



# UNITE HOUSING

## EXECUTIVE SUMMARY

### **THE CRISIS** *(Lack of Affordable Housing)*

There is a widening gap between income and rent affordability in Florida over the past 2 decades. During this period, inflation-adjusted median household income increased by 17.6%, with inflation-adjusted average monthly rent increasing by 102.6%. The cumulative increase in rent was **85.0 % higher** than the median household income. More recently, in Central FL, from 2020 - 2024, median wage growth was 12% with median rent growth at 34%. This is a 22% decrease in net affordability in 4 years. 53% of households in the area are now considered to be rent burdened.

### **THE CONSEQUENCES** *(What Happens When Rent Increases)*

This profoundly affects communities, forcing families to move further away from loved ones and work, or remain and potentially face eviction, leading to increased homelessness, financial ruin, strained public services, and diminished quality of life. Overcrowded living situations can also exacerbate mental health issues such as stress, anxiety, and depression. Children in unstable housing environments are particularly vulnerable, experiencing disruptions in education and developmental challenges. Economically, communities suffer as residents have less disposable income to spend on goods and services, workforce mobility and economic growth are hampered, as individuals are unable to relocate for job opportunities or face long commutes due to high housing costs. This no longer affects the “poor” but also now includes over 50% of the population.

### **THE DISCONNECT** *(Lack of Capital Alignment)*

Governments aim to address affordable housing shortages with tax credits and grants from a limited pool of funds that could instead be allocated for other public infrastructure projects. Affordable projects involve navigating intricate regulations and income restrictions, which can deter investor participation. Nonprofits struggle with limited access to capital and focus fundraising efforts on charitable donations. For-profit investors seek market-rate returns and business plans necessitate raising rents to offset increased expenses and meet return objectives.

### **OUR SOLUTION** *(Align Stakeholder Interests)*

**Unite Housing collaborates with mission-aligned investors by raising debt capital to acquire market-rate multifamily properties and convert them to affordable housing.** Leveraging our nonprofit status, Unite Housing works with local governments to reduce operating expenses, stabilize rents, and foster community cohesion. This approach ensures the preservation of affordable housing within these properties in perpetuity, while providing investors with market-rate interest returns.

### **THE IMPACT** *(Preserve Affordable Housing and Foster Community Growth)*

Maintain property rents at <30% of Income using HUD Fair Market Rents preserving affordability  
Serve Florida families whose household income qualifies as below 80% of Area Median Income  
Target 200+ units acquired annually  
Prevent displacement of +/- 1,000 residents in the first 24 months and allow families to thrive.



# UNITE HOUSING

EXECUTIVE SUMMARY (p.2)

## THE TEAM *(Industry Professionals with Proven Track Records, Aligned with the Mission)*

**Andrew Birr** - Florida native, social impact entrepreneur, multifamily expert and the broker of record for Plaid Properties, a commercial real estate brokerage serving Central Florida.

**Reydel “Sonny” Santos** - President and Director of Veteran Housing Corp., a 501c3 tax-exempt nonprofit affordable housing operator and developer whose mission is to provide emergency, temporary and long-term housing to veterans in need or at risk of homelessness.

**Jim Junecko** - Financial Secretary, International Union of Operating Engineers, An expert union organizer and contract negotiator, Jim has deep nonprofit experience and relationships with lawmakers across the state of Florida.

## BUSINESS MODEL *(Affordable Housing Preservation and Sustainable Investor Returns)*

**501(c)(3) Ownership Model:** Leverage Unite’s nonprofit status for property tax relief and operational efficiencies to stabilize rents in perpetuity and improve communities.

**Investor and Nonprofit Partners:** Raise debt capital from investors via crowdfunding, other non-profits, accredited and non-accredited investors with fixed return structures.

**Public-Private Partnerships:** Collaborate with local governments for grants, incentives, bonds, and support.

**Scalable Acquisition Plan:** Start in Central Florida, expand statewide and then nationally with a replicable investment + acquisition + preservation model.

**Resident-First Approach:** Prevent displacement, stabilize rents, offer community resources and foster family economic stability and growth

## INVESTOR RETURNS *(4% – 8% fixed interest loan payments, paid quarterly)*

**Tax Deduction Opportunities:** If the interest rate offered is below market rates, investors may be eligible for tax deductions on the difference, recognizing the charitable aspect of their investment.

**Secured Investment:** Social impact “general obligation” notes and investments backed by a mortgage lien on the property, offering collateral and reducing investment risk.

**Social Impact Contribution:** Investors play a direct role in preserving and creating affordable housing, contributing to community stability and economic diversity.

**Portfolio Diversification:** Affordable housing investments often exhibit lower volatility and can serve as a hedge against market fluctuations, enhancing portfolio resilience.

**Community Development Incentives:** In Florida, programs like the Community Contribution Tax Credit (CCTC) offer tax credits to businesses that contribute to community development projects, including affordable housing initiatives.

