

Engaging Landlords to Serve Vulnerable Populations

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Homelessness
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Who are we?

- Presented by Collaborative Solutions Inc.
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- Funding for this project is provided by the U.S. Department of Housing and Urban Development's (HUD) Rural Capacity Building Program.

Contact Information

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Learning Objectives

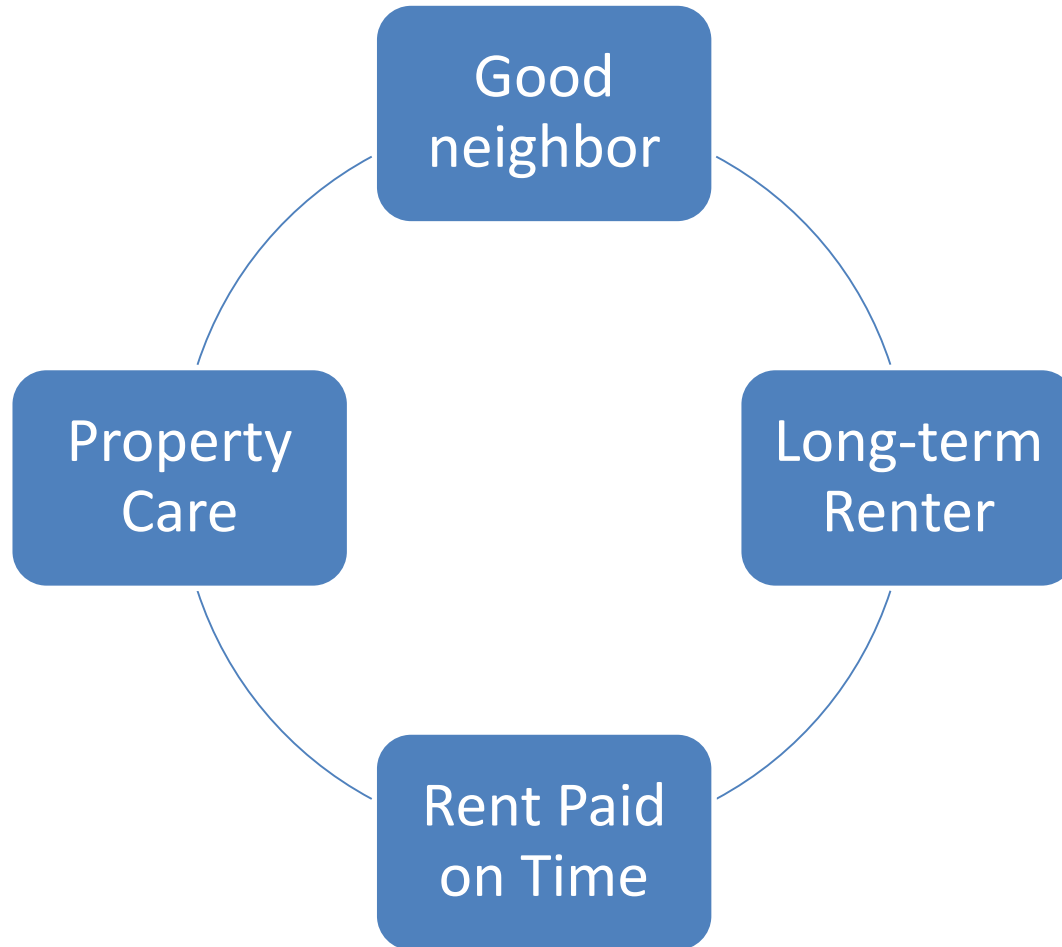
- Increase knowledge about marketing your program to landlords and community networking
- Learn how to effectively engage landlords
- Develop strategies for improved relationships with landlords and property managers

Understanding Landlords & Successfully Marketing Your Program

Understanding Landlords

- Rental housing is a business
- They are looking to reduce risk
- Maximize return on investment
- Small landlords are the largest supplier of affordable housing in the country

Four Things Landlords Want



Why market your program?

- In many ways, you are “selling a product” in the open market. You have to convince property owners that your “product” will meet their needs and address their concerns.
- Marketing the program is one of the best tools to use in developing a pool of landlords and management companies who are willing to rent directly to your clients.



M a r k e t i n g

Who do you market to?

- “Mom and Pop” landlords
- Property management organizations
- Other service providers



How do you market your program?

- Flyers
- Ads in local newspapers
- Social Media
- Host a landlord event
- Cold calling
- Direct mail
- Attend Health Fairs-
host a table



Leave no stone unturned...

- Attend local meetings such as:
 - Faith Communities
 - Chambers of Commerce
 - County Commission Meetings
 - Supportive Service Meetings
 - Rotary Clubs
 - Others?
- **KEEP SHOWING UP!!!**



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Marketing Toolbox

- ❑ Agency Brochure
- ❑ Program Brochure
- ❑ One-page informational handouts or fact sheets
- ❑ Letters explaining the program or agency
- ❑ Client Success Stories
- ❑ Testimonial letters from other landlords who have partnered and benefitted from the experience
- ❑ Business Cards



What's in it for Landlords?

