5 BENEFITS OF DIGITIZING PHA APPLICATIONS AND COMPLIANCE WORKFLOWS

See how online applications can save time for PHAs
and make life easier for participants

⩔YARDI

GETTING STARTED

What does your current compliance workflow look like?

What if you could increase staff efficiency, shrink expensive document storage and reduce potential fair housing litigation and undesirable audit findings?

Online solutions are available that provide applicants and participants with tools they need to qualify for assistance without having to step foot in the agency. People can apply for housing from any web-connected device — be it a kiosk in your office, their personal computer at home or even a phone or tablet.

And those are just the applicant perks. Your housing staff also stands to benefit.

Are you ready to get started?

Let's look at the benefits »

BENEFITS OF ONLINE APPLICATIONS FOR SUBSIDIZED HOUSING

- **Less paperwork to process**

- **Fewer meetings and interviews to schedule**

- **Reduced costs with less paper, postage and time dedicated to manual processing**

- **More time for important activities, such as spending time with current participants**

- **More confidence in program compliance**

- **Less stress with automated annual certifications**

- **Easier audits with fewer findings**

5 BENEFITS OF DIGITIZING PHA APPLICATIONS & CERTIFICATIONS:

—

1. Faster, easier waiting list updates

2. Streamlined applicant intakes

3. Paperless efficiency

4. Greater compliance assurance

5. Smoother audits
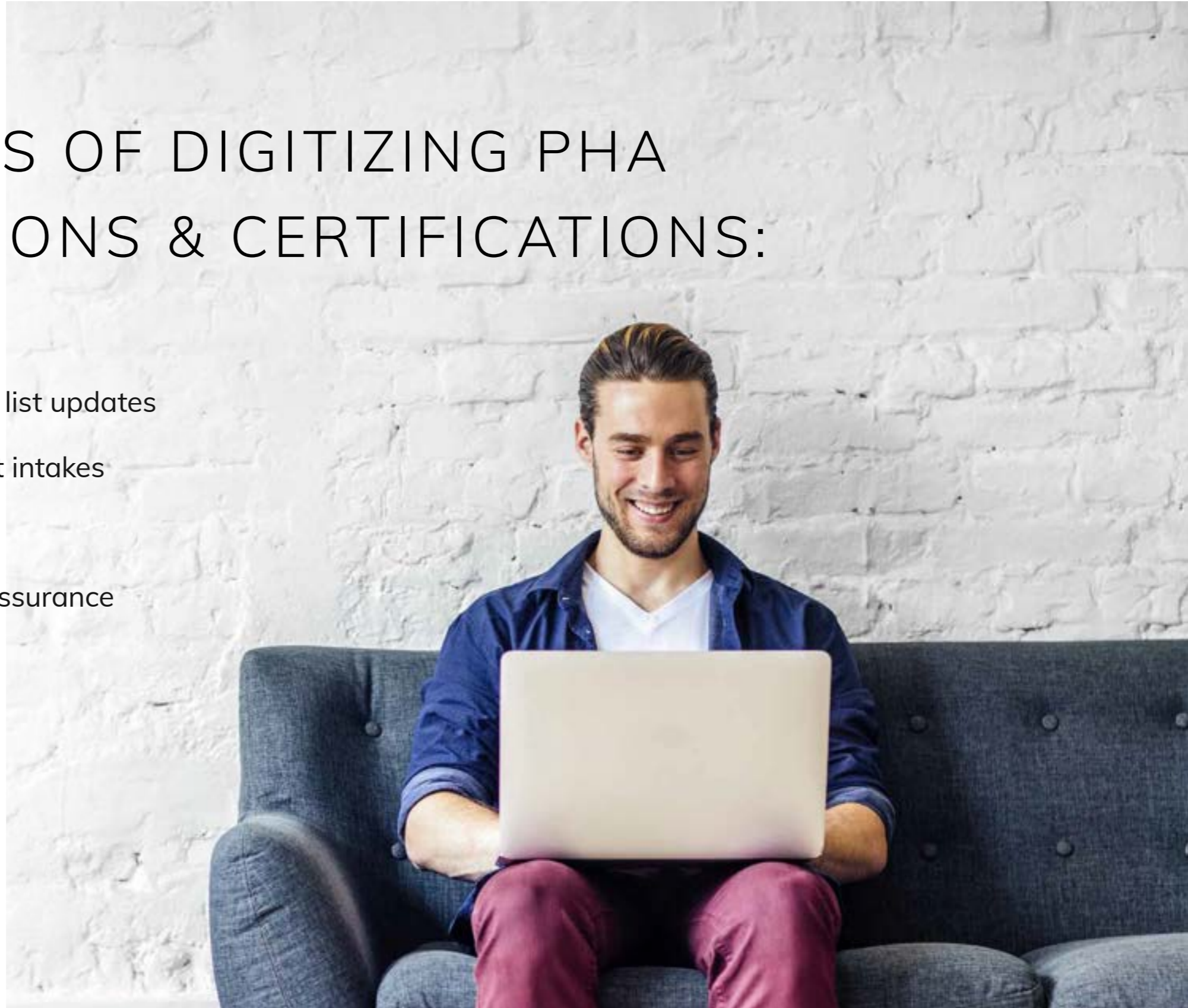
Benefit 1

FASTER, EASIER WAITING LIST UPDATES

Can your website quickly direct applicants to your open waiting lists? Can it walk them through a step-by-step application workflow that is designed for a smartphone, tablet or computer? Flexible, self-paced online housing applications make this all possible.

It's a great way to:

- Efficiently add families to open waiting lists
- Avoid confusion with a smooth, online process
- Reduce office visits and provide flexibility to your applicants

Read how it works on the next page »

Example:

Self-Service Waitlisting

A local family is looking for an apartment and visits your PHA's website. They enter basic information, such as income, household size and other general qualifying data.

Based on that information, the family can select one or more waiting lists to apply for and submit their application online.

