



FOUNDATIONS FOR SUCCESS: LEARNING COLLABORATIVE



Finding Units and Engaging Property Owners/Managers

October 17, 2023
1:00 pm – 2:15 pm

Moderator

Meadow Robinson

Sr. Directing Attorney Team

Behavioral Health Bridge Housing Program (Homebase)

Participant Introductions

» Introduce yourself in the Chat!

- Name
- Organization
- Something you hope to get from this session



Agenda

» Property Owner/Manager Engagement

- Goal: Benefits of landlord engagement and how to communicate effectively with landlords

» Property Owner/Manager Recruitment and Retention

- Goal: How to recruit landlords, build relationships, and retain partnerships

» Property Owner/Manager Incentives

- Goal: How to identify opportunities for incentives and examples



**Nicole
McCray-
Dickerson**



Kris Maun

Nicole McCray-Dickerson

A Directing Analyst at Homebase, Nicole provides solution-oriented technical assistance focused on implementing solutions to end homelessness and foster thriving, inclusive communities. Nicole's experience includes helping to coordinate the nationally recognized Moving-On-Initiative Program and, while at the San Francisco Housing Authority (SFHA), she helped pave the way for the conversion of public housing units to HUD's Rental Assistance Demonstration (RAD) program which led to the rehabilitation of approximately 4,000 units city-wide.

Kris Maun

A Senior Staff Attorney at Homebase, Kris supports local governments and nonprofits in their efforts to make homelessness brief, rare, and non-recurring. She previously served as the Director of Housing Initiatives at PartnerTulsa to support affordable housing programs, including the Affordable Housing Trust Fund and Just Home Project. As an attorney, Kris has devoted her career to advocating transformative policies and programs that remove the systemic barriers to economic mobility.

Property Owner/Manager Engagement





Benefits of Landlord Engagement

Ready access to pool of units

Quicker placement of clients

Lower barriers to entry

Long-term stability in units where landlords are less quick to evict

Speaking a Landlord's Language

Rental Housing is a Business:



Maximizing return
on investment

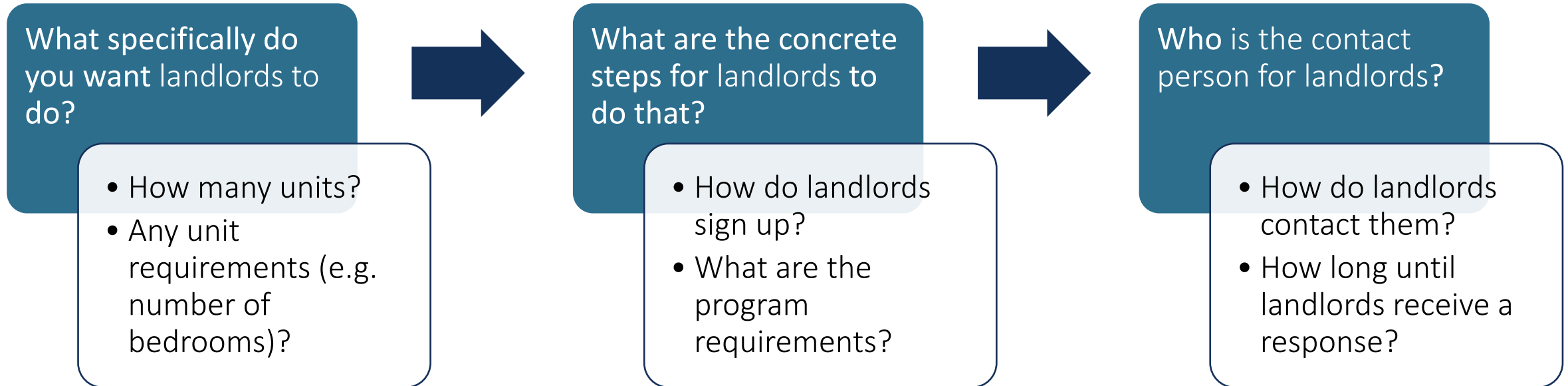
Minimizing risks
and liabilities



Use Familiar Language:

- » Don't use acronyms!
- » Use tenant instead of client
- » Use rental payment instead of subsidy
- » Use supportive services instead of case management

Clear Ask and Clear Path for Participation



Property Owner/Manager Recruitment and Retention





Check-In

Who at your organization is responsible for landlord engagement?

