

Partnering With Rental Property Providers to End Homelessness

Your employees are key



Overcoming rental property provider hesitation about renting to people experiencing homelessness begins with your employees. Your staff can cultivate new relationships with rental property providers and support existing partnerships by:

- Hosting program trainings for rental property providers and tenants
- Tracking rental unit availability
- Providing rental provider-tenant mediation
- Developing ready-to-use rental assistance agreements
- Managing risk mitigation

Market your program



Develop a toolkit with brochures, fact sheets, rental property provider testimonials, and infographics. Grassroots approaches such as door hangers, cold calling, and community bulletin boards can also be very effective. Finally, use traditional advertising such as direct mail and print ads if budget allows – as well as digital channels, including social media, email, and websites – to expand your reach.

Schedule one-on-one visits



Meeting with rental property providers allows you to hear and address their concerns, which can establish trust and lay the foundation for a longer-term partnership. If you can, leave behind customized toolkit materials with your contact information in case your contacts have questions or need help while participating in your program.

Promote rental property provider benefits



Showcasing the benefits your program offers can help rental property providers overcome their reservations about renting to people experiencing homelessness. Rental property providers want to make sure their units are filled with people who meet their financial obligations and will be good tenants. Explaining to rental property providers that they will receive a guaranteed rent payment and that housing navigators are available to make sure things run smoothly will help them say “yes” to potential tenants.

Address stereotypes and misconceptions



Rental property providers often have misconceptions about people experiencing homelessness. In truth, almost anyone could become homeless, and people who experience homelessness often need support to reestablish stability in their housing and in their lives. Reinforce that your program can create positive outcomes for both your client and the rental property providers themselves.