**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