

The Importance of Collaboration & Target Outreach for IRA Program Success

Maximize your outreach and
prioritize LMI communities



Presented by
Shaina Fite

4 DECADES OF REAL ESTATE SUCCESS

10K+

Employees Worldwide

14K+

Clients Served

8M+

Portal Users

\$17B+

Monthly Payments

1.5M+

Public Housing Units

2.25M+

Affordable Housing Units

50K

Properties



YARDI

Challenges to reaching LMI Households and Property Management Owners



OUTREACH

Commercials and Ads cannot provide the exposure needed

AWARENESS



MISINFORMATION

Potential applicants may be misinformed about programs requirements or intentions

KNOWLEDGE



ACCESS

Unsure how to connect with experts on program requirements and benefits optimization

RESOURCES



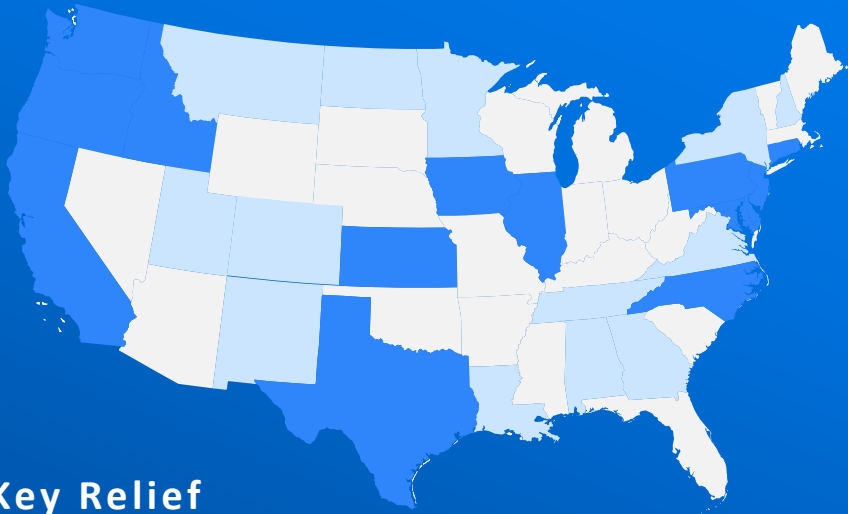
TRUST

Many will second guess the validity of the program

UNDERSTANDING



SUCCESS WITH THE LMI COMMUNITY



Key Relief Milestones:

4B+

Funds Disbursed

2M+

Applications Processed

40+

State & Local Agencies

Collaboration & Strategic Marketing



Utility Companies

Boost marketing support through existing community hubs.



Cross-Agency Collaboration

Work closely with DOH, HHS and other organizations who hold important data.



Workforce Development

Partner with CAP agencies to aid with community engagement that create jobs.

Cross-Program Collaboration Opportunities



STACK BENEFITS

See where **IRA Rebates**, **Weatherization (WAP)**, **Whole Home Repair**, and other programs can align



COORDINATE CONTRACTORS

The **same** contractor can be used for **multiple** program incentives within a property, upgrading all at once to **reduce delays** and **increase satisfaction**



GATHER DATA

Agencies like **NREL** can help **gather data** on awardees from other programs (LIHEAP, Solar, etc.) that will likely qualify

Engaging Contractor Networks & Real Estate Technology



Contractors

Outreach to contractors, your front-line salespeople, to make them aware of these programs and collaborate

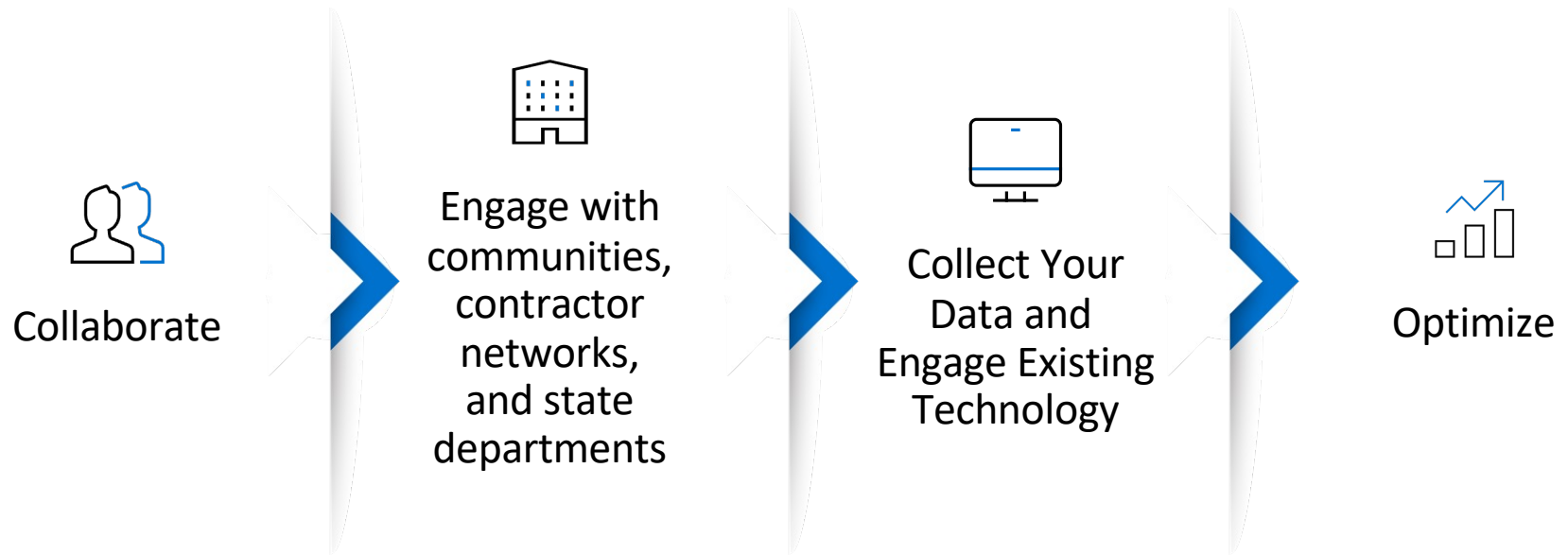
- Provide Training and Marketing Materials
- Engage Contractor Networks

Tech/E-Commerce Platforms

Use existing data and technology infrastructure

- Engage with Affordable housing providers and Public housing authorities (PHAs)
- Ensures Fair Market Pricing
- Ensure Fraud Prevention

In Conclusion



Adopt a collaborative, data-driven, and technology-focused strategy to ensure vital programs effectively reach the people and communities in need.



THANK YOU

Feel free to contact me with any questions.

Shaina Fite | Manager | Shaina.Fite@yardi.com

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