

Welcome مرحباً Chào mừng

добро пожаловать

Ku soo dhawow shirka


欢迎

¡Bienvenidos!

This will be an interactive session, we encourage you to sit by someone new to you.

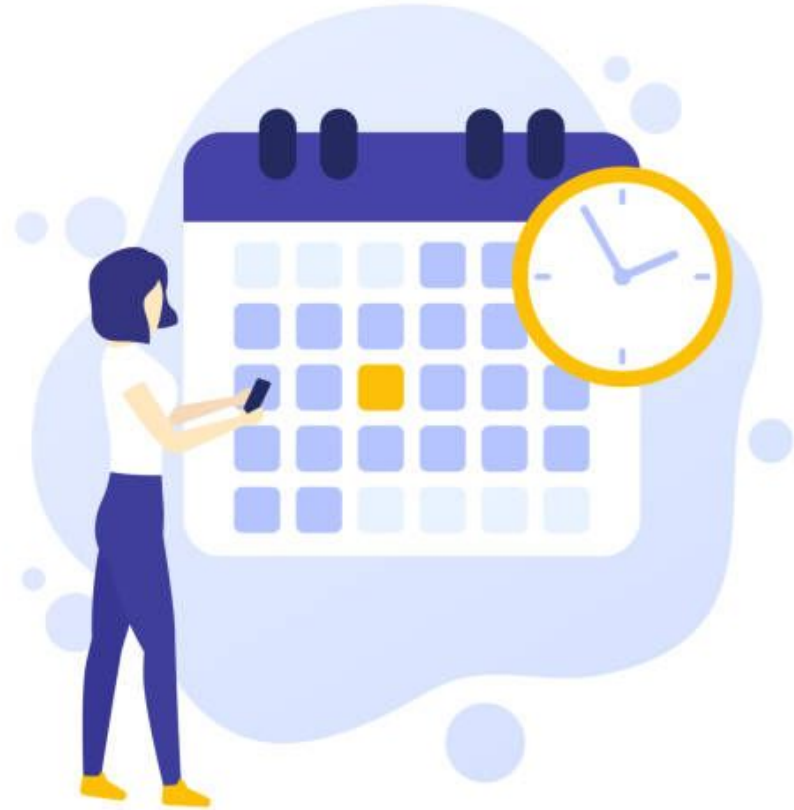


Landlord Engagement: Collaboration with Property Management along the Housing Placement Timeline



Schedule

- Introduction: 15 minutes
- Scenarios: 60 minutes
 - 15 minutes per portion on the timeline
 - 5 minutes of small group discussion
 - 10 minutes large group discussion

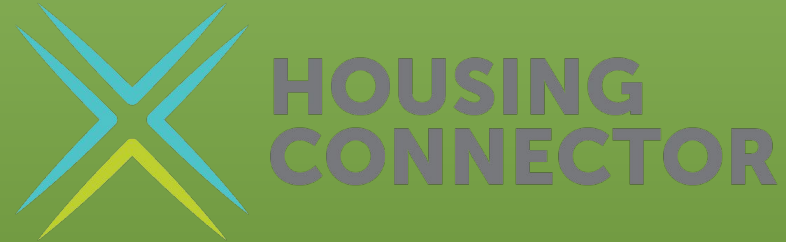


What is Landlord Engagement?

Building and maintaining mutually beneficial relationships with property owners and managers in an effort to promote housing stability and unit access for program participants. May encompass education, tenant advocacy, and eviction prevention.