How often does your organization speak with landlords?

Unit Acquisition

Identifying Landlords

- » Professional organizations (e.g. apartment associations)
- » Listing websites (e.g. Craigslist)
- » Property owners/managers in targeted neighborhoods
- » Word of mouth

Marketing Materials

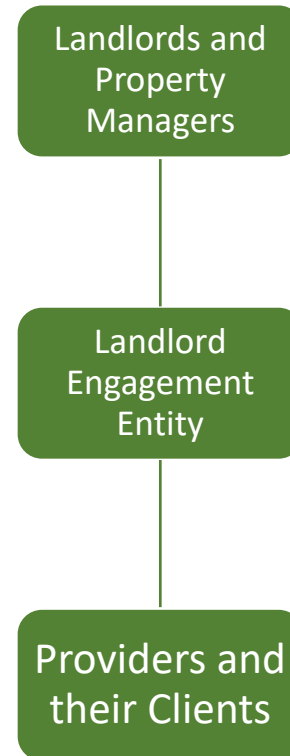
- » Brochures/One-Pagers
- » Newsletters and Listservs
- » PowerPoint Presentations
- » Landlord Testimonials
- » Media Coverage

System-Level Communication

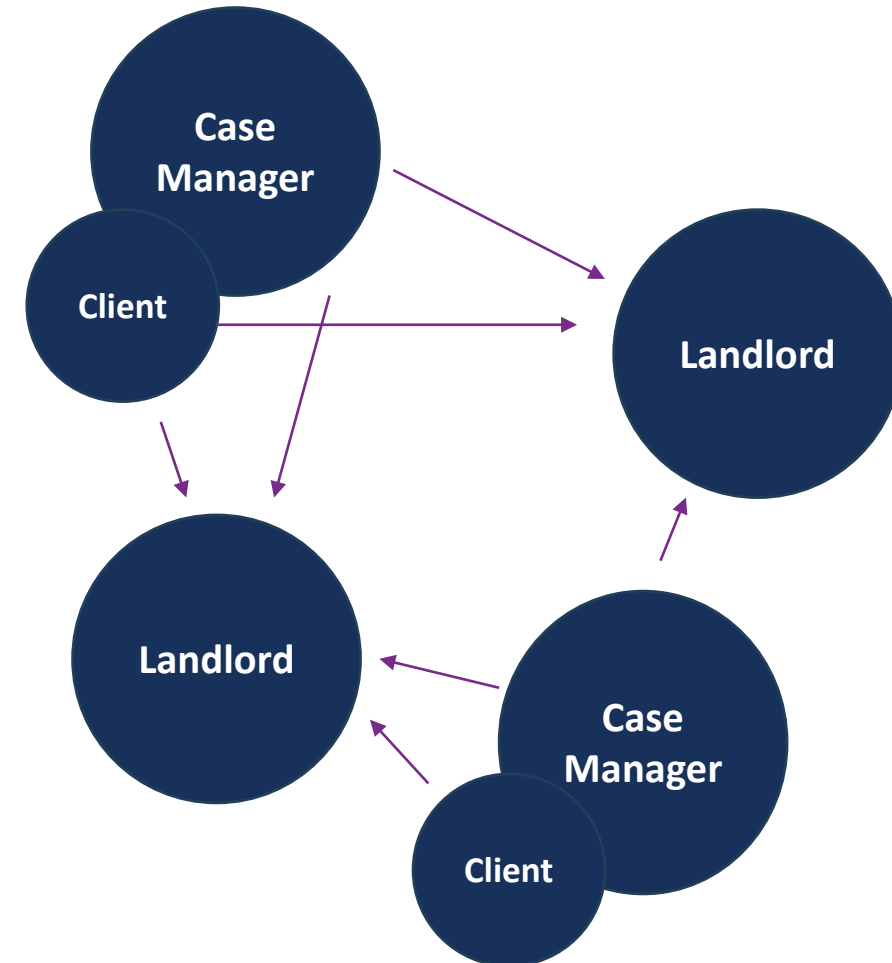
Model 1



Model 2



Model 3



System-Level Communication

Model 1

- » Each organization or provider has landlord engagement staff who serve as the designated point of contact between case manager or other provider staff and their clients

