

1.05 Navigating the Housing Landscape



Dan Hodgkins

Portland, Maine

Senior Director of Social Work



Lauren Lowery

Washington, D.C.

Director, Housing and Community Development



Amberly Jordan

Fort Worth, Texas

Landlord Engagement Manager



Felicia Bonner

Omaha, Nebraska

Program Director



In a tight housing market, creative strategies and strong partnerships are key to moving unsheltered individuals into permanent homes. This session covers innovative approaches to expanding housing options and building strong landlord partnerships that ensure stability and housing security.



February 26, 2025

Landlord Engagement Strategies

BY: Lauren Lowery

Director, Housing and Community Development

Lauren A. Lowery

Lauren is the Director for Housing and Community Development for National League of Cities (NLC).

Her current portfolio at NLC includes housing supply, housing stability, homelessness and equitable development. Over the last five years, she has released timely, actionable resources such as *Ending Homelessness: A Guide For Local Governments*, *Landlord Engagement Toolkit* and Federal Funding Sources for Addressing Homelessness Tool.

Prior to joining NLC, Lauren worked in local government for seven years serving the residents of the City of Norfolk and the City of Chattanooga. During her time in Norfolk's city hall, she developed and implemented an award-winning, landlord and tenant engagement strategy.

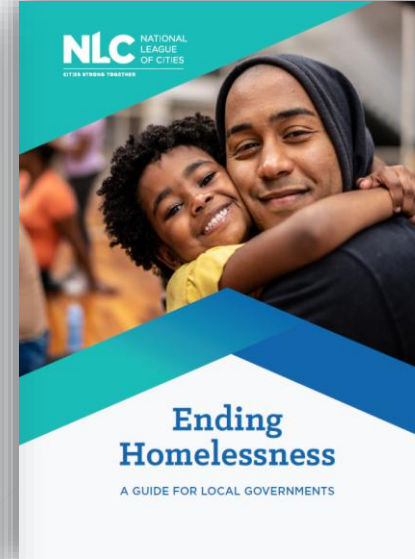




OUR MISSION

To relentlessly advocate for, and protect the interests of, cities, towns, and villages by influencing federal policy, strengthening local leadership, and driving innovative solutions.

NLC



Local Eviction Prevention Policy & Program Tool

What is this tool?
Local governments play a pivotal role in preventing evictions and supporting households when an eviction is filed. In recent years, cities have experimented with new policies and programs. This tool aims to provide insight into the eviction prevention policies and programs from 200 cities across this country and share additional resources for local leaders looking to take action.

Who is this tool for?
This tool is designed for local housing staff, elected officials, community-based and non-profit organizations and researchers who are passionate about eviction prevention. Using this tool, local leaders can explore the legislative and programmatic actions cities are taking to prevent evictions.

How do I use this tool?
Use the navigation pane on the right to find the right information for you.

Last update: December 2022

NLC NATIONAL LEAGUE OF CITIES

LEGAL DESIGN LAB Stanford Law School

- Explore All the Data
- Find Custom Matches
- Learn More About the Policies & Programs
- Additional Resources
- View and Download the Data
- Submit Information to the Tool
- Methodology

National League of Cities' Resources

From homelessness and housing stability, to expanding, preserving and improving the local housing supply, to implementing equitable development, NLC provides local leaders with foundational and applied knowledge to the most pressing housing issues cities face today.

