



**Housing Stabilization Learning Cohort (HSLC) Learning Circles:**  
**LANDLORD ENGAGEMENT**

February 18, 2025

**COMMUNITY  
SOLUTIONS**

# What is the HSLC and the HSLC Learning Circle?

## What is the Housing Stabilization Learning Cohort (HSLC)?

- An innovation cohort of Built for Zero (BFZ) and other communities focused on co-creating local approaches to coordinating and targeting prevention resources to reduce homelessness and housing insecurity.



## Housing Stabilization Learning Cohort (HSLC)

[Overview](#) | [Resources](#) | [Toolbank](#) | [Workshops](#) | [Learning Circles](#)



Building coordinated approaches to prevent homelessness and housing insecurity

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## COORDINATED PREVENTION TOOLBANK

This toolbank is designed to enhance the collective impact of organizations working on housing stability by providing them with the necessary resources, support, and collaborative opportunities. This toolbank grants you access to templates, checklists, and guides for housing stabilization efforts.

### Core Team Development & Engagement Guidance

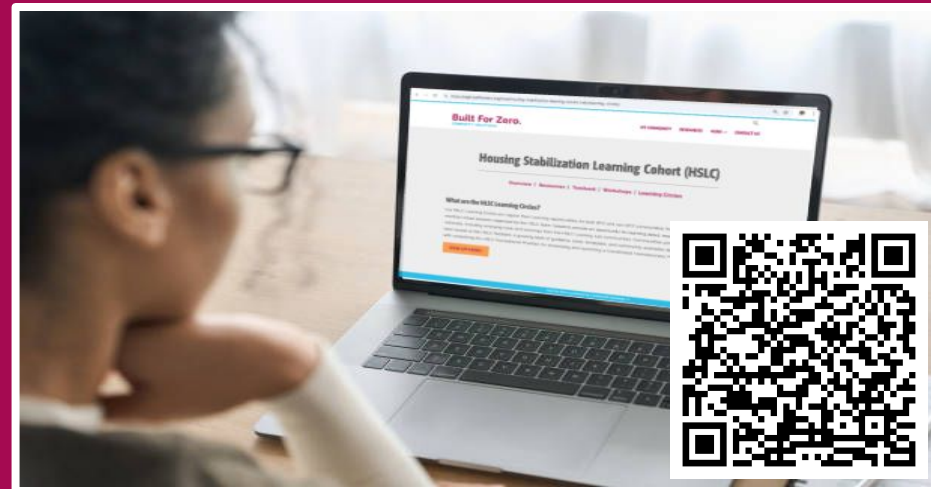
READ GUIDANCE

- **Suggested Audience:** Backbone entities/ies), Core Teams
- **Topics covered:**
  - Roles & Responsibilities Of The Coordinated Homelessness Prevention Core Team & Local Leads/Coordinators
  - Key Indicators Of An Effective Core Team
  - Identifying & Recruiting Core Team Members
  - Initial Steps For Successful Core Team Formation + Implementation
- **Related Tools/Guidance:**
  - [Framework for Coordinated Homelessness Prevention](#)
  - [Coordinated Prevention Roadmap](#)

Built for Zero is powered by Community Solutions →

The **HSLC Online Hub** is a centralized digital platform providing access to **community resources**, the **HSLC Toolbank** (a collection of tools and materials to support coordinated homelessness prevention initiatives), **workshop recordings** from past events, and the ability to **sign up for Learning Circle sessions**, which are collaborative learning and discussion forums for community members and organizations. This hub serves as a valuable resource for education, training, and engagement in housing and service-related initiatives.

**THE HSLC HUB**



# Today's Learning Objectives

## Participants Will:

- **Understand the Role of Landlord Engagement**
  - Define its importance in preventing homelessness and expanding housing options.
  - Identify common barriers and benefits for landlords.
- **Implement Effective Engagement Strategies**
  - Learn best practices for recruiting, retaining, and communicating with landlords.
  - Explore mediation techniques to prevent evictions and resolve conflicts.
- **Apply Lessons to Local Efforts**
  - Review case studies and identify key takeaways for coordinated prevention systems.
  - Utilize tools and develop an action plan for stronger landlord partnerships.

A photograph of wooden blocks spelling out the word 'LANDLORD' on a wooden surface. The blocks are arranged in a row, with some scattered around. The letters are L, A, N, D, L, O, R, D. Each letter has a small number next to it, likely indicating its value in a game like Scrabble. The background is a dark wooden surface.

