

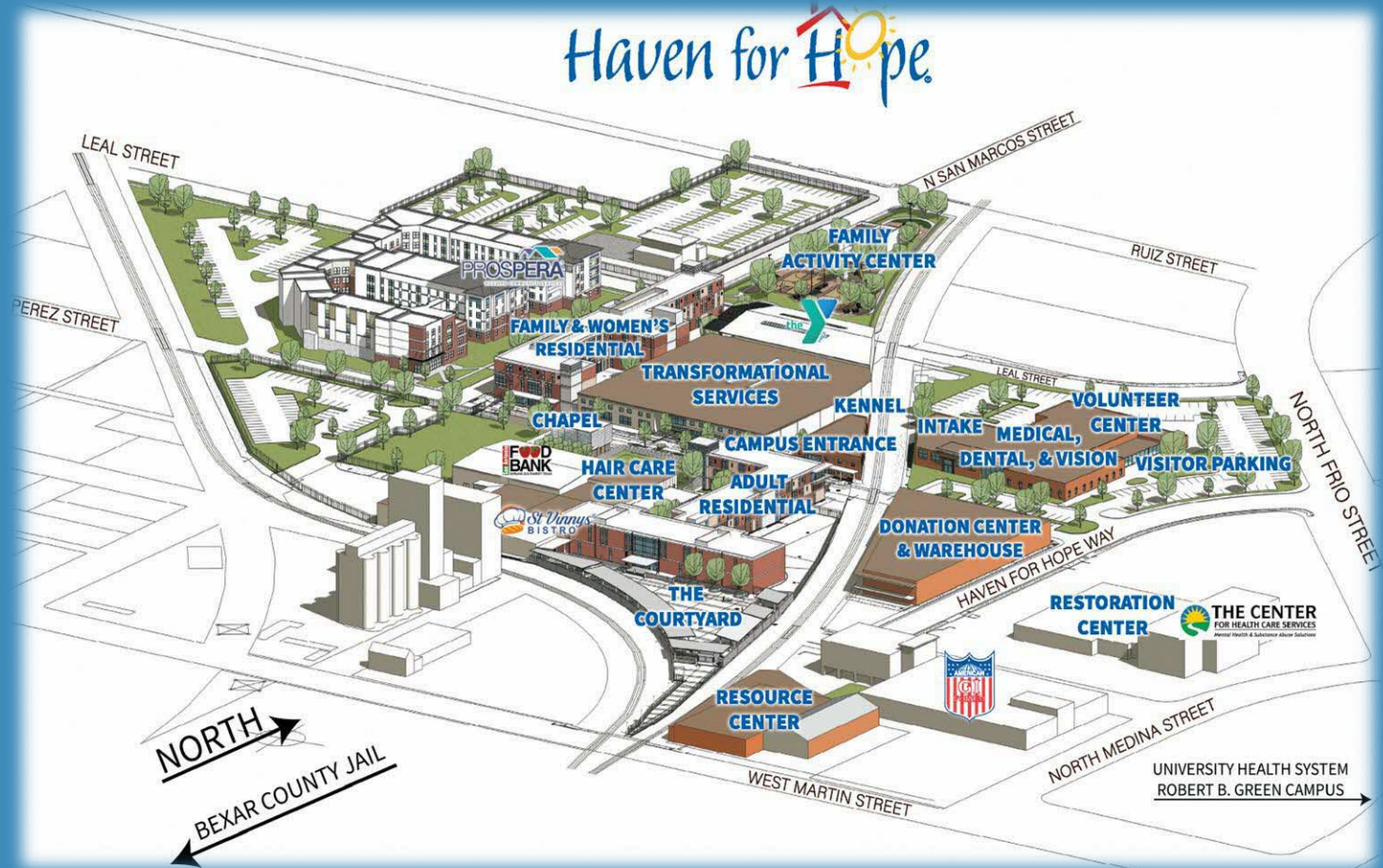
Effective Landlord Engagement Strategies: *Recruitment, Engagement, and Retention*

Presented by
Ashley King & Shannon Casares, LCSW



Who We Are as Haven for Hope

- Hybrid Shelter
- 9,457 Unduplicated Clients Served for FY '23
- Partners Onsite



