

# WORKING WITH LANDLORDS FOR THE WIN!

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## **Poll: Who is in the audience today?**

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- **Landlords and/or Property Managers**
- **Frontline Staff and/or Case Managers (Social Services)**
- **Administrators (Social Services)**
- **Developers/Investors**
- **Politicians**
- **Celebrities :)**

# Let's talk about Utah

- **According to data from the U.S. Census Bureau: “Utah was the fastest-growing state in the U.S. from 2010 to 2023.”**  
**(<https://worldpopulationreview.com/state-rankings/fastest-growing-states>)**
- **“Eight months into the year, rents in Salt Lake City have risen 1.6%. This is a faster rate of growth compared to last year.”**  
**(<https://www.apartmentlist.com/rent-report/ut/salt-lake-city>)**
- **To afford a 2-bedroom rental home at HUD's Fair Market Rent price, an annual household income of more than \$55K is needed.**
- **The hourly wage needed to pay rent for a 2-bedroom rental unit increased from \$24.93/hr last year to \$26.89/hr.**
- **19% of renter households are considered extremely low-income; where the maximum annual income is approximately \$31K.**  
**(<https://nlihc.org/housing-needs-by-state/utah>)**



# MORE about Utah

- **75% of these extremely low-income renter households are considered severely cost burdened, as they spend more than 50% of their income on housing.**
- **The median rent for a 2-bedroom apartment in SLC is \$1,457/month (August 2024).**
- **Draper is currently the most expensive, with a median rent of \$1,932. South Salt Lake is the most affordable city, with a median rent of \$1,270.**
- **The United States Government Accountability Office has estimated that an increase of \$100 per month to the median rent in a city will increase homelessness in that city by 9%.**
- **Severely cost burdened households are more likely than other renters to sacrifice other necessities like healthy food and healthcare to pay the rent. They are also more likely to experience unstable housing situations like evictions.**



# Still MORE about Utah

- **The minimum wage in Utah is \$7.25 per hour.**
- **The last time it changed was in 2008, when it increased from \$6.55 to the current amount.**
- **The price for a 1-bedroom rental unit at Fair Market Rent is approximately \$1,165/month.**
- **Working at minimum wage, you would need to work **124 hours per week** to afford a modest 1-bedroom rental home at Fair Market Rent.**
- **Utah is facing a shortage of 43,493 affordable rental homes for extremely low-income renters.**



# Understanding Tenants

- **Basic human needs: food, water, air, & shelter**
- **Every tenant is unique - you can't base their success on income, education, or personality**
- **Ability to read and/or understand a lease (uneducated or over-educated)**
- **Financial literacy (budgeting, inflation, credit history, garnishments, bankruptcy)**
- **The unexpected can happen (job loss, divorce, illness, death)**
- **History of homelessness or generational poverty (i.e first-time renter)**
- **The effects of rental increases on low-income households**





# Understanding Landlords

**They are business owners and renting housing is their livelihood**

**•Their priorities include:**

- **Keeping their rental units filled**
- **Collecting rent payments**
- **Maintaining their rental units**
- **Providing a peaceful community for all tenants**
- **Removing problem tenants**

**•Reasons for Evictions:**

- **Unpaid or late rent**
- **Criminal activity**
- **Unauthorized guests**
- **Neighbor disturbance**
- **Poor housekeeping**
- **Other lease violations**

# HOUSING STABILITY

The capacity to remain at one location for an extended amount of time; generally based on the ability to pay rent and comply with the terms of the lease.



