

Marketing and The Housing Registry

At the 2013 Annual Meeting of Members the council heard from members that while there are many applicants on The Housing Registry database, there are some occasions when there are no applicants that meet the criteria for specific available units. Examples include lower end of market or shallow subsidy units, wheelchair modified units, or lack of applicants for units of a specific size. In other instances, there appears to be a lack of knowledge of the existence of subsidized housing in some communities.

Members were looking for guidance in how to appropriately address these issues without breaching their Registry Member Agreement or creating confusion regarding the application and eligibility process.

As a result of this discussion, the council formed a subcommittee which developed template language for members to use when there is a need for marketing. In recognition that some members use the registry for both subsidized and market units while others maintain a separate list for market units, a series of options were developed with varied wording based on each housing provider's use of the registry and the purpose for advertising.

Option #1 –Provider maintains separate applicant list for market units:

"(Housing Provider Name) is seeking to refresh its applicant lists for future vacancies in market units, or units with a limited amount of subsidy in (Community Name). If you have gross annual household income between (\$XX,000) and (\$XX,000), your application could be considered for units as they become available. If you would like further information, or would like to apply, please call XXX-XXX-XXXX or visit our website at (Website Name)."

Please note: For rent-geared-to-income units with full subsidy, we are committed to utilizing The Housing Registry for the selection of applicants. For more information on eligibility, or to apply to the registry, please call 604-433-2218 or toll free at 1-800-257-7756 or visit the BC Housing Website. www.bchousing.org

Option #2 –Provider utilizes The Housing Registry for both market and RGI units:

"(Housing Provider Name) is seeking to refresh its applicant lists for future vacancies in market units, or units with a limited amount of subsidy in (Community Name). If you have gross annual household income between (\$XX,000) and (\$XX,000), your application could be considered for units as they become available. Please note, we use The Housing Registry to fill all rent-geared-to-income units with full subsidy as well as market units. For more information on eligibility and to apply to the registry, please call 604-433-2218 or toll free at 1-800-257-7756 or visit the BC Housing Website at <https://www.bchousing.org>

If you would like further information about our buildings in (Community Name) call XXX-XXX-XXXX or visit our website at (Website Name)

Option #3 –Provider wants to raise awareness of availability of subsidized housing in the community:

"(Housing Provider Name) is seeking to refresh its applicant lists for future vacancies in (Community Name). If you have gross annual household income below (\$XX,000), your application could be considered for units as they become available. Please note, we use The Housing Registry to fill all rent-geared-to-income units. For more information on eligibility and to apply to the registry, please call 604-433-2218 or toll free at 1-800-257-7756 or visit the BC Housing Website at <https://www.bchousing.org>

If you would like further information about our buildings in (Community Name) call XXX-XXX-XXXX or visit our website at (Website Name)

Option #4 –Shortage of eligible applicants on registry for a particular unit size in a community:

"(Housing Provider Name) is seeking to refresh its applicant lists for future (SIZE) bedroom vacancies in (Community Name). If you have gross annual household income below (\$XX,000), your application could be considered for units as they become available. Please note, we use The Housing Registry to fill all rent-geared-to-income units. For more information on eligibility and to apply to the registry, please call 604-433-2218 or toll free at 1-800-257-7756 or visit the BC Housing Website at <https://www.bchousing.org>

If you would like further information about our buildings in (Community Name) call XXX-XXX-XXXX or visit our website at (Website Name)