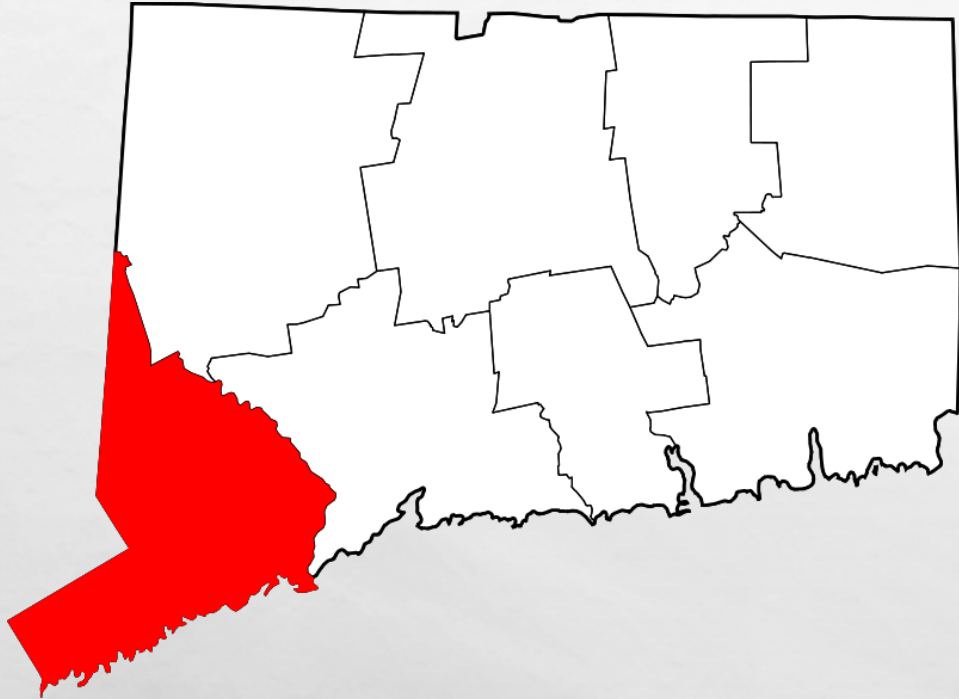


HOW TO RECRUIT LANDLORDS SO THEY DON'T SAY NO

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FAIRFIELD COUNTY



Rapid Rehousing Fairfield County- Bridgeport, Norwalk and Stamford CT

- 4.3% apartment vacancy rate**
- Stamford-Norwalk FMR for a 2 bedroom \$1958
- Bridgeport FMR for a 2 Bedroom \$1243

Successes

- Housed 170 households in last three years many with no income or very low income.
- Independent study conducted by UCONN Health determined that 84% exited program to permanent housing and 92% did not return to shelter 12 months after they exited program.

** Adapted from “Comprehensive Housing Market Analysis Rridgeport-Stamford-Norwarlk, CT.” by U.S. Department of Housing and Urban Development , Office of Policy Development and Research, January 1, 2013. Retrieved from https://www.huduser.gov/portal/publications/pdf//BridgeportCT_comp_2013.pdf.

**“NINETY PERCENT OF SELLING IS CONVICTION
AND 10 PERCENT IS PERSUASION.”**

-SHIV KIEV AUTHOR OF YOU CAN WIN

POLISHING YOUR "WHY"

- WHY DO YOU BELIEVE ENDING HOMELESSNESS IS IMPORTANT?
- WHY DO YOU BELIEVE THE RRH PROGRAM IS CRITICAL TO THAT MISSION?
- WHAT IGNITED YOUR SPARK IN THIS WORK?

DIRECT BENEFITS OF RAPID REHOUSING FOR THE LANDLORD

- SPECIAL POPULATIONS

IF YOU ARE SERVING VETERANS MAKE SURE TO NOTE THAT THEY HAVE SACRIFICED AND SERVED THIS COUNTRY AND NOW WE ARE PRESENTED WITH THE OPPORTUNITY TO SERVE THEM. WHAT AN HONOR!! (OTHER SPECIAL POPULATIONS COULD INCLUDE FAMILIES)

- QUICK TURN AROUND FOR THE FINANCIAL REIMBURSEMENT

UNLIKE SECTION 8 AND RAP CERTIFICATES THAT MAY TAKE MONTHS, WE CAN PROCESS A FINANCIAL REQUEST IN A MATTER OF DAYS.

