LANDLORD SYMPOSIUM TOOLKIT

March 2022

AGENDA

- Overview of Landlord Task Force
- HUD's Landlord Resources
- Landlord Symposium Toolkit

OVERVIEW OF HUD'S LANDLORD TASK FORCE

The Landlord Taskforce was created in 2018 in response to declining landlord participation in the HCV Program

Utilizing feedback from landlords across the country, HUD undertook a range of steps aimed at improving landlords' experiences with the voucher program.

HUD'S LANDLORD RESOURCES

HCV Landlord Strategy Guidebook

https://www.hudexchange.info/resource/6314/hcv-landlord-strategy-guidebook/

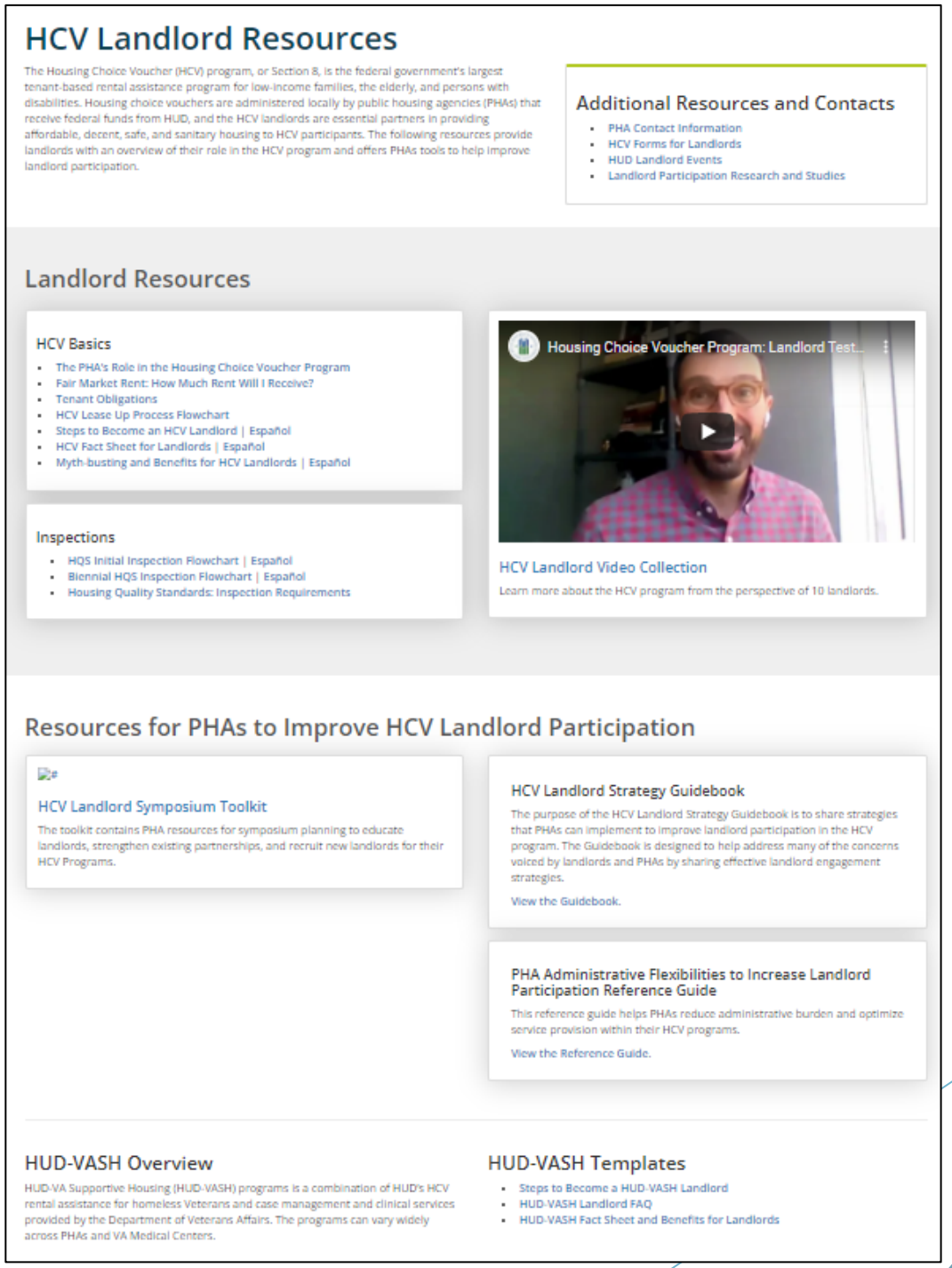
HCV Landlord Resources Webpage

https://www.hudexchange.info/programs/public-housing/hcv-landlord-resources/

For the purposes of this Webinar, the term "landlord" includes property owners and management agents.

