

The Landlord Engagement Cycle

Once the housing location infrastructure is created your housing locaters can begin to engage with landlords.

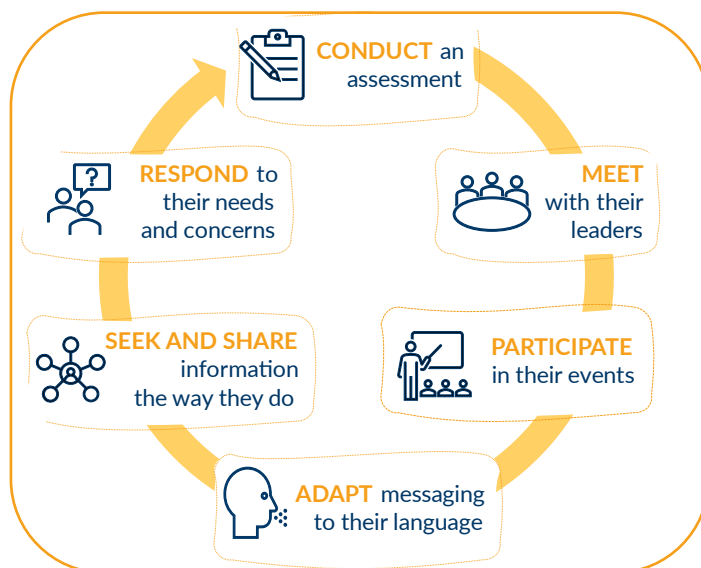
The promising practices in engaging landlords follows the same principles used by community organizers engaging diverse communities.

Conduct an assessment

You can use surveys, host focus groups, and conduct interviews with those who do and do not work with programs.

Meet with their leaders

Many communities have either a local or regional landlord associations, real estate investor groups, and/or realtor associations. These entities will have a board of directors and staff that can help you get an understanding about the best way to engage directly with landlords in your area.



Participate in their events

Many landlord associations have regular meetings with networking opportunities. If possible, become a member of the local associations and attend their meetings and events. Sometimes there are websites advertising events but there could be local Facebook groups and Meet-ups .

Adapt messaging to their language

Use the language of business and real estate when explaining the benefits of your program. Landlords like any other industry have their own jargon and way of talking about their core business needs. Make sure you are speaking in their terms to their needs and avoid the human service/social justice industry language. (a primer on key landlord terms is in the appendix)

Seek and share information the way landlords do

If you are a member of a landlord association, you may be able to share information through associations newsletters and social media. Set up info tables at events landlords host and other landlords frequent like home and re-model shows. Use word of mouth- Landlords talk to other landlords! Ask landlords you have been working with for a while to tell others about your program.

Respond to their needs and concerns

If you are hearing a common complaint, (for example there is too much of a delay for getting the tenant moved-in) offer an incentive like a sign-on bonus. If landlords are worried about damages create a repair fund they can access in those instances. And remember being responsive does not mean giving into every ask or demand. It is about making landlords feel that they are heard and that their business needs are respected.

Go back to the beginning and start all over again!

Additional Resources from the Landlord Engagement Library

- [Landlord Survey Example](#)
- [Landlord Focus Group Guide Example](#)
- [Housing Locater Summit Part 1 & Part 2](#)