



COALITION
FOR THE
HOMELESS

LANDLORD ENGAGEMENT

Lead Agency of The Way
Home Continuum of Care

Houston and Harris,
Montgomery and Fort
Bend counties, Texas

The background features a dense field of 3D house models. Most are light gray, but one house in the center-right is a distinct red color. The houses are scattered across the frame, creating a sense of a neighborhood or community.

Landlord Engagement: Structure & Roles



Landlord Engagement Team

Performs strategically-focused recruitment efforts to expand affordable housing availabilities for program participants within our Continuum of Care (CoC) system



Ashlie Young-
Manager of
Landlord
Engagement

LEAD ASSOCIATES of
Landlord Engagement

ASSOCIATES of Landlord
Engagement

SPECIALIST
of Landlord
Engagement



Dawn Williams



Gabrielle Baba



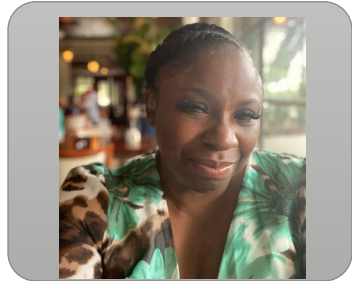
Briana Weatherspoon



Ronald Smith



Tisha Flint



Amelie Dillard

Landlord Engagement: Purpose and Function

1

RECRUITMENT

- Expand access to affordable availabilities within our area
- Secure safe, decent, affordable, equitable, quality market rental units that will pass Housing Quality Standard (HQS) inspection
- Develop standardized Landlord agreements (such as the Property Participation Agreement) & contracts that meet the needs of all funding streams

2

RETENTION

- Manage property relationships
- Retain valued property partners by proactively addressing client situations, questions or concerns
- LE Team conducts weekly property check-ins
- Host Monthly Landlord Workgroup

3

STREAMLINING COMMUNICATION

- Streamline communication between PHAs, Properties & Agency partners
- Weekly New Property Orientation
- Actively coordinate & upkeep TWH Unit Inventory for all CoC-funded Agencies
- Dedicated LL email: propertymanagers@homelesshouston.org
- Landlord Hotline: 713-739-7514 (Option 6)



REDUCE HOUSING BARRIERS





Recruitment Efforts

Apartmentdata.com

Community Inquiry Calls

Collaboration w/ CSD

HHA Property List

Quarterly Follow-Ups w/ Discontinued Properties

Navigator/Case Manager Referrals

HHA/HCHA Zipcode Coverage Areas

Within FMR

Pass HQS inspection

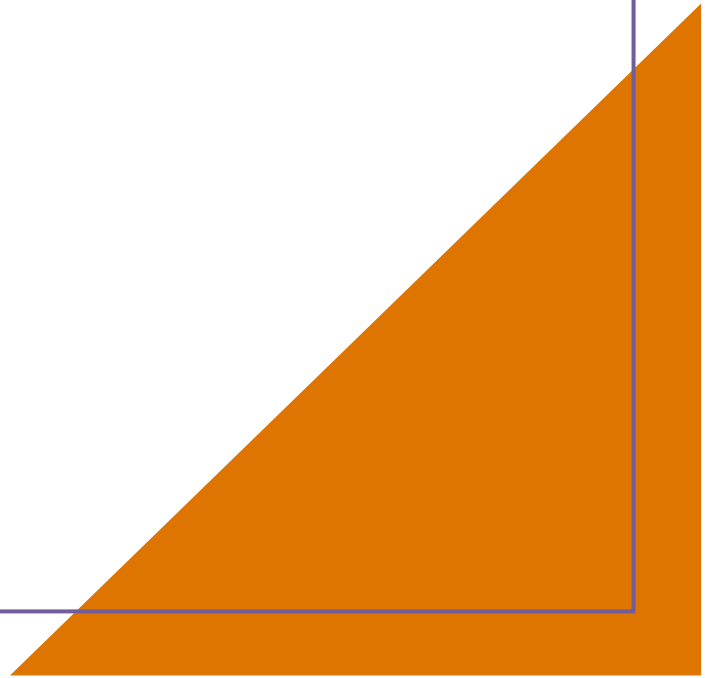
How do we identify properties?

The background features a dense field of 3D house models in various shades of gray, creating a textured, architectural look. A single, prominent red arrow points downwards from the center of the text area, symbolizing a bridge or a path.

