

## LANDLORD BENEFITS CHECKLIST

### Why do landlords like working with [name of your organization]?

**About this Tool:** This checklist is a tool to advertise your program to potential landlords. The benefits listed are just examples of services provided by housing search agencies based on interviews with providers around the country. Be sure to modify the list so that it represents your program accurately.

**User Tips:** As part of your marketing materials, it is important that the piece looks professional and catches people's attention. You may want to customize the checklist by including your organization's name and logo. Similarly, you could use graphics, photos (e.g., a photo of one of your program participants talking to one of your participating landlords), and/or colored paper to give it more of a polished look. This checklist could be mailed out to landlords in your community along with other program materials (e.g., a program brochure, newsletter, or annual report). Or, your housing advocates can use it as a "leave behind" piece when they meet with prospective landlords. Finally, send copies over to your local landlord organization to distribute at their next meeting. Even better, see if you can do a short presentation at their next meeting!

*[INSERT 2-3 SENTENCE INTRODUCTION ABOUT YOUR PROGRAM.]*

Landlords gain several benefits from participating in our program. Consider the following advantages:

- ✓ Eliminate advertising costs. Working with our program gives you access to a pool of ready-to-rent tenants. Just call us up when you have a vacant unit, and we'll immediately match you up with a client that is looking for housing.
- ✓ "Smart" renters. Our clients have attended training on such topics as personal budgeting, understanding rental agreements, housekeeping and general apartment maintenance, being a good neighbor, etc.
- ✓ Damage/security deposits. Our organization aims to help individuals get back up on their feet. We have found that many low-income clients can afford the monthly rent, but have difficulty saving enough money for their security deposit. As a result, we help clients put together this one-time payment.
- ✓ Clients have access to time-limited subsidies. Again, our organization aims to help individuals get back up on their feet. As a result, eligible clients receive a subsidy to help them cover the first three months of their rent. This allows clients some time to stabilize and build an emergency fund for the future.
- ✓ Guaranteed rent payments. Our clients are pre-screened and have a stable source of income. However, should one of our clients run into a problem, we have a pool of funds set aside to help get clients through those rough spots. We

will also co-sign leases in some situations to virtually eliminate any risk to landlords.

- ✓ Clients are attached to needed services. Some of our clients have special needs, but we work with our clients on an ongoing basis to make sure they have the support they need to succeed. We work with clients to correct past mistakes and prevent future problems, and through our network of partners, clients have access to an array of supportive services.
- ✓ Problem prevention through regular home visits. Our case managers conduct regular home visits to ensure that clients are stabilized in their new environments, that their jobs are going well, and that they are getting the support they need. Regular follow up with clients allows us to identify and address problems early before they become irreparable.
- ✓ Neutral party to mediate problems. Despite the best efforts, problems are sometimes inevitable. However, when problems arise, it can be reassuring to know that there is someone to call. We care as much about our relationship with our landlords as we do our clients. We need everyone to make our program work. The job of a case manager is to be a neutral party, ensuring that everyone is treated fairly and that problems are resolved quickly and impartially. This includes help evicting a client (and covering eviction costs) when warranted.
- ✓ Satisfaction from helping others. Everyone deserves a safe and affordable place to live. Some people make mistakes, but everyone deserves a second chance. By helping house our clients, you are playing an integral role not only in helping individuals take charge of their lives, but also in making your community a better place to live.

Interested but still unsure? Why don't you give one of our participating landlords a call:

- [NAME, NUMBER]
- [NAME, NUMBER]

*[Note: Remember to ask for permission before listing someone's name. And, make sure they will give your program a good reference!]*

And, of course, feel free to call us at anytime. We'd love to hear from you!

- **[PROVIDE YOUR CONTACT INFORMATION]**