





HOUSING SUPPORT AND LANDLORD RETENTION

PRESENTED BY ROCHELLE
LALONDE


TOP 5 OBSTACLES THAT AGENCIES ENCOUNTER

- Rents too high
 - Vacancy too low
 - Discrimination
 - Security Deposits not readily available
 - Unit type unsuitable
- 


WHAT LANDLORDS FEAR ABOUT AGENCIES

- Overall appeal of the building
 - Extra work
 - Neighbor complaints
 - Safety of the building
 - Undoing the work that they have already done
- 

ENGAGING LANDLORDS

- Every company is different
 - Initially you are not selling your agency you are trying to engage the landlord with you.
 - Gain their trust
 - Give them details about what your agency offers to them, your clients and the community
 - Appeal to them
- 


MAINTAINING THE RELATIONSHIP

- Ensure they know who to contact and how
 - Ensure that you are available to address concerns
 - Answer emails, phone calls
 - Check in even when everything is going well
 - Come up with creative solutions
 - Follow through with what you say
 - Keep them informed (as much as possible)
- 


SHOW APPRECIATION

- Coffee
- Go in and talk with them
- Small gifts just to say thanks
- Christmas gifts
- Gatherings/appreciation events

TYPES OF LEASING

- Clients lease apartments - Subsidized
 - Clients lease apartments – Not subsidized
 - Master Leasing
 - Co Signing/Guarantor
- 


CLIENT LEASES APARTMENT - SUBSIDIZED

- Landlord receives rent from client and agency
 - Pro – Portion of rent guaranteed
 - Pro – More options for housing available
 - Con – Late rent
- 

CLIENT LEASES APARTMENT – NOT SUBSIDIZED

- Client holds lease in their own name
- Typically receives damage deposit and first months rent from agency.
- ***Important*** Ensure landlord is aware of this

MASTER LEASING APARTMENTS

- Agency holds all leases under a Legal Entity
 - Client sub-leases apartment from agency
 - Pro – Agency has full access to apartment
 - Pro – landlords typically like this arrangement
 - Con – doesn't work for all clients Con - doesn't work for all landlords
- 

CO SIGNING/GUARANTOR ON LEASE

- Leases are held in the clients name and the agency acts as a co signer (on the lease) or a guarantor for the lease
- Pro – landlord knows that rent is guaranteed
- Pro – allows for broader housing scope
- Con – typically cosigner or guarantor cannot be taken off the lease

ENGAGING LANDLORDS IN SMALLER AND RURAL SETTINGS

- Small Towns are essentially going to run into the same issues as larger cities with 2 very big differences.
 - Everyone knows everyone.
 - Your reputation.
 - Much smaller pool of available landlords.
 - No room for risks.
 - Communal responsibility.

SMALLER LANDLORDS

- They need to know you keep your word.
- You as a person.
- You have to prove yourself
- Know that you as a person will roll up your sleeves and get it done.
- Not afraid of hard work

HELPING CLIENTS STAY HOUSED

- Educating Clients about their rights and responsibilities.
- What to do in the event of an emergency
- Educate about how their actions can effect their housing
- Educate clients about how things work in their apartment

HELPING THE LANDLORD HELP OUR CLIENTS


- Carefully select the building
- Know your landlords buildings
- Know your clients specific needs

RTA KNOWLEDGE

Note these are for reference only and should be investigated to ensure accuracy and validity prior to use or enforcement