Introduction of Community Partners



HMN Landlord Engagement

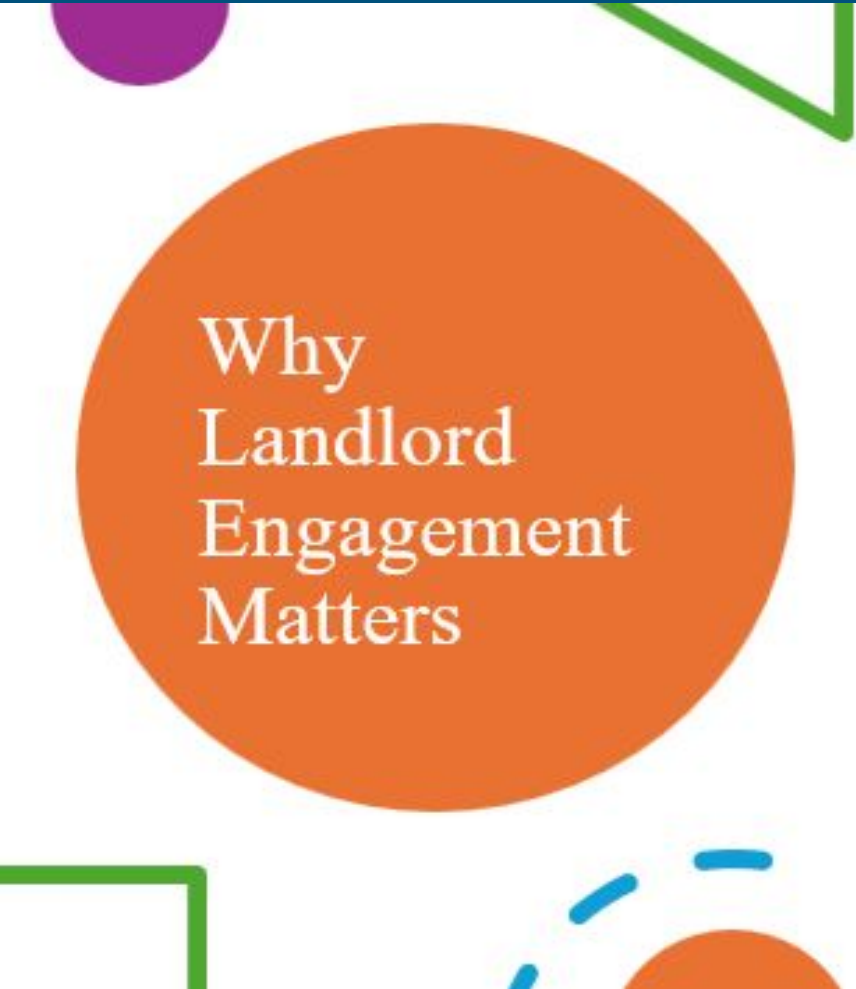
by Immigrant &
Refugee Community
Organization (IRCO)



What is the IRCO Landlord Engagement Program?

The IRCO Landlord Engagement Program is designed to assist individuals and families struggling to secure stable housing. Its primary objective is to address and mitigate barriers faced by immigrants in accessing opportunities—thereby promoting better living conditions and socio-economic mobility.





Why Landlord Engagement Matters

Key Reasons:

- Many clients need second chances.
- Traditional housing systems often reject applicants based on background.
- Landlords are critical partners in reducing homelessness.

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How We Engage Landlords(IRCO)

Our Approach

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- Outreach to local landlords and property managers.
- Provide program info, answer questions.
- Connect landlords who are interested in the program with the Housing Connector team.
- Build trust and offer ongoing support.
- Distribute available unit(s) to our Housing team.

Somali Empowerment Circle

Somali Empowerment Circle (SEC) supports families during the pre-move-in and housing search process by providing culturally responsive navigation, advocacy, and landlord engagement.



Our team helps identify available units, complete rental applications, gather necessary documentation, and communicate with landlords—offering interpretation and translation support throughout.

- We prioritize client choice, proximity to community resources, and accessibility needs, while also advocating for fair housing practices and working with trusted landlords to reduce barriers for Somali and other African immigrant and refugee families.
- We assist clients with completing intake and eligibility screening, assessing housing needs, and developing individualized housing plans.

Landlord Engagement & Housing Navigation -

Supporting Culturally Responsive Housing Stability

Somali Empowerment Circle (SEC) has played a critical role in bridging the gap between African immigrant/refugees and Latinx renters and housing providers through culturally responsive landlord engagement. Over the past year, SEC has successfully recruited more than 3 nonprofit housing providers across Multnomah County area and supported in adding 72 units to the County's portfolios.