# Landlord Engagement

# Today's Speaker



## Adriana Negrón

- Coordinated Homeless Prevention Manager at Journey Home
- Areas of focus: Upstream prevention, Re-Entry, Home ARP prevention, landlord engagement & advocacy
- PLEH
- Fun fact: I am dog mom, I enjoy spending time with my family and attending community events

# Lead Organization: Journey Home



## WHAT WE DO

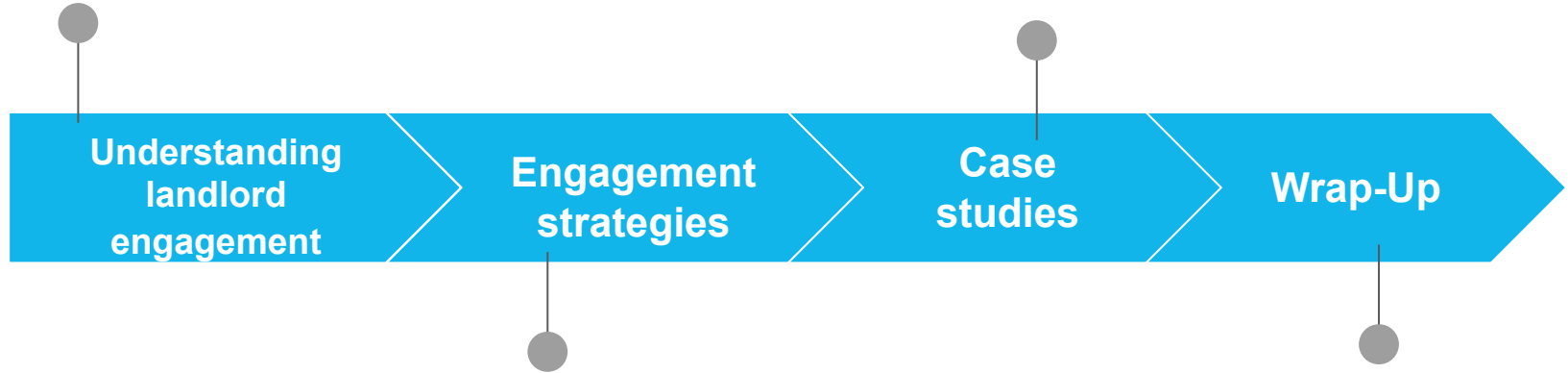
Journey Home has spent more than a decade committed to leading the efforts to end homelessness in Connecticut's Capital Region. We are proud to be the lead agency within the local coordinated assessment systems (called the Greater Hartford and Central Coordinated Access Networks, developer of the [Career Pathways Employment Program](#), and creator of [A Hand Up](#).

Journey Home works each day:

- To prevent as many people as possible from losing their housing
- To increase the speed at which we find housing for anyone who is already experiencing homelessness
- To help folks move into their homes and provide furnishings and household items
- To help them gain the income and services they need to never become homeless again

What is landlord engagement, Landlord Engagement: Benefits & Barriers

Encampment to Housing, data, North Hartford Partnership



Recruiting, organizing network events, building & maintaining landlords, methods of communication, landlord & tenant supports

Q&A, resources



A close-up photograph of wooden Scrabble tiles arranged on a wooden surface. The tiles are spelling out the word 'LANDLORD' in a row. Each letter is on a separate tile, with the letter and its point value (e.g., L1, A1, N1, D2, L1, O1, R1, D2) printed on it. Several other tiles are scattered around, including 'S', 'E', and 'R'.

# Understanding Landlord Engagement

# What is landlord engagement?

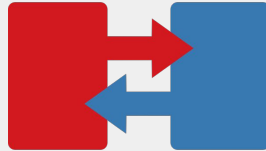
- The goal of landlord engagement is to form ongoing partnerships with property owners and agents that will increase affordable housing options for vulnerable households
- Collaboration between landlords and housing support organizations to prevent homelessness, promote housing stability, and create mutually beneficial relationships



# Landlord Engagement: Benefits & Barriers

## Benefits

- Expand housing options
- Strengthen existing relationships while creating new ones
- Proactive problem-solving
- Provide access to natural resources
- Gather and utilize feedback from landlords to identify community-based supports
- Provide insight and eliminate the language barrier



## Barriers

- Engaging with landlords across all sectors
- Restoring trust
- Insufficient financial supports
- Landlords who have a misconception of the housing system
- Lack of transparency
- Housing crisis

# Engagement strategies

An illustration of a person with dark hair, wearing a yellow shirt and dark pants, sitting on a pink mat on a grassy path. A white dog with brown spots is sitting next to them. In the background, there is a large tree, rolling green hills, and a stylized city skyline with various buildings and a street lamp. The sky is a solid orange color.

