

Landlord Recruitment Initiative

Broward County HIP Coordinated Entry Team

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Project Objective

HIP is proactively recruiting local landlords that are willing to rent to homeless individuals and families served by the Broward CoC. The goal is to establish and maintain positive, long-lasting relationships with landlords in our community, so that homeless individuals and families that are housing-ready can quickly be placed into safe, affordable, permanent housing!

From Homeless to Housed: How it Works:



1 Broward County HIP connects families or individuals experiencing homelessness to housing providers for assistance with finding and paying for a place to live.



2 A case manager at the housing provider assesses the needs of the family or individual, links them with appropriate supportive services and assists them with locating an affordable home using the MLS Website.



3 When a case manager identifies an appropriate unit, the landlord will be contacted to confirm the availability of the unit and to schedule inspection. The tenant will be responsible for viewing the unit and completing a rental application.



4 Landlords will have an opportunity to screen the potential tenant(s), conducting background screenings and credit checks if desired. Once a landlord agrees to rent to the tenant(s), the landlord and tenant(s) will complete a lease and other paperwork.



5 Once the tenant(s) moves into the unit, supportive services will remain in place to assist the tenant with establishing and maintaining self-sufficiency. The tenant will have a responsibility to pay a pre-determined portion of the rent.



How HIP Will Help:

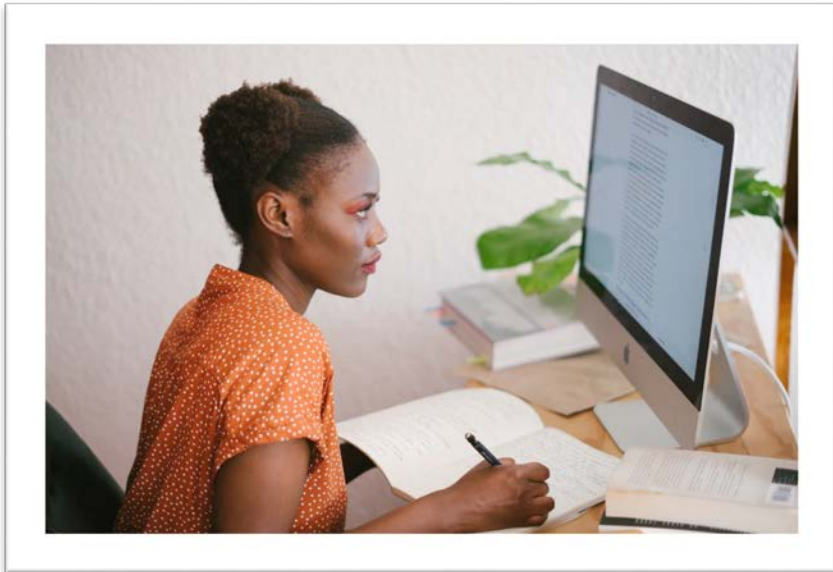
- Develop the Multi-Listing Service Website
- Design and distribute landlord recruitment brochures and other marketing publications
- Coordinate & host landlord recruitment and appreciation events
- Offer tenant/landlord education programs
- Prepare and publish a Landlord/Tenant Guidebook
- Maintain social media accounts to communicate with the local landlord community

Participating Landlords

Participating landlords can take pride in contributing to the effort to end homelessness in Broward County, while also taking advantage of the following incentives:

- *Fast replacement of tenants when a vacancy occurs*
- *Security deposit & last month's rent paid up front*
- *Fair & reasonable rent*
- *Timely rent payments are guaranteed*
- *Tenants are pre-screened*
- *Case managers available to assist landlords & tenants*
- *Risk Mitigation Funds available if damages occur*
- *Access to our free multi-listing website*
- *Free trainings and other resources*

Multi-Listing Service (MLS)



HIP is working with a reputable software development company to create an exclusive multi-listing service for participating landlords to list their available units. Landlords can access the secure MLS website to list their available rental units. Case managers from the various housing providers within the CoC will browse the listings to identify units that will be a good match for the homeless clients they are serving. Listings will not be publicly viewable and can only be searched by authorized case managers at the various housing providers within Broward County's Continuum of Care (CoC).

Time to Vote!

The Coordinated Entry team has collaborated with CPD Publications Specialist Lauren Gold to identify three viable names for HIP's MLS site. Help us select the best name so that we can make this project a success! Thank you!

The Rental Bridge

RentalNet

Make Their Way Home

