

PANEL DISCUSSION #06

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Shelley Jensen

Today, she is the Founder | CEO of We Fortify, a non-profit that exists to pivot people out of poverty and into a state of economic and emotional stability and social connectedness. We Fortify does this by implementing four integrated strategies within a centralized environment; safe dignified housing within a small supportive community, consistent individualized trauma-responsive therapies, life skills education and living wage training and career placement. She is passionate about solving problems and creating healthy communities as displayed in her work history. Information for the first development, Working Fusion at Mill Street, can be found at workingfusion.com



Booker T. Washington

Booker T. Washington, born in Tuskegee, Alabama has made Atlanta home for over 30 years. Raised by a single mother and youngest sibling of three, Booker has been a driven entrepreneur since the age of 12, utilizing instilled values to innovate, disrupt, and impact his community. As a native of Atlanta, Booker attended Georgia Southern University and his educational background is Human Resources and Business Administration.

Prior to being a full-time real estate developer, Mr. Washington had a successful 15 year career as an executive for notable brands such as Southwest Grill, Atlanta Falcons/Mercedes-Benz-Stadium, and Tesla. As a leader at Mercedes-Benz Stadium, Booker developed, and implemented event training efforts for over 2,500 employees for the 2019 Super Bowl hosted in Atlanta.



Genny Crane

Genny is on a mission to contribute make-sense solutions to the dire need for affordable housing throughout the nation. Her inspiration was born after witnessing the downward spiral of her own city, once known as America's Finest City in San Diego, California. Genny's diverse background presents a range of expertise from extreme entrepreneurial-ism to the non-profit sector over the last 27 years of her career. Most of her experience has been consumed in all aspects of the housing industry, mainly occupied in the financial, real estate industry. She owned a successful brokerage where she managed 40 agents until the collapse of the real estate market in 2008 where she was forced to reinvent herself. Genny then participated as a partner in a minority fund that acquired, restructured, and rehabilitated close to 2700 distressed assets across the country. The devastation that she witnessed in dilapidated neighborhoods segued Genny into the non-profit sector of her journey with a desire to serve disadvantaged individuals.

Site Plan



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CASE STUDY

Open The Door!



On this page: "The Edison House" is complete and the "Boscon" tiny home is under construction.

Working Fusion. We Fortify exists to pivot young adults out of poverty into a state of economic and emotional stability and social connectedness. We do this through four interdependent pillars of shift.

Overview

Problems

Young people are especially vulnerable. The Department of Housing and Urban Development (HUD) reported last year that approximately 35,000 individuals under the age of 25 were experiencing homelessness in the United States. More than 500 of those youth were in Colorado, with at least 124 in El Paso County. We believe these numbers are significantly under-reported. Annual point-in-time surveys of homelessness, collected randomly only once per year, cannot reflect an accurate number of homeless individuals within our communities. Many homeless will hide from these surveyors, many are couch-surfing or sleeping in cars, and many will not report themselves to shelter services or seek help from a support agency. With fewer life skills and social connections, young people are less able to afford a home on their own, and they are much more likely to be targets for abuse and assault.

Solution

Create a community with 4 pillars.

1. Safe Dignified housing within a small supportive community
2. Individualized trauma-responsive therapies
3. Life skills education
4. Living wage career placement

After 2 years of research, Shelley reverse engineered decentralized services, gathering collaborators, over 34, to share the process of identifying characteristics of at risk candidates and the path forward for mental health success.

Partnering relationships with construction partners and suppliers to help offset costs.

JANUARY 28, 2021



Background

Over Coffee in 2017

The private/non-profit partnership between the Flaks Family Trustees and We Fortify began in November of 2017 over coffee at the Wild Goose Meeting House between Greg Flaks and Shelley Jensen. Shelley was talking to Greg about the vision she had after researching healing communities and that a tiny home village might just be the ticket to providing a healthy supportive community. Greg then shared that he and Rick, Greg's brother, had been talking about scraping the homes adjacent to the Bam Paws pet resort to build storage units. After further

discussion, Greg stated, "I'd much rather support these vulnerable populations than build storage units. Let me talk to Rick and Les, (Lesley Flaks) and I'll get back to you". Rick and Lesley agreed and a beautiful partnership was formed, one that the Flaks Family stayed true to even during COVID.

Overcoming Obstacles

Certificate of Occupancy Issues

- > Sanitary Hydrant Installation (18)
- > Neighborhood Alignment
- > Screening Process
- > Organizing Volunteers
- > Continued Individual Growth
- > Construction Delays
- > Government Support





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CASE STUDY

Urban Infill. Converting Urban Areas into Affordable Living Communities



Overview

Problems

Zoning. Let's put it right out there. Reusing land and current infrastructure to create a tiny home community is smart but navigating the government regulations could be overwhelming. Initial low appraisal values for re-purposed land hinder financing options for buyers. Reaching desired ROI with allowable units in zoning.

Solution

Applying for variance in zoning to increase density allows for more units to be built, increasing ROI. Allow cash buyers to advance purchase units creating appraised values for other buyers to mortgage their tiny homes.



Vision

Our aim is both to provide a tiny home, and additional means to change your income potential as well as a homeowner. We can discuss our full scale proforma, equity and investor strategies and our unique approach to incorporating technology.

Overview

Urban development of tiny homes is still a challenge for major municipalities, and I have navigated zoning to come up with one that will work for most major metro areas. South Park is located just minutes from downtown Atlanta and next to the worlds' busiest airport. South Park Cottages is in full zoning and variance approval and in active construction, scheduled for completion in September 2022. The community is already sold out.

Highlight how we sold out this 29 home community in 50 days to the record setting pace of 5.9 Million.

PROBLE
RESOLVE





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CASE STUDY



Conversion Mobile Home Park.

Rebranding. Rebuilding and Promoting Resident Ownership.

Overview

Problems

Stigma of Mobile Home Parks. The mobile home park industry has battled an unfair stigma for decades, created by the media's delight in running shows such as Trailer Park Boys and Myrtle Manor. This "trailer trash" stigma is being eroded by positive media attention. Zoning issues. Affordable housing in California. Need we say more?

Solution

Converting Mobile Home Parks into Tiny House Communities. Who ever thought that a mobile home product would be on the cover of Dwell Magazine or an RV in Town & Country? It is our hope that the stigma will eventually be extinguished in most of America, as it has already been put to rest in most states north of Oklahoma. Infrastructure is already installed.



Mission

Today, RBG. mission includes affordable housing solutions. It strives to lead our communities to a new way of living, which was a part of the original plan fueled by our Creator, who gifted us with tools to live healthy, self-sustaining, and happy lives. We believe that the BIG problems that our nation faces have natural and tiny solutions that will bring 'community' back into our neighborhoods.

Purchase Price:

Reinvestment:

Rental Income:

ROI:

Overview

ADU Market

ReBuilding Green believes that today's manufactured homes provide an additional layer of realization of affordable living. Fabulous homes can increase home value, provide rental income, or keep a loved one or family member close-by.

An ADU can come in many forms, a.k.a. 2nd unit, guest house, backyard cottage, companion unit, granny flat, mother-in-law unit, casita, tiny home, healthcare caregiver, or investment rental. It is an attached or a detached residential dwelling unit that provides complete independent living facilities for one or more persons and is located on the same parcel as the single-family dwelling is situated.

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