

Lets date...

and

Get married...

Prepared for:
Bringing it Home Conference
May 22, 2019



**HousingCLT is
operated by
Socialserve**

Socialserve...

- ❖ Is a nonprofit, bilingual call center and Second Chance Employer in Charlotte, NC
- ❖ Helps people find housing in 33 states, and provide supportive employment to people who are homeless or have criminal records or disabilities
- ❖ Supports NCHousingSearch.org, a free place to list and search for housing that is funded by the State of North Carolina
- ❖ Recruits landlords to participate in programs like HousingCLT, Transitions to Community Living, and Back@Home NC



Collaborate

Lead

Transform

HousingCLT...

- ❖ Creates a community collaboration among rental property owners, professional property managers and homeless services agencies
- ❖ Leads landlord recruitment and referral process, connecting social service agencies seeking housing for their homeless clients to available properties
- ❖ Provides transformational opportunities for those experiencing homelessness by connecting them with permanent, safe, affordable housing

Date the Landlord

**How do you grab their attention
and start a conversation?**

- ❖ Property Managers
- ❖ Leasing Agents
- ❖ Owners

- ❖ Cupcakes, flowers, treats
- ❖ Call and visit often
- ❖ Listen and help



Build a Trusting Relationship

Why are Landlords apprehensive?

Listen to past negative experiences and contemplate solutions.

Building a trusting relationship with the landlord is a key component.

Being transparent with the landlord shows mutual benefit.

COLLABORATE

Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.” -

Andrew Carnegie

HousingCLT works with the landlord to ensure client placement is seamless

The agency agrees to provide supportive services to the referred clients for a period outlined

This collaboration helps to break down barriers for those persons who may face challenges and helps build trust with the landlord

LEAD


A risk mitigation fund incentivizes landlords concerned about damages and unpaid rent

Housing Access funds can be used for holding fees, paying deposit and rent on the same day of application approval

These key components help to lead property providers to the table

TRANSFORM

Access to stable housing can transform a person's life. Sometimes appealing to the humanitarian side of a landlord can make them feel as if they are impacting a person's life.



Empower the tenant to be a good tenant & neighbor.

Expose the landlord & tenant to the transformational power of providing and having a home



Together
and
Married



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