DIRECT BENEFITS OF RAPID REHOUSING FOR THE LANDLORD

Huge demand for our program

We have enough prospective tenants to fill all their vacancies quickly and manage turnover.

Services

We will work with the household to connect with community supports.
We can be the eyes and ears for the landlord.

ADDRESSING LANDLORD CONCERNS

THE SINGLE STORY OF HOMELESSNESS

HOMELESSNESS COMES IN ALL DIFFERENT SHAPES, SIZES AND SITUATIONS. NOT ALL HOMELESS INDIVIDUALS ARE WHAT THE LANDLORD MAY ENVISION WHEN THEY THINK OF IT. THE BEST EDUCATION IN THIS REGARD IS WHEN YOU VIEW THE UNIT IN PERSON WITH YOUR CLIENT. IF THE LANDLORD IS SKEPTICAL EVEN BEFORE YOU VIEW THE UNIT THEN EXPLICITLY STATE THAT THERE IS NOT ONE STORY OF HOMELESSNESS.

ADDRESSING OTHER LANDLORD CONCERNS

The case manager who is unresponsive during a crisis

The fear most landlords have is that in the event of a crisis, they will be left to deal with the situation on their own. By reassuring that you will be responsive in these situations you will be in a better situation to get and keep landlords working with your program.

Late or No Rent

Although we can not promise a financial subsidy for the entire time of the lease we can assure that our case managers will be working with the household on financial literacy, budgeting and connecting them to community resources to fill in the gaps within their budget.

TOOLS IN YOUR TOOLBOX

It is ILLEGAL for landlords to discriminate against potential tenants because of homeless status

Because of client confidentiality, It is ILLEGAL for us to disclose medical history, substance abuse history and other personal information without our clients' consent.

The power of the APPEAL. Appeal all negative decisions. Provide character references and coordinate second opportunities for in-person interviews.

COMMON PITFALLS TO AVOID

- GIVING THE CLIENT A LIST OF VACANT UNITS IN THE COMMUNITY.
- SENDING THE CLIENT WITH LITERATURE ON THE PROGRAM TO EXPLAIN TO LANDLORDS.
- EXPLAINING TOO MUCH OVER THE PHONE/EMAIL EVEN BEFORE VIEWING THE UNIT.
- TAKING TOO LONG TO FOLLOW- UP WITH FINANCIAL REQUESTS
- BEING NEGATIVE/CRITICAL OF THE PROSPECTIVE TENANT, THE PROGRAM, OR THE UNIT.
- LEAVING OUT CRITICAL DETAILS SUCH AS OUR FUNDING SOURCE.
- FOCUSING TOO MUCH ON THE CLIENT AND NOT THE PROGRAM.
- ACCEPTING NO TOO QUICKLY.
- NOT PROVIDING GUIDANCE TO CLIENTS ON PRESENTATION AT APARTMENT VIEWING

A SAMPLE PITCH

IS THE UNIT STILL AVAILABLE? CAN I SET UP A TIME TO VIEW IT?

HAVE YOU HEARD OF THE RAPID REHOUSING PROGRAM?

THE CT RAPID REHOUSING PROGRAM IS FUNDED THROUGH THE DEPARTMENT OF HOUSING (DOH) AND WE WORK TO HELP INDIVIDUALS AND FAMILIES WHO HAVE SLIPPED INTO HOMELESSNESS GET BACK ON THEIR FEET AND STABLE AS QUICKLY AS POSSIBLE. WE OFFER SHORT TERM FINANCIAL ASSISTANCE AND UP TO 12 MONTHS OF CASE MANAGEMENT SUPPORT. WE HOPE THAT THE HOUSEHOLD WILL BE SELF-SUFFICIENT AFTER THREE MONTHS IN THE PROGRAM. IF THEY ARE NOT, THEIR CASE IS PRESENTED AND CAN BE ELIGIBLE FOR MORE ASSISTANCE. OUR CASE MANAGERS WILL BE WORKING WITH THE CLIENTS CLOSELY, VISITING THEM IN THE HOME EVERY MONTH AND WORKING WITH THEM CONCERNING FINANCIAL LITERACY AND BUDGETING.