Landlord Resources Webpage

https://www.hudexchange.info/programs/public-housing/hcv-landlord-resources/



HCV Landlord Resources

The Housing Choice Voucher (HCV) program, or Section 8, is the federal government's largest tenant-based rental assistance program for low-income families, the elderly, and persons with disabilities. Housing choice vouchers are administered locally by public housing agencies (PHAs) that receive federal funds from HUD, and the HCV landlords are essential partners in providing affordable, decent, safe, and sanitary housing to HCV participants. The following resources provide landlords with an overview of their role in the HCV program and offers PHAs tools to help improve landlord participation.

Additional Resources and Contacts

- PHA Contact Information
- HCV Forms for Landlords
- HUD Landlord Events
- Landlord Participation Research and Studies

Landlord Resources

HCV Basics

- The PHA's Role in the Housing Choice Voucher Program
- Fair Market Rent: How Much Rent Will I Receive?
- Tenant Obligations
- HCV Lease Up Process Flowchart
- Steps to Become an HCV Landlord | Español
- HCV Fact Sheet for Landlords | Español
- Myth-busting and Benefits for HCV Landlords | Español

Inspections

- HQS Initial Inspection Flowchart | Español
- Biennial HQS Inspection Flowchart | Español
- Housing Quality Standards: Inspection Requirements

HCV Landlord Video Collection

Learn more about the HCV program from the perspective of 10 landlords.

Resources for PHAs to Improve HCV Landlord Participation

HCV Landlord Symposium Toolkit

The toolkit contains PHA resources for symposium planning to educate landlords, strengthen existing partnerships, and recruit new landlords for their HCV Programs.

HCV Landlord Strategy Guidebook

The purpose of the HCV Landlord Strategy Guidebook is to share strategies that PHAs can implement to improve landlord participation in the HCV program. The Guidebook is designed to help address many of the concerns voiced by landlords and PHAs by sharing effective landlord engagement strategies.

View the Guidebook.

PHA Administrative Flexibilities to Increase Landlord Participation Reference Guide

This reference guide helps PHAs reduce administrative burden and optimize service provision within their HCV programs.

View the Reference Guide.