Bridging The Gap: Multi-Family Real Estate & Social Services

Preserving Property Interests

- Vacancy Loss/Holding Units
- Delinquency Issues
- Budget Restrictions
- All Bills Paid Barriers
- Mitigating Damages



System Gaps



Documentation submission and process



Inspection wait times



Tight rental market (low vacancies)



Apprehension about criminal backgrounds

Property and Landlord Interaction

Merging Mission Driven
& Profit Driven

- Understanding how these two MAY collide

Understanding The Lease
& Community Policies

- Have you reviewed these with your client?

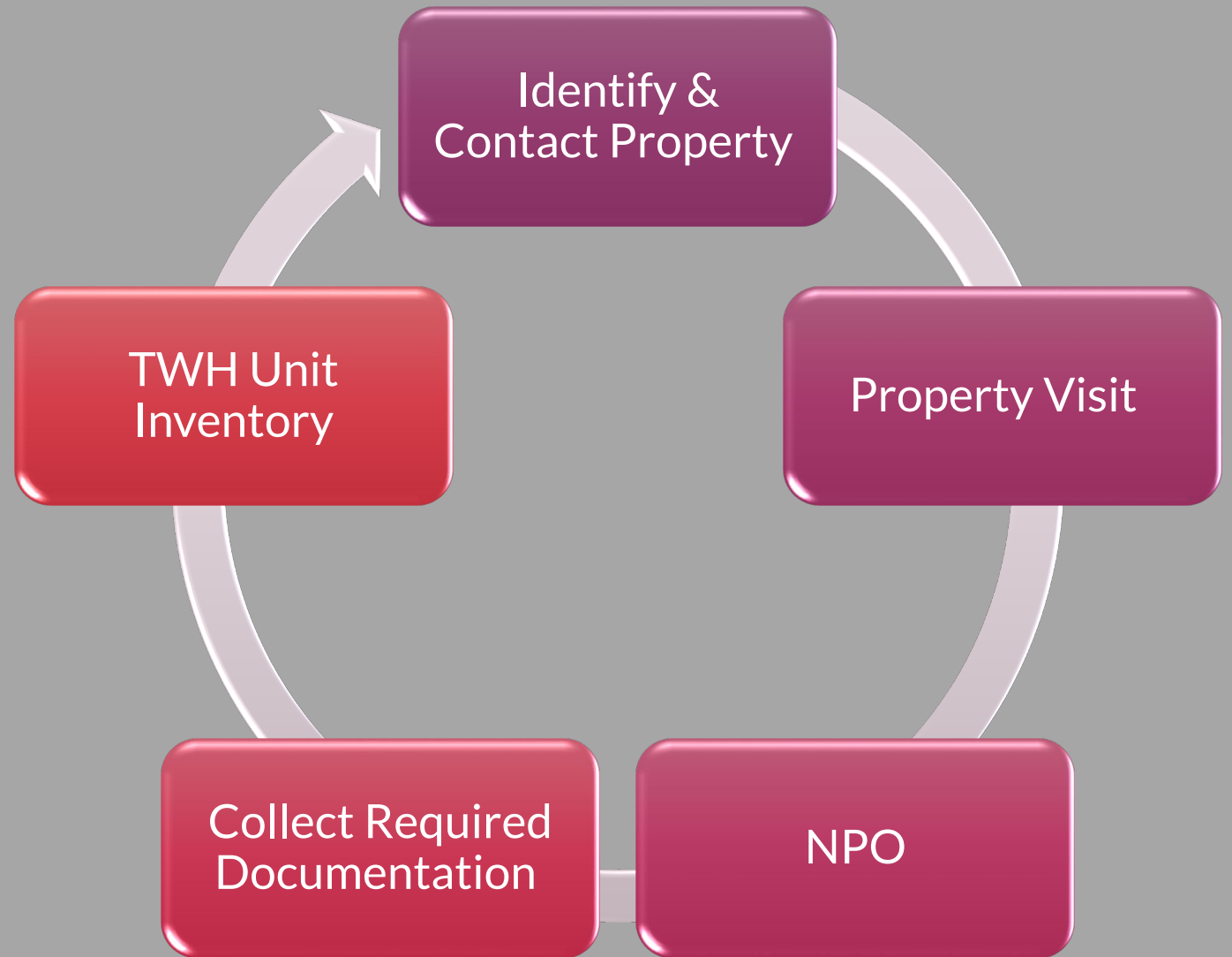
Your client is getting
EVICTED?