Model 2

- » An entity is dedicated to landlord engagement
- » Providers and their clients go through the centralized entity who serves as the designated point of contact for landlords

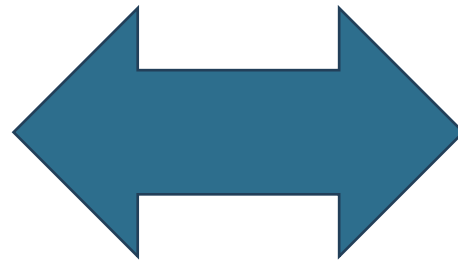
Model 3

- » Each case manager or provider staff is engaging with landlords on behalf of their clients
- » Clients may also be responsible for landlord engagement on their own behalf

Designated Point of Contact

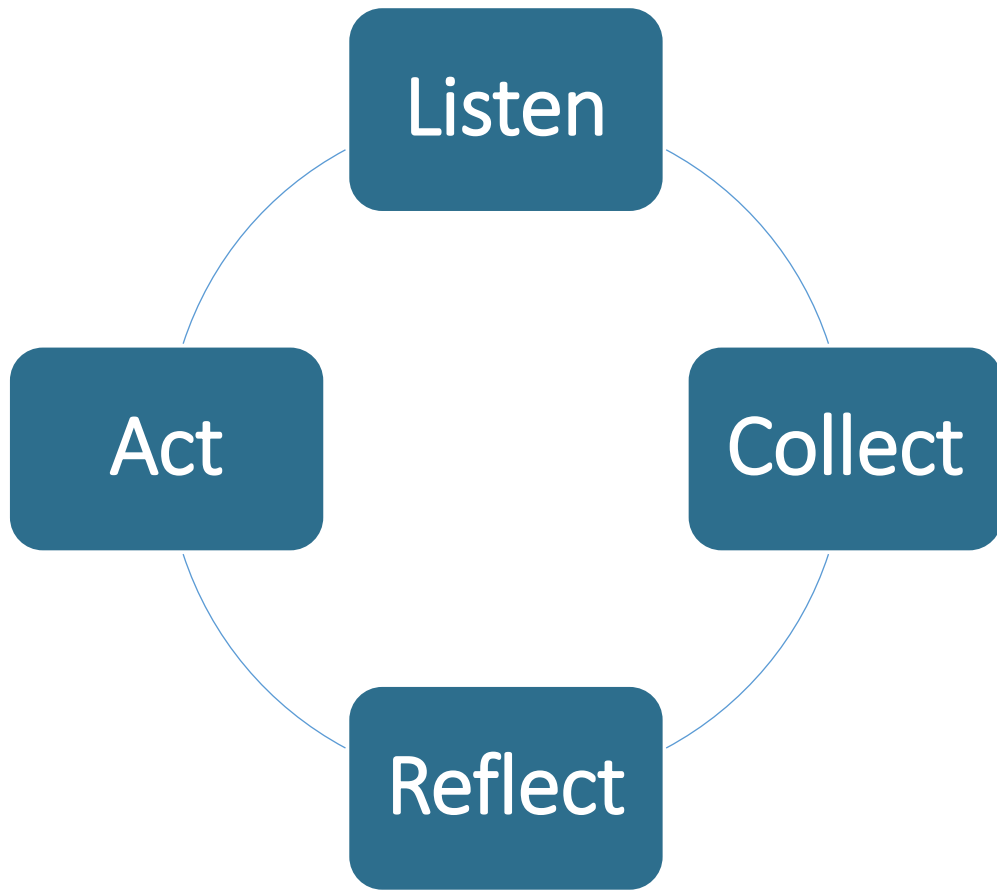
- » Must have a designated person for engaging with the landlord with a clear method for contact
- » Contact person must be proactive about contacting landlord, even if no issues arise
- » Contact person must be responsive to the landlord and respond in a timely manner