HUD-VASH Overview

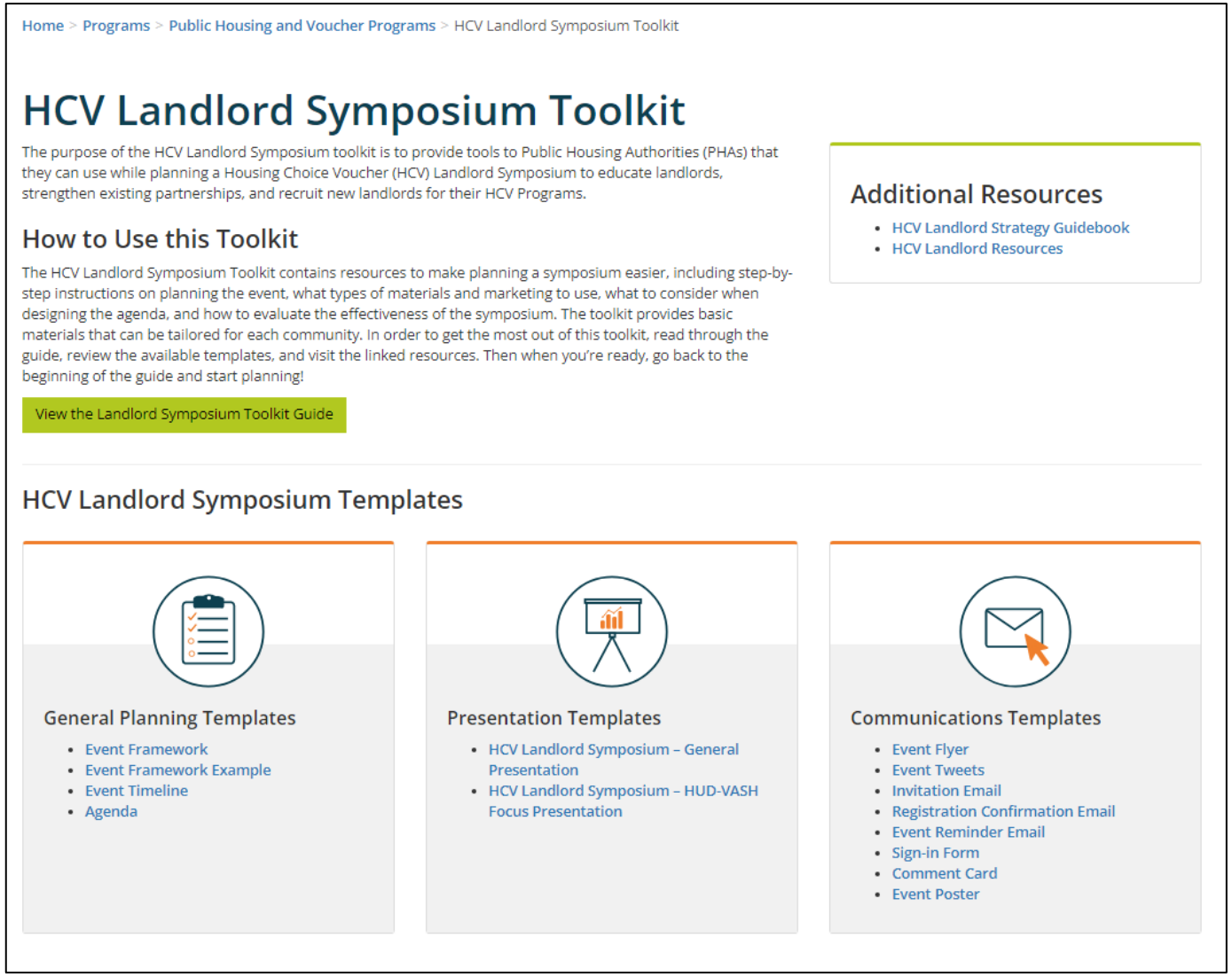
HUD-VA Supportive Housing (HUD-VASH) programs is a combination of HUD's HCV rental assistance for homeless Veterans and case management and clinical services provided by the Department of Veterans Affairs. The programs can vary widely across PHAs and VA Medical Centers.

HUD-VASH Templates

- Steps to Become a HUD-VASH Landlord
- HUD-VASH Landlord FAQ
- HUD-VASH Fact Sheet and Benefits for Landlords

TOOLKIT

HCV Landlord Symposium Toolkit



Home > Programs > Public Housing and Voucher Programs > HCV Landlord Symposium Toolkit

HCV Landlord Symposium Toolkit

The purpose of the HCV Landlord Symposium toolkit is to provide tools to Public Housing Authorities (PHAs) that they can use while planning a Housing Choice Voucher (HCV) Landlord Symposium to educate landlords, strengthen existing partnerships, and recruit new landlords for their HCV Programs.

How to Use this Toolkit

The HCV Landlord Symposium Toolkit contains resources to make planning a symposium easier, including step-by-step instructions on planning the event, what types of materials and marketing to use, what to consider when designing the agenda, and how to evaluate the effectiveness of the symposium. The toolkit provides basic materials that can be tailored for each community. In order to get the most out of this toolkit, read through the guide, review the available templates, and visit the linked resources. Then when you're ready, go back to the beginning of the guide and start planning!

