Working with Landlords to Rapidly House Successfully: Recruiting, Engaging and Retaining

Wednesday, June 24, 2020
House Keeping

- Because this is a webinar, attendees are muted
- Please type any questions you have into the Questions Box
- This webinar is being recorded and we will send out the link to everyone who registered at a later date.
Speakers

Christine Santana
*Rapid Re-Housing Manager*
Columbus House, Inc.

Kayla Laing
*Youth Navigator*
*Rapid Re-Housing Case Manager*
Noank Community Support Services

Shazia Husain
*Rapid Re-Housing Case Manager*
New Opportunities Inc.
How to Recruit Landlords

How to Engage Landlords

The Provider-Landlord Relationship

How to Retain Landlords
Recruiting Landlords
Landlord Recruitment Techniques

- Develop and maintain relationships with landlords! Recruit landlords continuously, even before you have participants that need to be housed.

- The more partnerships with landlords you develop, the more opportunities you have to rapidly house your participants.

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<th>Marketing materials (landlord letter, program brochure, landlord benefit checklist)</th>
<th>Posting ads/Responding to ads</th>
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<td>Developing partnerships with community organizations</td>
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Having a pitch

Word of Mouth

Marketing materials (landlord letter, program brochure, landlord benefit checklist)

Posting ads/Responding to ads

Landlord outreach

Attending or holding a landlord networking event

Developing partnerships with community organizations

Being creative
Getting the Buy-In & Overcoming Barriers

- Explain the program to the landlord prior to the landlord meeting the participant:
  - Home visits
  - Budgeting aspect
  - Resources

- Managing Common Barriers:
  - Background Checks
  - No income
  - Negotiating rental cost and/or security deposit
  - Eviction Prevention & Easy Transitions
Recruit the RIGHT Landlord

When Recruiting Landlords please pay attention to:

• Property Maintenance
• Safety Concerns
• Fair Housing Concerns
• Communication Concerns
• Program Buy-In
Engaging Landlords
Case Management Services  
Ongoing Communication  
Working Together for a Resolve
Having a Good Provider-Landlord Relationship = Retaining Landlords

- Ongoing Communication
- Working Together
- Rental Payments
- Expectations & Accountability
- Case Management Services & Housing Inspections
Landlord Recruitment, Engagement, and Retention Resources

• Please visit CCEH’s Resource library:
https://cceh.org/landlord-recruitment-and-retention/

• Please visit the National Alliance to End Homelessness Resource library:
https://endhomelessness.org/resource/rapid-re-housing-toolkit/
Questions?

Type in questions below

For any additional questions please email: webinar@cceh.org