**LANDLORD STRATEGIES RESOURCES for Alameda Co.**

Things to consider:

1. **Are you going to develop a pot of $$ that can be used as incentives for landlords?**
   1. Various kinds of incentive programs exist
      1. Risk mitigation funds
      2. Pots for extensive security deposits
      3. “sign on” bonuses for landlords
   2. Who is going to partner with you on this?
      1. Mayor
      2. City council/county supervisors
      3. Public housing authorities
      4. Community charities such as Kiwanis/Rotary
      5. United Way
      6. Community Foundation
      7. Others?
2. **Are you going to work to attract new landlords with a massive outreach effort?**
   1. Is it all PR? What will make the LL want to sign on?
   2. In being able to attract LL’s a community has to be sure that they can live up to the “claims” they make to LL about stability of clients; responsiveness of case management programs/supportive services; this requires some work to get to agreement on “standards”
   3. Who will manage the units that are brought forward?
   4. Who will attend to the Landlords?
      1. Quick response to offers
      2. “care and feeding” of LL’s
      3. Responses to problems with tenants
3. **Other kinds of programs include:**
   1. Property damage “repair teams”
   2. Awards/certificates/publicity for cooperative LL’s
   3. Public recognition for LL’s by politicians, etc.
4. **Simultaneous to doing the LL outreach, community agency staff need training on care and feeding of LL’s; what the program is going to do; what their responsibilities are; etc**.
5. **There are many other kinds of resources out there to share with staff through training**
   1. Shared housing agreements
   2. Home visit check lists
   3. Tenant agreements
   4. Etc.

**SAMPLES OF RESOURCES AVAILABLE**

NAEH: <http://www.endhomelessness.org/library/entry/landlord-outreach-strategies>

NAEH: Landlord Damage Fund Example (Norfolk, VA): <http://www.endhomelessness.org/library/entry/example-landlord-damage-insurance-fund-mou-from-the-planning-council>

ATLANTA PRESENTATION: <http://www.endhomelessness.org/page/-/files/3.1%20Strategies%20for%20Building%20Landlord%20Partnerships%20-%20Khari%20Hunt.pdf>

NYC LANDLORD INCENTIVE PROG: [www.endhomelessness.org/.../1253\_file\_Barbara\_Rosenberg.ppt](http://www.endhomelessness.org/.../1253_file_Barbara_Rosenberg.ppt)

SEATTLE PROGRAM: <http://www.landlordliaisonproject.org/index.html>

* This is the very first and most extensive program…many of their materials are available on line and they are willing to share

DENVER VOA PROGRAM: <http://www.voacolorado.org/gethelp-denvermetro-veterans-landlords> (see appendix)

HOUSTON PROGRAM: <http://www.homelesshouston.org/wp-content/uploads/2013/12/Housing-Houstons-Heroes-Workgroup-Info-Sheet1.pdf>

AUSTIN PROGRAM: <http://austinecho.org/the-solution/onekeyatx-2/>

* Includes an alternative “screening” process

UNITED WAY LOS ANGELES: HOME FOR HERO’S PROGRAM….see other attachment

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| The Landlord Incentive Program DENVER | |
| Program Overview | We all need a safe place to call home. Yet that basic need is increasingly out of reach for many people. The Landlord Incentive Program recognizes the investment of landlords willing to help individuals who need affordable housing. The program offers participating landlords reimbursement for short-term vacancies and minor unit repairs when they rent their home or apartment to a low-income renter with a housing voucher. The effort helps preserve the investment of a participating landlord while ensuring safe, affordable housing for someone in need. |
| Eligibility Requirements | To be eligible to submit a reimbursement claim for repairs or to seek reimbursement for a vacancy, a landlord must be participating in the Landlord Recruitment Campaign, have leased the unit to an approved tenant, and continue to allow placement of the tenant in the same unit. ALL reimbursement claims must have occurred after April 1, 2015. Claims for damages must exceed “normal wear and tear”\*. |
| Program Information and Reimbursement Process:  Repairs | **1. Property damage claims up to $300 may be available without a preliminary unit inspection, to cover small damages and other minor repairs**.  To apply for reimbursement incentives up to $300 through the Landlord Incentive Program, a landlord must first confirm participation in the program with the Colorado Housing Connects Landlord Recruitment Specialist. Upon confirmation of participation, a participating landlord will submit a copy of the HQS move-in inspection and satisfactory descriptions and documentation, including pictures, of the damage claim to the Landlord Recruitment Specialist. Properly submitted claims will be reviewed within 2 business days from receipt of claim.  Eligible claims up to $300 will be approved using the following criteria:  a) Property damage incurred after April 1, 2015;  b) Property damage was caused as a result of a tenant’s occupancy, while under a rental agreement at the time the damage was incurred;  c) Damage to property exceeds normal wear and tear;  d) Expenses for repairs are estimated at or under $300; and  e) Approved claims will be paid within 30 days of approval.  **2. Property damage claims exceeding $300, but not more than $1,000 will be reviewed on a case-by-case basis.**  Eligible ‘damages’ may include: Wall gouges and holes; doors and cabinet including their hardware; carpet stains or burns; cracked tiles; broken windows, minor household fixtures such as disposal, toilet, sink, sink handle; and lighting fixtures.  A post repair inspection will be conducted prior to payment. |
| Program Information and Reimbursement Process:  Vacancies | On occasion a tenant’s subsidy may not cover 100% of the 1st month’s rent if they sign lease documents after the months has started. In these instances the vacancy program can help.  To apply for a holding payment equal to half of one month’s rental payment, a landlord must have placed the previous tenant through the Landlord Recruitment Specialist and have rented the same unit to another tenant through the Landlord Recruitment Specialist. A landlord will submit documentation with past tenants move out date and a copy of the current lease agreement with lease start date. The payment of a holding fee up to half the monthly rental payment, or $600, whichever is lesser. Payment will be prorated according to the number of days vacant with relation to the monthly rent amount. |
| Be a Participating Landlord | Contact Colorado Housing Connects today to become a participating landlord in the Landlord Recruitment Campaign 1-844-926-6632. Ask for the Landlord Recruitment Specialist. |