# Recruiting landlords

## 1. Grassroot organizations:

- *Mutual Aid*
- *San Juan Center*
- *Nelp Hartford*
- *Metropolitan A.M.E. Zion church*
- *Catholic Charities*
- *The Brooks Token*

## 2. Social media:

- *Facebook*
- *Linkedin*
- *Instagram*
- *Local online forums*

## 3. Eviction filings: *Utilize your local Judicial Housing court to identify property management companies*

## 4. Cold calling: *Cold call pitch*

## 5. Connecting with current landlords and providers:

- *Housing Authorities*
- *Partnerd landlords*
- *Local coffee shops - posted bulletin boards*
- *Local NRZ meetings*
- *Partnerships with property management companies*
- *Engage with landlord associations*
- *Word to mouth*

# Organizing network events

- **Networking breakfasts:** A casual breakfast where landlords can meet with property investors, real estate agents, and other property professionals
- **Luncheons:** A midday networking event that brings together real estate investors, landlords, and property management experts
- **Roundtables:** A midday networking event that brings together landlords, developers and property managers together to discuss current housing challenges, positive experiences, insights to changes or new initiatives that should be explored
- **Networking mixer:** A more casual networking event for landlords, property managers, and local providers to discuss property management solutions, tenant relations, and updates

- **Multi family investors & landlords meet up:** A focused networking event for those owning and managing multi-family units



COMMUNITY SOLUTIONS of the Mind, the Body, & the Soul JOURNEY HOME

## LANDLORD SOCIAL HOUR

JOIN US AT THE SWIFT FACTORY FOR AN EVENING OF NETWORKING.

COME LEARN ABOUT THE RESOURCES THAT ARE AVAILABLE.

**14**  
JUNE  
4PM-7PM

Food and Drinks will be served  
Address: 10 Love Lane  
Hartford CT, 06112  
Contact: [adriana.negron@journeyhomect.org](mailto:adriana.negron@journeyhomect.org)

Sponsored By:

 **Advancing Connecticut Together**

# Building & maintaining relationships

- Being creative when having conversation with landlords regarding resources :
  - Capitol Region Mental Health Services
  - Community Action Agency
  - Department of Social Services
  - Senior centers
  - 211
- Hosting monthly/quarterly landlord gatherings for both existing landlords and new platforms
- Maintain consistency with communication
- Invite landlords for individual conversations to discuss partnership opportunities and build rapport
- Identify programs and resources for landlords
- Problem-solve oncoming issues
- Acknowledge their impact
- Highlight successes:
  - Blog
  - Newsletters
  - Social media

# Methods of Communication

- **Phone calls:** Allows for direct conversation
- **In-person communication:** Speaking face-to face can be the most personal and direct
- **Communication platforms:** Easy, accessible platform with current resources, community events, and housing opportunities such as [Landlord Basecamp](#)
- **Newsletters/Community bulletin board:** Can keep everyone updates and encourage a sense of community



# Landlord & Tenant Support

## Conflict Resolution

- Open communication: Talk openly and respectfully about the issue
- Negotiation: Both the tenant and the landlord reach an agreement that works for both parties
- Mediation: A neutral third party assist both the landlord and tenant discuss the issue and find a solution that both parties can agree on
- Repair requests and maintenance agreements: If the issue is maintenance related then the tenant can formally request repairs, both parties agree on timeline for resolution

## Tenant education

- Understanding the lease agreement between the tenant and landlord
- The right to privacy, meaning a landlord must give notice prior to entering unit
- Communication with landlord and/or property manager if something in the unit breaks or stops working
- The right to non-discrimination
- Eviction process

## Legal Assistance

- Gaining assistance from a lawyer when problems between the landlord and tenant go beyond mediation and self resolving -
- [Greater Hartford Legal Aid](#)
- [Statewide Legal Services of Connecticut](#)

## Financial assistance:

- Rental assistance
- Risk mitigation
- Utility assistance
- Payment agreement can include temporary payment changes and acceptable payment methods

# Case studies

An illustration of a person with dark hair, wearing a yellow shirt and a dark skirt, sitting on a pink blanket on a grassy hill. A white dog with brown spots is sitting next to them. A picnic basket is on the blanket. In the background, there is a large, thick-trunked tree with a wide canopy. To the right, a blue street lamp stands on a path. The background features stylized, light blue and white buildings. The sky is a solid orange color. The overall style is flat and modern.

