

Landlords and Supportive Housing: Building Partnerships

*2016 Kentucky Affordable Housing
Conference*

The Source for
Housing Solutions



Outreach to Landlords

- **Develop “The Ask”**
 - # of units
 - Connecting you to other landlords
 - Invite to participate in committee/boards
- **Describe what is in it for them**
 - Filling units in a timely manner
 - Rent/Deposits paid on time
 - Tenant pre-screening
 - Housing Supports for tenant

Partnering Benefits to Landlords

- **Educated Renters**
- **Guaranteed Payment**
- **Support to Resolve Tenant Issues**
- **Satisfaction from Helping Others**



Building Trust with Landlords

- **Be truthful about what is in your control and what is not**
- **Don't promise anything that will not happen**
- **Be clear about your role**
- **Always follow through with what you say you will provide or do**
- **Be accountable to the landlord, keep them informed of changes**
- **Be timely**



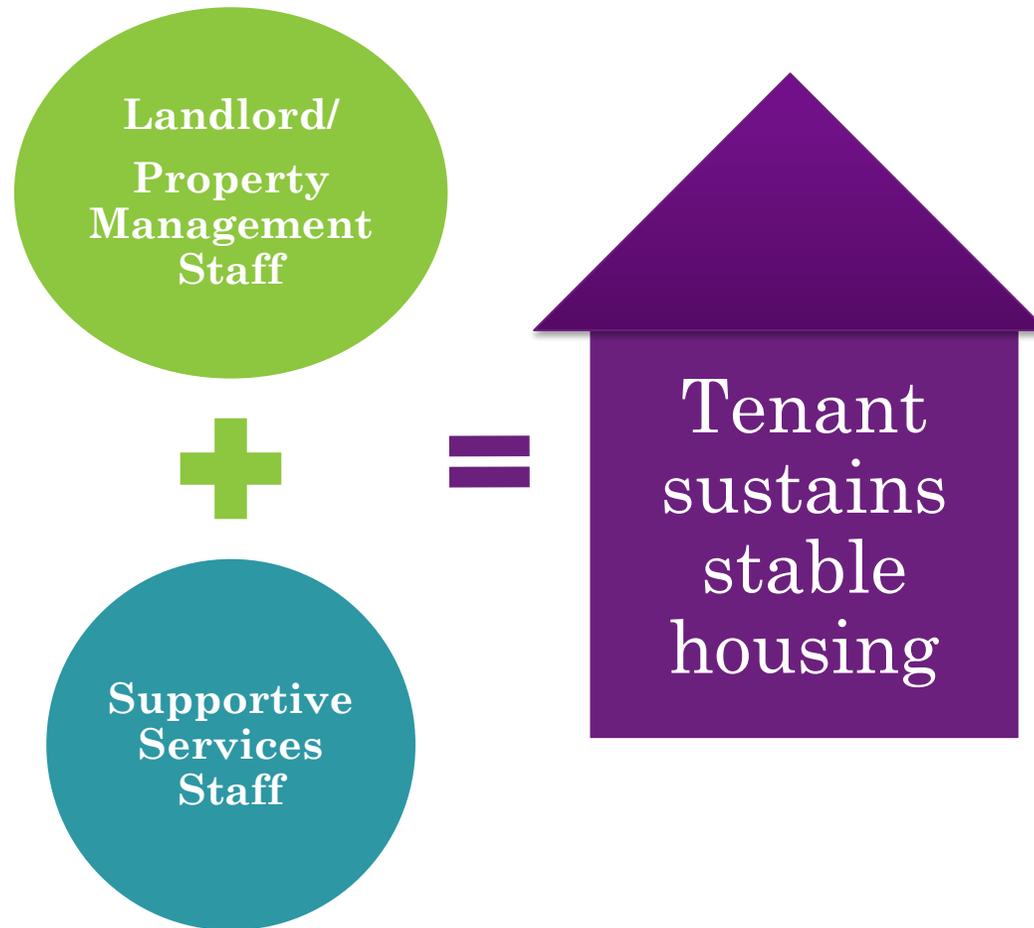


Tips from Landlords

- **Need to have the “right” people in the room**
- **Tell them what is in it for them**
- **Speak in their language**
- **Have a targeted ask**
- **Make it easy and clear on who and how to reach contact person**
- **Use Landlords worked with to talk about their experience**
- **Have a plan for follow up**

