INTRODUCTION

The Department of Housing and Urban Development (HUD) created the Landlord Task Force in 2018 in response to declining participation in the Housing Choice Voucher (HCV) Program. The goal of the task force is to increase the number of landlords participating in the HCV Program and to increase HCV landlord satisfaction. The Landlord Task Force hosted Landlord Listening Sessions, Focus Groups, and Landlord Symposiums to connect and learn from landlords. Further, the Landlord Task Force created an HCV Landlord Resources Webpage, a Landlord Newsletter, a Webinar series and HCV Landlord Program Materials.

This Landlord Symposium Toolkit utilizes the resources HUD has developed and provides a framework for public housing authorities (PHAs) to host a successful landlord symposium. A symposium can be an effective strategy for the PHA to attract new landlords, to encourage the retention of existing landlords, and ultimately to improve the experience and outcomes for voucher holders as well as the PHA. Landlord symposiums are utilized to educate landlords by providing current, relevant information and resources, and to build working relationships between landlords and PHA staff. For the purposes of this toolkit, the term “landlord” refers to property owners and management agents.

**Important:** This toolkit capitalizes on resources that are already available on HUD’s HCV Landlord Resources webpage and on the HUD Exchange. To get the most out of this toolkit, you are highly encouraged to visit the referenced materials.

THE FOLLOWING SECTIONS ARE INCLUDED IN THIS TOOLKIT:

- Event Planning
- Materials and Marketing
- Preparing the Agenda
- Evaluation
- Appendix A Templates
- Appendix B HCV Landlord Strategies Guidebook References
- Appendix C Agenda Topics
- Appendix D.1 Landlord Handouts
- Appendix D.2 Landlord Handouts Spanish Versions
EVENT PLANNING

OVERVIEW

**Identify your planning team and agency stakeholders.** Investing time at the beginning of the planning process to define roles for members of the planning team and to jointly identify stakeholders will minimize confusion and tension along the way. For smaller agencies the planning team may consist of one or two people whereas larger agencies may have several people planning and others who are contributing to, or approving, content. It is rare to have a designated person in the agency for event planning, therefore staff will have other responsibilities competing for their time. Getting commitment, and clearly defining roles and responsibilities for the event will increase the likelihood of a successful planning process.

TIMELINE

**Set a realistic timeline** to ensure that all planning components are completed in time for the event. If the date is not already set, estimate the amount of time needed to complete each planning task and determine availability of key staff and presenters before setting the event date. If the date has already been set, plan the timeline working backward from that date. In the latter case, the agenda, speakers and staff participation will be subject to availability.

An [event timeline template](#) is included in Appendix A.

FRAMEWORK

**Utilize the Event Framework when planning your landlord symposium.** This framework will guide you through the decisions necessary to plan your event. This section of the toolkit will walk you through each question in the framework. For more in-depth discussion of each of the areas in the framework, see the [Education and Outreach chapter](#) in HUD’s HCV Landlord Guidebook.

The [Event Framework](#) will guide you in identifying:

- Who is the target audience;
- Who will present;
- What will be presented;
- How will the information be delivered;
- Why is this important;
- Where will the event take place;
- When will the event take place;
- Event Logistics
Once you answer these questions, you will be able to design the event to meet your objectives. Revisit the Event Framework throughout the planning process to ensure that the intent and focus of the symposium are consistent with the desired outcome.

**WHO IS THE TARGET AUDIENCE?**

Consider the characteristics of your city or community, and how they compare to the landlords who currently participate on your program.

Here are some things to consider in identifying your target audience:

- **Current HCV landlords** – your data system will have the names and contact information for all of the landlords who are currently under contract with your PHA.
- **Former HCV landlords** – your data system will also have the names and contact information for landlords who previously worked with your PHA but are not currently under contract.
- **Prospective landlords** – who are the landlords in your community who have not yet worked with your PHA? How will you identify and engage this group?

Also consider the type of landlord and the unique characteristics and needs of each:

- **Small landlords** – Often referred to as “mom-and-pop” landlords, typically only have one or two properties and this is not a primary source of income for them. Personal outreach to these landlords will be effective as they may be less likely to respond to email or other broad marketing strategies feeling that it isn’t meant for them. These landlords may benefit from breakout sessions that address their unique needs.
- **Medium landlords** – Landlords who have a few rental properties but generally have limited staff beyond building management. Direct calling followed by a flyer and email invitation may be effective professional outreach but with a personal element.
- **Large landlords** – Development companies with many staff and multiple properties. Staff may be very busy; however, they may also be more likely to attend if they view this as part of their job. Flyers, emails, and cold call marketing may be effective.