View the Landlord Symposium Toolkit Guide

Additional Resources

- HCV Landlord Strategy Guidebook
- HCV Landlord Resources

HCV Landlord Symposium Templates

General Planning Templates

- Event Framework
- Event Framework Example
- Event Timeline
- Agenda

Presentation Templates

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

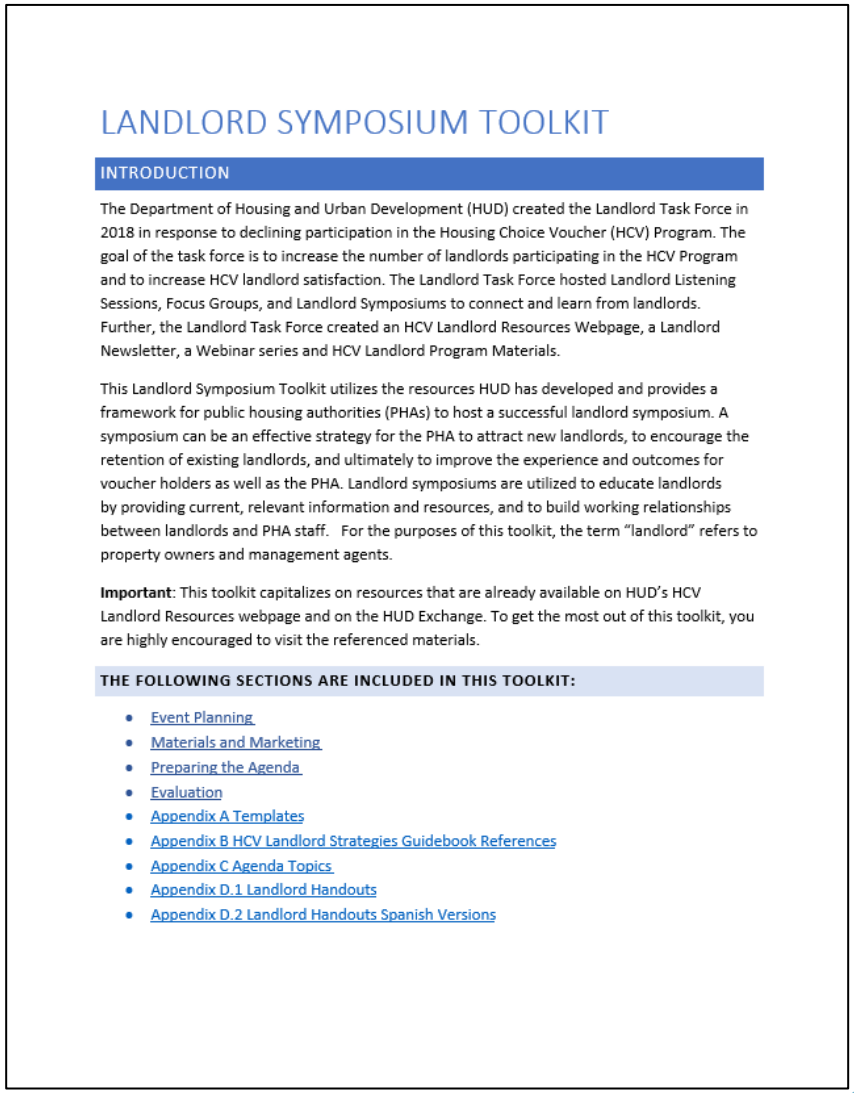
Communications Templates

- Event Flyer
- Event Tweets
- Invitation Email
- Registration Confirmation Email
- Event Reminder Email
- Sign-in Form
- Comment Card
- Event Poster

https://www.hudexchange.info/programs/public-housing/hcv-landlord-symposium-toolkit/

LANDLORD SYMPOSIUM INTRODUCTION

- An important landlord engagement strategy
- Connects PHAs with landlords
- Provide current relevant information and resources
- Hear questions and concerns directly from landlords
- Scheduling a regularly occurring symposium is easier over time



LANDLORD SYMPOSIUM TOOLKIT

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

SECTIONS OF THE 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

EVENT PLANNING STEPS

Before you begin

- Identify who is on your planning team
- Identify stakeholders

Tools you can use:

- Timeline Template
- Event Framework Template
- HCV Landlord Guidebook: Education and Outreach Chapter

TIMELINE TEMPLATE

- Estimate the amount of time needed for each step
- Keep the timeline visible during the entire planning process, adjust dates as needed
- Fill in high level details of what tasks should be completed in each timeframe, the more detailed the more useful the timeline will be
- A written timeline not only ensures steady progress toward the event, it is also an effective accountability tool for the team

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.

