**Landlord Outreach Strategies**

This is a list developed by rapid re-housing providers of potential landlord recruitment strategies.

* Landlord Events
  + Be persistent - Host landlord event (with food) to educate, solicit feedback, coordinate
  + Host event as a collaborative/community
  + Recognition to landlords for participating
  + Invite to an open house
  + Landlord fair
  + Use volunteers to sponsor landlord outreach meeting
* Social Media
  + Ad on Chamber of Commerce website
  + Post on website/Facebook/Twitter/social media to highlight landlord
  + Outreach through community listserv
  + Email blasts
  + Advertise on Craigslist
  + Ads on social media, Craigslist, public access TV, our websites, newsletters
* Include in all organization’s marketing materials
* Create Marketing Materials
  + Create brochures/flyers targeted to landlords
  + Create a landlord newsletter
  + Produce a video featuring current landlords
* Networking
  + Use existing landlord relationships to network with/identify new ones
  + Talk/Attend Realtor’s Association meetings and Landlord Events
  + Direct mail to current and prior landlords
  + Leverage Board relationships (integrate RRH into reports to the board)
  + Rotary clubs
  + Ask former clients to refer, (become leasing agents)
* Develop Personal Relationships
  + Face to Face meetings/lunches, etc.
  + Get funders/significant donors to make connections/market program
* Use the Faith Community
  + Use volunteers to build relationships
  + Blurb/Ads in church bulletins
  + 5 minute mission moments
* Community Collaborations
  + RRH Advisory committee
  + PHA offer tenant education/certification
  + Chamber of Commerce
  + Shared landlord lists within internal programs and partner organizations
* Other
  + Landlord round table
  + Look for postings at military bases
  + Probate lawyers
  + Outreach through cold calls, visits to apartments, property management