# Encampment to Housing

- A model implemented through Clutch Consulting Group, where we identify an encampment site and work towards securing direct housing within 30 days
- Unit acquisition team - Unit locators, landlord engagement and inspectors
- Challenges:
  - No landlord incentives or risk mitigation
  - Client backgrounds such as substance abuse, evictions, criminal records, pets, immigration status
  - Lack of documentation
- Landlord strategies:
  - Identifying and connecting with partnered landlords who have large amount of units
  - Coffee & lunch
  - Transparency
  - Acknowledge their impact
  - Commitment to consistent communication, problem solving and availability

- Outcomes:
  - Within the first pilot, all 6 participants were housed within 30 days
  - Partnered with two landlords, one new and one who is a JH champion
  - We utilized \$0 in landlord incentive, risk mitigation or applications



# Encampment to Housing Prevention - Data

## Overall outcomes:

- Since January 2024
  - 40 participants have participated
  - Average length of time to housing: 38 days

## Encampment to Housing Prevention outcomes:

- Since 2024
  - Landlords: 10
  - Retained housing: 95%
  - Return to homelessness: 0%
  - At risk: 5% due to incarceration
  - Funding: Utilized Foundations, ARPA flex and private funds for incentives, renters insurance, risk mitigation

## Challenges:

- Substance abuse
- Squatters
- Warm hand off between outreach case managers to housing case managers
- Lack of clarity around the housing system
- Damage to the units

## Positive outcomes:

- Established monthly/bi-weekly Housing Prevention meetings
- Established new partnership with landlords
- Collaboration and resource sharing
- Active housing problem solving
- Eliminating barriers to financial assistance

# North Hartford Partnership

**Mission:** A To advance the equitable social and economic development of the North Hartford Neighborhoods in collaboration with residents and other community stakeholders

**Goal:** Purchase apartment buildings in the North Hartford neighborhoods to foster housing stability, local control of housing, and healthier, safer living conditions

## Challenges:

- Hired outside property management company
- Lack of communication between tenant and property management
- Lack of response to tenant complaints
- Tenants struggled to pay rent

## Intervention:

- Hired internally for property management role
- Consistent and timely responses
- Monthly case conferencing with landlord and property management
- Newsletters with local resources and community events
- Encouragement
- Collaborative payment agreements

# North Hartford Partnership: Property Management

## NHHT Outcomes

**100%**

Number of current tenants that have decreased rental arrears

**\$1,177**

Average amount of rental arrears paid by current tenants

**59%**

Percentage of current tenants in arrears

**65%**

Tenants with subsidized housing



# Resources

An illustration of a person with dark hair, wearing a yellow shirt and dark pants, sitting on a pink blanket on a grassy hill. A white dog with brown spots is sitting next to them. A picnic basket is on the blanket. In the background, there is a large, stylized tree with a thick trunk and a wide canopy. The sky is a solid orange color. The ground is a mix of green and blue-green hills. In the distance, there are stylized buildings and a street lamp. The overall style is flat and modern.

# Sharable Resources

- [Landlord Cold Call Pitch](#)
- [Unit Search - Talking Points](#)
- [What does my lease say?](#)
- [GHCAN Housing Partnership](#)
- [How to be a good tenant](#)
- [Tenant brochure](#)
- [Inspection list](#)
- [UniteCT Prevention funds](#)



An illustration of a park scene. A large tree with orange and brown foliage dominates the upper half. In the foreground, a person with dark hair, wearing a yellow shirt and dark pants, sits on a pink blanket on a green lawn. A white dog with brown spots sits next to them. A picnic basket is on the blanket. In the background, a stylized city skyline with blue and white buildings is visible. Two blue street lamps with white globes are positioned on either side of the tree. The overall style is flat and colorful.

# Questions

# Feedback

An illustration of a park scene. A large tree with orange and brown foliage dominates the upper half. A person with dark hair, wearing a yellow shirt and dark pants, sits on a pink blanket on the ground, facing a white dog. A picnic basket is next to them. The background features stylized green hills, blue sky, and city buildings. Two blue street lamps with white globes are visible. A dark grey banner with the word 'Feedback' in white text is centered over the tree.

An illustration of a park scene. A large tree with orange and brown foliage dominates the upper half. A person with dark hair, wearing a yellow shirt and dark pants, sits on a pink blanket on the ground, facing a white dog. A picnic basket is next to them. The background features stylized green hills, blue sky, and city buildings. Two blue street lamps with white globes are visible. A dark grey banner with white text is centered over the tree.

**Interested in Joining Our  
Learning Circles?**



**Housing Stabilization Learning Cohort (HSLC) Learning Circles:**  
**ELEVATING VOICES - INSIGHTS FROM PWLEH FOCUS GROUPS**

**March 11, 2025 | 2pm EST**

**COMMUNITY  
SOLUTIONS**

**More  
information**

**community.solutions**

**Antonio Caffey  
acaffey@community.solutions**

A stylized illustration of a park scene. A large tree with orange and brown foliage dominates the upper half. Below it, a person in a yellow shirt and dark pants sits on a pink blanket on a path, accompanied by a white dog. The background features rolling green hills and a city skyline in shades of blue and white. Two blue street lamps with white globes are positioned on either side of the path. A dark grey banner with the text 'THANK YOU!' is centered over the tree.

**THANK YOU!**