Marketing in landlord association newsletters will reach a large group of people.

**WHO WILL PRESENT?**

When deciding who will present different segments of the symposium, think about who has strong knowledge in that particular area and can deliver information and respond to questions with confidence. Current program staff are a good option for general program information and have the added benefit of the providing the opportunity for landlords to meet and engage directly with them. Program and policy updates might best be presented by leadership staff who have the knowledge and authority to respond to more nuanced questions related to new
changes. For your panel or headline presentation, it is often a good idea to invite community members, especially for areas of expertise outside of direct housing authority activities.

**WHAT WILL BE PRESENTED?**

There are a few core topics that should be included in each symposium and a variety of topics to consider including depending on your particular objectives. More information on this during the Agenda section of this toolkit.

- **Housing Choice Voucher Overview.** This session should be presented at the beginning of the symposium so that new landlords can attend, and existing landlords can choose to attend or join later.

- **Program Updates.** This session is an opportunity to introduce new staff, provide information on program changes such as procedures, policies, and technology, and introduce future or proposed changes. This session can also be used to reinforce procedures or policies that impact all landlords.

- **Headline Topic.** This session is where you are most likely to generate interest in attending. Consideration of current events that impact the landlord community, information about local or regional rental ordinances, or other areas of interest. Inviting guest speakers or a panel for this session is encouraged.

- **Q&A.** Every symposium should have time for a question-and-answer period where landlords can ask questions of PHA staff or share their concerns and ideas.

**HOW WILL THE INFORMATION BE DELIVERED?**

A symposium is typically framed around speaker style presentations. Utilizing slides along with information delivered verbally allows you to present technical information clearly while also keeping the audience engaged. A PowerPoint template is available for you to use and adapt. Depending on the symposium size and budget you might consider having printed slides available for attendees and at a minimum, slides should be available on the PHA website subsequent to the symposium. Having written information for attendees to take with them is also a good idea; there are several landlord handouts available in Appendix D1 and Spanish Versions in Appendix D2.

While a landlord symposium is typically an in-person event, it may be held virtually if necessary. As you are planning your event, consider making a remote, or call-in, option available for landlords who are interested but unable to attend. Additionally, it would be of value if you are able to make a recording of the event available on your website for landlords who were unable to attend or who were interested in hearing the information again. If you do this, be sure to obtain consent from the presenters and notify the audience that the session is being recorded.
WHY IS THIS IMPORTANT?

Having clearly defined goals and objectives is essential to the planning process. A landlord symposium provides an opportunity for PHAs to connect with a broad audience of landlords and to share information on a variety of topics. Some examples of goals include:

- To provide a wider range of housing options through the recruitment of new landlords
- To reduce failed inspections through improved landlord awareness of HUD physical inspection standards
- To improve landlord retention through strengthening communication and working relationships

WHERE WILL THE EVENT TAKE PLACE?

As soon as possible you should identify and confirm the location of your event. Utilizing PHA properties or public partner spaces will help to manage costs. To identify potential venues, consider:

- What capacity is needed?
- Is space needed outside the main conference room for information tables and/or breakout sessions?
- What public transportation access and/or parking availability is needed?
- Equipment and/or technical support needs, e.g. speakers, microphones, projectors, and laptop connections.
- Does the facility have a sufficient number of tables and chairs?

WHEN WILL THE EVENT TAKE PLACE?

Setting a date when the landlord symposium will take place will influence each of the dates on the timeline.

Considerations that may influence the date you select:

- Avoid scheduling in close proximity to a holiday or during peak travel times
- In determining the time of day and length of the event be mindful that many landlords have other jobs and may not be able to attend events during business hours
- Keep in mind the leave or work demands of the participants and presenters

DAY OF EVENT LOGISTICS

On the day of the symposium there will be a lot of things to remember to bring and do. Planning ahead and knowing what to expect will allow the day to flow smoothly. Creating a Day of Event Checklist will decrease the likelihood anything will be forgotten.
Some of the things a Day of Event Checklist should include:

- Who will manage technical aspects, advance slides, facilitate & monitor Q&A?
- What you will need to bring with you, for example laptop and charger, sign in sheets, landlord handouts, posters or other signage, flipcharts
- If you are providing coffee, water, and snacks, cups, napkins, plates

**MATERIALS AND MARKETING**

**MATERIALS**

Materials for your landlord symposium will likely include PowerPoint presentations, marketing materials and handouts. An agenda should be made available on the PHA website or included with marketing materials.