**Landlord Engagement
Staff/Entity**



**Landlord or Property
Owner/Manager**

Feedback Loop



- » Continuous improvement through a systematic understanding of landlord's needs, preferences, and experiences
- » Allows landlords input into the programs they are asked to participate in, which increases buy-in
- » Builds a more trusting relationship with transparency and regular communication

Soliciting Landlord Input and Feedback

Survey	Ask landlords about what's working, what isn't, and what can be done to encourage their participation in the program.
Focus Group	Select landlords that you currently work with or hope to work with for a focus group to identify solutions to identified problems.
Landlord Association	Present on the program at an association or committee meeting and provide association members an opportunity to give feedback.
Educational Presentation and Listening Session	Advertise an educational presentation on the program you are recruiting for and provide an opportunity for landlords to give input and feedback.
Feedback Form	Provide a feedback form on your website or social media where landlords can reach out to provide feedback or request assistance.

Property Owner/Manager Incentives



Landlord Incentives

- » Resources available to encourage rental-property owners or managers to participate
- » Particularly useful in rental markets where landlords have the freedom to be highly selective and are often reluctant to take on perceived risks or unknowns

Financial Incentives

Bonuses/Incentives

- » 'Paying for Participation'
- » One-Time Payments
- » Lease-up bonus
- » Additional bonus for lease renewals

Mitigation Funds

- » Landlord Claims (post move-out)*
- » Payment for losses incurred by terminated lease or beyond wear-and-tear damages*
- » Unforeseen cost related to housing someone through this Program*

Additional Funds

- » Cover costs of bringing units up to standard / improve units*
- » Security deposits, application fees, or related costs (credit or background checks)*

Other Incentives

Application Support

- Tenant Screening
- Application processing

On-call Support

- Direct line to staff
- Quick response to concerns
- 24/7 availability

Good PR

- Awards
- Appreciation
- Public recognition

What barriers prevent landlords from providing housing for your clients?

» [Click Here](#)

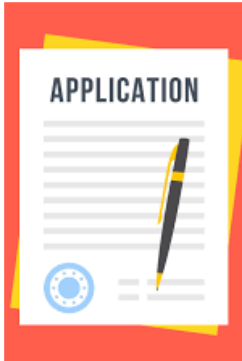
Ask Landlords What Incentives Should Be

» Define the need -

- Primary reasons landlords are not working with you/your clients
- Understand the scope and nature of the landlords you need to work with
- Examine previous or existing incentive programs
- Look at the different rent rates: market vs. low income
- How often units require repairs that exceed the security deposit coverage

Identify Potential Solutions

If the barrier is.... Solutions might include...



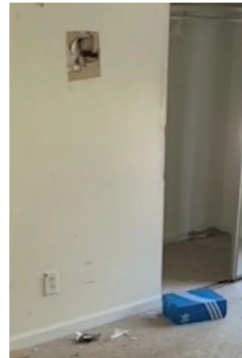
Application fees are too high

- » Cover application fees
- » Include cost of credit and background checks



Private units go off the market quickly

- » Try To Offer holding fees
- » Master leasing



Landlord worried about tenant damaging their unit

- » Landlord Mitigation Fund (a.k.a. - Support Fund)
- » Complimentary repair crew

Landlord Retention

DWYSYWD (Do what you say you will do)

Regularly meet with landlords – ‘coffee chats,’ ‘office hours,’ etc.

Host annual meetings for feedback

Host community events to share information (lunch, workshops, etc.)

Send evaluation forms at 6 / 12 months the tenant is housed

Send Newsletter on program happenings, results, staffing, etc.



Thank
you

Landlord Appreciation

Write Personalized Thank You and Holiday cards

Present them awards

Annual Report shout out

Ask them to support an event

Invite to events and highlight their attendance

Letter from Executive Director or local 'celebrities,' politicians, etc.