- How did we get here? What happens next?

The background features a dense field of 3D house models in various shades of gray, creating a textured, architectural look. A single house in the center is highlighted in a vibrant red color, drawing the viewer's eye. The text is overlaid on this background.

Centralized Inventory: Accessible to the Continuum Of Care

ONBOARDING PROCESS



REQUIRED DOCUMENTATION

Property W-9

Direct Deposit/ACH form (CFTH-specific) + Voided check

HCAD Record

Property Management Agreement (if applicable)

If Individual Landlord/Owner: Copy of Valid Government Photo ID

CFTH Property Participation Agreement



TWH UNIT INVENTORY:

A Google Doc where the team makes daily updates.

Information is gathered from ongoing communication with properties. This includes calls and site visits.

Available for all CoC-funded Agencies

PROPERTY PARTNER EXPECTATION S

PURPOSE

PROCEDURE

PARTICIPATION TERMS
and CONDITIONS

in addition to waiving application and administrative fees and security deposits, *The Way Home / CCHP* Expectations for properties are:

- 1) Prioritize leasing access to eligible participants.
- 2) Approve or deny applications within 48 hours
- 3) Agree to flexible identification requirements including the waiver of requiring a Social Security Card and the acceptance of a HOT (law enforcement Homeless Outreach Team) photo ID or other official identification document in lieu of a driver's license/state issued photo ID.
- 4) Waive income and rental history requirements.
- 5) Allow for leniency on tenant background criteria.
- 6) Meet all rent reasonableness & Fair Market Rent requirements for Agency that is offering rental subsidy assistance.
- 7) Adequately preparing the unit to pass an initial Housing Quality Standard (HQS) inspection.
 - a. If unit does not pass initial HQS inspection, property must expeditiously correct failed maintenance items within 48-72 hours, prior to the scheduling of second inspection
- 8) Consider all bills paid rental rates.
- 9) Agree to 1-year lease term agreements
- 10) Agree to not increase the rental amount throughout the duration of the initial tenancy.
- 11) Provide a W-9 to the CFTH and the agency paying rental assistance.
- 12) Agree to not incorporate additional surcharges, such as amenity fees.
- 13) Agree to communicate and collaborate with the Case Manager assigned to each resident to troubleshoot and rectify any challenges with tenancy situations, prior to executing a notice to vacate or initiating the eviction process, including accepting repayment plans from the resident.
- 14) Agree to notify the resident's designated Housing Case Manager upon any changes to the client's tenancy, including resident's abandonment of the dwelling unit, failure to fulfill leasing terms and conditions, eviction and/or termination of the lease agreement.
- 15) Agree to accept *The Way Home's* payment stream for rental subsidy, which may come via the Houston Housing Authority, Harris County Housing Authority or a designated nonprofit agency.
- 16) Agree to mutually rescind initial tenancy lease agreement if resident is eligible to receive a longer-term rental subsidy and payment source is confirmed.

Landlord Incentive Fee (LIF)

***PAID by CFTH**

Landlord Incentive Fee (LIF) is a one-time payment (per move-in) offered to property partners who participate and adhere to program expectations.

LIF Amount	Any bedroom size
\$1600	Per Household

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Streamlining Communication

Public Housing Authorities, CoC Housing Agencies, Property
Partners

LE Communication Channels



- New Property Orientation

- Monthly Landlord Workgroup

- Dedicated LL Email and Phonenumber

- Standardized Case Management Services

- Weekly Property Contact & Site Visits

- Troubleshooting

- CoC Agency & PHA Check-ins



CASE MANAGER ENGAGEMENT WITH LANDLORDS

- Updates on any programmatic changes
- Warm check-ins to see how things are going with your client(s) at the property
- Troubleshooting any tenant violations/issues/areas of concern
- Any changes in your client(s) income and/or rental portion (if applicable)
- Any immediate changes in client's tenancy
- Development of Tenant Rental Repayment plan (if client is behind on their rental portion)
- Safety: It is always good for a property staff member to know when you are on property- - stop by the front office




PROGRAM DISTINCTION FORM

DATE: _____
CLIENT NAME: _____
HOUSING AGENCY: _____
NAVIGATOR/CASE MANAGER NAME: _____
NAVIGATOR/CASE MANAGER PHONE CONTACT: _____
NAVIGATOR/CASE MANAGER EMAIL: _____

RENTAL PAYMENT INDICATOR:

Check the box to identify who the rental payment will be processed through:

- HOUSTON HOUSING AUTHORITY
- HARRIS COUNTY HOUSING AUTHORITY
- SERVICE PROVIDER HOUSING AGENCY

THE WAY HOME HOUSING PROGRAM:

Check the box next to the program in which the client is referred/enrolled to:

- CCHP RAPID RE-HOUSING- Eligible for LIF
- CCHP PSH- Eligible for LIF
- CCHP DIVERSION- Eligible for LIF
- RRH-RAPID RE-HOUSING (CoC)- Eligible for security deposit
- PSH-PERMANENT SUPPORTIVE HOUSING (CoC)- Eligible for security deposit

Some programs associated with the **Community COVID Housing Program (CCHP)** are eligible to receive a landlord incentive fee. Landlord Incentive Fees (LIF) are one-time, non-refundable payments offered to property managers or owners who agree to participate in the CCHP and adhere to predetermined expectations. The purpose of the LIF is to have properties waive their application fee, admin fee and security deposit in exchange for the LIF. For properties interested in participating in CCHP, please contact the Coalition's Landlord Engagement team at propertymanagers@homelesshouston.org

This form is for your records & used to help properties identify client program information and Agency contact information.

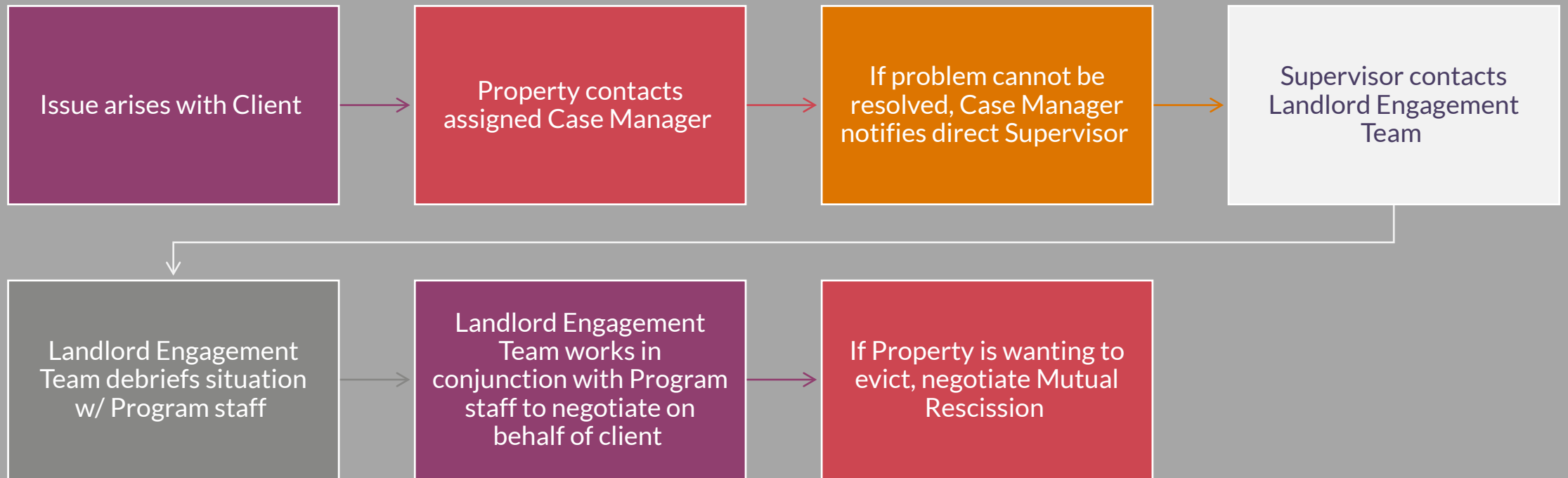
Program Distinction Form

- 1- page document given to the properties to keep for their records
- Indicates:
 - Who the housing participant is
 - What agency they are enrolled with
 - What entity pays rental subsidy
 - Dependent upon program enrollment, if the participant is eligible for LIF or deposit

A 3D rendering of a neighborhood with many grey houses and one red house in the center. The houses are simple, blocky structures with gabled roofs, scattered across a light grey ground. The red house is a small, triangular prism shape, standing out from the rest of the grey houses. The text "Property Retention" is centered over the scene, with a white horizontal line underneath it.