Marketing materials should include the subject, target audience, date, location, time, and registration information, and if applicable, include bios of speakers.

Sample handouts can be found [here](#) and in Appendix D1 and Appendix D2.

Templates can be found [here](#) and in Appendix A.

**MARKETING**

Marketing the event should begin 1-2 months prior to the symposium.

Strategies to consider:

- Post flyers in various PHA locations as well as in libraries or other local bulletin boards
- Advertise on your website, create a page with symposium information which can later be used to post recordings or other materials from the event
- Email and/or direct mailers
- Social media: Twitter, Facebook, other
- Contact local apartment associations
- Contact community partners
- Place ads in newspapers
- Include flyers in newsletters
- Include flyers with materials you already send out such as monthly checks

You already have a database containing information for current and prior HCV landlords for mailing flyers or emailing invitations. Other ways to reach potential landlords include:

- Partners in the jurisdiction who would have landlord databases
- Landlord Registration programs within the city/county for landlord databases
- Realtor groups
• City/county housing departments

Include information on registration, transportation options, parking, the agenda, speakers, and any other relevant information.

**PREPARING THE AGENDA**

While not all PHAs will have the time and resources to hold regular landlord symposiums, consider thinking ahead for the ideal frequency based on your goals and resources.

The following core topics should be included in each symposium:

- Housing Choice Voucher Program Overview
- Program Updates
- Headline Topic(s)
- Q&A

**HOUSING CHOICE VOUCHER PROGRAM OVERVIEW**

This session will ideally be presented at the beginning of the symposium so that new landlords can attend, and existing landlords can choose to either attend or not. At a minimum, the session should include:

- HCV program introduction
- Local context
- Benefits to the landlord
- Details specific to your program, such as procedures and who to contact

**PROGRAM UPDATES**

- Staff Changes and current contact information for landlord inquiries
- Procedural updates and improvements such as workflow changes that decrease the time from Request for Tenancy Approval to Inspection, or simplification of forms. Always frame these based on their potential impact on landlords
- Policy changes and/or proposed policy changes. This could include changing frequency of inspections, adopting flexibility during the inspection process, or changes to the program eligibility criteria.
- Areas needing landlord input
- Local, state or national policy changes that are relevant to the landlord community
The headline topic is the main attraction to generate interest in attending the symposium. The topic should be current, relevant, and useful to the audience. There are several suggestions listed in Appendix C, however it could be anything you think might be of interest to local landlords.

Think of key topics that will be interesting and useful to the attendees. This is important for marketing and ensuring strong attendance. It also communicates to the landlords that you are aware and considerate of their needs and wants. In the presentation, use the framework below to cover important elements about each topic:

- Background of the topic
- Why this is relevant to the landlord community
- Why this is relevant to the PHA community and/or to voucher holders
- Participant questions or feedback
- Summary

Q&A

Always allow time at the end for a question-and-answer period.

EVALUATION

METRICS

Your desired outcomes are defined during the early part of planning the symposium. Once the objectives are clear, metrics can be identified to determine if the objectives were met. This should be clearly defined before the event takes place so that the appropriate data can be collected.

In general landlords should come away from the symposium having learned something new, felt that they had an opportunity to be heard, better understand processes and had an opportunity to connect with others.
Some ideas of what and how to measure include:

<table>
<thead>
<tr>
<th>What to Measure</th>
<th>How to Measure</th>
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</thead>
<tbody>
<tr>
<td>How many people attended</td>
<td>• Sign in Sheets</td>
</tr>
<tr>
<td></td>
<td>• Approximate head count during the event</td>
</tr>
<tr>
<td>Of attendees, how many had never rented to a voucher holder</td>
<td>• Sign in Sheets (include a column to check) or match with your database</td>
</tr>
<tr>
<td>New landlords to the program</td>
<td>• When a new landlord submits a Request for Tenancy Approval, ask how they heard about the program</td>
</tr>
<tr>
<td>Usefulness of the content</td>
<td>• Evaluation forms</td>
</tr>
<tr>
<td></td>
<td>• Follow up email with a survey</td>
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<td></td>
<td>• Direct call survey</td>
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</tbody>
</table>

