Building, Bridging and Linking – A Guide to Landlord Engagement

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LCCH Programs

- Rapid Re-Housing (RRH)
- Homeless Prevention (HP)
- Transitional Housing (TH)
- Supportive Services for Veteran Families (SSVF)
- Returning Home Ohio (RHO)
- Community Transition Program (CTP)
- Volunteer Income Tax Assistance (VITA)
Understanding Landlords: What do landlords want?

- **Rent**
  - On time and reliable

- **Respect for Property**
  - No damages, only lease-holders staying at residence

- **Good Neighbors**
  - Get along with other tenants, no disputes with law

- **No Vacancies**
  - Avoiding eviction costs, consistent income generator
Retaining Landlords

- Deliver Supports as Promised
  - Respond promptly to landlord’s concerns and do your best to resolve the issue
  - Open and regular communication to assist landlords and tenants meet their responsibilities and protect their rights

- Match Participant to the “Right” Landlord

- Recognize Good Landlords – thank you notes, awards for Landlords, articles in newspapers, etc.

- Communicate Success and Positive Impact to Landlord – Create a sense of a shared mission to ending homelessness
Recruiting Landlords

- Send out brochures or marketing materials
  - Include local data and client success stories
  - Send through broad mailings, direct mailings, and cold calls
- Dedicate a staff member for landlord recruitment
  - Develop relationships with landlords
- Host landlord recruitment events
Case Managers Can Offer...

- Landlord/tenant education
- Advocacy for housing subsidies
- Transportation & coaching to meet with landlords
- Referrals to specific owners willing to rent to families from your agency
- Letters to landlords about family’s participation in your program
- Advocacy for all issues pertaining to permanent housing including:
  - Employment search assistance
  - Meeting the family’s basic needs
  - Goal setting/plans
  - Strong advocacy with potential landlords
Meeting Landlords

- What should you (the family) wear?
- How should you present yourself and your story?
- How are you will you manage the children’s behavior?
- Have we thoroughly prepared in order to avoid surprises? (landlord background checks)
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