90 Days Prior to Event	Date:
Confirm Venue and speakers Begin materials development	
60-45 Days Prior to Event	**Date:**
Begin Marketing	
14 days Prior to Event	**Date:**
Finalize materials	
10 Days Prior to Event	**Date:**
Confirm speakers and room availability	
1 Day Prior to Event	**Date:**
Conduct Event	
5 Days After Event	**Date:**
Evaluate	

EVENT FRAMEWORK TEMPLATE

- **Who** is the target audience?
- **Who** will present the information?
- **What** information will be presented?
- **How** will the information be delivered?
- **Why** is this event important?
- **Where** will the event take place?
- **When** will the event take place?
- Day of Event **Logistics**

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?	The target audience for a Landlord Symposium includes current, former and prospective HCV Landlords. Landlords can range from just a single rental property to large corporate property management companies. You may also want to invite people from community groups, organizations or industry partners.
WHO WILL PRESENT?	Consider using current program staff or mid-level leadership to present information the HCV Overview, they know the program well and will be able to answer questions easily. Use current Program mid-level leadership to present program updates Consider an expert presenter or panel of experts for the headline topic.
WHAT WILL BE PRESENTED?	HCV Program Overview Program and Policy Updates Headline Topic Q&A
HOW WILL THE INFORMATION BE DELIVERED?	A landlord symposium is framed around speaker style presentations. Utilize slides along with verbal presentations to deliver concise information. You may consider having information booths before, after and in between presentation sessions.
WHY IS THIS IMPORTANT?	A landlord symposium supports current landlords and potential landlords by providing current program information, policy and program and other industry information that is useful to the landlord community and voucher holders.
WHERE WILL THE EVENT TAKE PLACE?	Landlord Symposiums can vary greatly in size and complexity. For smaller PHAs, this even may take place in a community room at a PHA location, resource tables can be available in the same room as the presentations. Larger PHAs might consider renting a space to accommodate many people.
WHEN WILL THE EVENT TAKE PLACE?	Available resources and interest will influence how frequently you hold Landlord Symposia. Individual events may take more planning, whereas the planning for regular events is repetitive and thus becomes easier. For one-time events consider time of year so as not to conflict with holiday and peak vacation times.
DAY OF EVENT LOGISTICS	As you are planning the details of the event, keep a running checklist of all the things you will need to bring and do on the day of the event.

WHO IS THE TARGET AUDIENCE

- **Current** HCV Landlords
- **Former** HCV Landlords
- **Prospective** HCV Landlords

- **Small** landlords, “mom and pop” typically have only one or two properties
- **Medium** landlords, have a few rental properties but generally have limited staff
- **Large** landlords, development or property management companies with many staff and multiple properties

WHO WILL PRESENT

- Current staff
- Mid-level leadership
- Subject matter experts
- Other community members

WHAT WILL BE PRESENTED

Core topics for each symposium include:

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

HOW WILL THE INFORMATION BE DELIVERED

In person, speaker style presentation

- Slides to include technical information and keep it concise

In writing, landlord handouts

- HUD has created several handouts that are ready for you to use

Virtual Option

- If possible, set up an option for landlords to view the event remotely
- Post slides or videos of the event on your website after

WHY IS THIS IMPORTANT

- Identify specific objectives for your landlord symposium
- Consider the unique needs of your PHA and community
- Broad goals include:
  - Recruit new landlords
  - Educate landlords on housing authority processes
  - Improve landlord retention
- Clearly defined objectives help determine how you will evaluate the event

WHERE WILL THE EVENT TAKE PLACE

When determining the location of your event, consider:

- Capacity – how many people do you expect to attend
- Space – is additional space needed for information tables or breakout discussions
- Parking and public transportation
- Furniture – does the facility have a sufficient number of tables and chairs
- Equipment and technical needs:
  - Speakers
  - Microphones
  - Projectors
  - Laptop Connections

WHEN WILL THE EVENT TAKE PLACE

- Avoid dates around the holidays or during peak travel times
- Be mindful that many landlords have other jobs and may not be able to attend during business hours
- Keep in mind the leave or work demands of the participants and presenters
- Other

DAY OF EVENT LOGISTICS

- Who will manage technical aspects
  - Advance slides
  - Facilitate and monitor Q&A
- What do you need to bring with you
  - Laptop and charger
  - Sign-in sheets and comment cards
  - Landlord handouts
  - Posters or other signage
- Are you providing water, coffee, snacks

MATERIALS AND MARKETING

TEMPLATES

General Planning Templates

- Event Framework
- Event Framework Example
- Event Timeline
- Agenda

Presentation Templates

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

Communications Templates

- Event Flyer
- Event Tweets
- Invitation Email
- Registration Confirmation Email
- Event Reminder Email
- Sign-in Form
- Comment Card
- Event Poster

https://www.hudexchange.info/programs/public-housing/hcv-landlord-symposium-toolkit/

Marketing Templates

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

Housing Choice Voucher (HCV) Program Overview
Insert Start Time - End Time Here
This session is designed to provide basic information for landlords and property owners who are interested in learning the basics of the HCV Program.