**EVENT RETROSPECTIVE**

Soon after the event, meet to review the event with the planning team and others involved. Discuss what went well, what could have been done better, e.g. was the length of the event appropriate, was the cadence of presentations and breaks adequate, and was the length of time allotted to speakers sufficient? Document your team’s observations and use this information when planning your subsequent events.
These templates are available for you to adapt and use as you are planning your landlord symposium:

**General Planning Templates**
- Event Framework
- Event Framework example
- Event Timeline
- Agenda

**Presentation Templates**
- HCV Landlord Symposium – General
- HCV Landlord Symposium - HUD-VASH Focus

**Communications Templates**
- Event Flyer
- Event Tweets
- Invitation email
- Registration Confirmation email
- Event Reminder email
- Sign-in Form
- Comment Card
- Event Poster
**EVENT FRAMEWORK**

**Landlord Symposium**

**Event Framework**

This framework will guide you in the decisions that need to be made throughout the planning process.

**WHO IS THE TARGET AUDIENCE?**

**WHO WILL PRESENT?**

**WHAT WILL BE PRESENTED?**

**HOW WILL THE INFORMATION BE DELIVERED?**

**WHY IS THIS IMPORTANT?**

**WHERE WILL THE EVENT TAKE PLACE?**

**WHEN WILL THE EVENT TAKE PLACE?**

**DAY OF EVENT LOGISTICS**

**EVENT FRAMEWORK EXAMPLE**

**Landlord Symposium**

**Event Framework**

This framework will guide you in the decisions that need to be made throughout the planning process.

**WHO IS THE TARGET AUDIENCE?**

**WHO WILL PRESENT?**

**WHAT WILL BE PRESENTED?**

**HOW WILL THE INFORMATION BE DELIVERED?**

**WHY IS THIS IMPORTANT?**

**WHERE WILL THE EVENT TAKE PLACE?**

**WHEN WILL THE EVENT TAKE PLACE?**

**DAY OF EVENT LOGISTICS**

**EVENT TIMELINE**

**Landlord Symposium**

**Planning Timeline**

Use this template to keep your event on schedule. There are two ways to approach the timeline: if you already know the date of the event, start by entering that date and then calculate backwards for key dates. If you don't yet have an event date set, begin with the date the planning will begin and calculate the dates going forward.

<table>
<thead>
<tr>
<th>90 Days Prior to Event</th>
<th>Date:</th>
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<tbody>
<tr>
<td>Confirm venue and speakers</td>
<td></td>
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<tr>
<td>Begin materials development</td>
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</table>

<table>
<thead>
<tr>
<th>60-45 Days Prior to Event</th>
<th>Date:</th>
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<tr>
<td>Begin marketing</td>
<td></td>
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<tr>
<th>14 Days Prior to Event</th>
<th>Date:</th>
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<tr>
<td>Finalize materials</td>
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<thead>
<tr>
<th>10 Days Prior to Event</th>
<th>Date:</th>
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<td>Confirm speakers and room availability</td>
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<th>1 Day Prior to Event</th>
<th>Date:</th>
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<td>Conduct Event</td>
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<th>5 Days After Event</th>
<th>Date:</th>
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<td>Follow-up</td>
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**AGENDA**

**Insert Date Here: Month, Day, Year**

**Housing Choice Voucher Program Landlord Symposium**

**Housing Choice Voucher Overview**

This overview is designed to provide basic information for landlords and property owners who are interested in learning the basics of the Housing Choice Voucher Program.

- Program Purpose
- Program Benefits
- Program Requirements
- Program Administration

**Program Updates**

This section will cover any recent changes to the Housing Choice Voucher program, or upcoming changes to expect.