# HOUSING INSTABILITY

- Potential Causes:
  - Rental price increase
  - Poor housing quality (including disrepair and deterioration)
  - Unexpected expense (including medical crises)
  - Personal emergency (including job loss and domestic violence)
  - Unstable neighborhood conditions
  - High costs of housing in relation to income (example: fixed incomes)
  - Lower participation in housing subsidy programs
  - Affordable rental units converted to market-rate rentals
  - Unexpected fees, inclusions, and addendums
- Results:
  - Overcrowding in housing units
  - Chronic homelessness & shelter capacity issues
  - High rate of unplanned mobility – temporary housing
  - Poor credit (bankruptcy, garnishments and judgments)
  - High debt (credit cards and high interest loans)



# HOW TO INCREASE HOUSING STABILITY

- **Landlords**

- **Increase communication with tenants and all involved parties**
- **Learn about the differences in available programs (i.e., vouchers, compliance, length of time, etc.)**
- **Reduce unnecessary fees, waive fines, and support payment plans**

- **Tenants**

- **Increase communication with landlords and all involved parties**
- **Read and understand the lease**
- **Learn about the eviction process and housing education topics**

- **Case Managers**

- **Increase communication with tenants and landlords – every involved party**
- **Encourage clients to increase their income, create a budget, and fulfill lease obligations - timely, effectively and clearly**
- **Provide community resource referrals to resolve situations in a timely manner.**

- **Community**

- **Support policies that make housing more affordable and accessible for all income ranges**
- **Support policies that encourage landlords to maintain affordable and safe rental units**
- **Revisit the income eligibility policies for dedicated affordable housing developments. Is there enough flexibility between the income needed to afford the rent and the point where the income makes them ineligible to continue living in the development**
- **Provide access to justice education and services to assist both parties in resolution and prevention to avoid unnecessary debt and burden**



# What does it mean to WIN?

- **Building relationships between landlords, tenants, and community resources**
- **Educating tenants on the importance of fulfilling lease contracts**
- **Landlords actively participating in the goal to end homelessness**
- **Avoiding “The Blame Game” and reducing the number of evictions**
- **Increasing communication between all the parties involved**
- **Introducing potential new tenants through good reviews**

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**FINDING THE PERFECT  
TENANT IS LIKE  
WINNING THE  
LOTTERY.**

**FINDING THE PERFECT  
LANDLORD IS LIKE  
HITTING A JACKPOT.**

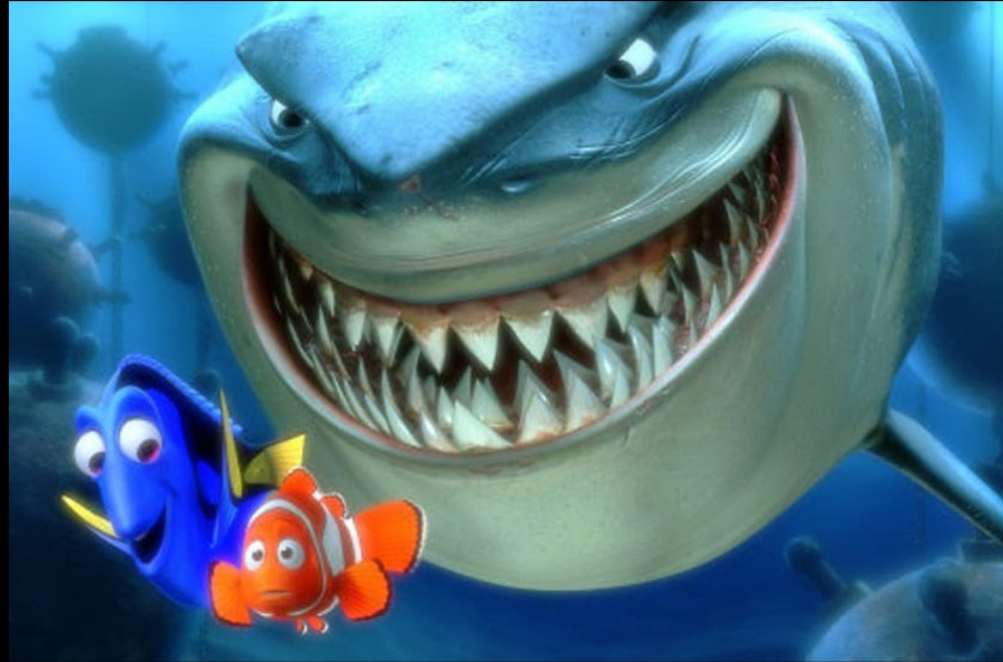
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# Landlords



are friends!

