

Advancing Rehousing Strategies Through Landlord Engagement

*LANDLORD ENGAGEMENT TOOLS IN
ACTION*

BY JEFFEREY RAWLINGS

Innovative Landlord Engagement Strategies for Homeless Service Providers

INTRODUCTION

- The critical role of landlords in addressing homelessness.
- The need for proactive engagement strategies
- Overview of today's discussion.

OVERVIEW

Building strong partnerships with landlords is essential to expanding housing opportunities for individuals experiencing homelessness. By fostering trust and addressing concerns, we can create a system where property owners feel confident in renting to program participants. Educating landlords on available support services, financial incentives, and legal protections ensures they understand the benefits and safeguards associated with housing initiatives. Through improved communication, collaboration, and innovative solutions like guaranteed rent and damage funds, we can encourage more landlords to participate and establish a network of engaged property owners. Ultimately, promoting sustainable housing solutions and advocating for policies that support long-term stability will help overcome systemic barriers and create a pathway to permanent housing for those in need.

Objectives

- I. The critical role of landlords in addressing homelessness.
- II. Identify and explore the tools for effective Landlord Engagement
- III. The need for proactive engagement strategies

Expanding recruitment location

Think Outside the Box



Retailers : Local Big Box Home Improvement locations i.e. Lowes, Home Depot etc., Laminate and flooring retailers, Paint retailers i.e. Sherwin Williams

Community Networking Attend local realtors' association events, property management associations, and investor groups.

Social Media & Digital Outreach: Use LinkedIn, neighborhood forums (NextDoor app), and rental platforms to reach small-scale landlords HotPads.com..

Faith-Based & Civic Organizations: Partner with churches, veteran groups, and nonprofits with connections to property owners.

KEYS TO CONSTANT CONTACT

- **Landlord Education:** Tear down societal stereotypes of our unhoused neighbors
- **Dedicated Landlord Liaisons:** A single point of contact for problem-solving and reassurance.
- **Automated Updates:** Monthly check-ins via in person, email or phone.
- **Recognition & Appreciation:** Appreciation luncheon, awards, testimonials, and public acknowledgment for participating landlords.
- **Right to Refusal:** Ensure landlords feel confident in **selecting appropriate tenants** with fair protections in place.

RAPID RESPONSE TO CONCERNS

- **24/7 Support Hotline:** Immediate assistance for urgent landlord issues.
- **Conflict Resolution Services:** Mediation when challenges arise.
- **Proactive Tenant Management:** Ongoing education for tenants on lease expectations and good tenancy skills that are client centered.

BRIDGING THE GAP

- **Dual Role Concept:** Case managers function as **property coordinators** to streamline landlord-tenant communication.
- **Support System:** Ensure rent payments, tenant responsibilities, and community reintegration services align.

Landlords Wanted



FINANCIAL & SECURITY INCENTIVES

- **Signing Bonuses:** Lump-sum payments for each new unit leased. (Unlocking Doors Initiative)
- **Risk Mitigation Funds:** Damage coverage and rent guarantees.
- **Flexible Lease Terms:** Support for transitions if a placement doesn't work out. (Managed Exit Agreement)

Tenant exit strategies

- ▶ **Structured Move-Out Plans:** Support services assist tenants in transitioning if housing stability is not maintained.
- ▶ **Unit Turnover Support:** Cleaning, repairs, and new tenant placement assistance to encourage continued participation.
- ▶ **The Managed Exit document** encapsulated the essence of the landlord/tenant/agency agreement while respecting tenant and landlord rights

BUILDING A CONSORTIUM

- **Neighboring County Partnerships:** Cross-border landlord networks expand housing options.
- **CoC Collaboration:** Coordinated efforts prevent siloed outreach and improve housing availability.
- **Shared Best Practices:** Regular landlord engagement summits to sustain momentum.

Good Matches Take Work



Treasure your landlord resource or else...



Tools of engagement

- OFFER THE PROGRAM REQUIREMENTS AS ADDED BENEFITS
- 1. I'LL CONTACT THE TENANT IF YOU ARE CONCERNED ABOUT NOISE, UNIT DAMAGE, OR EVEN LOUD MUSIC (CASE MANAGEMENT)
- 2. I WILL BE INVOLVED FOR A FULL YEAR YOU GET THE TENANT AND ME AS AN ADDED BONUS. (PROGRAM REQUIREMENT).
- 3. IF THIS" JUST AIN'T WORKING", I WILL ARRANGE FOR THE TENANT TO MOVE AND AVOID AN EVICTION FOR YOU BOTH. THIS IS CALLED THE MANAGED EXIT (CASE MANAGEMENT, MEDIATION AND HOUSING SEARCH)
- LISTEN TO YOUR LANDLORDS AND ADDRESS THEIR CONCERNS EVEN IF HE ANSWER IS NO
- REWARD, RECOGNIZE AND PRAISE AS OFTEN AS IS POSSIBLE

