

Engaging Landlords in Housing First

Opening Discussion

*Streets to Homes and the
Landlord Liaison Project*



*The Landlord
Engagement Toolkit*



THE LANDLORD ENGAGEMENT TOOLKIT

A Guide to Working with Landlords in Housing First Programs



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Why We Made This Toolkit

- Landlords are central to the Housing First model
- Program providers face challenges securing housing in the rental market
- Communities expressed a need
- Targeted toward Housing First program providers

How the Toolkit was Made

- Review of the literature
- Phone and in-person consultations
- Site visits in five communities across Canada





What the Toolkit Contains

- Step-by-step guide to landlord engagement across four key stages
 - Summaries of existing literature
 - Direct excerpts from consultations with communities
 - Indigenous-specific content
 - Key questions to consider
 - Links to additional resources
 - Copies of materials used by real programs



Tools in the Toolkit

- Landlord survey
- Housing coordinator job description
- Promotional brochure
- Program description
- Email and phone contact scripts



- Sales call guide
- Rent supplement agreement
- Landlord newsletter
- Landlord satisfaction survey





STAGE ONE: Laying the Groundwork





STAGE ONE

- Explore the local context
- Get creative about working together with others
- Consider all costs
- Establish clear policies and procedures
- Hire and train program staff





STAGE TWO: Recruiting Landlords





STAGE TWO

- Develop a marketing strategy
- Develop marketing materials
- Identify access points
- Educate landlords
- Educate tenants



STAGE THREE: Maintaining Relationships





STAGE THREE

- Communicate effectively
- Screen tenants, landlords and units
- Provide responsive support to landlords
- Provide intensive support to tenants
- Mitigate risks
- Repair damages
- Navigate evictions carefully





STAGE FOUR: Working Together as Partners





STAGE FOUR

- Provide recognition
- Conduct evaluation
- Host forums
- Invite landlords to the table





Conclusion

Be proactive and persistent.

A successful landlord engagement strategy requires careful thought, effort, and dedicated resources.



Where to Access the Toolkit

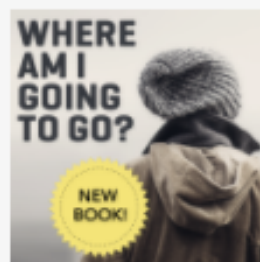
The Community Workspace on Homelessness

<https://workspaceonhomelessness.ca/>

End of November



Featured Resource



This community forum is managed by the Canadian Observatory on Homelessness.

Contact Us



Welcome to the Community Workspace on Homelessness

Welcome to the Community Workspace on Homelessness – an interactive space for communities and by communities!

It is an opportunity for leaders, service providers and policymakers to share information, seek input and guidance from others, as well as have discussions around homelessness.

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Upcoming Events

OCT
25

National
Conference on
Ending
Homelessness

Wednesday, October
25 – Friday,
October 27

[Report](#)

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Questions & Comments

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