National Landscape – Housing, Homelessness and Housing Stability

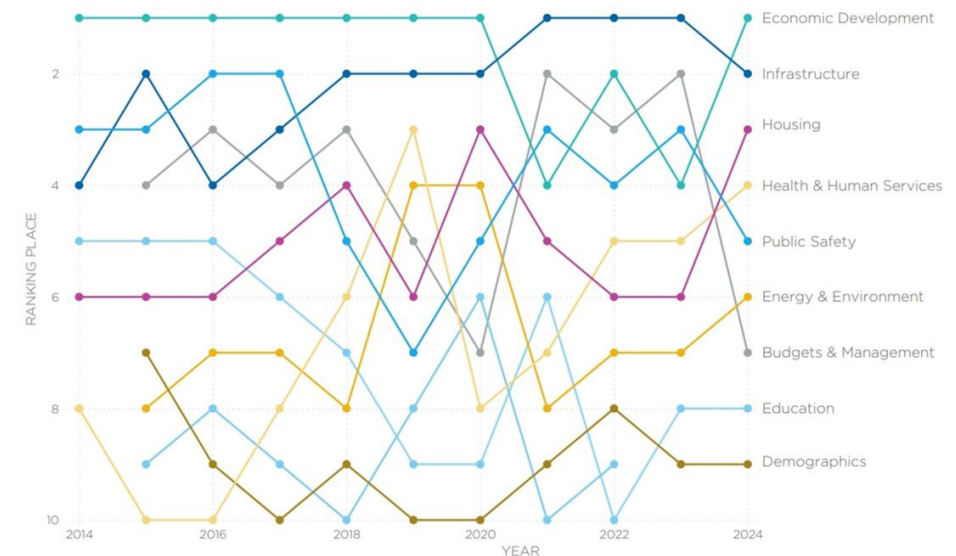
- Mayors (and cities) are increasingly worried about housing.
- The biggest challenges for cities are **high costs and low supply**, which go hand-in-hand.
- Almost **70% of mayors are struggling with high cost and low supply**, making it hard to provide affordable housing for everyone.

State of Cities (2024), National League of Cities

Appendix B: Mayors' Priorities Over the Last Decade

Appendix Figure 1

Rankings of Priorities 2014-2024



Source: NLC State of the Cities reports 2014-2024.

Landlord Engagement Lab



Launched in 2022, **Landlord Engagement Lab**, a collaboration between the National League of Cities and Stanford Legal Design Lab, aimed to help small-to-mid-sized cities prevent evictions and support community members by developing and refining their strategies for engaging with mom-and-pop landlords.

Cities participating in this cohort learned how to:

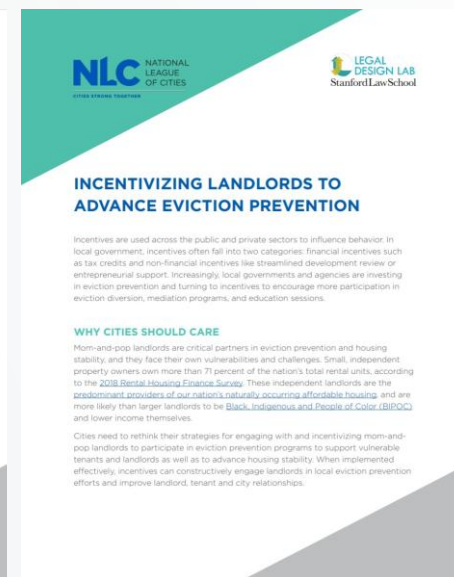
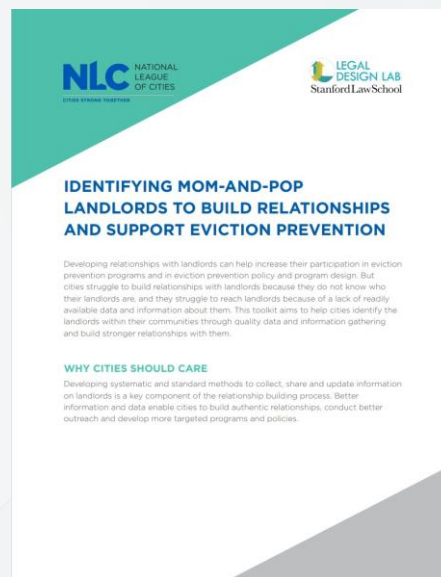
- Develop a landlord engagement strategy that centers racial equity
- Facilitate or strengthen relationships with mom-and-pop landlords
- Develop policies, programs and resources to support mom-and-pop landlords and prevent evictions

With the tools and approaches honed through this program, participating cities have become better equipped to foster housing stability for residents while meeting the needs of their small landlord community.

Landlord Engagement Toolkit

This toolkit includes a series of resources developed for local leaders interested in building or refining their strategies for engaging landlords. These resources offer important insight into key elements of a successful landlord engagement strategy.

[Read More](#)





Engaging landlords is key to longer-term homelessness prevention efforts, housing stability, and supporting both vulnerable renters and landlords.



Landlord Engagement Strategy

A step-by-step framework to build a mom-and-pop landlord engagement strategy.



Building Relationships

Develop standardized methods for collecting, sharing, and updating landlord information to improve outreach, relationships, and targeted programs/policies.