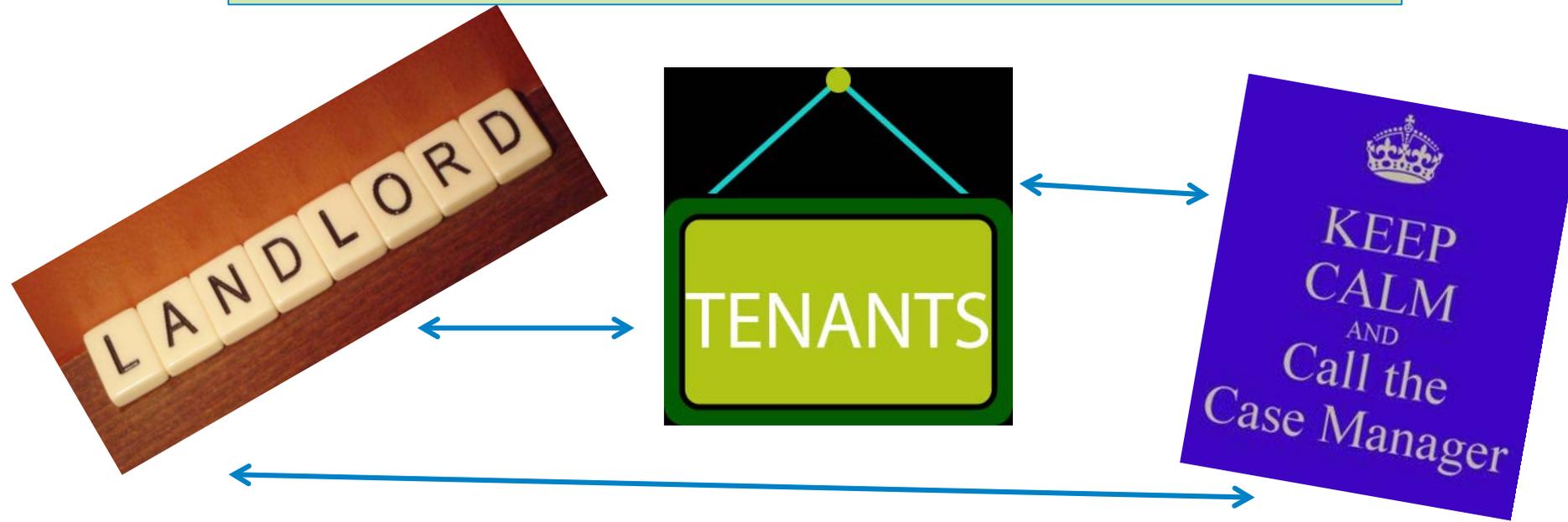
Coordinating with Landlords

Supporting Tenant Stability in SH



Coordination Among Partners

Its ALL about Nurturing the Relationships and Communicating!