# IN A PERFECT WORLD . . .



- The rent is NEVER late
- The tenant is employed with a livable wage
- The tenant follows all rules in the lease
- Life circumstances never change (no job loss, medical crises, or domestic violence)
- There are no broken appliances, leaks, unauthorized guests, or natural disasters
- At the end of the lease . . .
  - The landlord slightly increases the rent
  - The tenant perpetually re-signs the lease
- **They all live happily ever after!**



## **IN THE REAL WORLD . . .**

- The rent IS late or not paid in full per the lease
- Circumstances hit the tenant(s) and crisis happens
- The rents are high and are well over 30% of the household income
- Rules and conditions of the unit are in question
- Life circumstances KEEP changing and more crisis happens
- Broken appliances, nuisances, violations and more stress factors adding to an already strained contract
- Communication breaks down and everyone is frozen
- At the end of the lease . . .
  - The landlord increases the rent – as desired
  - The tenant may or may not have an option to re-lease or to continue to occupy
- **HAPPILY-EVER-AFTER is not in clear view**

# What is happening?

Rental increases

Excessive fees

Low credit scores/Bankruptcy

Judgments/Garnishments

Lease terminations

Strict or unreasonable rental criteria

Financial literacy need

Student loans

Underemployed

Uneducated or over-educated

Grocery prices

Utility costs

Gas prices

Application Fees

Healthcare needs and costs



# WHERE DO WE START??

- Knowledge and dedication goes unnoticed – OR does it ?
- Having the hard conversations -- it doesn't have to be miserable
- Utilizing ALL resources in your toolbox
- Can we pull this together?
- Where is that magic wand?
- **Sometimes the answer IS NOT yes – THAT IS OKAY!!**