Incentivizing Landlords

An overview of incentives and ideas on how to effectively motivate landlords to engage in eviction prevention.



Designing and Implementing Policies and Programs

Recommendations for cities about the spectrum of policies and programs that can serve mom-and-pop landlords and prevent evictions.



Evaluating Policies and Programs

An evaluation framework to ensure policies and programs are achieving their intended goals.



Internal Coordination and Communications

Improve communication (internally and with landlords) regarding services, programs, and policies.

Landlord Engagement Toolkit's Features

Background

- Outlines the context for each strategy.

Step-by-Step Guidance

- Gives practical, step-by-step instructions.

Recommendations

- Offers actionable recommendations

Case Studies

- Showcases real-world examples through case studies.



Questions



housing@nlc.org

NLC



Metro Housing Collaborative

Bridging Gaps, Creating Collaborations

PROPERTY PARTNER **Recruitment Strategies**

We have joined together to grow relationships with our neighborhood property owners and managers (POMs).

www.metrohousingcollaborative.com





Metro Housing Collaborative

Bridging Gaps, Creating Collaborations

Felicia is a dedicated real estate professional and social worker with nearly a decade of experience bridging the gap between housing and community well-being. As the Program Director of MHC since May 2022, Felicia has successfully developed and expanded Landlord Engagement and Housing Navigation services, growing the network from just 35 landlords to over 200 today.

With a passion for reducing homelessness and creating sustainable housing solutions, [Your Name] leverages expertise in both real estate and social work to foster meaningful partnerships with landlords. Their work is driven by a commitment to getting individuals and families housed while promoting stronger, more compassionate communities.

Felicia Bonner, Program Director



Tier 1 & 2: Housing Those Experiencing a Housing Crisis

MONEY...MONEY...MONEY!!!

1

Tier 1: Rental Incentive

- \$500.00 at move-in
- \$500.00 at 6 months tenant retention
- Access to risk mitigation fund
- The POM agrees to not screen out for the following:
 - Past Eviction(s) &/or Poor/No Credit
 - Short on Income Requirements
 - Citizenship Status
 - Those Fleeing Domestic Violence

2

Tier 2: Rental Incentive

- \$1,000.00 at move-in
- \$1,000.00 at 6 months tenant retention
- Access to risk mitigation fund
- The POM agrees to not screen out for the following:
 - Past Sexual Offense Record
 - Previous Violent Offense Record
 - Past Drug Related Offense Record

Risk Mitigation Fund

-A FINANCIAL SAFETY NET

If there are damages to the rental unit at the time of move out:

- MHC will offer funding to repair the unit!

MHC provides POMs housing tier 1 and tier 2 tenants up to \$1,500 in risk mitigation funds to assist with damages incurred during the lease.

If needed, there is an appeals process to increase the risk mitigation funding cap.

Bringing People Home.

Metro Housing Collaborative Marketable Benefits

- Become part of the solution to end homelessness.
- MONEY.....MONEY.....MONEY! Rental Incentives and Risk Mitigation Fund
- Supportive Services partnered with every lease agreement.
- Reduce the time between the onset of a housing search to tenant move in.
- Beneficial Educational Opportunities for Property Partners
- Realtor services to keep units within the network
- Conflict Mitigation
- Vendor Discounts for those within the network



MHC's POM Engagement Program

- 01** PadMission- FREE Web –Based Platform Used to Market Vacancies
- 02** Support Services- Network of over 75 Community Partners
- 03** POM Incentive Tiers:
 - Tier 1: Housing Those Experiencing a Housing Crisis
 - Tier 2: Housing Those Experiencing a Housing Crisis
 - Tier 3: Housing New Americans
- 04** Risk Mitigation Fund: You Won't absorb the Risk alone



Tier 3: Housing New Americans

Resettlement Facts

- The first 3-month of rent and deposits are paid through resettlement agency.
- 85% of New Americans are self sufficient within three months of residency.
- Those who are not self sufficient will continue to be supported by the resettlement agency until they become financially independent.

Risk Mitigation Fund

MHC provides POMs with up to \$1500.00/\$2500-6+ in mitigation to assist with damages incurred during the lease.