Incentive Example #1: Tulsa Day Center Landlord Guarantee Fund

- » Tulsa Day Center's Rapid Rehousing Program was struggling to find landlords who would rent to program participants
- » Landlords stated that they were reluctant to rent to program participants because they:
 - May not be able to pay rent after short-term assistance ends
 - May damage unit

Incentive Example #1: Tulsa Day Center Landlord Guarantee Fund

- » Tulsa Day Center guaranteed to reimburse landlords for unpaid rent, utilities, or damages caused by the tenant up to \$3,000 or 3 months' rent, whichever was exhausted first
- » Tulsa Day Center staff communicated directly with landlords, processed claims, and provided on-going services for tenants

18	Claims
100%	Claims were for rent
\$1,290	Amount of average claim
89%	Tenant households remained housed
1	Tenant household evicted
1	Tenant household exited to treatment

Incentive Example #2: Bonus for Bucks Landlords

- » Housing Link's Housing Navigators needed to recruit more landlords to provide affordable units for tenants experiencing housing instability
- » Landlords stated they were reluctant to rent to program participants because they:
 - Will cause problems
 - Won't pay rent on time

Incentive Example #2: Bonus for Bucks Landlords

- » Bonus Rent: Landlords receive a bonus month's rent when they rent to a participating tenant and can receive it up to 3 times
- » Finder's Fee: Landlords/realtors can refer a landlord and if that landlord rents to a participating tenant, the referring source receives a \$2,000 finder's fee
- » Continuity Coverage: Landlords can receive payments of up to 1 month in between leases when a participating tenant moves on to cover a vacancy before a new participating tenant moves in

Incentive Example #2:

- Does the flyer speak the landlord's language?
- Is there a clear ask in the flyer?
- Is there a clear path to participation?
- What's missing from the flyer that would help the program engage with landlords?

BONUS FOR BUCKS LANDLORDS EVENT

PART OF THE BUCKS COUNTY LANDLORD INCENTIVE PROGRAM

The Bucks County Housing Link is offering incentives to landlords and realtors with rental units in Bucks County.

The Bonus for Bucks Landlords Event is offering incentive payments to landlords and realtors who partner with the Housing Link to lease to qualified Housing Link program participants.

01

BONUS RENT

New to working with Housing Link programs? Get a bonus when you lease up a Housing Link program participant.

02

FINDER'S FEE

Landlords and Realtors can refer a landlord to the Housing Link. If that landlord leases up with a Housing Link program participant, you get a \$2,000 finder's fee.

03

CONTINUITY COVERAGE

The Housing Link offers continuity payments of up to one month in between leases when you rent to Housing Link program participants.

QUESTIONS?

[Check out the FAQs](#)

[Watch the Town Hall](#)

[Visit our website](#)

www.buckshousinglink.org/bonusforbucks

BENEFITS OF BONUS FOR BUCKS LANDLORDS



Save Money

No need to advertise, the Housing Link has a list of qualified tenants ready to apply.



Get Support

The Housing Link values our landlord and realtor partners and offer support services for landlord/tenant relationships.



RELIABLE RENT

The Housing Link partners assist program participants with rent as needed to provide landlords extra security.

Questions?

Behavioral Health Bridge Housing Resource Library

The screenshot shows the website's header with the logo on the left and a navigation menu on the right. The main content area features a dark blue banner with the word "Resources" in white. Below this is a section titled "Search the Library" with a brief description of the library's purpose and a search input field. The "Featured Resources" section displays three resource cards: "Reimagining Interim Housing" (December 2022), "ACTION PLAN for Preventing and Ending Homelessness in California" (with a photo of hands holding keys), and "Whole-Person Care for People Experiencing Homelessness and Opioid Use Disorder: Toolkit Part 2" (May 2022).

BEHAVIORAL HEALTH Bridge Housing

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Resources

Search the Library

This library contains documents that may be useful to counties and/or Tribal entities as they design and implement behavioral health bridge housing. The search function allows you to search by keyword and resource type. Although BHBH staff has reviewed all resources for relevance to behavioral health bridge housing and to categorize them by topic, please note that external links and resources may not fully reflect the views of DHCS or AHP.

Search Keyword Here ..

Featured Resources

- Reimagining Interim Housing**
Stages and Action Areas for Transforming Approaches to Sheltering People Experiencing Homelessness
December 2022
- ACTION PLAN**
for Preventing and Ending Homelessness in California
- Whole-Person Care for People Experiencing Homelessness and Opioid Use Disorder: Toolkit Part 2**
MAY 2022