Data

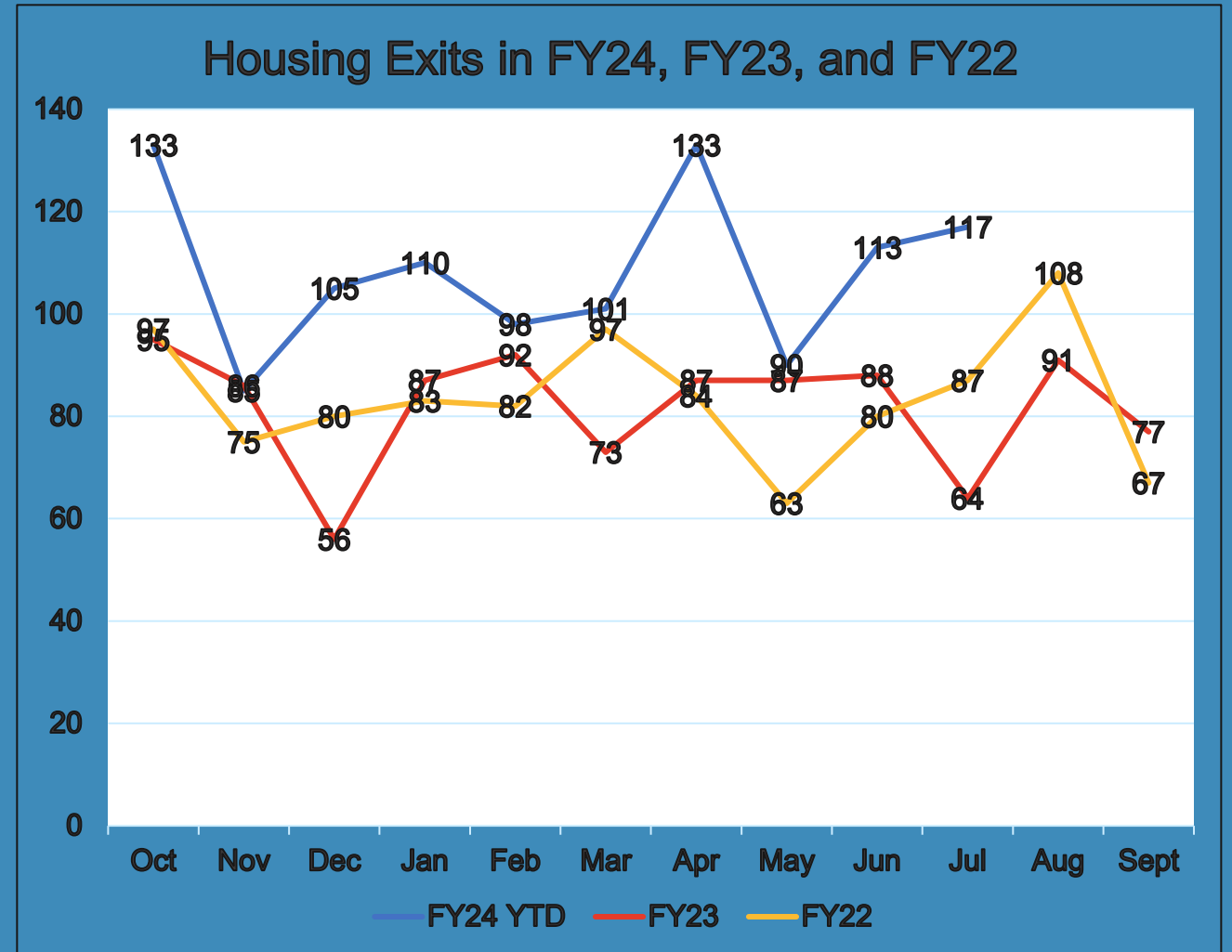
91% Retention

Avg Length of Stay

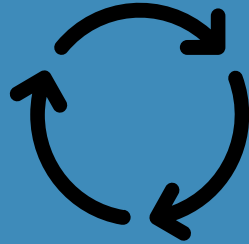
- 90 days

Avg Housing Per Month

- FY 22- 84
- FY 23- 82



How “Partnership” is Unique



Housing Partnership is a relationship between three parties; Clients, non-profit providers and the property owner.

As in any relationship, there must be reciprocation of support and mutually beneficial elements to the relationship. Housing providers are in the position to foster, nurture and refresh housing partnerships.

Providers and the housing system must provide consistent service to both clients and property owners to achieve sustained successful outcomes.

Haven's partnerships

Agency

Description of Partnership

Lead CoC

Funding guidance; Collaborative approach across agencies to best allocate resources.

City of San Antonio

Strategically align funding and resources to best serve the community needs.

Mental Health Authority

Align services and resources that prioritize clients with mental health



Housing Authority Partnership

Ongoing collaboration to address housing needs for people experiencing homelessness.

Pilot Program with Public Housing

Initiative to integrate public housing units for single-person households experiencing homelessness.

Small Family Preference (SFP)

Preference for Small-family housing units throughout San Antonio.

Homeless Service Voucher (HSV)

Vouchers specifically for Haven clients experiencing homelessness.



Recruitment Strategies

Know your population

Know your community needs

Match Needs to Resources

Clear Communication & Expectations

Creative Marketing and Engagement



Outreach Efforts

Support for renters and landlords



- Resource Fairs
- Landlord Appreciation
- Open House
- Lease Up Days
- Voucher Days

Landlord Incentives



Customer Service Incentives

Meant to make it easier for landlords to work with the agency that is providing the supportive services.



Financial Incentives

To address immediate financial concerns to ensure landlords will work with the client & agency

Financial Incentives

Move in Costs

- App fees
- Deposits
- Holding fees
- Signing bonus

Conditional Fees

- Risk fees
- Cleaning fees
- Reletting fees



Customer Service Incentives Engagement



Be present for the landlord



Offer assistance / advice / information



Encourage conversations on a regular basis



If you say it Mean it.



If you mean it Act on it. No overpromising and underdelivering

Landlord Retention

Follow
Through

Keep the
conversation
going

Don't be
discouraged

Maintain a
presence

Meet the
Family

Results & Lessons Learned

Increased Landlord Participation

Increased Client Choice

Reduced Time experiencing Homelessness

Housing Stability

Improved Landlord Relationships

Building Communities and Relationships

Assessing for Prevention – Intervention vs Funding



Questions?

Ashley King

Director of Housing

210-220-2354

Ashley.King@havenforhope.org

Shannon Casares, LCSW

Sr. Manager, Supportive Housing
Program

210-220-2147

Shannon.Casares@havenforhope.org