Resettlement agencies provide support to the New Americans including:

- Interpreters
- English as a second language classes
- Housekeeping classes
- Maintenance classes
- How to use the bus system

If you have a language barrier, MHC and the resettlement agencies are here to provide translation services.

Rental Incentive

- \$500.00 at move-in/\$750 families of 6+
- \$500 at 6 months/\$750 for families of 6+
- Access to risk mitigation fund
- The POM agrees to rent to New Americans who have:
 - No credit
 - No social security number
 - No employment history
 - No rental history

Metro Housing Collaborative's Property Owner & Manager (POM) Engagement Lifecycle





PadMission



All tenants housed will have access to case management for ongoing tenant and POM support.



PadMission is a free web-based platform to market available rental units, streamline communication, and collect data + analytics.



Padmission is easy to update and sends automated reminders when information is dated. Once a profile is created you are in the system and require minimal effort to keep the information current.

— When you market on Padmission we will be working behind the scenes to fill your vacancies



This platform will specifically market your units to community partners and their client base.



PadMission is a closed system intended to market the units to LHP partners vs. other platforms such as zillow or craigslist who are open systems.

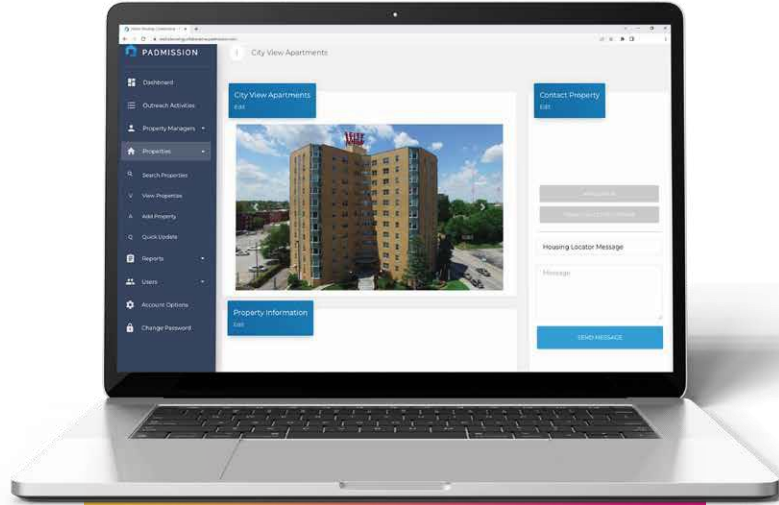


Build relationship with both tenant & case manager.

Other Advertisement Platforms

- Zillow, Craigslist, and other platforms offer free advertisement to the community.
- Markets units to general public.
- Build relationships with tenant only.
- The individuals accessing these advertisement platforms do not include the ongoing support and assistance MHC tenants will be tethered with.

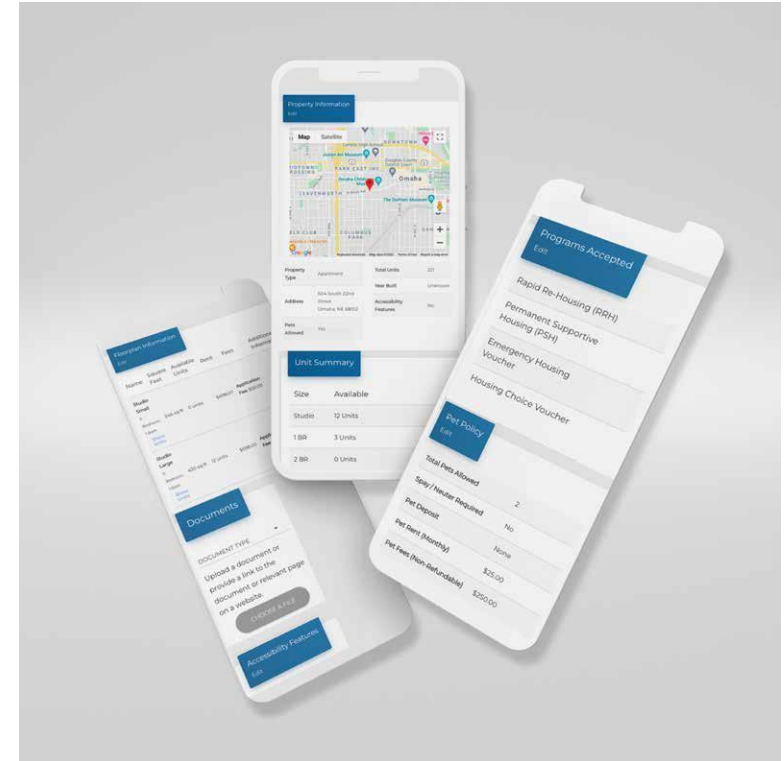
Bringing People Home.



