

2014 Entry Form
(Complete one for each entry.)

Fill out the entry name *exactly* as you want it listed in the program.

Entry Name _____

HFA _____

Submission Contact _____

Phone _____ **Email** _____

Qualified Entries must be received by **Tuesday, July 1, 2014**.

For more information about Qualified Entries, [click here to access the 2014 Entry Rules](#).

Use this header on the upper right corner of each page.

HFA _____

Entry Name _____

Communications	Homeownership	Rental Housing	Special Needs Housing
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs
Legislative Advocacy	Management Innovation	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> State Advocacy <input type="checkbox"/> Federal Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology	<input type="checkbox"/> Special Achievement	<input type="checkbox"/> YES <input type="checkbox"/> NO

Tennessee Housing Development Agency Making Rental Easier

With newcomers pouring into Tennessee, and a new generation of savvy internet users, THDA recognized we needed a fresh look at our rental housing locator. A light-hearted instructional video is now part of that mix.

After a successful launch in 2008, TNHousingSearch.org provides 24/7 internet-based access to rental housing of all price points to those searching for housing, and a free posting opportunity for property owners. In exchange for offering convenience for those audiences, we recognized the opportunity to build a database of Tennessee's rental housing market.

Initial response to TNHousingSearch.org was outstanding, leading us to meet and exceed participation goals. Statewide market penetration has been achieved across most price points.

To keep the site current, we wanted a sharper appeal to potential renters and landlords. Being a free site is insufficient; a welcoming and effective site will draw audience interest. After a technical review with our developer, we came up with over 50 enhancements to make the site more competitive with Zillow, Locators and Craig's List. A key new element we designed is a fun, instructional video to get potential renters to give the site a try. Our site vendor, SocialServe, is so pleased it requested permission to use the video as a marketing/training tool with other housing resource providers.

Our initial marketing efforts in 2008 were heavily weighted towards landlords. Including requirements for program partners to list their properties on TNHousingSearch.org, and promoting TNHousingSearch.org at tradeshow and conferences helped that growth. With potential renters in mind, posters, brochures and rack cards were provided to local public housing authorities, social service agencies and USDA Rural Development offices. THDA's Housing Choice Voucher holders were directed to the site instead of being handed paper lists. We believe the video will enhance their experience.

To help track users, we developed an action statement: **"Tell them TNHousingSearch.org got you there!"** to add to the "Find Housing" page. The idea was that future residents will identify the site as the connection between them and their new home. Both parties will recognize it was TNHousingSearch that introduced them, building credibility.

The video was created fully at THDA; the concept, script, acting, filming and editing, were all handled by staff. The video walks potential renters through the site to find their new abode. The message is light-hearted, but clear and detailed, incorporating screen shots from the site. The video is linked on the site

Find a Place to Live

- Search up-to-date listings of rental housing
- Searching is free and anonymous

List Rental Housing

- Free advertising for your units
- Add photos and information about amenities and neighborhood features

For more information, go to TNHousingSearch.org or call 1-877-428-8844

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TNHousingSearch.org is funded by Tennessee Housing Development Agency

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and resides on [YouTube](#), ready to educate how to search for rental housing in Tennessee. It's a hit. TNHousingSearch.org is working towards becoming the first stop for rental housing needs in Tennessee. The site still provides a password-protected area for social service agencies assisting customers with disabilities, and former inmates. When disasters strike, we can send e-mails to landlords to consider short-term rentals for those affected. The site's dynamic growth is a success for landlords and renters. Beyond the mission of serving as a liaison for affordable housing opportunities, a key benefit for THDA is building a database for housing costs, important for accurate Fair Market rent information.

Our research during the refresh is directing our analytics as we track for results. PHAs can offer TNHousingSearch.org as a resource to customers that request rental assistance. The Tennessee Apartment Association can offer TNHousingSearch.org as a free marketing tool to properties experiencing vacancies with limited marketing resources. USDA RD can promote TNHousingSearch.org to their rural housing developments. And THDA can concentrate on making TNHousingSearch.org the primary rental housing locator in Tennessee.

Video stills