HCV and Housing Authority Updates
Insert Start Time - End Time Here
This session will cover recent changes in the HCV program and to share upcoming changes.

Headline Topic
Insert Start Time - End Time Here
This session will share relevant information

Questions and Answers (Q&A)
Insert Start Time - End Time Here
This is a chance to ask questions and to provide feedback to the Housing Authority.

Insert PHA Logo Here

Questions? Comments? Contact: *insert contact email here*

Additional Templates

Email Templates

- Invitation email
- Registration confirmation email
- Event reminder email

Day of Event Templates

- Sign-in sheet
- Comment card

LANDLORD HANDOUTS

HCV Basics

- The PHA's Role in the Housing Choice Voucher Program
- Fair Market Rent: How Much Rent will I Receive?
- Tenant Obligations
- HCV Lease Up Process Flowchart
- Steps to Become an HCV Landlord
- HCV Fact Sheet for Landlords
- Myth-busting and Benefits for HCV Landlords

Resources for Inspections

- HQS Initial Inspection Flowchart
- Biennial HQS Inspection Flowchart
- Housing Quality Standards: Inspection Requirements

https://www.hudexchange.info/programs/public-housing/hcv-landlord-resources/

MARKETING

Strategies to consider:

- Post flyers
- Advertise on your website
- Emails and/or direct mailers
- Social media: Twitter, Facebook, other
- Apartment associations
- Community partners
- Place ads in newspapers
- Include flyers in newsletters or other materials

PREPARING THE AGENDA

AGENDA TEMPLATE

Insert Date here: Month, Day, Year

Housing Choice Voucher Program Landlord Symposium

Housing Choice Voucher Overview

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

- HCV Program Basics
- Local context
- Benefits to the landlord
- Key program details, how things work

Program Updates

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

- Staff Changes
- Procedural updates, improvements - always keeping in mind how this will benefit the landlords, or how it responds to a landlord concern
- Policy changes and/or proposed policy changes
- Areas needing landlord input
- Local, state or national policy changes that are relevant to the landlord community

Headline Topic

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

Question and Answers

- Open or guided session

Insert Your PHA Logo Here

HOUSING CHOICE VOUCHER OVERVIEW

Housing Choice Voucher Overview

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

- HCV program basics
- Local context
- Benefits to the landlord
- Key program details, how things work