Our team provides hands-on support to both clients and landlords, including application assistance, lease education, and conflict mediation, while addressing common barriers such as limited credit history or language access. We facilitate direct communication between landlords and tenants, ensuring culturally appropriate understanding and trust.

As a result, we've helped increase access to safe, stable housing for families facing systemic barriers while building long-term relationships with housing providers who are committed to equitable and inclusive rental practices.

RLRA Landlord Liaison



We partner with supportive housing providers and landlords to create a network of support for “Regional Long-Term Rent Assistance” voucher recipients in Multnomah County

- Housing Problem Solving
- RLRA Risk Mitigation Support
- Property Partnerships





Housing Connector

Bold Action. Simple Solution.

Our Belief

No unit should sit vacant while there are individuals in need of a home.



**HOUSING
CONNECTOR**

Housing Connector... Connects.

Housing Connector

Property Partners
(those with housing inventory)

Community Partners
(those with people in need of housing)

Currently partnered w/
225+ properties and
10,000+ units

Private
Marketplace powered by
Zillow

500+ case managers w/ 35+
organizations using our tool
support RLRA, Housing
Choice, VASH, and other HUD
voucher programs



**HOUSING
CONNECTOR**

Our North Stars

Increased efficiency for case managers

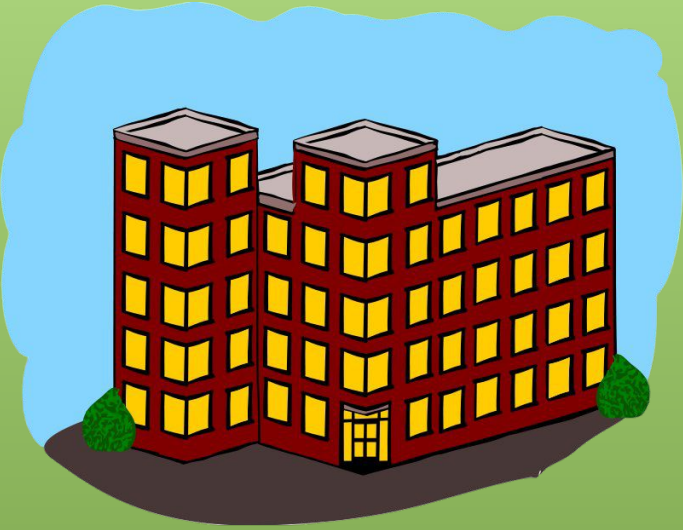
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Mitigation of risk for property partners

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More people housed & kept stably housed

Goals of Property Management



- Support long-term housing and financial stability
- Ensure the property is safe, habitable, and well-maintained
- Develop strong collaborative tenant-landlord relationships
- Adhere to legal compliance
- Focus on solution oriented problem solving