Emphasizing the Win/Win

- ❑ Landlord/Tenant Education Class (pay rent, keep your unit clean, be a good neighbor)
- ❑ Protective Payee Services
- ❑ Budgeting Services
- ❑ Lease Addendum
- ❑ Additional Housing Support to address housing/lease issues
- ❑ Tenant Home Visits
- ❑ Finder Service— your program can be a go-to source for filling housing vacancies

Benefits to Landlords

- Participation in ending homelessness
- Communication and introduction to the potential tenant
- Of course, money
- Another party in the transaction
- Someone to help things end well

Rules of Engagement

- When a program is launched, there should be a written strategy of how to engage landlords best suited to the population. Ongoing ties to the participant.
- Landlords should know everything they're agreeing to.
- Landlords deserve an answer every time.

Finding Homes for Clients

- In each of your service areas, some subsidized housing units may exist – many of these are nice apartment complexes that offer lots of amenities for tenants.
- It is our understanding that many agencies either don't know about or are not talking with these complexes to find out what housing is available and how to help clients access these units.

Resource Development

- List of affordable housing
- List of availability in various housing programs
 - ▣ Rapid Rehousing
 - ▣ Permanent Supportive Housing
 - ▣ Population-specific Housing
 - ▣ Housing Authority Vouchers
- Landlord Engagement/Recruitment toolkit

Step 1

- Learn about the existing units in your service area.
- Make contact with the property managers and landlords and introduce yourselves/agency.
 - Property managers are very conscious of two things:
 - Vacant units: vacant units generate \$0 – complexes make money when there are tenants in all of their units.
 - Fair housing: fair housing is a big deal and property managers have to affirmatively further fair housing.

Step 2

- Know the rules!
- The following issues can make a potential tenant ineligible:
 - ▣ Legal history
 - ▣ Poor rental history
 - ▣ Credit problems
 - ▣ Unpaid utilities
 - ▣ History of eviction, foreclosure, or an unpaid balance with a previous landlord

Landlord Engagement Activity

Your Mission: Identify strategies to engage landlords with the goal of convincing them to rent to households experiencing homelessness.

1. Identify 5 outreach strategies to identify and engage potential.
2. List 5 creative ideas or incentives (from the least to most expensive) you will use.

Working With Landlords

- Understand landlord priorities:
 - ▣ Rent payments
 - ▣ Apartment maintenance
 - ▣ Peaceful community
 - ▣ Keeping units filled
 - ▣ Assistance with problem tenants

Small landlords are the largest supplier of affordable housing in the country!
- Provide appropriate program education:
 - ▣ Available services
 - ▣ Knowledge of tenancy expectations
 - ▣ Positive experiences with other landlords

Key Elements to Developing Creative Landlord Partnerships

□ HONESTY

- ▣ Be truthful about what is in your control and what is not
- ▣ Don't promise something that will not happen
- ▣ Be clear about your role

□ INTEGRITY

- ▣ Always follow through with what you say you will provide/do
- ▣ Be accountable to the landlord, keep them informed of any changes.

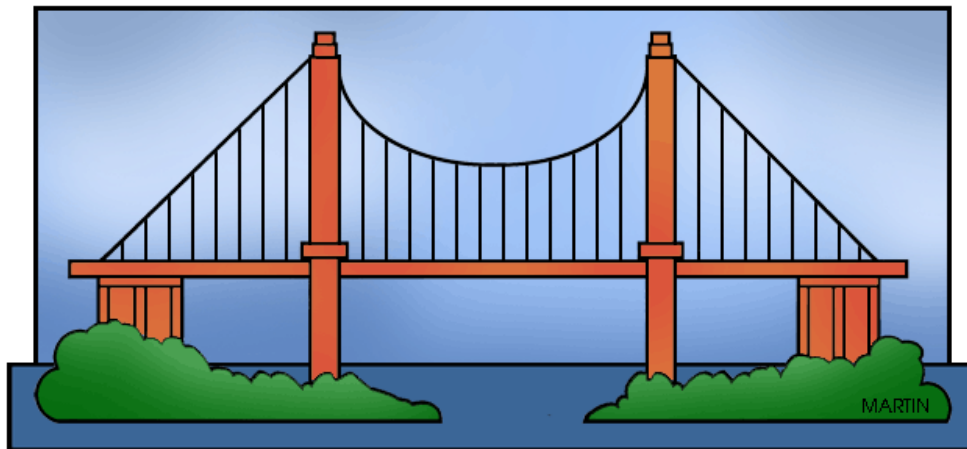
Case Manager's Role

- Make or break!
- A relationship with the participant
- Knowledge of what the participant wants and needs
- Translation skills
- Ongoing ties to the participant
- Drive to keep the participant housed



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Remember that you are the
bridge between the
landlord/property manager
and a potential tenant!



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Q & A



Fair Housing Act & Landlord Tenant Laws

- [HUD Fair Housing Guidance](#)
- [Alabama Handbook for Tenants and Landlords](#)
- [Alabama Tenant Rights, Laws and Protections](#)

Additional Resources

- National Alliance to End Homeless: *Rapid Re-housing Toolkit*
https://endhomelessness.org/wp-content/uploads/2016/10/NAEH-1031-RehousingToolit_P4.pdf
- HUD's Landlord Engagement & Recruitment Additional Resources (May 2015)
<http://portal.hud.gov/hudportal/documents/huddoc?id=Landlord-Resource.pdf>
- Florida Housing Coalition *Landlord Collaboration Guidebook: Working with Landlords to Help Households Move Out of Homelessness*
<http://www.flhousing.org/wp-content/uploads/2014/10/Landlord-Collaboration-Guidebook-2016.pdf>