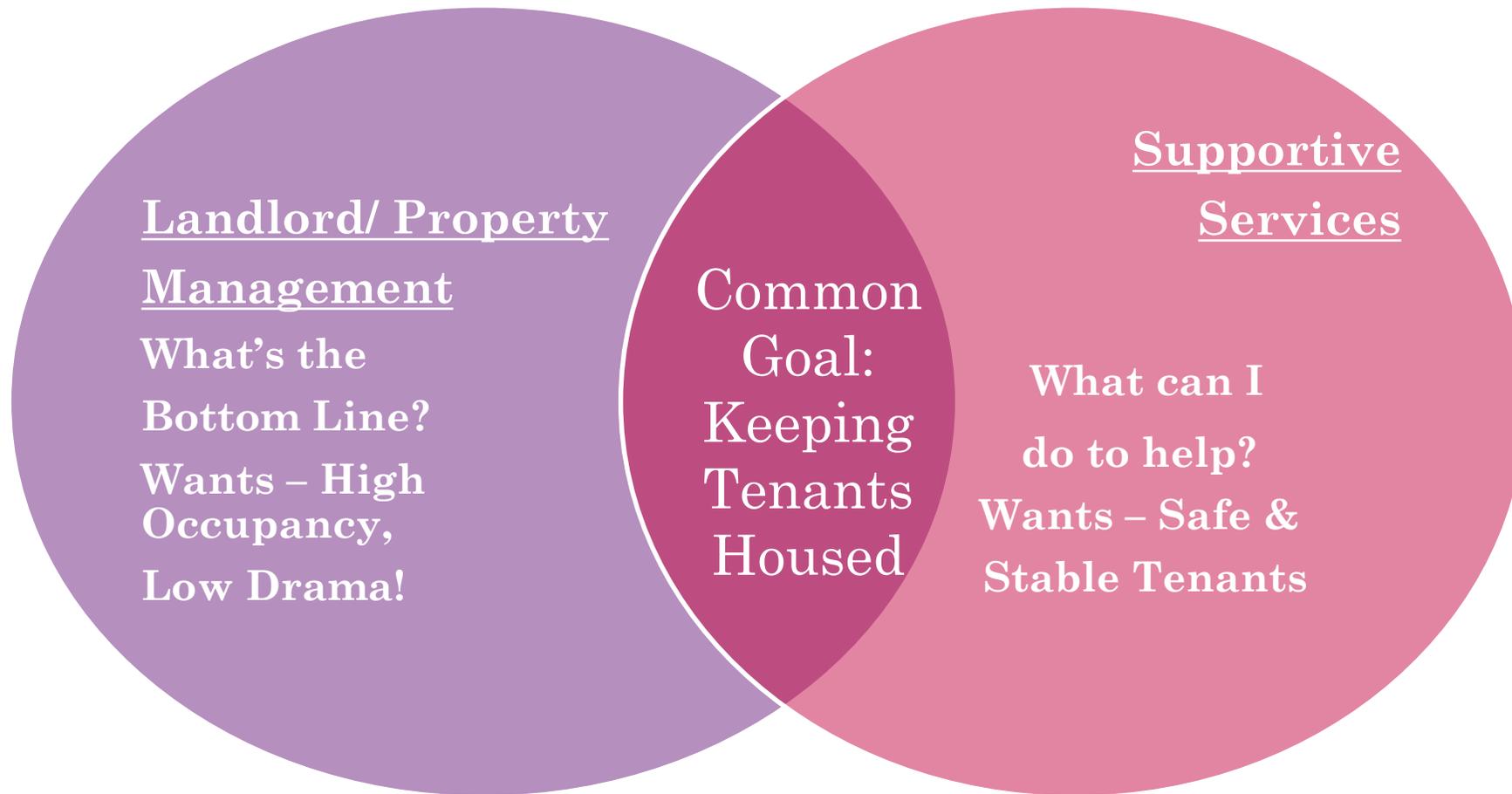
Coordination with Landlords

Coordination Happens throughout process:

- At first during Housing Search
- And then as you're working to Keep Tenants Housed



Perception of Roles



Understanding Landlord's Goals

- Follow all laws – legal, regulatory and funder compliance
- Fiscal Management
- Financial demands of the building
- Be a good neighbor in the community
- Tenant Screening
- Rent Collector
- Low Drama, Lower Damages, Rent Paid
- Safety and Security of larger tenant community
- Individual Tenant Needs



How Services Help Landlords

What does a connected case manager/support provide the tenant:

- Proactively identify and address issues that could impact housing stability
- Proactively and assertively engage tenants
- Provide direct services
- Develop service plans with tenants
- Make referrals and coordinate services
- Advocate on behalf of, and with, tenants
- Support tenants in paying rent, managing apartment, and other housing specific activities



Shared Goal

Provide the tenants the support they need to remain housed and reach their fullest potential while also keeping the building in good shape, physically and financially

