



Engaging Landlords and Marketing Your Program

Rapid Re-Housing Training Series

September 14, 2021

Coalition on Homelessness and Housing in Ohio | 175 S. Third St. Suite 580 Columbus, OH 43215

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Webinar Information




All participants lines are muted.



Use the questions feature in the GoToWebinar control panel to submit questions.



This webinar will be posted to COHHIO's website.



This webinar is being recorded.

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Your Presenters

- Jonathan Cox, C4 Innovations
- Meghan Takashima, Abt Associates

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Webinar Objectives

- To flip the focus from clients working with landlords to creating agency relationships with landlords
- To learn why it's important to talk to landlords and property managers about participating in housing programs that benefit clients
- To learn how to develop strategies for landlord engagement
- To understand how to utilize ESG-CV funds to further this work

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Agenda

- Equity
- Recruiting Landlords and Units
- Marketing your RRH Program
- Ohio Provider Discussion
- Housing Locators
- Landlord Incentives
- ESG-CV Funding and Opportunities

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Poll: Who Recruits Landlords?

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Equity

As we talk about engaging and marketing to landlords, it's important to acknowledge that people of color may face additional discrimination and disparities in accessing and maintaining stable housing.

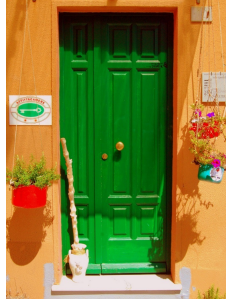
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Why are Private Landlords so Important?

- Not enough permanent supportive housing or low-cost social housing for everyone experiencing homelessness
- Allows intensive resources to be used for those who need it most
- Access to safe, stable, affordable housing
- Provides a greater menu of choice regarding location, size, and style of housing
- Costs per unit are lower



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Finding Landlords and Units in the Community

Homeless services agencies have traditionally not done a good job at locating and working with private landlords.

- Not a natural skill set for many working in this sector
- Reluctance to engage in the community
- Willingness to let the client to do the leg work
- History of reluctance within the private rental sector
- Belief that there are better alternatives
- Mixed quality units

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Finding Affordable Housing

You have to find the units. They will not come to you.

- Word of mouth
- Driving through neighborhoods, looking for rental signs
- Local colleges, churches, and community centers
- Landlord recruitment – Chamber of Commerce, landlord associations, social clubs, using your political connections and champions

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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

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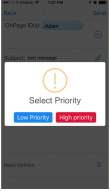
Four Things Landlords Want

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Working With Landlords

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



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Key Elements to Developing 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

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What Do You Offer to Sway a Landlord to Work with You?

- How long you will provide RA is information that may/may not be shared at the **BEGINNING** of the housing application process because it can affect how the property manager scores your client's application.
- If you have mitigation funds available this is information that should **DEFINITELY** be passed on to the landlord.
- Case Management is an asset!

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Poll: Landlord Communication to Understand Barriers

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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.

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Who Do You Market To?

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



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How Do You Market Your Program?

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



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How Do You Market Your Program?

- Create a Landlord Newsletter
- Have an Open House at your agency and highlight your housing program
- 5 Minute Mission Moments
- Direct mail to local real estate agencies.
- Community Champions

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Hosting a Landlord Event


- **MUST HAVE FOOD!**
- Intentionally recognize landlords who are participating. (Everyone loves a prize!)
- Ask a successful client to present at the event.
- Ask questions of those who attend and BE READY to answer!

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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
- Soft version too



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Provider Discussion

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Housing Locators

Specialized Housing Locator	Integral Part of Case Management
Greater time and resources dedicated to this function	All staff understand the issues involved in housing location
More intensive relationships with landlords	Housing not dependent on one relationship
Single point of contact	Integrated within current funding system
Efficient, streamlined system	

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Key Roles of Housing Locator

What does a housing locator do?

- Enter your answers into the chat box.
 - Finds housing – daily rental searches
 - Develops community relationships with landlords, rental agencies, and target groups in the community
 - Keeps a database of options – geography, size, style, eligibility, affordability
 - Conducts unit inspections – Housing Quality Standards (HQS), habitability standards, general living conditions
 - Works as part of a team – ensures team members are aware of the work they have completed and resources they identified
 - Plans and implements a handover system to ensure smooth transition to the case manager
 - Maintains community relationships – checks in with stakeholders regularly

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Poll: Strategies

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ESG-CV Landlord Incentives

- **RRH and HP funds** may be used to pay landlord incentives* as reasonable and necessary to obtain housing for eligible households that may not exceed three times the rent charged for the unit (all incentives combined).
- Incentives include:
 - Signing bonuses up to 2 months of rent
 - Security deposits up to 3 months of rent
 - Cost to repair damages incurred by program participant not covered by security deposit or incurred while program participant is staying in the unit
 - Costs of extra cleaning or maintenance of a program participant's unit or appliances

*See last page on resource link

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Landlord Repayment Plans

- Case managers should work with program participants and landlords to create repayment plans as necessary
- Sample Repayment Pledge: https://www.csh.org/wpcontent/uploads/2013/09/RentRepayment_F.pdf
- Sample Repayment Agreement: http://www.mnhousing.gov/get/MHFA_017809
- Case managers should work with clients to access all available benefits

COLLABORATIVE SOLUTIONS

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ESG-CV

- On July 19, 2021, HUD released a new notice guiding the ESG-CV program offering flexibilities:
- Sponsor-based Rental Assistance- allowable when necessary to use RRH and HP to re-house program participants quickly in permanent housing where landlords might not otherwise be willing to rent to them
 - Provided through a contract that:
 - (1) is between the recipient or subrecipient and a separate government agency, instrumentality, or nonprofit organization ("sponsor") that owns or leases dwelling units; and
 - (2) provides that rental assistance payments shall be made to sponsor and that program participants shall occupy such assisted units.
- Renters Insurance - if it is necessary to obtain or maintain housing

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ESG-CV

- On July 19, 2021, HUD released a new notice guiding the ESG-CV program offering flexibilities:
- Legal Services- are limited to those services necessary to help program participants obtain housing or keep a program participant from losing housing where they currently reside
- Assisting Program Participants with Subleases – includes a legally valid sublease with the primary leaseholder for the unit. Expands the permanent housing options for individuals and families experiencing and at risk of homelessness

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Resources from other Communities

- [Homeless Hub Landlord toolkit](#)
- [Landlord Mitigation Program \(wa.gov\)](#)
- [Landlord Recruitment and Retention | Connecticut Coalition to End Homelessness \(cceh.org\)](#)

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Resources

- [LLE: Reset Your Community's Critical Partnerships During COVID Response](#)
- [Planning a Housing Surge to Accelerate Rehousing Efforts in Response to COVID-19](#)
- [Landlord Engagement Summary](#)
- [HUD Landlord Engagement Toolkit](#)
- [COVID-19 Homeless System Response: Summary of ESG Program Waivers and Alternative Requirements \(hudexchange.info\)](#)
- [Rapid Re-Housing Landlord Benefits Checklist - National Alliance to End Homelessness](#)

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Questions

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