- Staff Changes
- Program Changes
- Improvements

**Headline Topic**

- Background of the topic
- Why this is relevant to the landlord community
- Why this is relevant to the community
- Next steps
- Summary

**Question and Answers**

- Q&A or guided discussion

*Insert Your Logo Here*
HCV LANDLORD SYMPOSIUM PRESENTATION - GENERAL

Housing Choice Voucher Landlord Symposium

Agency Name
Date

HCV LANDLORD SYMPOSIUM - HUD-VASH FOCUS

HUD*-VASH Program
Veterans Affairs Supportive Housing

*U.S. Department of Housing and Urban Development
EVENT FLYER

Insert Your Public Housing Authority Here

Housing Choice Voucher Landlord Symposium

Insert Weekday, Month, Day, Year Here

Insert Start Time - End Time Here

Insert Location Here

Invitation Email

Housing Choice Voucher Landlord Symposium

Invitation Email:

Subject: You're Invited! Housing Choice Voucher Landlord Symposium

Dear (Recipient)

Please join us for our Housing Choice Voucher (HCV) Landlord Symposium. The symposium will be held in-person at (Insert Venue Here). Please find the information below:

Date: (Insert Date Here)
Time: (Insert Time Here)
Location: (Insert Location Here)

The Symposium is an opportunity for landlords to learn about the HCV Program, program changes, and (Insert Additional Information Here). You will also have the opportunity to meet Housing Authority staff.

We encourage you to invite a tenant to attend the event, but if you are unable, we will have a virtual option. Online registration will be available, although for planning purposes advance registration is appreciated.

To register, please visit (Insert Registration Link Here).

Not able to attend in-person? We hope you consider tuning in to the Symposium at the following link: (Insert hyperlink to online symposium here).

Questions? Please contact (Insert Contact Information Here).

EVENT TWEETS

Housing Choice Voucher Landlord Symposium

Draft tweets:

* Call us toll-free at (Phone Number) to reserve your spot today.

* Join us for our HCV landlord symposium on (Insert Date and Time). Get the latest insights and actionable strategies to improve your business.

* Look for more information and registration details here: (Insert Link Here).

REGISTRATION CONFIRMATION EMAIL

Housing Choice Voucher Landlord Symposium

Registration Confirmation Email:

Subject: Landlord Symposium Registration Confirmation

Thank you for registering for the HCV Landlord Symposium. We look forward to having you.

Additional information related to the event (if attached), including the agenda and information on parking and nearby restaurants, is available on our [event page](Insert Link Here).

If you have any questions leading up to the event, please contact (Insert Contact Information Here).
EVENT REMINDER EMAIL

Housing Choice Voucher: Landlord Symposium

Upcoming Event Reminder Email:

We look forward to seeing you at the [Insert Name here] Housing Choice Voucher (HCV) Landlord Symposium on [Insert Date of event]. We look forward to having you. The event starts at [Insert Start Time].

If you have questions leading up to the event, please contact [Insert Contact Information here].

Additional information related to the event is attached, including the agenda and information on parking and nearby restaurants. Please note that lunch will not be provided. A list of nearby food establishments will be provided to assist you with finding lunch in the nearby area. Should your plans change, please cancel your registration so someone else may attend.

Event: HCV Program Landlord Symposium

Date: [Insert Date of Event here]

Time: [Insert Time of Event here]

Location: [Insert Location of Event here]

Program Overview:

- [Insert Program Overview here]
- [Insert Time Slot here]

Register for the Symposium:

[Insert Registration Information here]

If you have questions leading up to the event, please contact [Insert Contact Information here].

SIGN-IN FORM

Insert Your PHA Here

Public Housing Authority Landlord Symposium

Date Here

Location Here

Thank you for attending today’s Landlord Symposium, please sign in.

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<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Phone Number</th>
<th>Have you rented to a voucher holder? (y/n)</th>
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If you have questions leading up to the event, please contact [Insert Contact Information here].

COMMENT CARD

Insert your PHA name here

Public Housing Authority Landlord Symposium

[Insert Name here]

[Insert Date here]

[Insert Location here]

Thank you for attending today’s Landlord Symposium.

We value your feedback and welcome any comments you have about today’s event.

