

LANDLORD ENGAGEMENT

Focus:
The Rural Populace

According to the US Census bureau

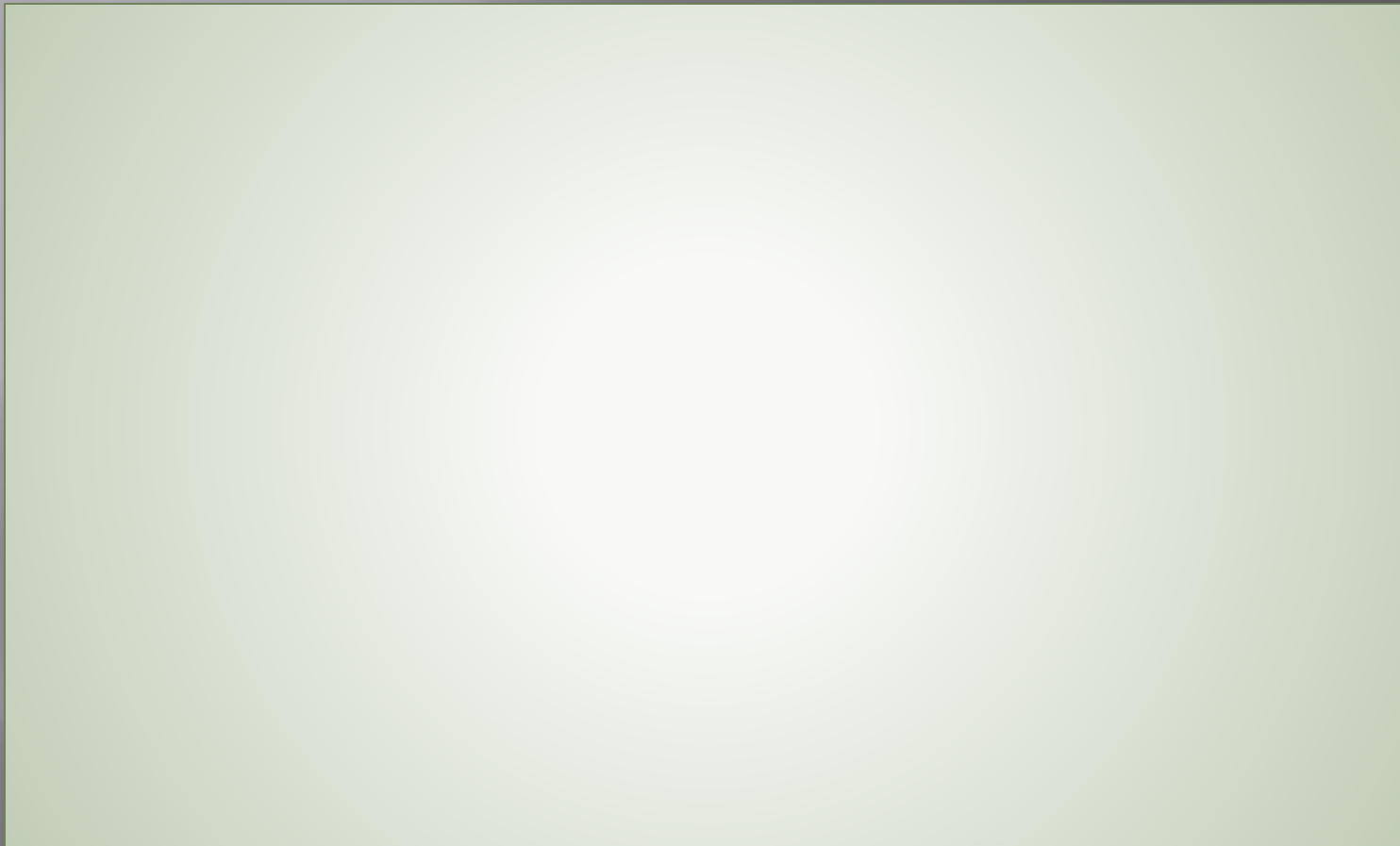
Individual investors owned 92 percent of the Nation's rental properties. These investors may be one person, a married couple, or the estate of a deceased person.



**Landlord relations can
be summed up in three
words**

RELATIONSHIP
COMMUNICATION
TEAMWORK

RELATIONSHIP



COMMUNICATION

TEAMWORK



THE TEAM



- ▣ TENANT - THE WIDE RECEIVER
- ▣ LANDLORD - THE QUARTERBACK
- ▣ AGENCY - THE DEFENSIVE LINEMAN

The Simmons Bldg Sanford NC

- ▣ Building condemned – 22 residents displaced
- ▣ Initial goal- to provide emergency shelter for all residents
- ▣ City provided \$20,000.00 to find emergency shelter for displaced residents

Residents were assembled and informed of the pending closure and opportunity for emergency placement

Building closed and placement began into emergency housing





**Most residents were ready-to-rent residents
needing only start-up assistance**

**Landlord relations put to the test because of high
visibility of the project**



SIMMONS BLDG HOUSING RESULTS

PLACED IN PERMANENT HOUSING	14
PLACED WITH FAMILY	3
SECURED HOUSING WITH NO ASSISTANCE	1
TIME EXPIRED WHILE IN EMERGENCY SHELTER	3
UNABLE TO LOCATE AFTER INITIAL MEETING	1
TOTAL	22

WIN - WIN

CITY WINS
LANDLORDS WINS
RESIDENTS WINS