



Tribal HUD-VASH Program

Setting Your Program Up For Success

WELCOME TO DAY THREE

Agenda for Day Three:

- Opening Session: Invocation & Welcome Back
- Landlord Engagement & Identifying Housing Market
- Creating an Action Plan
- **Break**
- Action Planning: Group Report Backs
- Wrap-Up: Final Questions & Next Steps
- Closing Ceremony: Invocation and Adjourn

SESSION NINE

**LANDLORD ENGAGEMENT &
IDENTIFYING HOUSING MARKET**

Christie Bevis,
Collaborative Solutions

What do landlords want?



Understanding Landlords

- 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

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 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.
- You also want to be realistic about the landlord expectations (i.e., housing inspection/HQS, paperwork, timeline for actual housing placement, etc.).

What's in it for them: The Win/Win

- Provision of Landlord/Tenant Education Class (pay rent, keep your unit clean, be a good neighbor)
- Consistent, on-time rent
- Budgeting Services
- Additional Housing Support to address housing/lease issues
- Tenant Home Visits
- Go-To Source for Filling Housing Vacancies

Leave no stone unturned

- Diversify your methods for outreach to landlords
 - Host a landlord event
 - Cold calls
 - Networking meetings
 - Housing Authority contacts
 - Direct mail, flyers, brochures, social media
 - Free advertising: message boards, radio spots, etc.



Key Elements to Developing Creative Landlord Partnerships

➤ HONESTY

- Be truthful about what is in your control and what is not.
- Don't promise something that will not happen.
- Be clear about your role.

➤ INTEGRITY

- Always follow through with what you say you will provide/do.
- Be open with the landlord and keep them informed of any changes.

Marketing Packet

- Agency Brochure
- Program Brochure
- One-page informational handouts or fact sheets
- Letters explaining the program or agency
- Client Success Stories
- Testimonial letters from other landlords who have partnered and benefitted from the experience
- Business Cards

Landlord Incentive Activity

Your Mission: Identify strategies to engage landlords with the goal of convincing them to rent to Veteran households experiencing homelessness.

1. Identify 5 outreach strategies to identify and engage potential.
2. List 5 creative ideas *or incentives* you will use.

RESOURCES

- HUD's Landlord Engagement & Recruitment Additional Resources (May 2015)
 - <http://portal.hud.gov/hudportal/documents/huddoc?id=Landlord-Resource.pdf>
- Vets@Home Toolkit
 - <https://www.hudexchange.info/resources/documents/Vets-at-Home-Connect-to-Permanent-Housing-Toolkit.pdf>
- SNAPS In Focus: Increasing Housing Placements of Homeless Veterans
 - <https://www.hudexchange.info/news/snaps-in-focus-increasing-housing-placements-of-homeless-veterans/>
- Joining Forces: Private Landlords Partnering to End Homelessness
 - https://www.usich.gov/resources/uploads/asset_library/SUM_Private_Landlord_Engagement_FINAL.pdf

SESSION TEN

CREATING AN ACTION PLAN

Christie Bevis, Collaborative Solutions

What is an Action Plan?

- An **action plan** is a document that lists what steps must be taken in order to achieve a specific goal.
- The purpose of an **action plan** is
 - clarify what resources are required to reach the goal,
 - formulate a timeline for when specific tasks need to be completed and
 - determine what resources are required.
- *How do we do this in a meaningful and impactful way?*

Developing Your Action Plan

- Assessing and evaluating progress is a fluid, on-going process.
- Identifying, testing, evaluating and learning as we go = *Quality Improvement*
 - Track progress and realign efforts as needed.
 - Identify opportunities and barriers to reach goal.
 - Builds common understanding of your project.

Creating Your Action Plan



Where do I begin?

Getting Started: Now It is Your Turn

- *Challenge:* House 10 Veterans within next 4 months
- Working with your team:
 - Identify 2 - 3 priority strategies you want to implement to ensure you are on track for reaching the challenge.
 - For each strategy, you will include specific action items for how the strategy will be achieved including:
 - Who will be responsible?
 - Timeline for completing
 - Be specific and QUANTIFY!

Let's Take a Break...



Creating an Action Plan:

Group Report Back



Howard Burchman, Housing Innovations

CLOSING SESSION

WRAP-UP AND ADJOURN

WHAT'S NEXT?

- What questions do you still have?
- Resource review
- Identify priority next steps for grantees