

# LANDLORD ENGAGEMENT: RECRUITMENT, RELATIONSHIP, RETENTION

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# Sulzbacher Center

## Our Mission

- To **empower homeless** and at risk women, children and men through **health, housing and income services** thereby restoring hope and self-sufficiency

## Our Vision

- Ending homelessness **one person at a time**

## Capacity

- **Single men:** 120 beds
- **Single women:** 78 beds
- **Families:** 31 family rooms (116 beds) allow parents and children to live together
- We operate **over 180 scattered-site units** targeted to specific homeless populations



# Ability Housing

- CASA – 61 Units of shared housing for developmentally disabled, brain injured or homeless
- Villages Program – 235 Units of Multi-Family housing for low income, homeless, at-risk with disabilities
- Housing Link – 105 Units of Scattered Site Permanent Supportive Housing for chronically homeless

**3 Properties in Development- 1 in North Florida, 2 In Central Florida**

The Florida Housing Coalition, Inc. is a nonprofit statewide organization whose mission is to **bring together housing advocates and resources so that all Floridians have a quality affordable home and suitable living environment.**



WE'RE PROUD TO OFFER PROFESSIONAL  
**CONSULTING SERVICES**

In the areas of affordable housing, fair housing, ending homelessness, & related issues

# HOUSING NAVIGATION

- Recruitment: Locating Housing
- Relationship: Getting Landlords to Lease to your Program
- Retention: Sustaining Landlord Relationships



# RECRUITMENT

# AFFORDABLE HOUSING

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- HUD Subsidy – Project Based
- HUD Subsidy – Tenant Based
- Tax Credit Property
- Market Housing lower than FMR

# HOW TO FIND TAX CREDIT PROPERTIES

- Affordablehousingonline.com
- HUD LIHTC Database
- Affordable Housing Developers
  - (For Profit and Non Profit)
- Apartments.com Use Filter: Income Restriction



# SUBSIDIZED HOUSING

- No more than 30% of HH income
- Project Based or Tenant Based
- Project Based can be Private or PHA
- Often long waiting lists and can be strict on background



# HOW TO FIND SUBSIDIZED HOUSING

- Gosection8.com
- HUD (Search for affordable apartments)
  - Full Listing of Privately Owned Subsidized
  - Categorized by Family, Disabled, Elderly
- Local Housing Authority
  - Do they have a homeless preference?

# FIND AFFORDABLE HOUSING

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- Online
    - Trulia, Craigslist, Hotpads  
[www.flhousingsearch.org](http://www.flhousingsearch.org)
  - Property Managers
  - Networking
    - Service Agencies, Housing programs, Housing Locators/Navigators
  - Driving around!!!
  - Unique places – sex offender registry

\*\*See Handout for Help



# SELL THE PROGRAM!



## The Person

John is a homeless veteran with PTSD who was just released from detox and we don't want to put him back on the streets because he is very ill – will you help us get him into one of your apartments?

## The Program

Our program provides deposits and rent assistance payments to the landlord. We also provide support services. You can call us anytime if you have a concern.

# Recruitment

- It's about the money first, i.e. the rent (cash flow), then later and sometimes never about the mission or the client
- Have landlords who can recommend you
- Don't sugarcoat things, be honest upfront, keep it real
- Collaborate, share leads and info, also there is strength in numbers
- Emphasize the supports available for your clientele
- Private landlords with small scale operations are often a better fit for high barrier clientele



# RELATIONSHIP & RETENTION

# Relationship & Retention

**There is no one size fits all surefire approach to landlord engagement it is all individualized just like our programs and services however there is one thing you should do...**



# Relationship & Retention

**Always, always and always pay the rent on time!!!**



**time!!!**



# Relationship & Retention

- **Keep in touch; call, email, visit, make yourself available...**
- **Be responsive to landlord concerns and do your best to resolve them in a *timely* manner**
- **Pay damages, overages and any other charges as applicable in a timely manner, explore renter's insurance programs.**
- **When things go bad, i.e. eviction termination etc., offer to fill the vacancy that results and keep the rent coming**

# Relationship & Retention

- **Some landlords care only about the money and their occupancy rates**
- **Some landlords just don't want to be hassled**
- **Some, usually not many, actually believe in your mission and want to help**
- **Identify the basis of the relationship and build from there...**

# LANDLORD COLLABORATION GUIDEBOOK: Working with Landlords to Help Households Move Out of Homelessness



Available at:  
[www.flhousing.org](http://www.flhousing.org)

Search “Publications”



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