Your housing specialists monitor all incoming applications through easy software workflows. Upon confirming that the application submitted is not a duplicate, your staff can accept the submission and assign the family to a waiting list with the click of a button.

Benefit 2

STREAMLINED APPLICANT INTAKES

During the waiting list selection process, agency staff select a family and invite them to complete the intake certification online. Once directed to the online portal, applicants can complete and submit their entire certification.

They can scan or take photos to upload bank statements, paycheck stubs, identification documents and any other agency-required documentation. Family members can also sign documents electronically, providing them additional flexibility.

What was once a complex and time-consuming process is simplified into an applicant-driven, step-by-step, intuitive workflow.

The self-service intake process provides multiple benefits:

- 24/7 access for applicants
- Reduced time spent on in-person interviews with agency staff
- Support for dozens of languages
- A uniform application and certification workflow

Why is a uniform workflow important?

Fair housing claims are expensive. Electronic applications and certifications are a great way to mitigate risk while reducing costs and increasing efficiencies.

Learn more on the next page »

Resolve fair housing complaints before they happen

Inconsistency, favoritism and steering are among the most common complaints when it comes to PHA applicant intake interviews. Applicants can be considered unfairly treated if a housing specialist directs them to apply for one waiting list or property over another based on the specialist's perception of the applicant.

A consolidated, online application provides every applicant with a uniform and objective experience. Integrated translation services even remove the language barrier for non-English speakers, allowing agencies to accommodate a diverse client base.

Benefit 3

PAPERLESS EFFICIENCY

PHA staff benefit from online applications and certifications just as much as applicants and participants.

BENEFIT 3: PAPERLESS EFFICIENCY

Funneling all application and certification materials into a single, online interface streamlines the collection review process. Compliance specialists can review, verify and approve certifications with fast and secure digital access to all documents. If application information is missing or inaccurate, staff can quickly notify the participant via email that follow-up work is required. In most cases, there's no need to write a letter, stuff an envelope or purchase postage.

