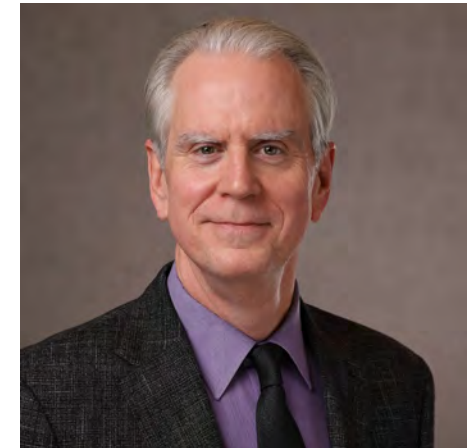


Lee Cooley

Director of Marketing & Communications

Scottsdale REALTORS®

lee@scottsdalerealtors.org



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