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
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.
- 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.
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: TEAM WORK

• Maintaining a positive relationship
  • Provide resources for other tenants

• Transition Plan

• Provide additional resources