BUILDING A CONSORTIUM



- **Neighboring County Partnerships**
- **CoC Collaboration**
- **Shared Best Practices**

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LET'S TALK

Advancing Rehousing Strategies Through Landlord Engagement

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Introduction



Housing Operations & Management (HOM)

Who We Are

- Founded in 1994
- Permanent Housing Provider in Phoenix, AZ
- Fiscal Agent for TLS in LA starting July 1, 2025!
- Subcontractor to COC, ESG, HTF, Medicaid, etc. funded grantees
- Our Partnership Model
 - **HOM:** Landlord engagement + rental assistance administration + related housing program operations management
 - **Partners:** Housing stability case management and supportive services

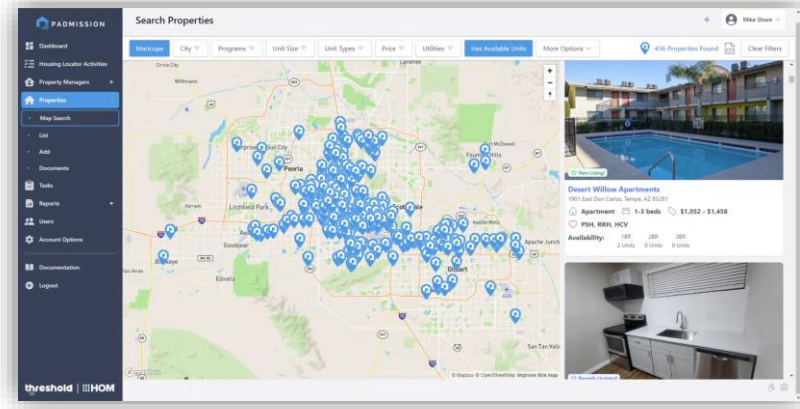


What We Do

- We look like a regional PHA for homeless/special needs housing voucher programs
- For us, ALL we do is housing. This is our job and our expertise.



Introduction



Connect (2019)

- Property Engagement, Search, and CRM
- Web-based, live vacancies
- Designed exclusively for rental assistance vouchers for homeless programs



Journey (2024)

- Designed exclusively for rental assistance vouchers for homeless programs
- Live visibility to financial utilization of housing programs
- Built to track housing project expenses across multiple funders
- Supports compliance with HUD rules and regulations



Threshold is....

Arizona's centralized landlord liaison service

Continuum of Care Rental Assistance Programs

Integrated into the Regional Strategy to End Homelessness

We don't speak property owner language, Threshold provides that gap for us. Threshold can really step in and focus on what they're good at, really cultivating those relationships, minimizing the risks, and really supporting property owners in a way that hasn't happened before.

Nicole Gibson, Director of Housing, UMOM New Day Centers

What's in it for Property Owners?

- Financial incentives
- Assurance that rental assistance, on time, in full
- Dedicated owner support team & 24-hr support hotline
- Software solutions for leasing property designed by and for property owners and managers
- Financial & technical resources to keep property valuable and in good repair



Incentives

- New Landlord Partner
- Reduce Screening Requirements:
 - **Income / Credit Score**
 - **Past eviction record**
 - **Justice System Involvement**

Incentive amount of 1x Monthly Rent

Risk Mitigation

- Damage Claims up to 1x Mo. Rent
 - Unpaid Rent
 - Damages
 - Legal & Cleaning Costs
 - Cancellation Fees/Penalties
- Vacancy Loss up to 1x Mo. Rent



Strategies

Identify the pain points

- Why Wouldn't A Landlord Want To Work With A Voucher?
- What are the solutions?
- What are your system's outputs?

Know Your Audience

Owners

- Must run a profit/balanced budget
- Compliance and fear of housing violations
- Losing properties to competition

Operators

- Being part of the community
- Not losing money
- Not losing business to competitors
- Compliance

Independent Owner/Operators

- Making their own mortgage payments
- Avoiding headache
- The state of their property



Building Trust

- Communication
- Transparency
- Owning Your Results
- Seek Regular Feedback





Screening Criteria as Risk Reduction

- Likelihood of a renter's ability to pay rent.
- Acknowledge the risk, sell the support.
- Voucher programs should be the best business option for most landlords.

Narrow The Pitch

The Financials

Example: \$1,200 Contract Rent	Market Renter	Threshold Renter
Incentive	0	\$1,800
Application Fees + Deposits	\$2,100	\$2,100
Rent/Rental Assistance	\$14,400	\$14,400
Move-Out Loss Protection	0	\$1,800
Vacancy Loss Protection	0	\$1,200
Total Rent and Risk Mitigation	\$16,500	\$21,300



Partner Up

threshold



AMA
Arizona Multihousing Association

The Threshold team takes the pain point out of renting to an opportunity individual. They are the ultimate partner. They link arms with a property owner and they're there every step of the way.

Sarah Fluke, Deputy Director, Arizona Multihousing Association



threshold



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