

WORKING WITH LANDLORDS TO PROVIDE HOUSING OPTIONS TO PEOPLE WHO ARE HOMELESS

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Department of Economic Opportunity



PRESENTER

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WEBINAR LOGISTICS

- Participants are muted
- Enter your questions or success stories in the box in your webinar panel
- Handouts are available with this webinar
- This webinar is being recorded and will be available at www.flhousing.org
- A survey will be emailed following the webinar; *please* complete it. Thanks!



OVERVIEW OF WEBINAR

- **Finding:** Locating affordable housing rentals in your community
- **Getting:** Convincing the landlord or property manager to work with your programs
- **Keeping:** Using proven strategies to keep the landlord on your team

BUT FIRST, A QUESTION FOR YOU



FINDING DECENT AFFORDABLE RENTALS



- Attend PHA or CoC landlord recruiting events
- Host your own landlord recruiting events
- Use Section 8 landlords www.gosection8.com
- Use www.floridahousingsearch.org
- Use www.socialserve.com
- Use Craig's list, Zillow, or similar searchable listings

FINDING DECENT AFFORDABLE RENTALS (CON'T)

- Drive through affordable neighborhoods and look for “for rent” signs
- Word of mouth
- Focus on smaller or medium-size landlords
- Build relationships with property management companies
- Advertise within your community (local newsletters, faith based organizations, community organizations)

GETTING LANDLORDS TO RENT TO YOUR CONSUMERS



- Use a Housing Specialist or Housing Navigator who is trained to
 - 1) locate affordable rentals,
 - 2) persuade landlords to work with your program,
 - 3) keep an inventory of housing options, and
 - 4) maintain relationships with landlords and property managers
- Respond to the two main things landlords want: rent collections and property well-maintained
- Create promotional materials to inform landlords what you can provide to support the tenant(s) in their unit
- Sell the program, not the client

GETTING LANDLORDS TO RENT TO YOUR CONSUMERS (CON'T)

- Supportive services available
- 24/7 emergency call number
- Access to risk mitigation funds
- Double deposits
- Financial assistance to get the unit up to housing quality standards or habitability standards
- If rental assistance is provided, a guarantee of payment on time



Example from Palm Beach County



There are many **benefits** to participating
with the community of
Homeless Service Providers

SUPPORT

Landlords **support** the community
by offering affordable housing to
extremely low income individuals and
families at Fair Market Rent.



MARKETING

Save on costs of marketing
and advertising your unit. We have
a list of clients ready to move in.

ASSISTANCE

Every tenant has a case manager
who **provides assistance** to the
client and is the landlord's immediate
point of contact.



RENT

Landlords **receive timely rent**
payments with facilitation from
the organization placing the tenant.

TENANT

Always have a tenant in your
unit and reduce vacancies.



Sign up today!

<http://www.pbcgov.com/SMARTLandlord>
#SMARTLandlord (561) 355-4777



HUD GUIDELINES AROUND CRIMINAL RECORDS

HUD's Fair Housing guidelines:

- Must apply any legal policies to everyone regardless of their race, national origin, or other protected characteristics under the Fair Housing Act.
- Can't exclude individuals solely based on prior arrests (as distinct from convictions).
- Can't restrict people's access to housing based on prior convictions unless it's necessary to achieve a nondiscriminatory purpose. (Blanket prohibitions against anyone with an arrest or conviction record don't meet this burden, the guidance explains.)
- Must show that there's no less discriminatory way to address the safety concern or other issue that the policy aims to address.

ANOTHER FAIR HOUSING ISSUE

Landlords sometimes say it's a "fair housing violation" if they give preference to your program participants or if they apply more lenient background check or credit check requirements for your clients.

But that's not true:

Relaxing rules or practices in this manner does not violate fair housing laws. It is lawful for landlords to give preference to one applicant over another on the basis of his or her participation in a program, even if the applicant has a poorer rental "resume" than other applicants.



KEEPING LANDLORDS ON YOUR TEAM

- Landlord recognition events at your agency and in the media
- Landlord recognition awards at Apartment Association gatherings or Chamber of Commerce events
- Integrity – doing what you promised you'd do – crisis intervention, 24/7 response, damages repairs, timely payments



KEEPING LANDLORDS (CON'T)



- **Preventing housing crises before they occur**
 - Provide housing support to the tenant
 - Encourage the tenant to develop his or her own plan to identify and respond to changes in wellness, such as a WRAP (Wellness Recovery Action Plan)
 - Respond quickly to problems caused by tenants
 - Serve as an intermediary with the landlord when appropriate
 - Advise tenants to inform you if they will be late or unable to pay their portion of the rent
 - Thorough assessments to determine housing risks and work with them to prevent or resolve issues
 - Minimize risks to the landlord
 - Facilitate a move-out in order to avoid an eviction





KEEPING LANDLORDS (CON'T)

- **Addressing housing crises when they occur anyway!**
 - Report any damage or repairs needed to the unit that you may observe during a home visit
 - Keep landlord informed of any concerns
 - Report possible move outs as soon as possible
 - Keep an open line of communication with landlord

HANDOUTS ATTACHED

1. 2015 Landlord Deskbook issued by HUD
2. “What Does My Lease Say”
3. HUD’s Guidance re Fair Housing and Criminal Backgrounds
4. Information about Risk Mitigation Funds



YOUR QUESTIONS AND SUCCESS STORIES



WANT TO KNOW MORE?
HAVE MORE QUESTIONS?
OR
WANT A SITE VISIT OR TRAINING IN
YOUR CoC?

Email: pourciau@flhousing.org

