

2.04 How to Recruit Landlords So They Don't Say "No"



2016 National
Conference on

ENDING FAMILY & YOUTH
HOMELESSNESS



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Oakland, California

Speakers

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Who is Here?

Rapid re-housing is not a program, it is a critical system intervention to end homelessness



Rapid Re-Housing (RRH)
ends homelessness for
families and individuals.

RRH HELPS



FIND HOUSING

Help people quickly find housing within one month or less.

PAY FOR HOUSING

Help people pay for housing short term; longer-term help an option.

STAY IN HOUSING

Help access services so people can stay in housing.

The **Core Components** of Rapid Re-Housing help people **find** housing fast, **pay** for housing, and **stay** in housing.

FIND HOUSING

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PAY FOR HOUSING

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STAY IN HOUSING

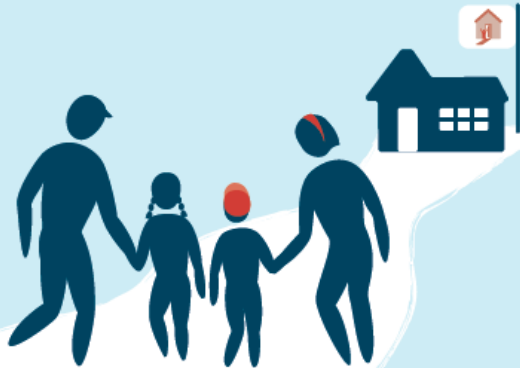
Help access services so people can stay in housing.



FIND FAST HOUSING IDENTIFICATION



Build relationships with landlords to have access to as many housing units as possible.



Find and secure housing as quickly as possible after a person or family becomes homeless.



Limit the time a family or individual spends homeless. Move people into housing within **30 days or less**.

Hamilton Family Center



Hamilton Family Center's mission is to end family homelessness in the San Francisco Bay Area.

