



Strengthening and Sustaining Relationships with Landlords

19th Annual Training Institute

May 11, 2022

Landlord Engagement

Connecticut Coalition to End Homelessness
19th Annual Training Institute



Techniques to Engage Landlords

- Build relationships with property management companies
 - Access to more units
 - Access to multiple owners
 - Greater chances of your client being housed
 - This is a chance to offer your agency's incentives



Techniques to Engage Landlords

- Pre-inspections
 - Client will be housed quicker
 - Provide pre-inspection notes to the landlord
 - Landlord can ensure repairs are made to pass inspection for those with vouchers
 - Offer to put down a minor deposit for the pre-inspected unit
 - Ensure everyone is on the same page



Techniques to Engage Landlords

- Offer to advertise units for landlords
 - Benefits the landlord as well as the agency
 - Landlord is likely to send vacancies directly to you
 - Keeps the relationship going



smartsheet

Housing Vacancies Report - Greater Hartford CAN

Please submit any openings that you're ready to report at the GH CAN Matching Meetings. In order to be on the agenda and receive a referral, all vacancies must be reported by COB the day before matching meetings.
All openings for individuals must be reported by COB Mondays.
All openings for families must be reported by COB the second and fourth Tuesday of each month.

Program Type *

Select

Agency *

Select

Program *

Select

Number of Openings *

Population Type *

Select

Scattered Site/ Project Based

Select

Bedroom Size

Select

Date Program will be available *

1/1



**NEW
LONDON**

Homeless Hospitality Center

Cathy Zall

Executive Director



LANDLORD ENGAGEMENT— making it good business to work with the homeless response system

- Help landlords fill units more quickly
 - ✓ Quick turnaround on referring prospective tenants
 - ✓ Helping facilitate inspections/paperwork for vouchers
- Provide some protection for the financial risk related to damages and non-payment of rent
 - ✓ Double Security Deposits
 - ✓ Assistance with voluntary relocations
- Increase unit income with landlord incentive payments.



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- Support implementation of shared housing arrangements to increase rental income from units with more than one bedroom.
 - ✓ Explaining logistics of doing shared housing
 - ✓ Backfilling vacancies quickly

- Be easy to reach—the argument for a single point of contact for landlords.



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NEW OPPORTUNITIES

Building Relationships to End PovertySM

ANASTACIA WOOLCOCK, MPA
DIRECTOR OF COMMUNITY SERVICES
NORTHWEST CAN

SUSTAINING RELATIONSHIPS WITH LANDLORDS: TRANSPARENCY

- Be Transparent
 - Program Guidelines
 - Roles and Expectations
 - Rental Assistance
 - Case Management Services

SUSTAINING RELATIONSHIPS WITH LANDLORDS: COMMUNICATION

- Ongoing Communication
 - Direct Contact Number
- Monthly Check In
 - Address problems immediately
- Expand Landlord Relationship
 - Ask about other possible vacancies

SUSTAINING RELATIONSHIPS WITH LANDLORDS: TEAMWORK

- Maintaining a positive relationship
 - Provide resources for other tenants
- Transition Plan
- Provide additional resources