

# Homeless System Response

## Landlord Engagement Spotlight: RentConnect in Miami-Dade County

Landlord engagement and the subsequent increase in housing options through rapid rehousing in non-congregate settings is a critical public health response during the COVID-19 pandemic. **Miami-Dade County, Florida** has come up with thoughtful and well-researched strategies for coordinating and effectively engaging and managing landlords through a program called RentConnect. The following highlights key elements of how RentConnect planned and implemented their landlord recruitment, engagement, and retention strategies.

### RentConnect Spotlight

[RentConnect](#), as part of the Miami-Dade County Homeless Trust CoC, created a landlord marketing campaign to recruit and retain landlords and more efficiently house people experiencing homelessness. The core message of the campaign is **“No one rests until everyone has a home.”** Strategies implemented in the campaign are based on research, review of other Continuums of Care (COCs) risk mitigation and incentive strategies, and models of housing location services.

#### Key areas of focus

- **Hire and train dedicated staff.** Hire a lead coordinator that manages the overall project and housing locators who secure commitments of rental units and reductions of screening requirements. At RentConnect, these roles are combined into one staff position. Ensure staff are trained to accompany tenants in their housing process and to support both landlords and tenants through any challenges that arise.
- **Build peace of mind for the landlord.** Offer contact information for someone the landlord can call in the event of an emergency. Another strategy for promoting peace of mind is to offer prospective tenants access to tenancy readiness training.
- **Establish a risk mitigation fund.** Risk mitigation funds pay for damages caused by tenants, eviction fees, and rent lost due to eviction. The overall pool of risk mitigation funds does not have to be huge—RentConnect states that theirs is rarely used—but advertising this resource supports recruitment.
- **Set up a landlord registration/listing tool.** RentConnect uses [SocialServe.org](#). Landlords post for free; housing navigators have access to listings and connect clients to available options that fit client preferences.
- **Encourage continual recruitment.** In Miami, the RentDirect line gives landlords a point of contact for questions and support. Access is available after hours. The RentDirect staff proactively recruit landlords before vacancies are identified and offer to walk them through the county-mandated registration process.

### Need more information?

[HUD’s Landlord Engagement brief](#) offers a wealth of information on resetting your relationship with landlords and property managers during the COVID-19 crisis to house those who are experiencing homelessness. Additional resources and toolkits can be found at the links below.

Resources	Links
HUD COVID-19 Landlord Engagement Documents	<ul style="list-style-type: none"> <li>• <a href="https://www.hudexchange.info/resource/6035/covid-19-homeless-system-response-landlord-engagement/">https://www.hudexchange.info/resource/6035/covid-19-homeless-system-response-landlord-engagement/</a></li> </ul>
Miami-Dade County 2017 Landlord Recruitment & Retention Report	<ul style="list-style-type: none"> <li>• <a href="http://www.homelesstrust.org/library/nofa-2017/attachment-27-landlord-campaign-and-program-report.pdf">http://www.homelesstrust.org/library/nofa-2017/attachment-27-landlord-campaign-and-program-report.pdf</a></li> </ul>