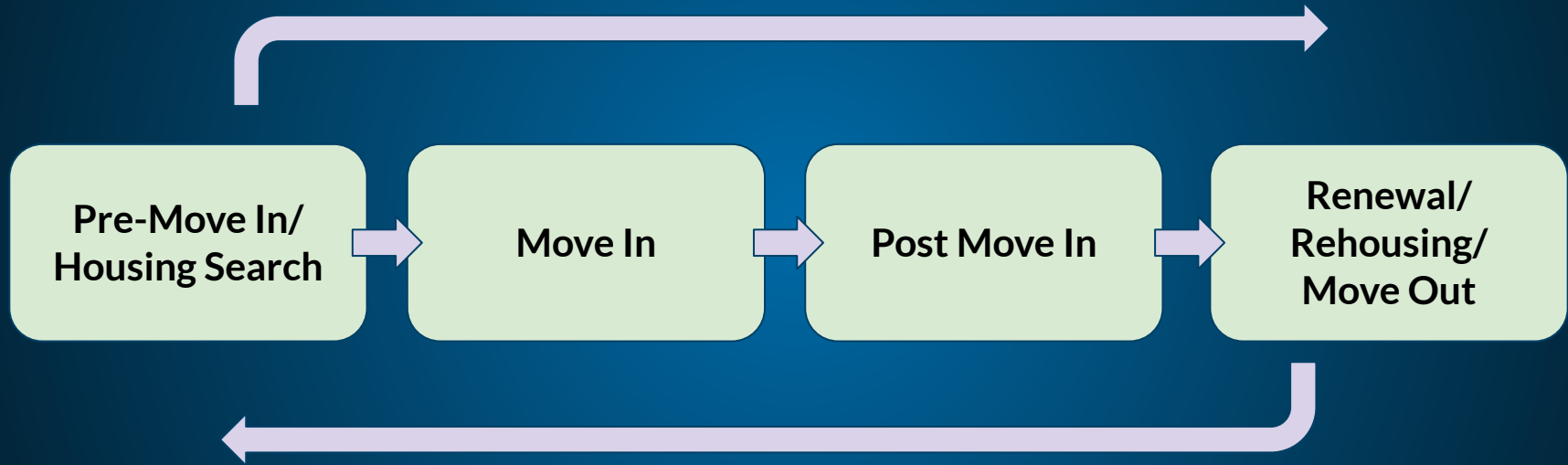




Power of Communication

- Open lines of communication allow for all parties (tenants, service providers, property management, other support folks) to work towards mutual goals.
- Positive relationships and communications can break down barriers, stereotypes, and bias and showcase the similarities between the various groups.

Housing Placement Timeline



Pre-Move In



Components and Key Issues:

Unit acquisition, reducing screening criteria

Barrier Mitigation

Reasonable Accommodations

Denials/Appeals

Pre-Move In - Scenarios

Scenario 1:

Your participant has been approved for a voucher and has begun their housing search.

What housing search tools would you use to help them find a unit that aligns with their preferences?

Scenario 2:

The participant was recently denied housing at a property they were interested in due to their credit score. Their disability is directly linked to this barrier.

What solutions could be explored to help the participant access this housing opportunity?

Pre-Move In - Scenarios



Scenario 1: Housing Search for a Large Multigenerational Family

- Client Background: A newly arrived Somali refugee family of eight, including grandparents, parents, and children. The family is temporarily staying with relatives and urgently needs stable housing.
- Stage in Process: Housing intake completed; eligibility confirmed for RLRA services.
- Barriers Encountered:
 - Lack of large-unit availability
 - Incomplete rental history and limited credit
 - Language barriers during landlord communication
 - Discrimination concerns during housing tours

Scenario 2: Housing Search Support for a Single Mother Facing Eviction

- Client Background: A Somali single mother with two children, one with a disability. She is facing eviction due to a rent increase she cannot afford on her fixed income.
- Stage in Process: Referred by OHA; currently at risk of losing housing within 30 days
- Barriers Encountered:
 - Urgent timeline to secure new housing
 - Limited options within her school district and near medical providers
 - Needs wheelchair-accessible unit
 - Emotional stress impacting ability to act quickly

Small Group Discussion!

<<05:00>>

Pre-Move In - Best Practices

Scenario 1:

- Use different housing search tools for each participant's situations
 - Significant eviction history
 - Existing property management network you have worked with, Housing Connector, Landlord Liaison Partnered Properties)
 - Single family home with 4 bedrooms
 - More individualized ILS systems, such as Facebook Marketplace, 3rd Party Property Management, etc.)
 - Newer apartment building with a gym
 - Utilizing large-scale ILS systems, such as [apartments.com](https://www.apartments.com), zillow, etc.)

Scenario 2:

- After the housing opportunity is declined, preparing and submitting a reasonable accommodation connecting their disability to their barrier.
- If participant does not have a disability, receive 3rd party letters of support indicating supportive services they are actively receiving. (E.g. Parole Officer, Case Manager, Rent Assistance)

Pre-Move In - Best Practices



SOMALI
EMPOWERMENT
CIRCLE

Scenario 1:

- Advocate helps complete rental applications and translating documents
- Explore private landlord network for culturally responsive housing
- Assist with deposits and first month's rent
- Advocate for tenants when landlords are hesitant to rent to large families.