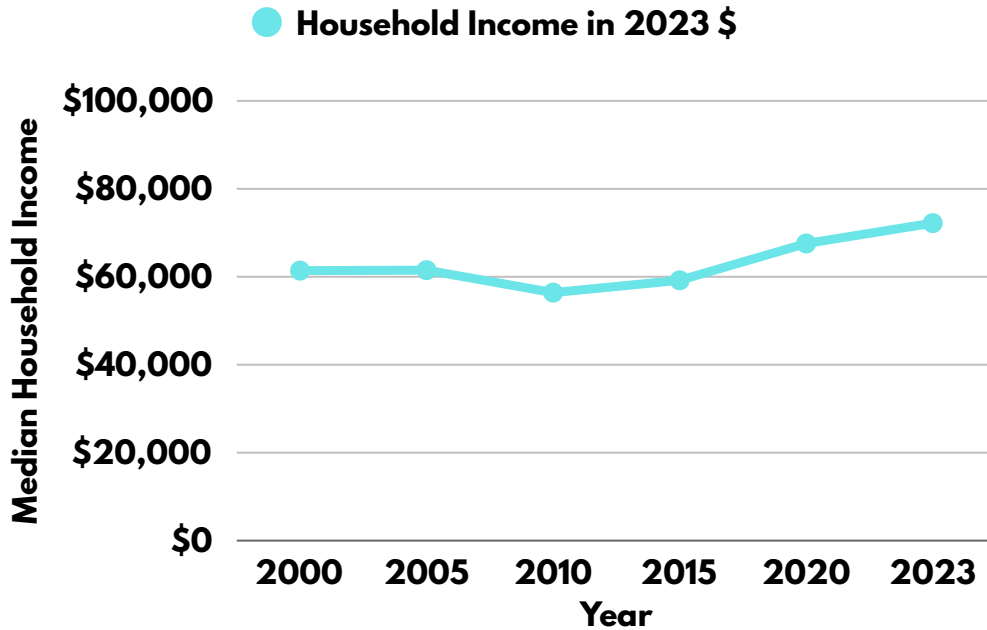
**Alignment with ESG Goals:** Investing in affordable housing aligns with Environmental, Social, and Governance (ESG) objectives, appealing to socially conscious investors.



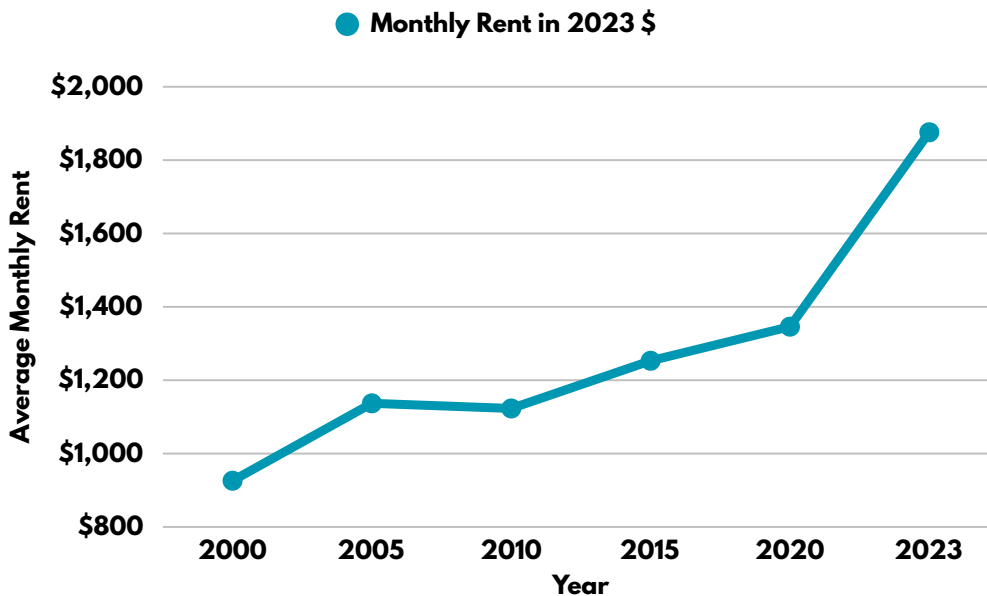
# UNITE HOUSING

EXECUTIVE SUMMARY (p.3)

Florida Inflation-Adjusted Median Household Income Increased by **17.6%** from 2000 - 2023



Florida Inflation-Adjusted Average Monthly Rent Increased by **102.6%** from 2000 - 2023



**From 2000 - 2023 the cumulative increase in rent was 85.0 % higher than the median household income.** 60.3% of renter households in Florida are considered cost-burdened, meaning they spend more than 30% of their income on housing costs.

\*Source: US Census Bureau