



An Innovative Approach to Eviction Prevention and Arrears Collection

Home 4 Good is a portfolio-based eviction prevention program that proactively identifies and assists tenants experiencing rental arrears and at risk of eviction. The program provides comprehensive eviction prevention and arrears assistance services to help landlords recoup rental arrears and navigate the administrative complexities of rental assistance programs, while seeking to reduce the burden on property management staff, maintain tenancy, avoid housing court, and improve tenant housing stability in the long-term.

About the Program

To make eviction prevention resources available to more New Yorkers further upstream, [Enterprise Community Partners](#), [RiseBoro Community Partnership](#) and [L+M Development Partners](#) designed this program and partnership model to utilize landlord referrals, enabling service providers to directly engage tenants experiencing rental arrears. With up-front investment from [Maycomb Capital](#), the program utilizes an outcomes-based financing model to mitigate risk for participating landlords, who only pay for set tenant outcomes that are achieved. This proactive approach helps both landlords and tenants save on the cost and the subsequent trauma of eviction, provides landlords with a net financial saving, and better equips tenants to consistently pay rent in the future. *In the first year of program operations, participating landlords saw a more than 2x return on their investment based on the value recouped.*

Summary of Program Services and Key Outcomes

Home 4 Good partners directly with landlords to assist tenants experiencing rental arrears due to non-payment of rent. Enrolled tenants receive eviction prevention services for up to one year after program Housing Navigators conduct an intake assessment to identify a tenant's needs, level of arrears, and develop a housing stability plan.

Through Home 4 Good, dedicated Housing Navigators work with tenants to secure short-term rental assistance; apply for, recertify, or restore longer-term housing subsidy programs; and connect tenants to a range of benefits to support their overall housing stability needs. In-house Financial Coaches will also work with tenants to assess and address key drivers of financial instability. Ultimately, Home 4 Good bridges the connection to services for tenants at risk of eviction and seeks to achieve the following outcomes:

- Enrollment in services and an assessment of need
- Arrears reduction through housing navigation
- Subsidy/housing voucher assistance
- Financial coaching and the development of a personalized spending plan
- Improvements in long-term housing stability

A Win-Win-Win Approach

With its innovative approach, Home 4 Good seeks to drive benefits and positive outcomes for all engaged stakeholders, including participating landlords, tenants and city government partners:



- ✓ Increased rental payments from tenants due to navigation services and holistic supports
- ✓ Cost effectiveness of upstream prevention – Home 4 Good costs ~\$2,500/tenant, vs. minimum eviction cost of ~\$12,000
- ✓ No financial risk due to outcome payment model
- ✓ Referrals to providers reduce time spent on rent collections and tracking down tenants



- ✓ Access to services before they are in crisis
- ✓ Work with experienced service providers who build trust and provide access to appropriate services – Homebase, financial coaching, etc.
- ✓ Increased financial assistance, as navigators help with high-quality applications and reduce administrative burden
- ✓ Improved ability to pay rent and remain housed
- ✓ Reduced trauma from eviction and housing court



- ✓ Better outcomes for at-risk tenants, stemming the tide of current housing crisis
- ✓ Improved economic viability of the City's affordable housing stock, which is under threat from arrears crisis
- ✓ Reduced downstream costs of housing court, shelter, and other services due to early intervention
- ✓ Innovative partnership aligning landlords, tenants, and service providers
- ✓ Leveraging up-front capital in eviction prevention, complementing the City's ongoing commitment to housing stability

Benefits of Home 4 Good

RiseBoro and Enterprise seek to engage a select number of landlords aligned with the mission of upstream eviction prevention to participate in the expansion of Home 4 Good. Benefits of the program include:

- Proactively facilitating direct connections to eviction prevention services and resources for tenants, instead of requiring tenants to pursue assistance
- Reducing legal costs, property management burden, and the cost of vacancies and turnovers due to eviction
- Minimizing the hassle and delay of collecting past due balances, resolving administrative issues with rental assistance and subsidies, and the overall negative impact that housing court presents to both the tenant and property owner
- Improving relationships and building trust between tenants and landlords by leveraging supportive and upstream prevention practices
- Participating poses no financial risk to landlords, as payments are only made when positive outcomes are achieved

The up-front financing provided by Maycomb Capital enables Home 4 Good to initiate services immediately and begin to enroll and connect referred tenants to assistance. Participating landlords are later charged set costs for outcomes that are achieved on behalf of tenants (i.e. a “fee-for-service” model).

Early Program Impact and Results To-Date

In its first year, Home 4 Good has achieved the following outcomes for tenants and housing providers:

- **Tenants enrolled:** More than 400 households,
- **Arrears recouped:** More than \$1 million
- **Annual voucher value secured:** Approximately \$300,000 (more than \$25,000 per month)
- **ROI for participating landlords:** More than 2x

Home 4 Good initially launched in 2021 as a small-scale pilot program serving tenants of L+M. This effort offered a valuable opportunity to refine the service model and further points to the program's potential impact: Ultimately 112 tenants were enrolled in that 12-month pilot, all but four tenants received some form of arrears assistance, and more than \$1 million in arrears were recouped.

The success of this initial pilot — which stemmed from the Eviction Prevention Roundtable, a collaborative effort by a broad set of affordable housing stakeholders convened in the wake of the Covid-19 pandemic — helped lay the groundwork for the current larger-scale initiative.

Expanding and Scaling Home 4 Good

Building on the success of the initial pilot, RiseBoro and Enterprise partnered with Maycomb Capital to expand Home 4 Good and scale up the program over a 3-year period. The pilot expansion seeks to serve almost 2,500 tenants, leveraging partnerships with 6 to 8 affordable housing landlords across New York City. Program partners aim to conduct a rigorous evaluation of the program, focused on its scalability, a cost-benefit analysis, and short- and long-term outcomes achieved for tenants, landlords and other stakeholders.

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