

THE LANDLORD ENGAGEMENT TOOLKIT

A Guide to Working with Landlords in Housing First Programs



Jennifer Rae, PhD & Tim Aubry, PhD

Centre for Research on Educational and Community Services, University of Ottawa



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 stages
 - Summaries of existing literature
 - Direct excerpts from consultations with communities
 - Indigenous-specific content
 - Key questions to consider when developing your own approach
 - 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

Critical Tasks

- Explore the local context
- Get creative about working together with others
- Consider all costs – damages, flex fund, sufficient rent sup
- Establish clear policies and procedures
- Hire and train program staff





Working with Others

Q: What are some of the local partners that your Housing First program has worked with?



STAGE TWO: Recruiting Landlords





STAGE TWO

Critical Tasks

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





Recruiting Landlords

Q: What are some of the selling features of your program?

STAGE THREE: Maintaining Relationships



STAGE THREE

Critical Tasks

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





Common Issues and How to Address Them

Q: What are some of the common problems that can threaten a tenancy? What can a HF program do to mitigate these risks?



STAGE FOUR: Working Together as Partners





STAGE FOUR

Critical Tasks

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





Evaluating Landlord Engagement

Q: What kind of information/data about your HF program could you gather to tell you whether the program is working well?



Conclusion

Be proactive and persistent.

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



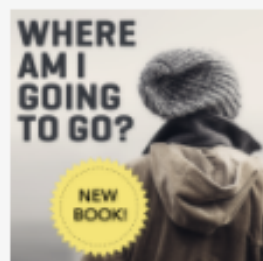
Where to Access the Toolkit

The Community Workspace on Homelessness

<https://workspaceonhomelessness.ca/>



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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National
Conference on
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Wednesday, October
25 – Friday,
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Jennifer Rae

jrae@uottawa.ca