


 Landlord Engagement and Housing Retention

**Partnering with landlords
to strengthen relationships**

Sue McCarthy
Housing Conflict Resolution Specialist


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 Housing Retention Program: Vision & Benefits

Assisting agencies to support tenants

- **At risk of homelessness:**
Maintaining stable housing by avoiding eviction
- **In transition**
Increasing their chances of finding housing by improving their credit records and rental history


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 Services that Prevent or Resolve Rental Housing Conflict

- **Preventing conflict**
 - Professional development workshops
 - Bi-lingual* renter certification classes, landlord-tenant inquiry line and credit counseling
 - YouTube videos
- **Resolving conflict**
 - Conflict coaching
 - Telephone conciliation
 - Mediation

*Spanish/English; Russian/Ukrainian on request


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 Services that Prevent Rental Housing Conflict

Professional development courses to improve communication skills

- For social service agency staff helping clients to find and maintain their housing
- For affordable housing property managers working with low-income tenants
- Topics include:
 - Conciliation tips
 - Powerful questions
 - Reflective listening
 - Underlying interests
 - Negotiations
 - Cultural perspectives
 - Encouraging accountability
 - Reality testing


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 Services that Prevent Rental Housing Conflict

Bi-lingual Classes, Inquiry Line, Credit Counseling

- Tenants and landlords better understand their rights & responsibilities
 - Move-in/move-out procedures
 - Requests for repairs, reasonable accommodation
 - Housekeeping & inspections
 - Mold, bedbugs, guests
- Understanding leads to respectful relationships; fewer conflicts between landlord & tenant

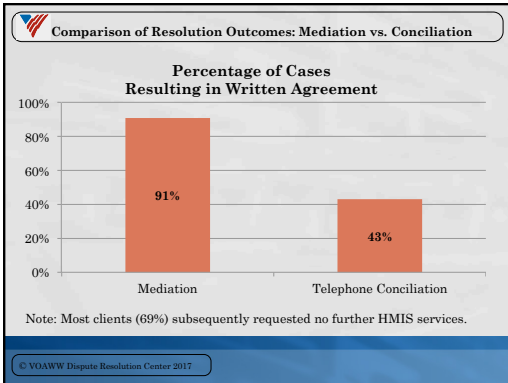
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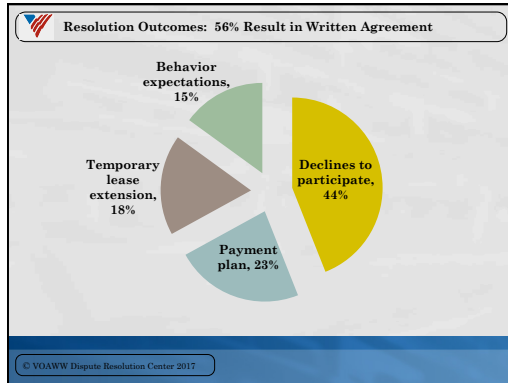
 Services that Resolve Rental Housing Conflict

Mediation or Telephone Conciliation

- Conflict resolution options
 - Telephone shuttle
 - Conflict coaching via telephone
 - In-person mediation
- Leads to written agreements that create more satisfactory outcomes for everyone
 - Landlord is more likely to be compensated
 - Tenant maintains better rental history
 - Neither is likely to retaliate/seek revenge
- Case study

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- Partnering with Housing Programs to Prevent Homelessness**
- Client referrals from variety of sources**
- Meetings of Rapid Rehousing Providers and Investing in Futures Housing Navigators
 - Weekly email blasts to agency staff
 - Requests for conflict coaching from 211
 - Landlord-tenant line inquiries
 - Website links from
 - Office of Attorney General re: manufactured housing
 - Public library, apartment complexes and rental housing search engines
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Housing Retention: Summary of Benefits

- **For housing navigators & case managers**
 - Improves communication skills
 - Increases housing pool available to low-income tenants, by improving relationships with landlords.
- **For tenants**
 - Maintains stable housing & credit record
 - Avoids crisis of homelessness
- **For community**
 - Reduces crime & taxes associated with homelessness
 - Contributes to safer neighborhoods

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Landlord Engagement and Housing Retention: Contact Information

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