Scenario 2:

- Work with county partners to locate accessible units
- Coordinate interpreter support for housing tours
- Seek emergency financial assistance for move-in costs
- Explore possible reasonable accommodation requests with current landlord

Move In

Components and Key Issues:

Tenant

- Understand lease agreement
- Furniture, household goods
- WiFi, utilities, mail

Landlord

- Establish contact with case manager
- Utilities, renter's insurance, conditions at move-in inspection

Move In - Scenario

Congratulations! Your participant has been officially accepted into the unit.

What proactive steps can you take next to ensure a smooth and successful move-in process?



Small Group Discussion!

<<05:00>>

Move In - Best Practices

- Setup utilities + if participant is low-income access provider programs
- Connect with property manager – establish role (ideally in-person and follow up via email)
- Share program info related to rental subsidy and resources available to landlord – who pays what?
- If you haven't, get an ROI with property management
- Ensure you and participant know rent and utility responsibilities
- Review the lease

Post Move In

Components and Key Issues:

Addressing stability and client needs

Lease violations, damages, complaints

Barrier mitigation support, safety planning

Resource navigation such as mental health connection,
substance use disorder support, income acquisition

Post Move In - Scenarios

Scenario 1:

What strategies can be used to build a collaborative relationship with the property manager?

Scenario 2:

In a worst-case scenario where the landlord is considering eviction, what strategies can you use to help prevent the eviction while preserving a strong, collaborative relationship with the landlord? (maybe specify a specific lease violation, like non-payment)

Small Group Discussion!

<<05:00>>

Post Move In - Best Practices

Scenario 1:

- Establish role – what do you do as a housing case manager?
 - Make a template!
- Request monthly ledger
 - Non-payment evictions and lease violations are the easiest to prevent and solve
- Active communication and meetings with landlord established early in tenancy
 - Meet them in-person

Scenario 2:

- Nonpayment
 - Request payment plan, access emergency rental assistance, utilize client assistance funds, RMP
- Behavioral lease violations caused by the participant's disability
 - Reasonable accommodation connecting disability to behavioral violations

Post Move In - Scenario



Scenario 1:

- As a Housing Specialist with IRCO's HMN program, I support clients by working closely with landlords to resolve issues like rent delays, lease violations, or notices to vacate. Recently, a landlord emailed me regarding a client who had been issued a 10-day notice to vacate due to repeated lease violations over six months.
 - I met with the client first, who acknowledged his behavior and expressed a strong commitment to do better. I then reached out to the landlord to advocate for a final chance, emphasizing the client's willingness to improve.
 - The landlord agreed to one last opportunity, clearly stating that any further issues would lead to eviction. I ensured the client fully understood the seriousness of the situation, and he confirmed his agreement.

Post Move In



Small Group Discussion Questions:

- From a landlord's perspective, what factors might influence your decision to give a tenant a second chance?
- How can service providers and landlords build more trust and collaboration in difficult situations?

Renewal/Rehousing/Move Out

Components and Key Issues:

Historical Stability

Continue living in the unit

Planning for move out

Reasonable accommodations

Eviction, paying for damages

Renewal/Rehousing/Move Out - Scenarios

Scenario 1:

Your participant's lease is expiring soon. What proactive techniques can you use to ensure the renewal process is successful?

Scenario 2:

Your participants subsidy is coming to an end and will not be eligible for an extension. What steps do you take to best set them up for continued housing stability?

Small Group Discussion!

<<05:00>>

Renewal/Rehousing/Move Out - Best Practices

Scenario 1:

- Active communication with participant and property manager
 - 120 days before lease end – understand participant preference
 - Notice period with property management – when do you have to submit notice by? Verbal, written, email?
 - Be mindful of any state or city regulations regarding move-out processes
 - 90 days in Portland
 - Access any additional resources
 - Landlord Liaison Teams
 - Fair Housing

Scenario 2:

- Identify if the participant will be able to take over financial responsibility of the existing unit.
- Communicate the change in circumstance to the property

Feedback and Suggestions Box

- Please fill out a sticky note with your feedback or suggestions to improve our presentation. Drop it in the box up front.
- Or fill out the affiliated google form to submit your feedback electronically:
<https://forms.gle/M7CJYsHnQY8qhfQaA>