The following can be easily and securely managed in digital form:

• Standard HUD forms

• Employment and wage-related documents

• Bank statements

• Birth certificates

• Any other agency-required documentation

See the next page for how you can save time by switching to online applications »

ONLINE APPLICATIONS SAVE TIME FOR HACSB

—

We **purged nearly 40% of the names on our outdated waiting list** with Save My Spot, a feature of RentCafe PHA, in a matter of days.

BOB HAVLICEK

Executive Director
Housing Authority of the County of Santa Barbara

Watch the interview to get inspired.

Benefit 4

GREATER COMPLIANCE ASSURANCE

Maximizing compliance requires a lot of administrative work with little room for error. A daily to-do list can be daunting, and it's likely that steps may be missed without a proper system in place to ensure program compliance.

With embedded automation, online compliance workflows notify staff when tasks are ready to be completed, or perhaps overdue. Similar notifications, usually made by email, can be sent to applicants to advise of any change to their status.

Example:

Automated Notifications

DEAR HOUSING SPECIALIST:

Applicant Bob Smith's employment status lacks necessary data for verification. The applicant has been sent an email asking to provide contact information for his employer.

DEAR MR. SMITH:

Your application states that your employer is ABC Tires. Please log in to confirm that information, as well as to provide contact information on your employer so that we can verify your employment status.

Benefit 5

SMOOTHER AUDITS

Every subsidized housing program is subject to monitoring for program compliance, and it's not always fun.

Audits often create anxiety. Housing providers might stress over the preparation it takes to get paper files in order and worry about potentially lost information. Any missteps could result in findings that can take significant staff hours to correct.

Online housing applications and certifications solve this by providing a secure virtual filing cabinet.

Auditors can find everything they need to verify residents' eligibility quickly and easily. Every step, including your staff's review and decision making, is recorded for total transparency, which means your next audit won't involve hours digging through paperwork.

Example:

The Best Audit Ever

Your HUD rep is in town for an audit. She'll want to see rent receipts, inspection records, proof of program eligibility and much more. She'll want the date each household was qualified, their move-in date, their household demographic data, etc.

No problem, when you've got the right software.

RentCafe PHA ensures that the work applicants and staff have done to verify eligibility flows seamlessly into their participant records. RentCafe PHA users can simply provide their HUD rep with access to the Yardi Voyager database (as a "read-only" user) so that she can drill down into documentation and verify that your program complies with HUD regulations.

Even ineligible or incomplete applications are easily accessed. No matter the eligibility determination, the decisions your housing specialists make are transparent and available for review.

