

HCVP LANDLORD RECRUITMENT AND RETENTION

Across the nation, the need to recruit and retain landlords as part of our vital Housing Choice Voucher Programs has never been greater.

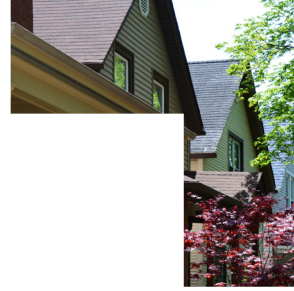
Supply Fails to Meet Demand

25% of large PHA HCV wait lists exceed

7 years

50K

landlords left the HCV Program between 2010-2020



Developing a Comprehensive Landlord Recruitment and Retention Strategy

1. Analyze participant needs, landlord concerns and opportunities to improve landlord interactions
2. Survey other PHAs on approaches that deliver results
3. Define your strategy and tactics, including how you will measure success

Keys to landlord HVC Program Success

- Landlord incentive programs
- Streamlined processes
- Customer-service oriented approach
- Partner in landlord / participant relations
- Robust marketing, outreach and education programs



Increasing Landlord Participation is Particularly Critical for Moving Participants to Opportunity Areas

Children from families that use a voucher to move to opportunity areas are

32%

more likely to attend college

Housing authorities must turn the tide of landlords opting out of the program while recruiting new landlords within their jurisdictions, especially in opportunity areas.

A comprehensive landlord recruitment, retention and marketing strategy can help.

CGI's experts can help your PHA establish a landlord recruitment, retention and marketing strategy.

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