

BUILDING RELATIONSHIPS WITH LANDLORDS

COWLITZ COUNTY ~ LOWER COLUMBIA CAP

WHY CAP CREATED A LANDLORD LIAISON PROGRAM

- Cowlitz County has a 1% or less rental vacancy rate
- Overheated Portland-Vancouver housing market pushing people further north in search of affordable housing
- Very little rental housing constructed over the past 20 years or so
 - “cold” housing market
- Landlords who had prior bad experience with “government” housing programs

OUR RESULTS

IMPACT TODAY

SUCCESS NOW

- **We have decreased length of time spent in homelessness**
 - We now receive early notification of rental availability
 - Our Marketing & Financial incentives have helped speed up the housing process
- **We have increased our placements to permanent housing**
 - Our unit availability has increased greatly
 - Our “Housing Pool Pipeline” continues to expand as more landlords are recruited
- **We have reduced recidivism**
 - Landlord evictions have decreased greatly
 - We proactively relocate a tenant to avoid eviction
 - Our “Selective Placement” has been key

WHERE DID WE START? — “SALES 101”

- **Ideal qualifications/qualities of an effective landlord liaison**
 - Understands “ Sales Cycle, Pipeline Building, & Cold Calling .”
 - Understand RISKS and what reduces risk for landlords
- **Research existing landlord liaisons programs**
 - Online you will find several ‘Tool Kits’ for ‘Landlord Liaison Projects’
- **Developing and funding a new landlord liaison position within your agency**
 - Operations funding – CHG, HEN, YAHP, Doc Fees, etc.


OUR INITIAL LANDLORD OUTREACH “SALES CYCLE, PIPELINE, & COLD CALLING”

- Initial Outreach is a “ Two Step Marketing Campaign ”
 - Introduce yourself, along with your Landlord Protection Program Concept
 - First meeting is ONLY a Discovery Meeting, Ask them about their experience working with rental assistance agencies; Let them do the talking...
- Second meeting:
 - Return with program refinements that addresses their concerns: Then ask for participation.
 - REPEAT SALES CYCLE

EMBRACE THE ROLE ~ ~ BECOME THE LANDLORD

- Local landlords come from a variety of backgrounds
 - Why does a person choose to become a landlord?
 - Profile of a local landlord – who are they?

STAY IN FRONT OF THEM ***BE A PROBLEM SOLVER***

- Things that help to overcome barriers to effective landlord engagement
 - Minimize their risk
 - Be strategic with financial incentives / marketing campaign
 - We do all housing inspections
 - We hand deliver rental payments
 - “Our Team” consists of case managers advocating for our clients, combined with our landlord liaison advocating for our landlords
 - Mediation & saving evictions
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LET'S GET STARTED!

- Start building your very own “Landlord Assurance Plan”
 - List 5 bullet point items of importance that you think will mean the most to your “Landlords.”

