

**COMPANY OVERVIEW:** FAIR Housing aims to eliminate evictions in Baltimore City and restore humanity to an industry responsible for providing one of the most critically essential and fundamental human needs -- housing -- by utilizing innovation in thinking and leveraging technology.

**CHALLENGE:** There are ~54,000 eviction filings, of which ~6,500 are scheduled in Baltimore City annually. Pre-pandemic, such housing instability has cascading social consequences causing cyclical demand on public services and resources. Housing policies have changed little since the 1970's understanding of the rental housing population, despite significant supply-side shifts. Consequently, attention and resources are misappropriated mostly to only 20% of today's rental housing population. Meanwhile, the least accessible 80% of renters are underserved, and small-business housing providers are caught in a web of decades-old policies in a complex labyrinth of silos with competing agendas; All unable to achieve desired outcomes for renters -- as a collective -- for whom the system is intended to serve. Legal requirements for "wet signatures" on paper-based systems inhibit technology adoption from automating work processes and coordinate cooperation across stakeholder groups to serve the needs of the underserved 80% efficiently. Rental housing has become a punitive system of disincentives.

**SOLUTION:** FAIR Housing provides a new rental housing service-delivery mechanism for the underserved 80% of renters and housing providers. Called IntelWorX, it increases participation and fosters engagement for public/private partnerships with individual small business housing providers, and delivers services to renters. IntelWorX integrates technology to meld the digital world with paper-based systems and creates incentive-based capabilities for the 80% independent collective. Proactive and preventive cross-functional cooperation and solutions are real-time. With geo-based localization, search parameters match renters with eviction prevention aid and resources, compliance navigation for housing providers, and an instructive learning center for both. Prevention unburdens cyclical demands on government services and resources and creates greater efficiencies for new eviction prevention solutions.

**MARKET:** ~80% of the ~125,000 rentals in Baltimore City are 19-units or fewer. These renters and housing providers, we jointly term as independents, is our target market. The national Total Addressable Market (TAM) is ~10M landlords with ~17M rental properties.

**MILESTONES:** FAIR Housing has created a *Zero Eviction Pilot Program*, modified due to the Pandemic appropriated rent relief funding, specifically as a rapid response solution to match aid with the 80% renter population. The pilot program will launch in an at-risk Baltimore neighborhood to validate the effectiveness of IntelWorX as a virtual service-delivery mechanism that is well suited to serve the needs of the independents, and garner participation with government entities, community groups, and philanthropies alike. With proven success, it is extensible for citywide, county, and state deployment. It is extensible nationwide, and its localization module accommodates rules for any state, city, county, or equivalent as an adjunct to existing systems for preemptive eviction mitigation plans.

**REVENUE MODEL:** FAIR Housing is a member organization with annual membership dues for housing providers to access technology solutions and educational programs. FAIR Housing is a white-label distributor having a revenue share agreement for value-added solutions with the IntelWorX platform through its Intellectual Property (IP) partner, INTELeTech. Solutions to renters are free.

**COMPETITIVE ADVANTAGE:** FAIR Housing is a unique member organization representing a unified voice for renters and housing providers alike, with a joint committee composed of both, to represent interests that are best for the rental industry a collective. IntelWorX is a first-of-its-kind service-delivery mechanism with localization capabilities to create a value-add exchange for participating stakeholders to benefit, which becomes an incentive unto itself for greater participation.

**COMPANY NEEDS:** FAIR Housing seeks introductions for angel level funding via gifts, grants, loans, or variable payment obligations to accelerate the integration of the Pandemic Specific resource matching solution into IntelWorX. Introductions for VC level investment can be arranged with FAIR Housing's IP partner company, INTELeTech, a DE company.

In addition to funding, FAIR Housing seeks partnerships with government agencies, NGO's, and advocacy groups that provide rental assistance as a participating organization for the Zero Eviction Pilot Program and utilization of IntelWorX value-add solutions.

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■ **KEY PERSONNEL**

**Brian Wojcik**

*Co-Founder, President & COO*

**Carmen Fields**

*Co-Founder & CEO*

**Michael Saloni**

*Chief Technology Officer*

**Total # Employees/Team Members:5**

**Total # Advisors: 3**

■ **COMPANY STATUS**

**Founded:** 2020

**Industry:** Housing, Technology

**Company Registration Status:** 501c3

**Total Funds raised to date:** \$0

■ **ACHIEVEMENTS**

**MVP & Testing:** A/B testing with the MVP among paying housing provider customers validated willingness to self-correct issues of non-compliance 98% of the time, at greater cost, when presented with definitive knowledge and instructional guidance; an opportunity to prevent potential evictions.

**ENTERPRISE SOLUTION:** In cooperation with FAIR Housing, a three-year contract for IntelWorX has been signed with a well-regarded Baltimore based management company for their upcoming transition to electronic court filing. IntelWorX was selected for its configurable data application program interface to connect with a legacy software system; as an adjunct for access to cloud based add-on applications.

**FIRST CHOICE:** INTELeTech, the IP provider for FAIR Housing, has been approached by the Maryland Judiciary District Court to utilize IntelWorX as the pilot provider for the upcoming Rent Court rollout as part of the Maryland Electronic Courts (MDEC) project.

**PARTNERSHIPS:** Agreement for national distribution of IntelWorX -- due to its localization capability -- through Think Realty, a national media organization with a nationwide member base of small-business housing providers who specialize in providing low-cost rental housing.