

Tips for Working with Landlords

Establish a landlord advisory group:

A formal landlord advisory group is an excellent way to become familiar with landlords in the community and introduce them to your program. It is a good venue to discuss their concerns, take feedback, and get them involved.

Attend meetings of your local landlord organization:

Find out if your community has a landlord or property management association, inquire about meetings, and ask to attend and make a brief presentation on your program.

Target “medium-sized” landlords:

Landlords with few units (usually 1-4) may be more risk averse than landlords with more units. Mid-size landlords in comparison to large property management companies, usually have more flexibility on screening and addressing turnover.

Divide and Conquer:

If you are in a larger geographic area and have more than one staff member working on landlord engagement, consider assigning staff to specific geographic areas to create consistent relationships.

Prepare your clients appropriately:

Ensure that clients are properly prepared to work with case management staff to address barriers and maintain housing. This may include things like life skills and rent readiness preparation.

Think like a salesperson:

Emphasize the benefits landlords receive from partnering with your program, discuss how your program mitigates risk with the tenant, and appeal to the human/emotional side.

Be honest:

Be clear about whom you are housing but emphasize that your clients are working hard to change their lives and your program supports that growth and development. Encourage clients to demonstrate their progress by being a responsible tenant.

Be strategic about your placements:

Consider placing high-risk clients with landlords who have fewer units. This mitigates the risk of losing access to large numbers of units if problems arise. Also consider strategic use of mission-driven landlords and “unit conferencing”.

Remain neutral:

If problems arise between your clients and the landlord, remain neutral and work to resolve the problem efficiently and effectively.

Practice patience:

Relationships take time and must be nurtured, even if the landlord is initially interested in partnering. Use other landlords as references, continue to interact, and consider the current housing market.

Source:

[Closing the Gap: Homelessness to Housing Webinar Series- Coordinating Homeless Services Resources - HUD Exchange](#)