Comments

[Insert Comments here]

Name:

[Insert Name here]

Email:

[Insert Email here]

Have you rented to a voucher holder? (Y/N)

[Insert Options here]

Phone Number:

[Insert Phone Number here]

EVENT POSTER

Insert Your Public Housing Authority Here

Housing Choice Voucher Landlord Symposium

[Insert Name here]

[Insert Weekday, Month, Day, Year Here]

[Insert Start Time - End Time Here]

[Insert Location Here]

Questions? Comments? Contact: [Insert Contact Information here]
# APPENDIX B - HCV LANDLORD STRATEGIES GUIDEBOOK REFERENCES

## SUMMARY

Related strategies can be found in the [HCV Landlord Strategies Guidebook](#) The following are sections from the Guidebook. Each of these sections provides suggestions to increase landlord participation. As you are planning your symposium, consider sharing information with landlords where your PHA has already implemented some of these strategies. If there are strategies you haven’t yet implemented, consider what your PHA would be willing to do and bring the idea to landlords for their input.

## ADMINISTRATIVE FLEXIBILITIES

Landlords may have concerns about the perceived administrative burden of renting to a voucher holder. There are several strategies a PHA can utilize to lessen this burden. This section provides options designed to benefit HCV landlords e.g., during the inspection process; flexibilities to match local rental markets; to screen HCV tenants; and for portability coordination.

## EDUCATION AND OUTREACH (EO)

This section provides a highly detailed event planning framework as well as additional strategies to connect with landlords in your community. These strategies include a new landlord orientation, outreach events, expanding your network, tenant education and information sharing.

## TECHNOLOGY

Landlords appreciate ways that a PHA increases the use of technology to make information more easily accessible and enhance the efficiency of the HCV program. This section provides information regarding landlord webpages, landlord portals and inspection technology.

## MONETARY INCENTIVES AND REIMBURSEMENTS

Monetary strategies can be effective in the recruitment and retention of landlords. This section discusses the types of landlord monetary incentives and reimbursements designed to lessen landlord concerns about potential financial burdens.

## INSPECTIONS

Inspections are a critical component of the HCV Program. Inspection timing and results can impact how quickly a resident can move in and when a landlord will receive a Housing Assistance Payment (HAP). It is important to consistently manage the inspection process and implement efficiencies so that inspections are seen as a benefit rather than a barrier to renting to voucher holders.
MATCHING LOCAL RENTAL MARKETS

Ensuring that payment standards match the local rental market increases the likelihood that a landlord will receive the same amount of rent from a voucher holder as they would from a private market tenant. Educating landlords on how payment standards are established is beneficial to landlord’s confidence in the program.

PARTNERSHIPS

PHAs and other agencies collaborate through effective partnerships for the betterment of the respective organizations. Sharing the benefits of these partnerships, especially as they relate to administrative efficiencies and helping families fulfill their responsibilities as renters, can increase landlord confidence in the program.
### APPENDIX C – AGENDA TOPICS

#### LANDLORD STRATEGIES GUIDEBOOK

Each separate section from the Landlord Strategies Guidebook can be incorporated into existing agenda topics or as a Headline Topic. See Appendix B for details.

#### INSPECTIONS

Although inspections are already listed in the Landlord Strategies Guidebook section, and as part of the HCV Overview section of the agenda, they could warrant a separate topic as well. In the Guidebook the focus is on increasing efficiencies with inspections. Having a core or headline agenda topic on HUD physical inspection standards generally is valuable.

#### VETERANS AFFAIRS SUPPORTIVE HOUSING (HUD-VASH)

If your PHA has a HUD-VASH Program, consider highlighting HUD-VASH as a headline topic, or as part of your general HCV overview. There are materials available on the HUD-VASH website and referenced in Appendix D.1 of this guide.

#### LANDLORD TENANT LAW

Landlord Tenant Law and how it interacts with the HCV Program is a useful topic for landlords of all types. Inviting staff from community organizations to present this topic is recommended. Consider inviting two different organizations, one that represents the viewpoint of the landlord and one that represents the viewpoint of the tenant, for a balanced and thought-provoking session.

Provide updates if there have been changes to local ordinances.

Provide information on local rules that are different from state or national regulations, such as Source of Income Discrimination (SOI) laws.

#### FAIR HOUSING

Fair housing laws protect from discrimination in accessing and maintaining housing. It’s important that landlords are familiar with fair housing laws. These protections are designed to remove barriers so that everyone has an equal opportunity to access housing.

