



Helpful Hints in Marketing to Landlords

There are many landlords that want to contribute to the community by working with homelessness assistance programs. However, owning and managing rental housing is still a business and landlords are going to want to know that you understand and respect their business needs before they agree to work with your programs.

Having a series of printed materials, online webpages and resources, and/or a simple elevator pitch about your programs specifically geared towards landlords is key in gaining interest from landlords that have not worked with programs and may be apprehensive.

The following are some sample talking points that can be modified to discuss the specifics of your program and explain how working with your programs can meet their business needs.

Examples of framing basic program components

- Our programs will pay for the security deposit and provides guaranteed rent
- Case managers work closely with tenants to help them understand and live up to the terms of the lease
- Case managers conduct monthly home visits to make sure everything in the home is okay and any maintenance needs are communicated to the landlord
- We both want to make sure tenants pay rent on time, keep the home well maintained, and continue to rent from you for multiple years. By working together, we can make that happen many times over.

Counter known misperceptions about working with programs

- We are always working to get people to be self-sufficient. **X%** of our Rapid Rehousing program participants stay in the same apartment after graduating the program
- Rapid Rehousing will continue to provide case management support to tenants for 6 months after rental assistance stops just to make sure they are able to continue to pay rent on time.
- The average program participant will stay in the same unit for more than **X years**. This is longer than the average three years a private market tenant will stay.
- We encourage all landlords to continue to screen tenants enrolled in programs. We always want you to know who you are renting to!

Don't be afraid to talk about what happens if something goes wrong

- We want you to have the best business relationships with your tenants. If you are not getting along with the tenants we placed with you, we work with the tenant quickly to address the issue, we can provide mediation, and if necessary, help move the tenant out without you having to evict.
- If a program participant moves out early, we will work to place another tenant quickly.
- Housing Locators are there to ensure consistent communication, help you fill your vacancies quickly, and address tenant issues that may arise.
- In the event of damages above and beyond the security deposit we can help cover those costs.

Reinforce that Landlords working with your programs are providing a social good to the community

- It's a win-win! You can help families who fell on hard times simply by doing what you are already doing!
- You can make a positive difference in people's lives while ensuring your business needs are met.
- When you work with our program you will receive guaranteed rent, case management for your tenants, and help filling your units all while having a positive impact on our community.

Check out these great examples from across Pennsylvania

- [Allegheny County Housing Navigator Unit Brochure](#)
- [Bucks County Housing Link Landlord Page](#)
- [Lehigh Valley Regional Homeless Advisory Board Landlord Engagement Collective Page](#)