PROGRAM UPDATES

Program Updates

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

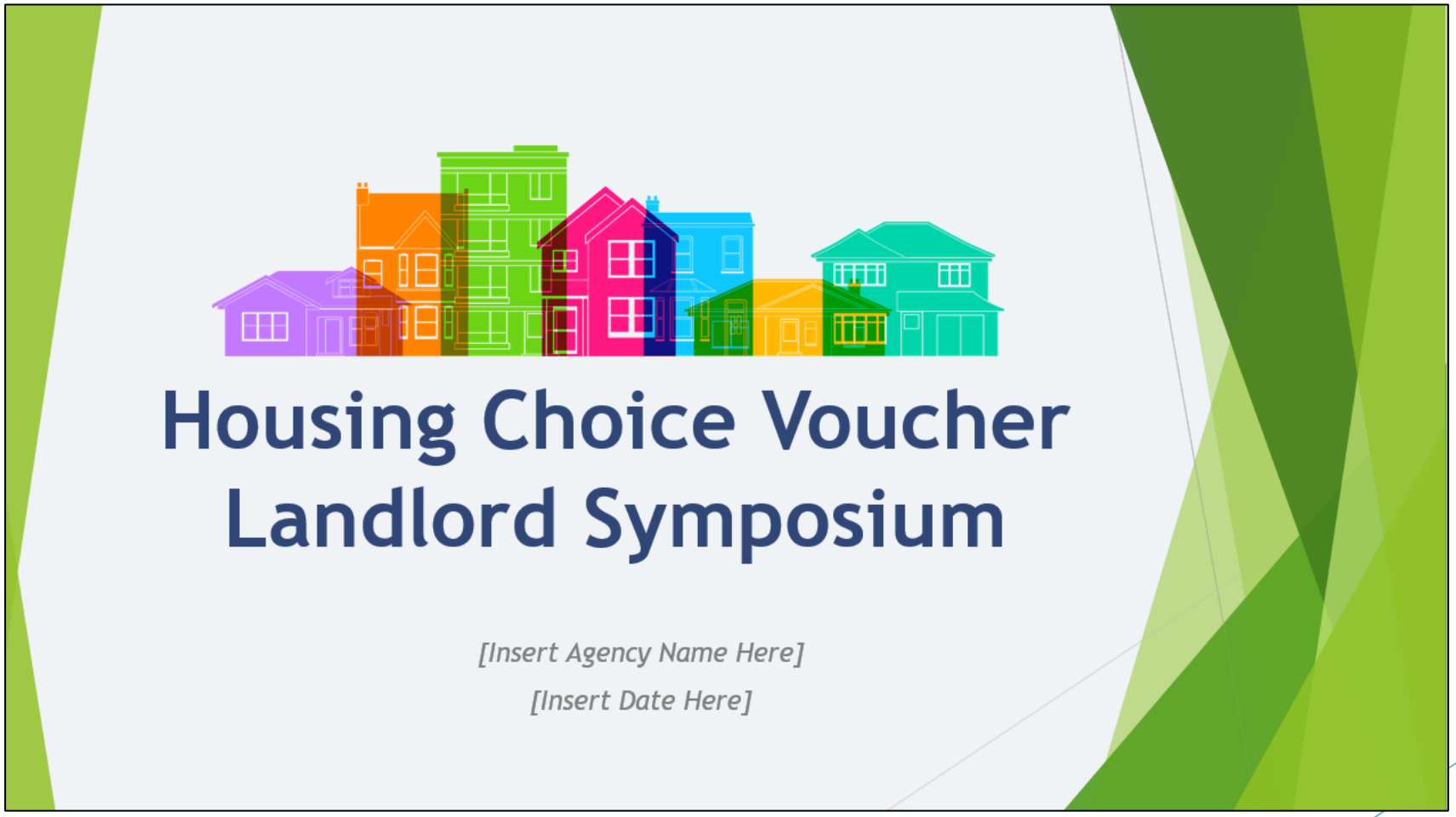
- Staff changes
- Procedural updates, improvements
- Policy changes and/or proposed policy changes
- Areas needing landlord input
- Local, state or national policy changes