#### TENANT EDUCATION

What type of education do you provide to tenants? Do you provide certificates of completion? How are they counseled if they have a failed inspection, landlord complaint etc.?
COMMUNITY PARTNERSHIPS

Landlords may be aware of the administrative responsibilities of a PHA; however, they may not be aware of how we interact with other community agencies. Invite partners to participate on a panel or provide a presentation about their agencies and how they partner with the PHA. Examples of community partnerships include partnering with the schools or community health centers in distributing information through mailings or offering PHA meeting space to hold events, offering staff paid time to volunteer at community resource events, or entering into referral agreements with agencies that provide move-in or rent arrears assistance.
APPENDIX D.1 – LANDLORD HANDOUTS

THE HCV LANDLORD RESOURCES WEBPAGE HAS MANY RESOURCES AVAILABLE INCLUDING INFORMATIONAL HANDOUTS; MAKE THESE HANDOUTS AVAILABLE AT THE SYMPOSIUM.

- HCV Fact Sheet for Landlords
- Steps to Become an HCV Landlord
- Myth-busting and Benefits for HCV Landlords
- Flowchart of HCV Lease Up Process for Landlords
- Housing Quality Standards (HQS) Initial Inspection Flowchart
- Housing Quality Standards (HQS) Biennial Inspection Flowchart

FOR PHAS WITH A HUD-VASH PROGRAM, YOU CAN ALSO FIND THE FOLLOWING HUD-VASH MATERIALS ON THE HCV LANDLORD RESOURCES WEBPAGE.

- Steps to Become a HUD-VASH Landlord
- HUD-VASH Landlord FAQ
- HUD-VASH Fact Sheet and Benefits for Landlords
**Steps to Becoming an HCV Landlord**

1. **Contact Your Local Public Housing Authority (PHA)**
   - Landlords who would like to rent to voucher holders should contact their local PHA. The PHA may provide you with details on the local process and the method for selecting your voucher units. The PHA may also direct you to local online or print platforms for advertising available rental units. Use the following link to find your local PHA contact information: [https://www.hud.gov/offices/PHA/PHAdirectory.html](https://www.hud.gov/offices/PHA/PHAdirectory.html)

2. **Select a Tenant**
   - The PHA will determine the qualities of the tenants based on your own criteria, such as your rental standards. The PHA may also require that you request that the tenant meet certain requirements for the lease. The PHA may review the lease agreement and other tenant-related documents.

3. **Make Sure Housing Meets Minimum Standards**
   - The PHA will conduct an inspection of the property to ensure that it meets minimum standards. The PHA will also review the lease agreement and other tenant-related documents.

4. **Sign Lease and HAP Contract, and Start Receiving Payments**
   - Once you and the tenant sign a lease and you submit the signed lease to your local PHA, you will receive a HAP contract from the PHA. Once the HAP contract is issued, you will begin to receive monthly HAP payments from the PHA and the remainder of the rent payment from the tenant.

**Resources**
- [https://www.hud.gov/offices/PHA/PHAdirectory.html](https://www.hud.gov/offices/PHA/PHAdirectory.html)
- [https://www.hud.gov/offices/pha/plt/](https://www.hud.gov/offices/pha/plt/)

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**HCV Fact Sheet for Landlords**

**Steps to Becoming an HCV Landlord**

1. **Contact Your Local Public Housing Authority (PHA)**
2. **Select a Tenant**
3. **Make Sure Housing Meets Minimum Standards**
4. **Sign Lease and HAP Contract, and Start Receiving Payments**

**Resources**
- [https://www.hud.gov/offices/PHA/PHAdirectory.html](https://www.hud.gov/offices/PHA/PHAdirectory.html)
- [https://www.hud.gov/offices/pha/plt/](https://www.hud.gov/offices/pha/plt/)
STEPS TO BECOME A HUD-VASH LANDLORD

Veterans Affairs Supportive Housing (HUD-VASH)
Steps to become a HUD-VASH landlord

1. **Landsdot**
   Participants in a program that has helped tens of thousands of veterans and their families overcome the challenges of homelessness.

2. **Contact your local public housing authority (PHA)**
   Find out if your local housing authority has a HUD-VASH program.

   [https://resources.hud.gov](https://resources.hud.gov)

3. **Submit an application to register as a landlord with the PHA**
   It is not a requirement to be pre-registered as a landlord with the PHA, however, it expedites the paperwork and inspection process once you’ve found a tenant you want to rent to.

4. **Find a tenant**
   Promote your property as one that accepts HUD-VASH vouchers or by contacting the VA homeless coordinator in your area.

