



# LANDLORD RELATIONS IN A SMALLER SETTING

City of Grande Prairie, Red  
Deer Region

# RELATIONSHIP BUILDING & MAINTAINING

- ❑ You have to build and maintain strong relationships with your Landlords – especially in a smaller setting.
- ❑ Less housing options, less room for burned bridges
- ❖ Strong communication
- ❖ Validation of worries and fears
- ❖ Safe space to discuss process
- ❖ Include your landlords in decision making – don't decide process without their input

**How do you do that?**



# RELATIONSHIPS

- **Build Awareness**
  - Maximize Contacts
- **Market Penetration**
  - Grow HF Landlord Roster
- **Intensification**
  - Maximize Units per Landlord
- **Maintain Brand Loyalty**
  - Retain HF Landlords



- Building and Strengthening Relationships -  
*Maintaining Commitment to Housing First*

# OPEN COMMUNICATION

- ✓ Candid and honest communication is essential
- ✓ Can get a bit messy and heated – you are both passionate about what you do!
- ✓ Understanding is key – Housing is a business, housing first is a social good that in turn saves on costs.... Coming to an even ground.

## How do you do that?

- Build solid, strong parameters around who does what in the whole scheme of things
- Landlord Handbook, Contact List
- Conversation Café's
- Regular meetings and check in's
- Being pro-active vs. reactive

# COMMUNICATIONS

- Tools
  - Print, Social Media, Web, Landlord Liaison
- Process
  - F2F Calls, Info Sessions, Educational Offerings, Landlord Advisory Cabinet, TenantPlus Forum, MOU



- Managing Expectations -  
*Empathy is a Two Way Street*

# WRAP AROUND SUPPORTS

- Being a Housing First Landlord comes with its own unique set of challenges
  - Providing wrap around supports is key to having a successful partnership
  - ❖ What do wrap around supports look like?
- Case Managers, Team leads, Agencies all included in the support system
  - All players are working in tandem with one another – you each have your own unique set of needs – you need to ensure that everyone is on the same page
  - There is no guessing – key contacts

# COLLABORATION

- HomeLinks (ICM), Red Deer Housing Team (Rapid Rehousing) and Propertycore (Landlord Engagement)
- TenantPlus Benefits
  - Secure Rent
  - Tenant Support
  - Good Neighbors and Property Care
  - Landlord Support Hotlines
  - Tenant Prospects



- Bundle of Benefits -  
*Managing Expectations*

# EDUCATIONAL OPPORTUNITIES FOR LANDLORDS

- Housing First Landlord Orientation – this has been critical for the City of Grande Prairie, and the building block for strong partnerships in our community
  - Providing educational opportunities on Bed Bogs, Hoarding, the RTA
  - Allowing Landlords to be present in collaboration with Agencies
- This can also look different depending on each situation
  - You may need to educate Landlords during heated times – specifically about housing legislation, and tenant rights
  - Integral part, but a fine balance and trust is needed in that partnership



# LEARNING & CONTINUOUS IMPROVEMENT

- **Housing First Executive**
  - Program Managers (HomeLinks, RDHT, Propertycore)
- **Landlord Advisory Cabinet**
  - Landlords and Property Managers (Convened by Propertycore)
- **TenantPlus Forum**
  - Housing First Agencies and Propertycore Landlords



- Learning & Working Together -  
*To Become Like a Great Symphony*

# FINANCIAL SAFETY NET

- The City of Grande Prairie has made damage coverage a priority for our Housing First Landlords to maintain strong relationships
  - This does not mean that 100% of damages are covered – this means negotiations are had, and fair and equitable payments are made
  - Due to the delicate nature of a boom and bust economy, specifically in our region, we have found damage coverage to be our saving grace during boom times.
- ❖ You need to find what works in your community and what does not – and build strategies and be innovative to form strong, meaningful partnerships with your Housing Providers... there is no one size fits all approach.

# RISK MANAGEMENT & TRUST: COMMITMENT



- Access to Housing - - - Clients Stably Housed -



# CITY OF GRANDE PRAIRIE CONTACT INFORMATION

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