With audits this smooth, your organization will demonstrate high performance and make itself more competitive for future sources of funds.
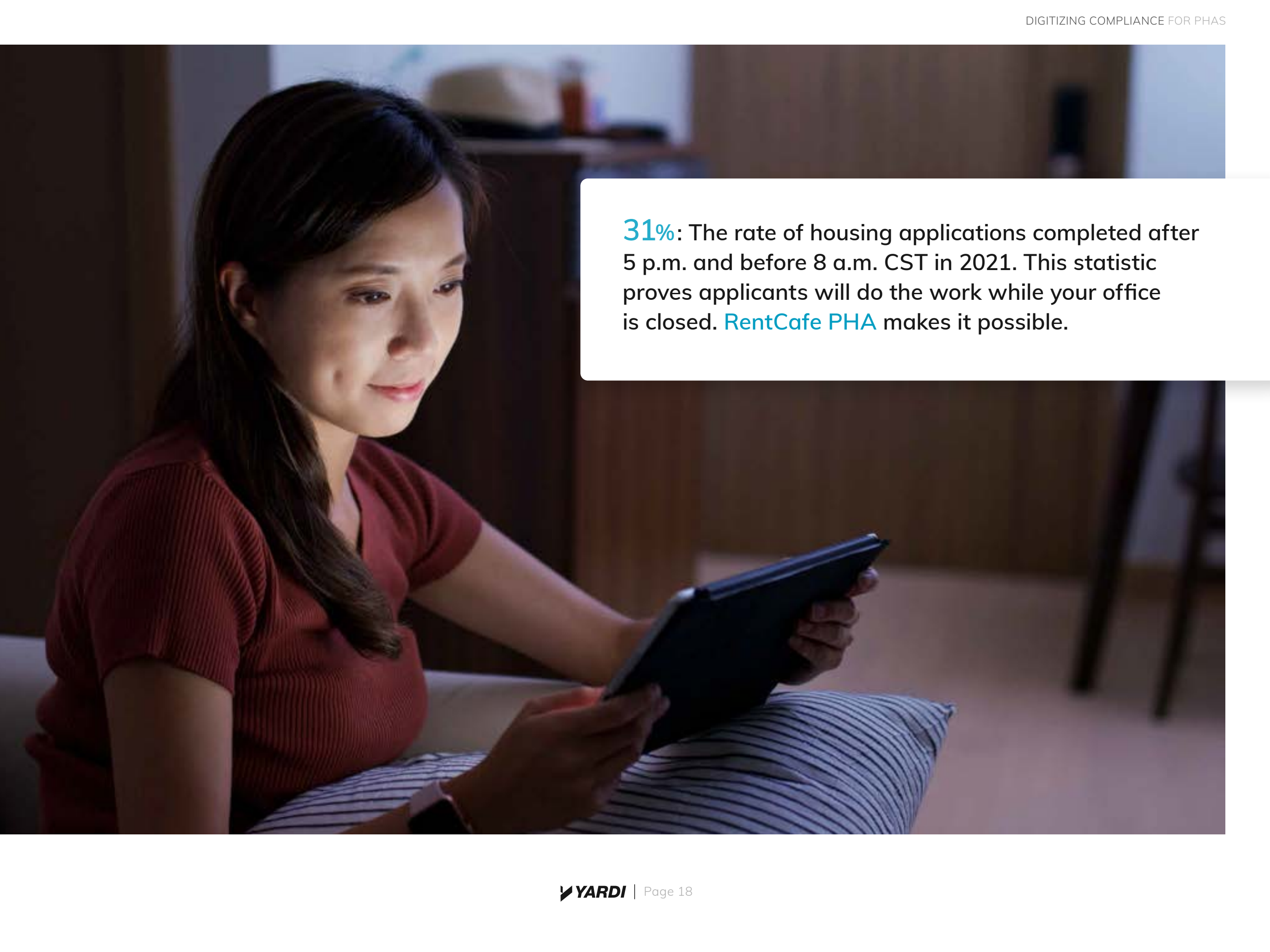
Get Real Results

This is all possible with RentCafe PHA, the only online solution of its kind. By replacing mounds of paperwork with a self-service online app, PHA participants gain the freedom to apply when and where they want.

Let's look at the data from actual RentCafe PHA users.

3,036: The number of housing applications created online every day in 2021. That's thousands of stacks of paper and hours of meeting time saved.