We will assist you to entering in **your profile and property information** to appear like the profile above.

A follow up email will be sent to you to start the PadMission on boarding, if help is required you are invited to a PadMission tutorial, or one on one assistance.

PADMISSION



Realtor Services



MHC is here for you!



- Keeps viable units within the network.
- Provides discounted service to the Property Partner
- Ensures new owner has all the contacts needed
- Makes for a smoother transition for the tenant



Recruitment Team

- Strategic Rental Unit Recruitment Plan
- Program overview webinars



Landlord Support

- Available assistance during profile creation
- Ongoing training and support of PadMission
- Maintain Relationships



Landlord Packets

- Resource Packet and marketing materials

Communication Support: Phone & Email Support

Quick and efficient Incentive & Risk Mitigation Processing

24-Hour Property Partner Helpline



Community Partners/Case Management Support



- Property Partners will have someone to contact should there be any lease violations
- Property Partners can call US anytime
- Several agencies also have a risk mitigation type of fund that landlords can apply to if needed
- Rapid Rehousing and PSH Case Managers will be in home monthly

According to MHC's 2024 Property Partner Satisfaction Surveys, " Case Management Support weighs heavier than anything else when considering giving someone a chance that they would normally deny."



**Metro Housing
Collaborative**

Bridging Gaps, Creating Collaborations

Educational Opportunities

- **RentWise Classes for Tenants**
- **Free Continuing Education Credits for Property Managers**
- **Training on passing inspection standards**
- **Conflict Resolution**
- **Renting to someone that is Neurodivergent**
- **Fair Housing**
- **Shared Housing**
- **Yearly Workshop where they can learn about all the housing assistance program**
- **Listening Sessions on how to improve service from their perspective**

Vendor Discount Resources

- **Dumpster Service Provider**
- **Painter**
- **Roofer**
- **Plumber**
- **Electrician**
- **Lawn Care/Snow Removal**
- **Windows**
- **Handyman**

Contact Us

✉ info@metrohousingcollaborative.com

☎ (402) 409-1212



metrohousingcollaborative.padmission.com/login



metrohousingcollaborative.com

Thanks for Listening and Enjoy the Rest of the Conference.....Contact information Below



Contact Us



Felicia@metrohousingcollaborative.com



metrohousingcollaborative.padmission.com/login



(402) 807-3537



metrohousingcollaborative.com

QUESTIONS???



Contact Us



Felicia@metrohousingcollaborative.com



metrohousingcollaborative.padmission.com/login



(402) 807-3537



metrohousingcollaborative.com



Strategies to Mitigate Landlord and Tenant Concerns

Amberly Jordan

Amberly@ahomewithhope.org



Landlord Engagement Manager

Experience:

- 7 years in property management
- 5 years housing case management

Current Role:

- Coordinate landlord engagement needs for affordable housing programs spanning Tarrant and Parker County
- Coordinate Landlord Engagement needs for High Impact Pilot program.
- Oversee three landlord engagement staff members.

Risk Mitigation Funds

Mitigates evictions due to damages during tenancy

Funded through DCSF by the City of Fort Worth

\$1500 Risk Mitigation Fund per client



Tenant Readiness

Educate clients on
tenant rights



Budgeting workshop

Helps build life skills

Review lease
agreements with
clients

Open space for clients

High Impact Pilot Program



Funded by the city of Fort Worth

ACT Team

41 housed out of 80 as of February 2025

Master Lease Approach

Client choice focused

Soft Skills

**Think
Outside The
Box**

Collaboration

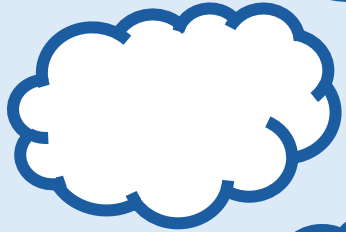
Observation

Communication

Respect

**Problem
Solving**

Consistency



Questions?

amberly@ahomewithhope.org