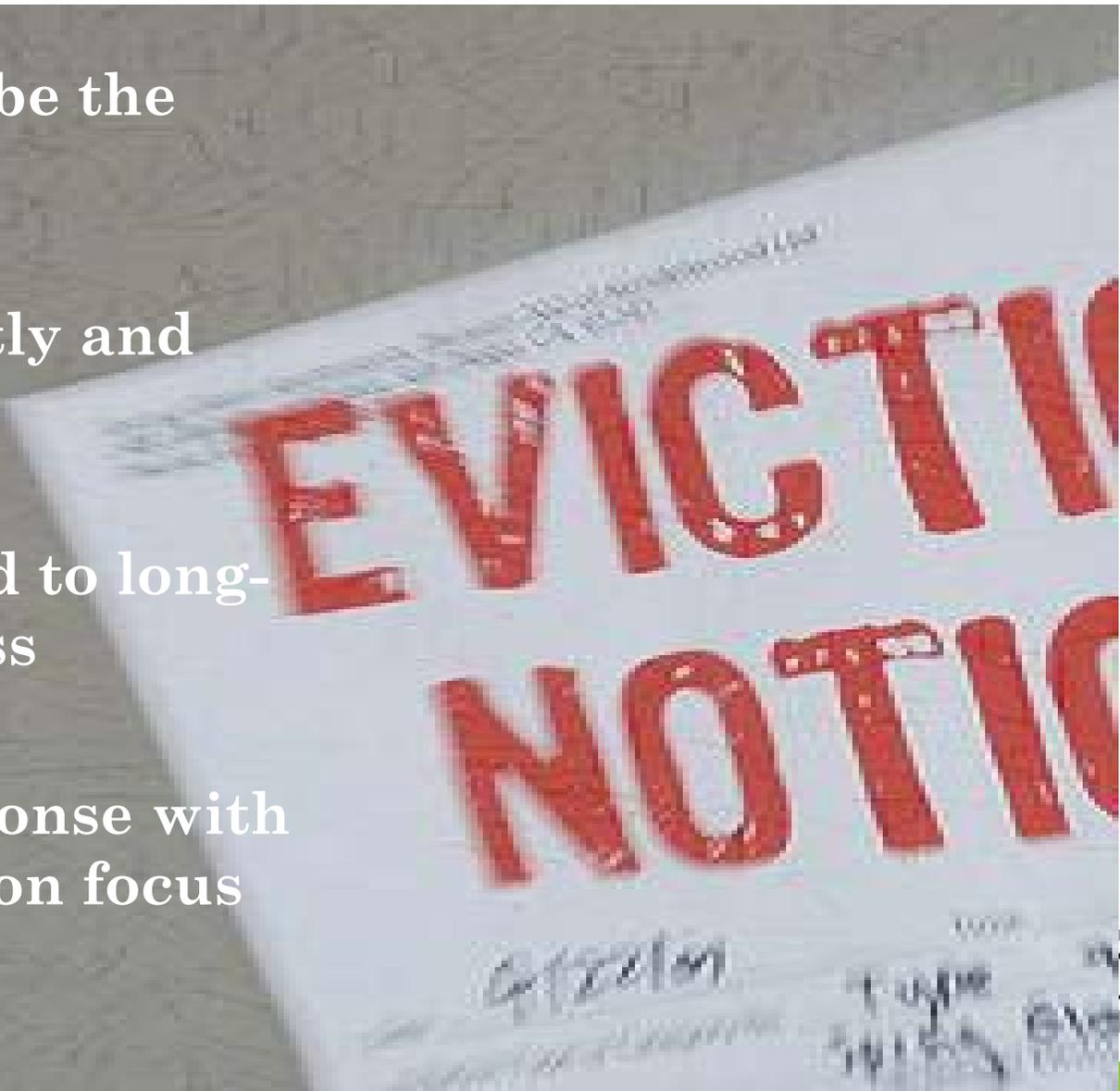
Challenges with Coordination in Scattered Sites

Common Coordination Challenges supporting tenants in Scattered Sites:

- Working with multiple tenants and multiple landlords
- Cover large geographic area
- Travel/Response time
- No informal engagement encounters
- Harder to identify behavior changes
- Others?

