

Landlord Marketing Letter

About this tool: Use this marketing letter separate or in combination with the “landlord benefits checklist” to advertise your program to landlords in your community. Customize it based on your own program and print it out on your agency letterhead. Also, remember to include a telephone number so that landlords know how to get in touch with your agency.

[Name]

[Address]

[City, State, Zip Code]

[Date]

Dear *[Name of Landlord]*:

We would like to take this opportunity to introduce you to our organization and one of our most exciting programs. *[Name of organization/program]* is a unique program designed to place homeless individuals into permanent housing. The individuals in our program are working hard to turn their lives around and are in need of a second chance. We hope you will join us in giving them that chance.

We know that it can feel risky accepting tenants who have had problems maintaining housing stability in the past. However, our clients are committed to succeeding, and we are committed to helping them succeed. Yet, we cannot do it alone – landlords literally hold the key to our clients’ futures. That’s why we offer landlords a number of special incentives, including:

- Security deposits. Our organization aims to help individuals get back up on their feet. We have found that many low-income clients can afford the monthly rent, but have difficulty saving enough money for their security deposit. As a result, we help clients put together this one-time payment.
- Guaranteed rent payments. Our clients are pre-screened and have a stable source of income. However, should one of our clients run into a problem, we have a pool of funds set aside to help get clients through those rough spots. We will also co-sign leases in some situations to virtually eliminate any risk to landlords.
- Problem prevention through regular home visits. Our case managers conduct regular home visits to ensure that clients are stabilized in their new environments, that their jobs are going well, and that they are getting the support they need. Regular follow up with clients allows us to identify and address potential problems early on – before they become irreparable.

[Name of your agency/program] has found permanent housing for many formerly homeless individuals since its establishment in *[date]*. Our program’s success is based upon regular communication with our clients and program partners and a commitment to following through on our promises. If you would like to speak with other landlords we have worked with, we would be happy to provide you with some references.

Please keep us in mind when you have future openings at your properties. We would love the opportunity to work with you.

Sincerely,

[Your Name]

[Your Number]