   [www.va.gov/hac](http://www.va.gov/hac)

5. **Screen applicants**
   The PHA determines if a veteran is eligible to receive a voucher, but you retain the right to screen applicants prior to approving a veteran to rent your property.

6. **Submit for Tenant Approval**
   This is the paperwork that the PHA requires to approve a veteran voucher holder to rent your property. The PHA will review the proposed rent to be sure that it is in line with comparable rental properties in your area and that it is affordable for the family to rent with a voucher. The PHA will also inspect your property if it hasn’t already been pre-accepted.

7. **Schedule an inspection**
   The PHA will inspect your rental property to be sure that your property meets HUD inspection standards.

8. **Lease and contract**
   Have your tenant review and sign your lease. The PHA will have you sign a Housing Assistance Payments Contract that details the terms of rental assistance.

9. **Receive Payments**
   The veteran will pay 30-40% of their monthly income towards rent and utilities, the housing authority pays the rest each month.

   [U.S. Department of Housing and Urban Development](http://www.hud.gov)

HUD-VASH FACT SHEET AND BENEFITS FOR LANDLORDS

Veterans Affairs Supportive Housing (HUD-VASH)

As a landlord you can help end veteran homelessness

- **Veteran homelessness**
  U.S. military veterans are 30% more likely to become homeless than other Americans.

- **Veteran homelessness**
  Is a complex issue that goes beyond just lack of affordable housing and poverty. It includes challenges like trauma, mental health and substance abuse.

Advantages of becoming a HUD-VASH landlord:

- **A Housing Choice Voucher** pays a portion of the rent each month which reduces the veteran’s portion of the rent to an affordable amount.

- **Ongoing case management** provides an additional resource for communication between the landlord and tenant.

- **Regular inspections conducted by the PHA help protect your real estate investment by identifying potential property concerns early.**

- **Special incentives for HUD-VASH landlords** may be available and vary by PHA.

HUD-VASH LANDLORD FAQ

Veterans Affairs Supportive Housing (HUD-VASH)
Rental Assistance for Homeless Veterans FAQ

**What is the HUD-VASH program?**

HUD-VASH provides rental assistance through Housing Choice Vouchers to homeless veterans and their families and individuals with disabilities and support services to help them get and keep housing.

**What is a Housing Choice Voucher?**

Formally known as Section 8, a Housing Choice Voucher enables low-income individuals and families to afford housing costs by providing a rental subsidy. Voucher holders contribute between 30-40 percent of their monthly income towards rent and the subsidy covers the rest.

**How does it work?**

The VA case manager assesses veteran’s eligibility, and refers them to the PHA to receive a Housing Choice voucher. Case management is individualized for each person, however some of the housing assistance provided through the HUD-VASH program include:

- Vouchers provide rental assistance on a regular basis.
- Vouchers provide an opportunity to make homeowner counseling.
- Vouchers provide an opportunity to make regular inspections.
- Vouchers provide an opportunity to make special incentives.

**How does HUD-VASH benefit landlords?**

- A Housing Choice Voucher pays a portion of the rent each month which reduces the veteran’s portion of the rent to an affordable amount.

- Ongoing case management provides an additional resource for communication between the landlord and tenant.

- Regular inspections conducted by the PHA help protect your real estate investment by identifying potential property concerns early.

- Special incentives for HUD-VASH landlords may be available and vary by PHA.

**How can I help?**

The HUD-VASH program is successful because of partnership with local landlords who support the program by renting to veterans. Contact your local Housing Authority to find out if there is a HUD-VASH program in your area.


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[1] U.S. Department of Housing and Urban Development
APPENDIX D.2 – LANDLORD HANDOUTS SPANISH VERSIONS

HUD’S LANDLORD WEBPAGE HAS MANY RESOURCES AVAILABLE INCLUDING INFORMATIONAL HANDOUTS MAKE THESE HANDOUTS AVAILABLE AT THE SYMPOSIUM.

- HCV Fact Sheet for Landlords (Spanish Version)
- Steps to Become an HCV Landlord (Spanish Version)
- Myth-busting and Benefits for HCV Landlords (Spanish Version)
- Flowchart of HCV Lease Up Process for Landlords (Spanish Version)
- Housing Quality Standards (HQS) Initial Inspection Flowchart (Spanish Version)
- Housing Quality Standards (HQS) Biennial Inspection Flowchart (Spanish Version)