

# LANDLORD OUTREACH STRATEGIES

Supportive Services for Veterans Families

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# Introduction



PathStone is a private, not-for-profit regional community development and human service organization providing services to farmworkers, low-income families and economically depressed communities throughout New York, Pennsylvania, New Jersey, Ohio, Indiana, Vermont, Virginia and Puerto Rico.

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# Introduction

## Just Like a Landlord who is...

- A Housing Provider
- Carpenter
- Financial Manager
- Marriage Counselor
- Mediator
- Accountant

## You are going to wear some new hats..

- Marketer
- Real Estate Agent
- Pitch Man
- Hawker
- Broker
- Resource

# Understanding Barriers

Problems do not go away. They must be worked through or else they remain, forever a barrier to growth and development.

M. Scott Peck

# Understanding Barriers

## Individual Barriers to Housing

- Credit History
- Income Source/Employment
- History Household Size/Composition
- No Rental History
- Lack of Move-In Funds
- Eviction History
- Credit Check Fees
- Non-English Speaking
- Criminal History
- Poor Landlord References
- Discrimination

# Understanding Landlords

This organization calls its members “small property owners,” not “landlords.” But we know that tenants and the general public, whether we like it or not, call us “the landlord.” And we know that “landlord” is a term that carries no small amount of baggage.

By Howard Husock Director of Case Studies, Kennedy School  
of Government, Harvard University

# Understanding Landlords

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- Rental Housing is a Business
- They are Looking to Reduce Risk
- Maximize Return on Investment
- Small Landlords are the Largest Supplier of Affordable Housing in the Country



# Understanding Landlords

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## What do Owners' Want

- Rent paid on time
- Someone to call
- Property damage
- Nuisance

# Marketing the Program

The aim of marketing is to know and understand the customer so well the product sells itself.

Peter Drucker

# Marketing the Program



In many ways, you are “selling a product” in the open market. You have to convince property owners that your “product” will meet their needs and address their concerns.

# Marketing the Program



Marketing the program is one of the best tools to use in developing a pool of landlords and management companies who are willing to rent directly to your clients.

# Developing Selling Points

Sales are contingent upon the attitude of the salesperson - not the attitude of the prospect.

W. Clement Stone

# Developing Selling Points

- Does the program pre-screen tenants?
- Do families receive tenant education?
- What type of case management support does the program offer? By whom and how is it offered?
- What are your agency's history of successes and accomplishments?
- What support will be offered to partnering landlords and management companies?

# Developing Selling Points

- What financial support exists for families who run into trouble?
- What sort of productive activities will families get involved in, or are already doing? (jobs, school, etc.)
- Will the program co-sign leases?
- How can the program help landlords to reduce costs, including fees to advertise vacancies?

# Marketing Materials

A picture is worth a thousand words.

Napoleon Bonaparte



# Marketing Materials

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- Agency brochures
- Program brochures
- One-page informational handouts or fact sheets
- Letters explaining the program or agency
- Business cards

# Marketing Materials

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- PowerPoint presentations
- Community newsletters
- Client success stories
- Media coverage of agency or program
- Testimonial letters from other landlords who have partnered and benefitted from the experience

# Outreach

The best place to find a helping hand is at the end of your own arm.

Swedish Proverb

# Outreach

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- Mom and pop landlords
- Large private landlords
- Property management companies
- Nonprofit housing developers
- Cold Calls

# Outreach

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- Websites
- Twitter
- Email Marketing
- Newspapers
- Yellow Pages
- Local Housing Authorities

# Outreach

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- “For rent” signs
- Buildings under construction
- Real estate offices or agents
- Brokers
- Non-Program Staff

# Networking

You won't know till you ask...

*Got any vacancies?*

*me*

# Networking

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- Apartment Owner or Rental Housing Associations
- Other Non-profits
- Organizational appeals/newsletters
- Board Members



# Networking

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- Friends and relatives
- Fellow members of social, civic, and religious organizations or clubs
- Your real estate agent
- Local chamber of commerce
- Local businesses and your Vendors

# Networking

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- Landlords that may already have participated in your programs
- Ask for Referrals from existing Landlords
- Veterans of Foreign Wars
- The American Legion
- Vietnam Veterans of America
- ...and then everyone else

# Community Events

If I Knew You Were Comin' I'd've  
Baked a Cake

Al Hoffman

# Community Events

- Breakfast or Lunch Program orientations for landlords
  - ▣ Provide information and program overview
  - ▣ Testimonials from participating property owners
- Workshops
  - ▣ Deliver workshops on Leases, Applications, Screening
  - ▣ Partner with Legal Partners
  - ▣ Partner with Housing Counseling Organizations

# Overcoming Barriers

*A barrier is of ideas, not of things.*

*Mark Caine*

# Overcoming Barriers

Be prepared to hear plenty of reasons why landlords don't want to rent to your clients...