Property Retention

Handling Property/Client Issues



PROPERTY VISITS

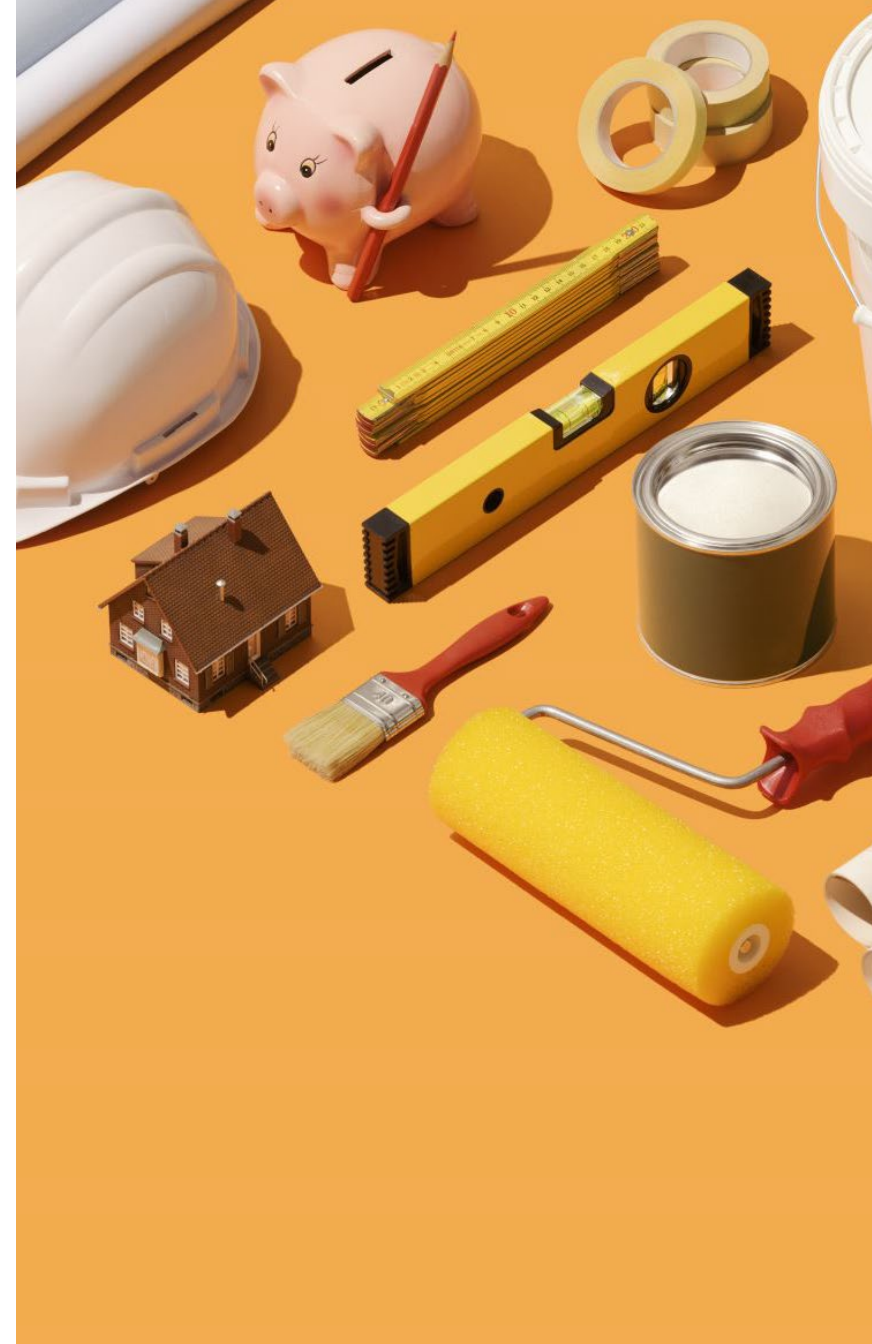
***It is important to visit your client in-person AT LEAST on a MONTHLY basis**

***It is just as important to visit the Property Manager/Property Owner/ Property Staff Member/Leasing Office on a MONTHLY basis**



Retention Tools

- Troubleshooting payment issues
- Advocate & CM for property
- Understanding their challenges, needs and business structure and advocating for their best interest
- Offer mutual rescission
- Offer both intrinsic and extrinsic value
- Offer surveys and interviews
- Highlight social impact
- Property referrals
- Retention produces more recruitment opportunities



CFTH LANDLORD ENGAGEMENT TEAM

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Open Dialogue

Questions?