2015 Housing Market

- Vacancy Rate

3.5% vacancy rate

- Median Rent

San Francisco

➤ 1 bedroom: \$3,500

➤ 2 bedroom: \$4,730

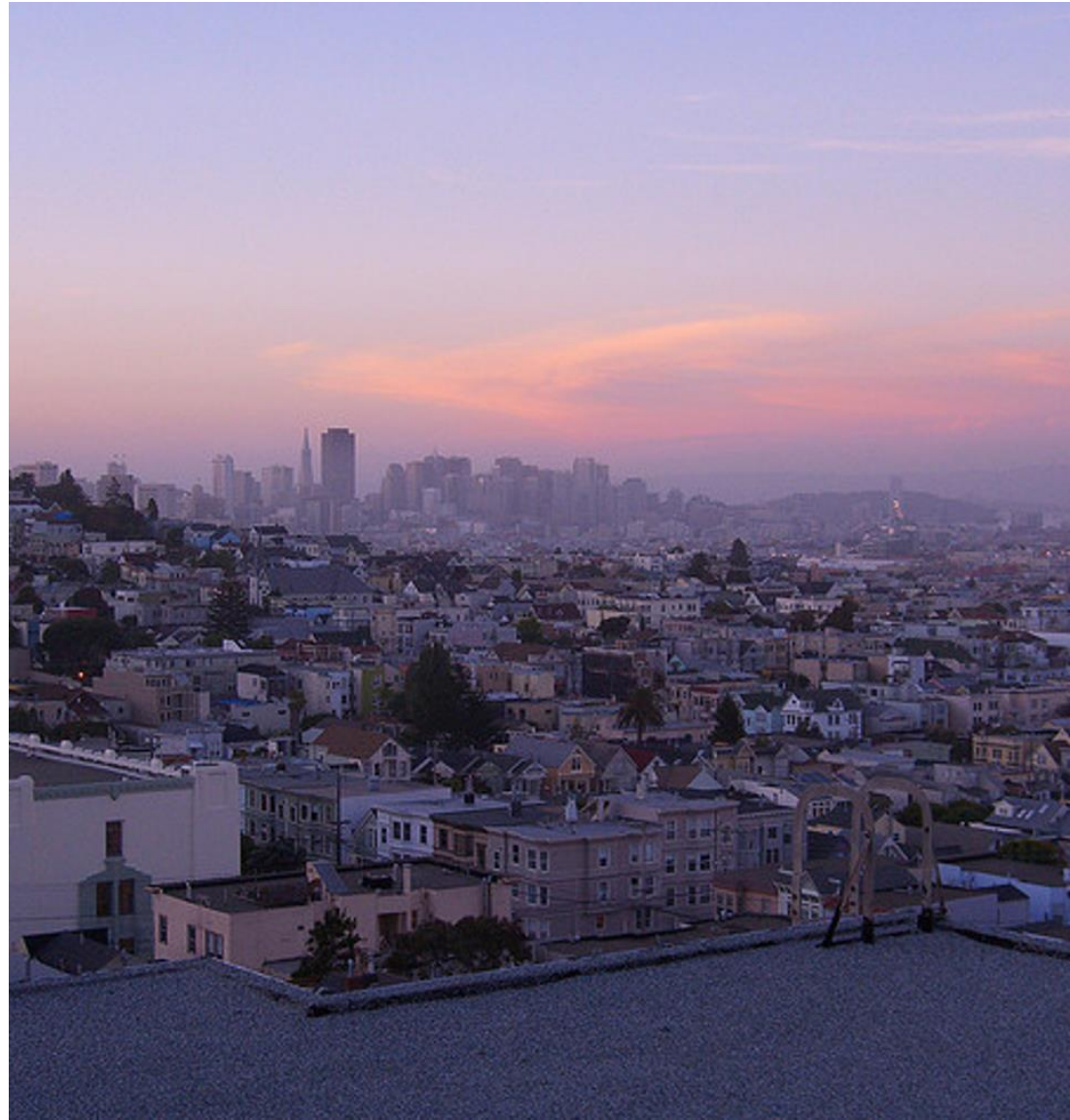
Oakland

➤ 1 bedroom: \$2,200

➤ 2 bedroom: \$2,660

- Evictions

55% increase in last 5 years



2015 Status of Family Homelessness



- 187 families on shelter waitlist
- 2,098 homeless students in SFUSD
- **Hamilton Family Center assisted 250 families to obtain housing**

OUR TOOLBOX



Hire the Best Mechanics

- Diversify

Tenant Profiles

- Match tenants with landlords

Dispatch 24/7

Network/Marketing

Knowledge of Service Area/ Location

Relationship, relationship, relationship.



Mayo Lunt, Real Estate Director
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HOW TO RECRUIT LANDLORDS SO THEY **DON'T SAY NO**

SAMANTHA STEWART



FAIRFIELD COUNTY

Rapid Rehousing Fairfield County- Bridgeport, Norwalk and Stamford CT

- **4.3% apartment vacancy rate****
- **Bridgeport average cost for studio, 1, 2, and 3 bedroom \$657, \$1257, \$1512, \$2,029****
- **Stamford-Norwalk average cost for studio, 1, 2, and 3 bedroom \$1,350, \$1,911, \$2,401, and \$3,051****

Successes

- **Created relationships with more than 30 landlords throughout the region.**
- **Housed 116 households in last two years many with no income or very low income.**

**Adapted from "Comprehensive Housing Market Analysis Bridgeport-Stamford-Norwalk, CT." by U.S. Department of Housing and Urban Development, Office of Policy Development and Research, January 1, 2013. Retrieved from https://www.huduser.gov/portal/publications/pdf/BridgeportCT_comp_2013.pdf.

BENEFITS FOR THE LANDLORD

- **QUICK AND EFFICIENT PROCESS**
- **HIGH DEMAND - WE CAN FILL VACANCIES**
- **WE HAVE SERVICES AND PROGRAMS TO FILL IN THE GAP**
- **WE CAN BE THE EYES AND EARS FOR THE LANDLORD**

KEY QUESTIONS TO GUIDE YOUR PITCH

- **WHY DO YOU BELIEVE IN THIS APPROACH?**
- **WHAT IF THIS CLIENT WAS YOUR MOM, DAD, SISTER OR BROTHER?**
- **HOW CAN A NO STILL BE A YES?**

How to Recruit Landlords So They Don't Say "No"

Connie Jones
Central Virginia Housing Coalition



CVHC is a 501 c(3) non-profit organization that addresses housing issues in Stafford, Spotsylvania, Fredericksburg City, Caroline, King George as well as Orange, Culpeper, Fauquier and Westmoreland. Central Virginia Housing Coalition provides affordable housing to low income to moderate families and individuals through housing, education, counseling and financial assistance.

Housing Locator



- Choosing the Right Housing Locator
- Developing a Database of Landlord
- Marketing the program and client

Marketing the Program and Client

- Host Events/ Face to Face (Lunch and Learns, Roundtables, etc.)
- Social Media (Websites, Facebook, etc.)
- Testimonial letters from other landlords
- Client Success Stories
- Community Relationships
- Reducing the Landlord expenses (Advertisements, Vacancy rate, Eviction Turnover etc.)
- Benefits of the Program (Case Management)

Overcoming Challenges

- Placing Low to Medium Barrier clients with Landlords to build stronger relationship
- Market Landlords with more flexibility on income qualifications, and background screening .
- Negotiate high rental amounts (Home sharing, using successful models of the program)

Contact Information



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