141,367 applications completed and submitted in 2021

31%: The rate of housing applications completed after 5 p.m. and before 8 a.m. CST in 2021. This statistic proves applicants will do the work while your office is closed. RentCafe PHA makes it possible.
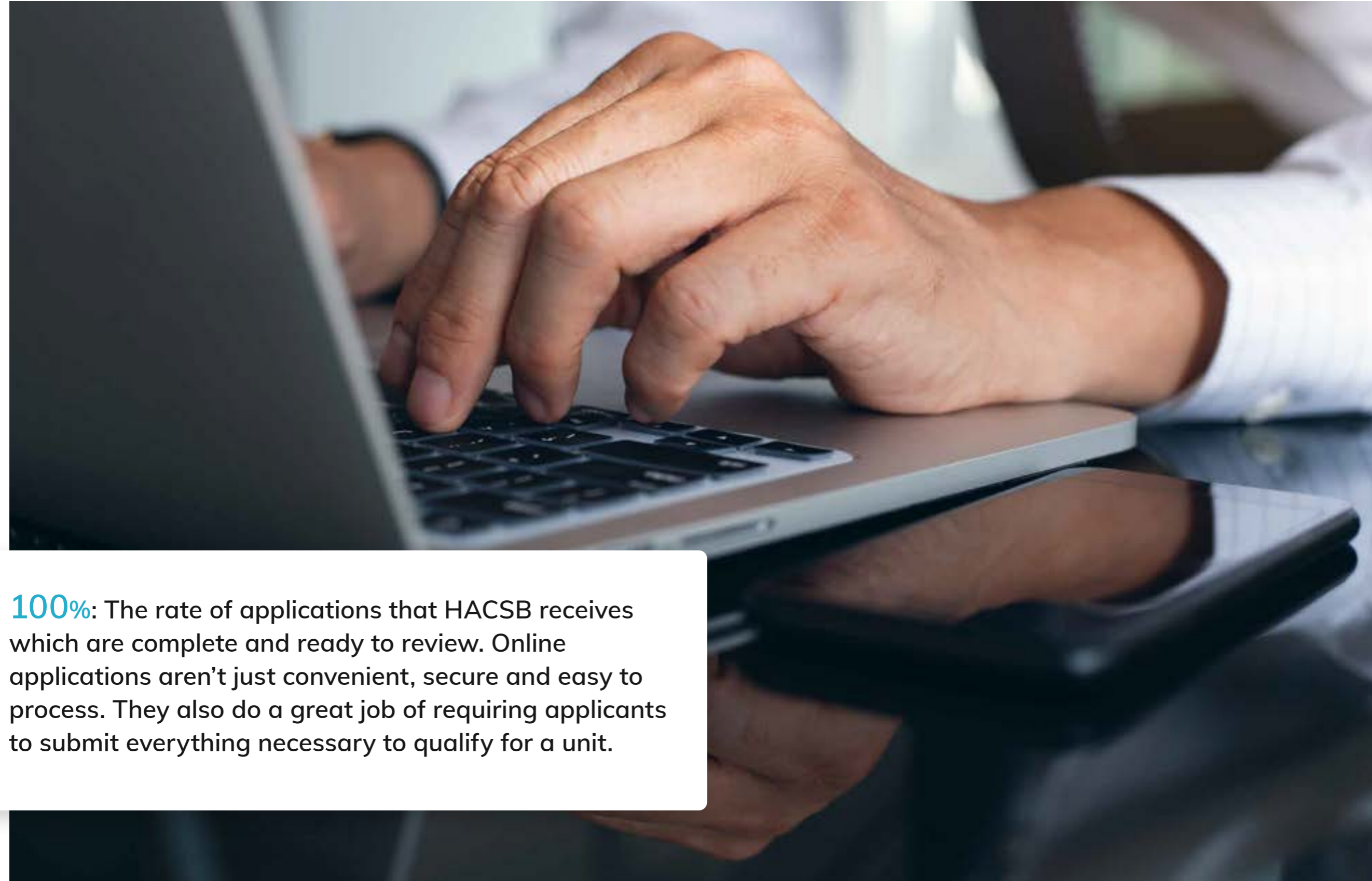
100%: The rate of applications that HACSB receives which are complete and ready to review. Online applications aren't just convenient, secure and easy to process. They also do a great job of requiring applicants to submit everything necessary to qualify for a unit.

HOW DO YOU DIGITIZE PHA APPLICATIONS & COMPLIANCE WORKFLOWS?

THE ANSWER IS

RentCafe PHA

THANK YOU!

When you're ready to learn more about electronic applications and certifications for PHA participants, email us or call 800.866.1144.

Yardi is a privately-owned business with more than three decades of experience in the industry.
Our RentCafe Suite of property marketing and leasing products has all the tools you need to attract prospects, qualify applicants and improve resident services. RentCafe PHA streamlines compliance by collecting the data you need without the paperwork.

✔ YARDI | Energized for Tomorrow

RentCafe PHA-ebook 4/12/22