- Alberta - <http://www.qp.alberta.ca/documents/Acts/R17P1.pdf>
- British Columbia - http://www.housing.gov.bc.ca/rtb/bc_laws/RTA.html
- Manitoba - <http://web2.gov.mb.ca/laws/statutes/ccsm/r119e.php>
- New Brunswick - <https://www.canlii.org/en/nb/laws/stat/snb-1975-c-r-10.2/latest/snb-1975-c-r-10.2.html>
- Newfoundland and Labrador - <http://www.assembly.nl.ca/legislation/sr/statutes/r14-1.htm>
- Nova Scotia - <http://nslegislature.ca/legc/statutes/residential%20tenancies.pdf>
- Ontario - <http://www.ontario.ca/laws/statute/06r17>
- Prince Edward Island - http://www.gov.pe.ca/law/statutes/pdf/r-13_1.pdf
- Quebec - <http://www.rdl.gouv.qc.ca/en/droits/lois.asp>
- Saskatchewan - <http://www.qp.gov.sk.ca/documents/english/Statutes/Statutes/R22-0001.pdf>
- Northwest Territories - <https://www.justice.gov.nt.ca/en/files/legislation/residential-tenancies/residential-tenancies.a.pdf>
- Nunavut - <https://www.canlii.org/en/nu/laws/stat/rsnwt-nu-1988-c-r-5/latest/rsnwt-nu-1988-c-r-5.html>
- Yukon -

MINIMUM HOUSING STANDARDS

- Alberta
 - British Columbia
 - Manitoba
 - New Brunswick
 - Newfoundland and Labrador
 - Nova Scotia
 - Ontario
 - Prince Edward Island
 - Quebec
 - Saskatchewan
 - Northwest Territories
 - Nunavut
 - Yukon
- 


STANDING UP TO LANDLORDS

- Know RTA & read the lease
- Educate your clients
- Educate your landlords
- Don't be afraid to stand up for your clients
 - If the landlord is doing something wrong then call them on it. Most of the time the landlord will realize that they are breaking laws and back off. If they don't...well...you don't want that landlord anyways.

HOUSING NEEDS VS CLIENT RETENTION

- The case workers strive for the clients to keep their homes.
- Housing needs to ensure that the right fit is made to ensure that the agency can retain the landlord.

INTENSIVE CASE MANAGEMENT STAFF

- Need to support client with maintaining housing
 - Support the client
 - Fearful of client being targeted or discriminated against
 - Not the only side of the story.
- 

HOUSING NEEDS

- Support landlord
- Maintain relationship to keep or get more units
- Landlord rights and RTA have to be followed
- RTA Cleary defines reasons for evictions
- Investigate issues fully


WHAT YOU CAN DO TO TRY TO SAVE THE HOUSING

- Be responsive – respond immediately
- Listen
- Be sure to investigate.
 - When did it happened? Date/time.
 - Was it witnessed and if so by whom?
 - Who is making the complaint ?
- Find out what the landlords' expectations are going forward
- Suggest alternative solutions to the issue
- Reassure the landlord


WHEN THINGS GO AWRY

- Clients sometimes find themselves in a position that leaves no other course of action other than moving.
 - Planned moves
 - Eviction
 - Housing relocation

PLANNED MOVES

- Situations where planned moves are appropriate are
 - Just not a good fit. (i.e. Non smoking unit and client started smoking)
 - Non threatening
 - Landlord is pretty easy to talk with and is willing to work with you.
- 

EVICCTIONS

- The RTA lists many other than late rent or none payment of rent as reasons for eviction, including but not limited to
 - Disturbing other tenants or the landlord
 - Causing "undue" damage, which is more than normal wear and tear
 - Illegal Activity on the property or in the unit
 - Seriously risking the safety of other people in the building
- 

24 HOUR NOTICE TO VACATE

- landlords can give tenants a 24 hour notice to terminate tenancy when the following has occurred:
 - the tenant has significantly damaged the rental property
 - the tenant has physically assaulted the landlord or another tenant
 - threats to physically assault the landlord or another tenant

it is important to remember that tenants are responsible for their guests and their guests' actions

HOUSING RELOCATION

- Program has decided to move the client
- Client requested the move
- Program has requested the move
- Safety of client

OUR COMMON GOAL

All of the agencies are unique in all aspects, save one.

We share a common goal:

To help the most vulnerable individuals achieve and sustain housing.

Lets remember that goal.

