

Maintaining Productive Working Relationships With Rental Property Providers



Communicate

Encourage two-way communication

Feedback from rental property providers can help you measure your organization's progress. Offer them several ways to contact you, and encourage them to do so – even anonymously.

Check in regularly

Staying in touch with rental property providers via in-person meetings, videoconferences, emails, and phone calls helps build trust. Your partners will know that you are listening, protecting their interests, and ready to address their concerns.

Issue timely updates

Sending out emails, newsletters or text messages, or making phone calls regularly can keep your organization "top of mind" with rental property providers.



Participate

Attend rental property provider events

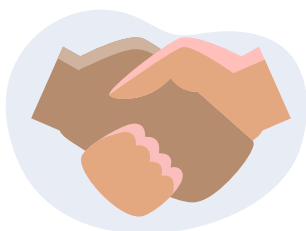
Engage with current and prospective rental property providers at industry and community gatherings for an informal "pulse check" on their goals, concerns, and day-to-day issues.

Share your clients' successes

Publish articles, testimonials, and even videos of people your organization has helped (with their permission, of course). This can help rental property providers understand the importance of your mission and want to get involved.

Assign staff to specific areas

If you have more than one employee doing rental property provider outreach, consider dividing up responsibilities for specific neighborhoods and providers. This can create a greater sense of personal investment and provide single, reliable points of contact.



Collaborate

Practice patience

Good relationships with rental property providers take time but are essential. As providers have positive experiences with your organization, they are more likely to recommend you to their colleagues – and may even offer additional units for lease. A solid reputation really is your best marketing tool.

Always remain neutral

Rental property providers are your customers, too. It is important that they view your organization as an efficient, effective, and thoughtful mediator for tenant disputes and other concerns.

Focus on helping people

When opportunities arise, remind rental property providers that partnering with your program is a powerful way to impact people's lives in a meaningful way while still meeting fundamental financial goals.