



Housing Search and Landlord Outreach for a Rapid Rehousing program

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Case Management Strategy



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What is engagement?

- There are 3 parts to engagement and landlord outreach when working within a housing program
- Relationships
 - Finding landlords (forging relationships)
- High Quality Customer Service and Program Standards
 - Keeping landlords (retaining their business)
- Honesty
 - Speaking to landlords (telling the truth even when it's awkward)



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How to find units?



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How to find units?



- Searching for units
 - Online we have all done this! It's hard...
 - Craigslist, Zillow, social serve, property management websites
 - Canvassing neighborhoods
 - Rural areas don't always use the internet
 - Local newspapers
 - Classifieds advertisements haven't completely gone digital- though they are also available online
 - Social media-
 - Check your agency policy (Facebook marketplace, nextdoor)

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Expanding landlord relationships

- What does retention mean to you? Your agency?
 - Landlords need a voice within your agency
 - Performance plans, housing goals
 - Agency expectations on communication
 - Reasonable timelines for returning calls/emails?
 - Who is the point of contact (staff turnover/call outs happen)
 - Release of information- we know them, we love them. Increases communication
- ROI
 - Not a release of information... return on investment
 - What is the landlord getting for working with the program
 - Honesty- lead with the truth
 - Show pride in what your agency does (how are you different than the rest)

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"No matter what happens on the battlefield of business, if you're honest and authentic, you can never lose"- Jeet Banerjee

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Delivering the message

- Reception vs Response
 - Listen first- I know we have a lot to say and our clients are in despair/ monumental need
 - Motivational interviewing
 - Alleviate concerns/worries
 - Landlords want to speak and not be spoken to (they get that a lot, everyone has a story and a reason)
 - Timing of the reveal
 - Honesty is key, but the dump truck isn't helpful
 - Is the client ready?
 - Have you prepped them with general housing questions?
 - Are they presenting well today?
- Be malleable
 - Things move fast and your agency has to be prepared to move with it.
 - Petty cash/company card for applications
 - Donated furniture/ household items to assist with move-in

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Next Steps:

- What does your agency need to do to improve these things?
 - Does your agency do some or all these things already?

- Ask yourself?
 - Why does the landlord want us and our client?
 - Can you complete your commitment to the landlord?



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