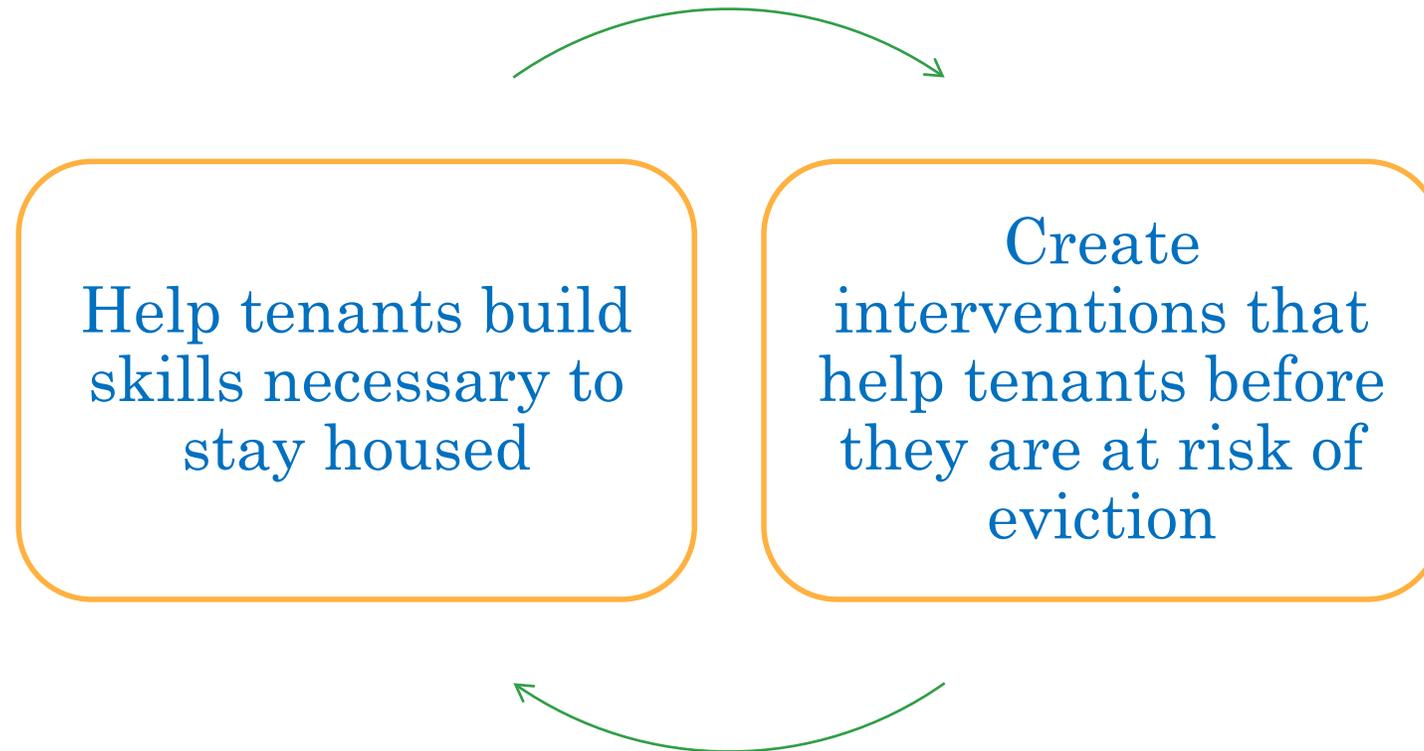
Evictions in Supportive Housing

- △ Evictions should be the last resort
- △ Evictions are costly and time-consuming
- △ Evictions can lead to long-term homelessness
- △ Coordinated response with eviction-prevention focus is key



EVICTION
NOTICE

Eviction Prevention



Plan for Coordination

- **Coordination should begins at the beginning!**
- **Coordination should not only exist during challenges or crisis**
- **Coordination is about being proactive.**

Indicators of Positive Coordination

- **Communicating Regularly (based on what works for best case manager and landlord)**
- **Follow plan to quickly inform and respond to crisis, changes in behavior, non-payment of rent, etc.**
- **Landlord requests for referrals when they have vacancies**

Its not that you will never have challenges

The strength of your collaboration and coordination is revealed during those challenges

Celebrating Successes



- This work is often challenging and surprising!
- Try not to get bogged down in focusing on the situations where we struggle most
- Look for ways/opportunities to celebrate and nurture relationships with landlord partners (small, inexpensive gestures)

Resources

- **Handout: Outreach Strategies for Engaging Landlords**
- **Landlord Recruitment and Engagement Desk book:**
<http://portal.hud.gov/hudportal/documents/huddoc?id=Lanlord-Deskbook.pdf>
- **Landlord Recruitment and Engagement Additional Resources:**
<http://portal.hud.gov/hudportal/documents/huddoc?id=Lanlord-Resource.pdf>

CSH Training Center

More webinars and peer learning opportunities to come!



www.csh.org/about-csh/how-we-work/consulting-and-training/course-offerings/

Thank You

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The Source for
Housing Solutions



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Landlord Initiatives & Supportive Housing



Reaching Out to Landlords

- Calls
- Lunch Meetings/After hours
- Get Out
- Follow-Up
- Landlord Associations

Landlord Informationals

- Explain HCV's and how the program works.
- Explain HAP contracts
- Explain the difference between a HAP contract with the Housing Authority and the lease that they have with the client.
- Go over Housing Quality Standards & the inspection process
 - A Good Place to Live (http://portal.hud.gov/hudportal/documents/huddoc?id=DOC_11735.pdf)
- The clients have the same lease as a market rate client; Enforce your lease with support

Getting Started with Clients

- Establishing Rapport
- Paperwork
 - ID
 - SS Cards
 - DD214
 - Paystubs
 - Social Security Payment
 - TANF
- Rules of the Program



Needs & Wants of the Client

- Location
 - Employment
 - Family
 - History
 - Transportation
- Amenities
 - Accessibility
 - Utilities
- Requirements of your agency and/or Program



Searching for Properties

- Properties that accept HCVs
- Property Management Companies that work with HCV Properties
- Trulia
- Zillow
- Apartment Search Websites
- Craigslist
- Street Search
- Private Owner List



What Does Supportive Housing Look Like

- Reading ALL Paperwork
- Calls
- Home Visits
- Community Referrals / Employment Agencies
- Workshops
 - Financial
 - Daily Living
- Reminders
- Follow-Up on complaints (Liaison)
 - Client
 - Landlord

Supportive Housing Services

- Could be on call, depending on your agency policies
- Do not mix your personal time with your business time





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