



DEL RICHARDSON & ASSOCIATES, INC
LINKING SOLUTIONS

DRA, INC.

How to Engage a Landlord

510 S. La Brea Ave.
Inglewood, CA 90301

(310) 645-3729



WELCOME and Introductions



Del Richardson & Associates, Inc., "DRA" is a private, for-profit company that provides a full range of Public Affairs, Right of Way and Community Outreach Services to public and private agencies.

In an effort to help increase the housing opportunities for Section 8 Voucher Holders throughout LA County, DRA has been contracted by HACoLA to launch a pilot program for the benefit of both Tenant and Landlord.

Who We Are:

- Del Richardson & Associates, Inc. (DRA); Established in 1990
- List of Services: Public Affairs, Right-of-Way, Housing Programs, Workforce Development, and Acquisition Services
- Contracted by the Department of Veteran Affairs
- Contracted by St. Joseph Center for their Rapid Rehousing Program
- Housing Locators' Purpose:
 - HUD-VASH: To house 727 USA Veterans by July 31, 2016
 - St. Joseph Center: Assist 118 Homeless Individuals in LA County located suitable housing.

DRA's Philosophy

*"Mental illness
is not
contagious.
You can't catch
it by being
kind"*

-- unknown

DRA's Philosophy:

- DRA's approach to engaging landlords to participate in Vouchered Housing Programs as well as participants with notable limitations, is centered around building a relationship with the landlord
- We highlight the benefits of utilizing the program and tenancy of the participants
- We insure that the landlord and the participant are a suitable match
- Address the landlord's concerns about the program and the participant
- We operate with integrity and honesty

Understanding Landlords

- Small Landlords are the largest suppliers of Affordable housing in the country
- Rental housing is a business
- Landlords are looking to reduce risk
- Maximize return on investment
- Quality tenants
- Rent paid on time
- Property maintenance
- Avoid Nuisance

BUILDING AND MAINTAINING RELATIONSHIPS



- Supportive
Services

-Communication

- Stay connected

- Provide accurate program particulars
 - Information provided by the Housing Locator/Case Manager upon engagement of the relationship is reinforced by actions
 - Landlords have great memories...they don't forget the good or the bad.
- Keep open lines of communication; create a system between the case manager and the landlord.
 - Provide contact information for the case managers in the event of an emergency
- Follow-up with the landlord/property manager
 - Call regularly to obtain status on the rental situation

Landlord Selling Points/Services

"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work.

The only way to do great work is to love what you do.

--Steve Jobs

Landlord Services they can expect:

□ Program Services:

- ❖ Prescreened Tenants
- ❖ Assistance in trouble shooting and tracking status with Housing Authority.
- ❖ Personalized Feedback

□ Program Benefits:

- ❖ Free Listing Service of qualified participants
- ❖ Tenant Matching with Direct Referral
- ❖ Expedited Lease Up of Vacant Units
- ❖ Reduced Cost / Guaranteed Rent
- ❖ Repair subsidies available to Landlord upon exit of tenancy.

Perceived Barriers

Problems do not go away. They must be worked through or else they remain, forever a barrier to growth and development.

A barrier is of ideas, not of things.

M. Scott Peck

Understanding and Overcoming Barriers

Tenant Barrier

- Credit history
- Income source/employment
- Household size
- Money for security deposit
- Credit check fees
- Mental health

Landlord Benefits

- VIP program, express your gratitude and patriotism.
- Holding Fee Program: Rapid Rehousing
- Criminal records checked
- Rent guarantee
- Make allowances, payment plan, free credit reports.
- Support systems get acquainted with family members and case manager, understand illness and medical requirements.

Networking by Appreciation

"Appreciation is the uptick in value of an asset over time."

~ Long-term relationships

~ Reinforce their value to the team

~ WIN/WIN

- Maintain Your Relationship with your landlords
- Schedule Events centered around landlords and property management companies
 - Show your continued appreciation and support
 - Building New Relationships with landlords and property management companies
- Provide supportive resources for the landlords
 - Become interested in their property or apartment community
 - What are their immediate needs?
 - What are their goals for the future of their property or business? How can you assist them with achieving their short-term and long-term goals
- A simple "Thank you."
 - A way to say you appreciate their partnership and all that they do to assist you in housing participants.

THANK YOU!
DRA, INC.



Contact DRA, Inc. Today (310) 645-3729