HEADLINE TOPIC

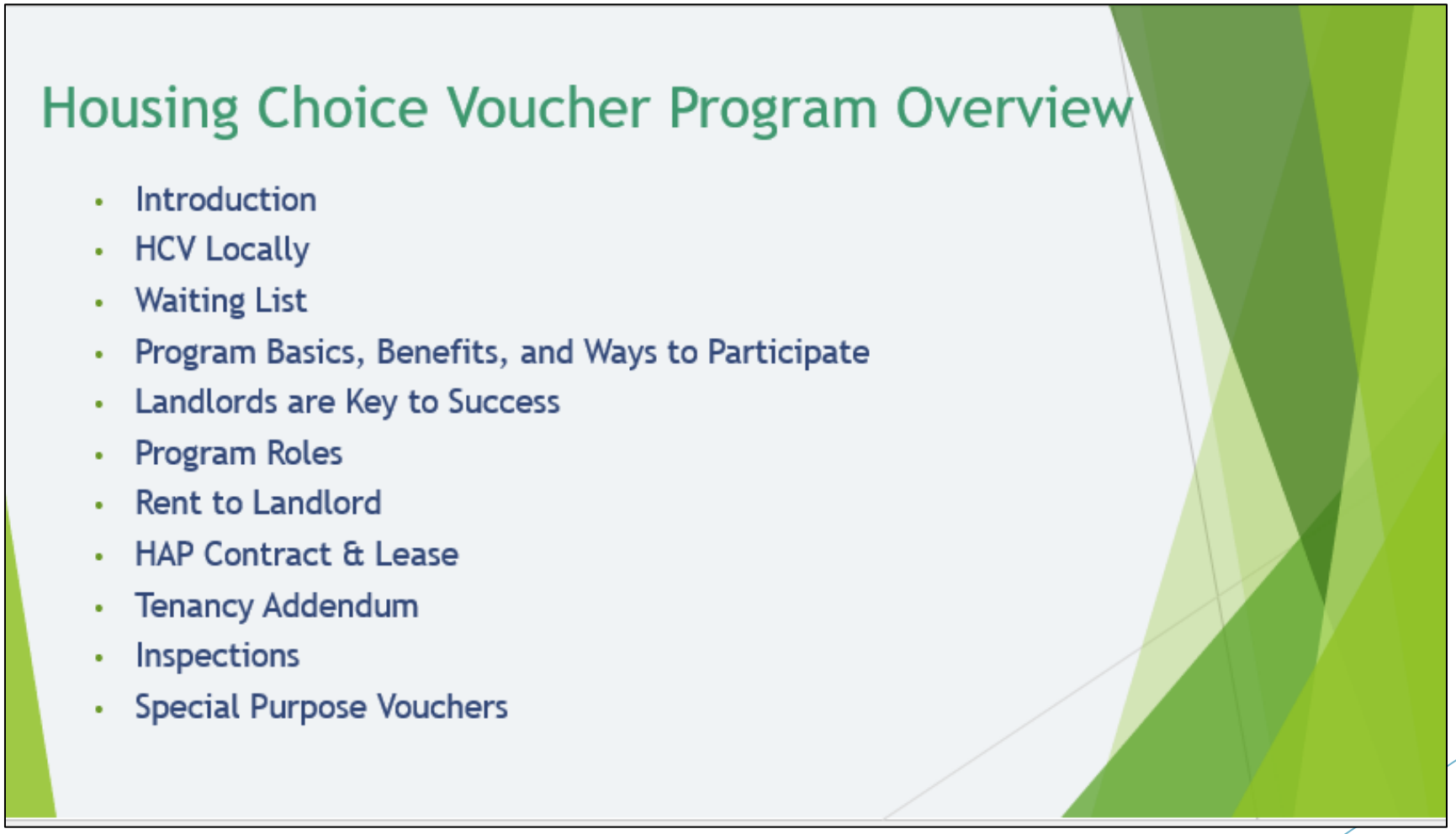
Headline Topic

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

HCV Landlord Symposium – General Presentation Template



General Presentation Template
HCV Program Overview Section



General Presentation Template
Landlord-Tenant Law

General Presentation Template Administrative Flexibilities

Inspection Flexibilities

[*Insert your PHA here*] has implemented the following flexibilities to benefit the landlords in our program.

Inspections:

- A family can move into a unit even if the initial inspection identifies minor deficiencies, as long as they are non-life threatening. This enables the tenant to move in more quickly and reduces vacancy days for the landlord.
- A family can move into a unit before the initial inspection occurs if the unit has passed inspection an alternative inspection in the prior 24 months.
- Landlords may submit photo verification that an inspection deficiency has been resolved. This reduces the amount of time for the unit to pass inspection.
- Periodic unit inspections may be conducted biennially rather than annually.

HCV Landlord Symposium – HUD-VASH Focus Presentation

HUD-VASH Program

U.S. Department of Housing and Urban Development-
Veterans Affairs Supportive Housing

HCV Landlord Resources Page
HUD-VASH Templates

HUD-VASH Overview

HUD-VA Supportive Housing (HUD-VASH) programs is a combination of HUD's HCV rental assistance for homeless Veterans and case management and clinical services provided by the Department of Veterans Affairs. The programs can vary widely across PHAs and VA Medical Centers.

HUD-VASH Templates

- Steps to Become a HUD-VASH Landlord
- HUD-VASH Landlord FAQ
- HUD-VASH Fact Sheet and Benefits for Landlords

https://www.hudexchange.info/programs/public-housing/hcv-landlord-resources/

EVALUATION

EVENT EVALUATION

Objectives should be defined early in the planning process

- What will you measure?
- How will you measure?
- What benchmarks have you set?

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

EVENT RETROSPECTIVE

- What went well about the planning process
- What about the event went well
- What could have been done better
- Was the length of the symposium appropriate
- Was the cadence of presentations and breaks adequate
- Was the length of time allotted to presenters sufficient

SUMMARY

- This Landlord Symposium Toolkit will provide the foundation for planning your own Landlord Symposium.
- This is only one of the many resources available to you.
- HUD's Landlord Taskforce has compiled many resources for PHAs to use to recruit and retain landlords.
- The HCV Landlord Resources Webpage contains guidance documents and best practices designed to improve landlords experience with the HCV program.

RESOURCES AND REFERENCES

HCV Landlord Symposium Toolkit
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Landlord Studies
https://www.hud.gov/program_offices/public_indian_housing/programs/hcv/landlord/research