- ❑ Poor Credit
- ❑ Past Evictions
- ❑ Violence
- ❑ Noise
- ❑ Low Income

Tell them why your clients are better prepared to meet their needs...

- ❑ “Smart” renters
- ❑ Reduce advertising costs
- ❑ Case Management
- ❑ Tenant Education
- ❑ Damage/security deposits

# Overcoming Barriers

- Emphasize the benefits landlords receive from partnering with you.
- If landlords are concerned about the risks involved with renting to your clients, remind them that they take a risk with any tenant, but that your program mediates those risks.
- Remind landlords that they have the opportunity to improve the quality of life for others.

# Overcoming Barriers

- Be prepared to “sell” your clients and your program
- Know what to say and how to say it
- Do not be afraid of rejection
- Be persistent
- Make things happen, don't wait for them to happen
- Keep a positive attitude
- Build relationships
- Expect success



# Keeping Landlords Happy

*The foolish man seeks happiness in the distance; the wise grows it under his feet.*

*James Openheim*

# Keeping Landlords Happy

- Follow-up with property owner or agent
- Call regularly, get feedback on rental situation
- Don't just check in when things are going downhill
- Keep your commitments
- Respond within the timeframes promised
- Intervene/mediate when appropriate
- Operate with integrity and honesty

# Keeping Landlords Happy

- Deal directly and honestly with property owners to address problems or concerns
- Respond in a timely manner to landlord requests for assistance
- Ensure committed home visits and case management occurs (follow through on those “selling points”)
- Keep open lines of communication, and create program tools and protocols to facilitate dialogue

# Keeping Landlords Happy

- Consider hosting annual meetings with participating landlords to get feedback
- Send evaluation forms at the end of 6 months or 12 months in housing
- Send e-mail or snail mail newsletters to landlords keeping them up to date on program happenings, results, staffing, etc.

# Keeping Landlords Happy

## Go the EXTRA MILE

- Host owner appreciation events
- Present plaques or certificates
- Send thank you cards from staff and clients
- Recognize “landlord of the year” in agency newsletters and other ways
- Share resources when available (Good 360)

## Lessons Learned

*The successful person will profit from their mistakes and try again in a different way.*

*Dale Carnegie*

# Lessons Learned

- ❑ DO NOT make promises you cannot keep
- ❑ Understand the needs and wants of landlords
- ❑ Teamwork between housing specialists and case managers is key to success
- ❑ Be cautious about clustering multiple families (clients) in a single building
- ❑ Non-monetary incentives work with landlords
- ❑ Offer choices, be a partner in Fair Housing Choice

# Resources

*Needing help doesn't make you weak, in fact quite the opposite. It makes you strong, smart, and realistic.*

*Unknown*



# Resources

- Rapid Re-Housing for Homeless Populations: Program and Community Strategies for Recruiting Private-Market Landlords & Overcoming Housing Barriers  
[google.com](https://www.google.com)
- Small Property Owners Association  
[spoa.com](https://www.spoa.com)
- LANDLORD BENEFITS CHECKLIST: Why work with Homeless Prevention and Rapid Re-Housing Programs?  
□ [google.com](https://www.google.com)
- OneCPD Resource Exchange  
[onecpd.info/resources/housingsearchtool](https://onecpd.info/resources/housingsearchtool)
- The National Alliance to End Homelessness  
[endhomelessness.org](https://endhomelessness.org)
- SSVF University  
[Va.gov/homeless/ssvf/index.asp](https://va.gov/homeless/ssvf/index.asp)
- 100,000 Homes  
[100khomes.org](https://100khomes.org)

# Resources

- NYC Affordable Housing Resource Center

*[http://www.nyc.gov/html/housinginfo/html/apartments/apartment\\_hunting\\_tips.shtml](http://www.nyc.gov/html/housinginfo/html/apartments/apartment_hunting_tips.shtml)*

- Section 8 Units

*[http://www.nyc.gov/html/nycha/html/section8/avail\\_apt.shtml](http://www.nyc.gov/html/nycha/html/section8/avail_apt.shtml)*

- NY Housing Search

*<http://www.nyhousingsearch.gov>*

- WORKING WITH LANDLORDS IN HOUSING FIRST/  
RAPID REHOUSING