# Communication

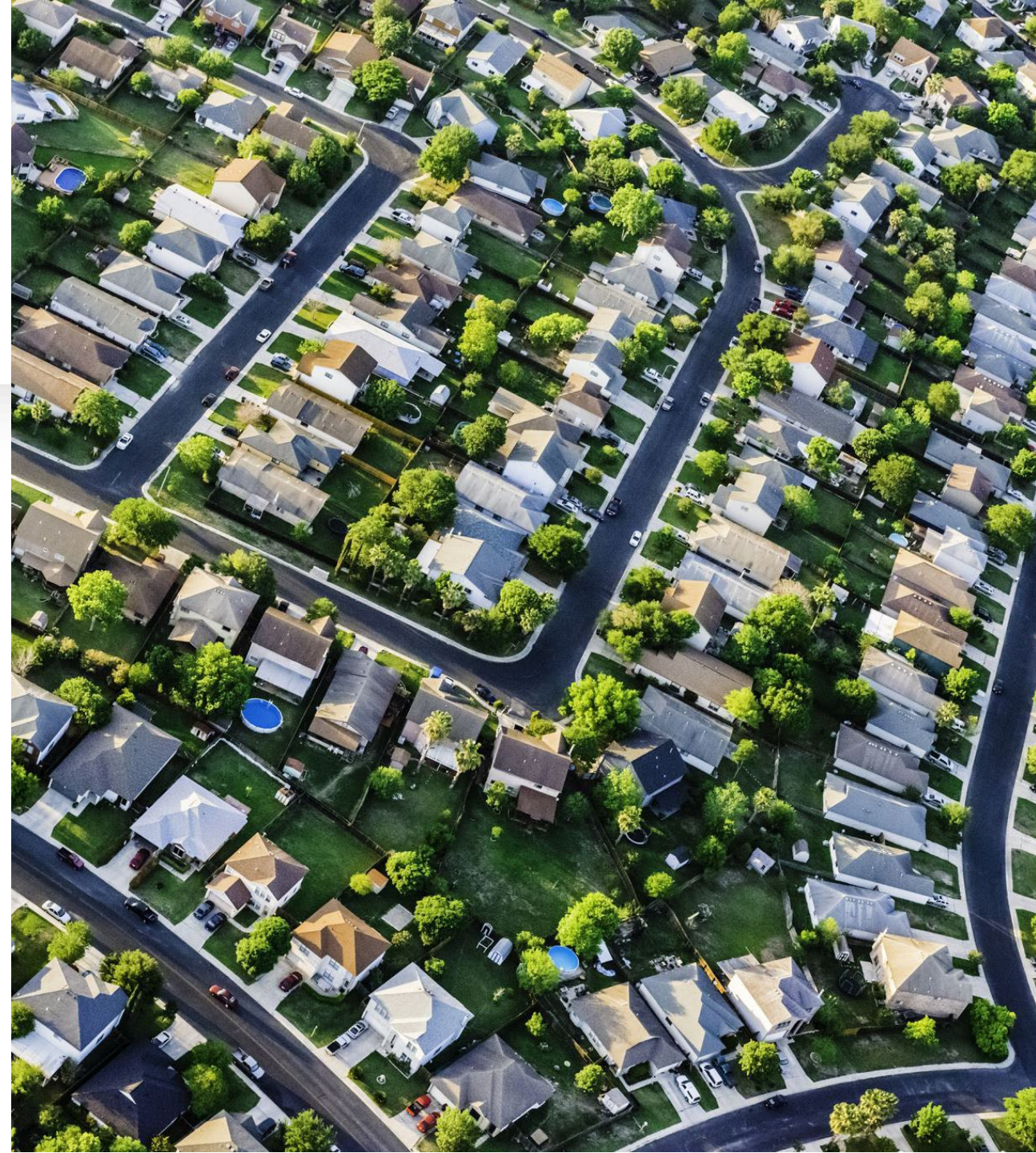
Tenant to landlord

Landlord to tenant

Positive relationships

# WHAT DO LANDLORDS WANT?

- Pay your rent (punctually, consistently, and correctly)
- Respect their property (keep it clean and undamaged)
- Respectful neighbors (don't bother the other tenants)
- No vacancies or evictions (adequate notice, no courts)



# How To Communicate With Landlords

Communication is the key to keeping a good relationship with your landlord. Below are some good tips to remember:

- Write down your questions and concerns ahead of time
- Establish and maintain eye contact
- If you're not sure that you understand, ask questions to clarify
- Avoid generalized statements, such as “everyone,” “always,” “never,”
- Listen. Wait for the person to complete a thought before speaking..
- Try to be clear by making sure your words and your actions are saying the same thing.
- Don't assume THEY know what YOU mean
- Say what you mean and mean what you say. Be direct and honest.
- BE and remain proactive rather than chasing, explaining or even lying
- **DOCUMENT EVERYTHING**



# BUSINESS need vs PERSONAL circumstance

Emotional value IS attached to housing  
- why is it different?

Reality versus expectation - balance

Separating the emotional need and  
replacing with business mindset

Managing expectations for all parties



# The ART to making it ALL work



- Understanding the contract – knowing what "lives" in the lease
- The POWER Dynamic – IS it real and why don't we like talking about it
- The BENEFIT of a 3rd Party

# Resolving Disputes

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Even in a good business relationship, there are disagreements

Even in the best contract- this is always confusion

There is always an imbalance when crisis occurs – sometimes it isn't just the tenant in crisis



# Finding the PATH forward

THE “WIFM” (what’s in it for me)

- The Facts
- The Plan
- Desired Outcome
- Negotiation Options
- Education Reminders
- Resources
- The Agreement
- Resolution = NEW relationship





# The PATH and the PLAN

- How do we get A PLAN in order to get on the Path??
  - Change the culture
  - Change the dialogue
  - Clear instruction on resources and availability
  - Educate landlords
  - Educate tenant
  - Educate NOT just on eviction basics but communication and crisis intervention and crucial conversations
  - Consistent data on sources from front lines to Federal
  - Stabilization /holistic case management for accountability
  - Business mindset mentality

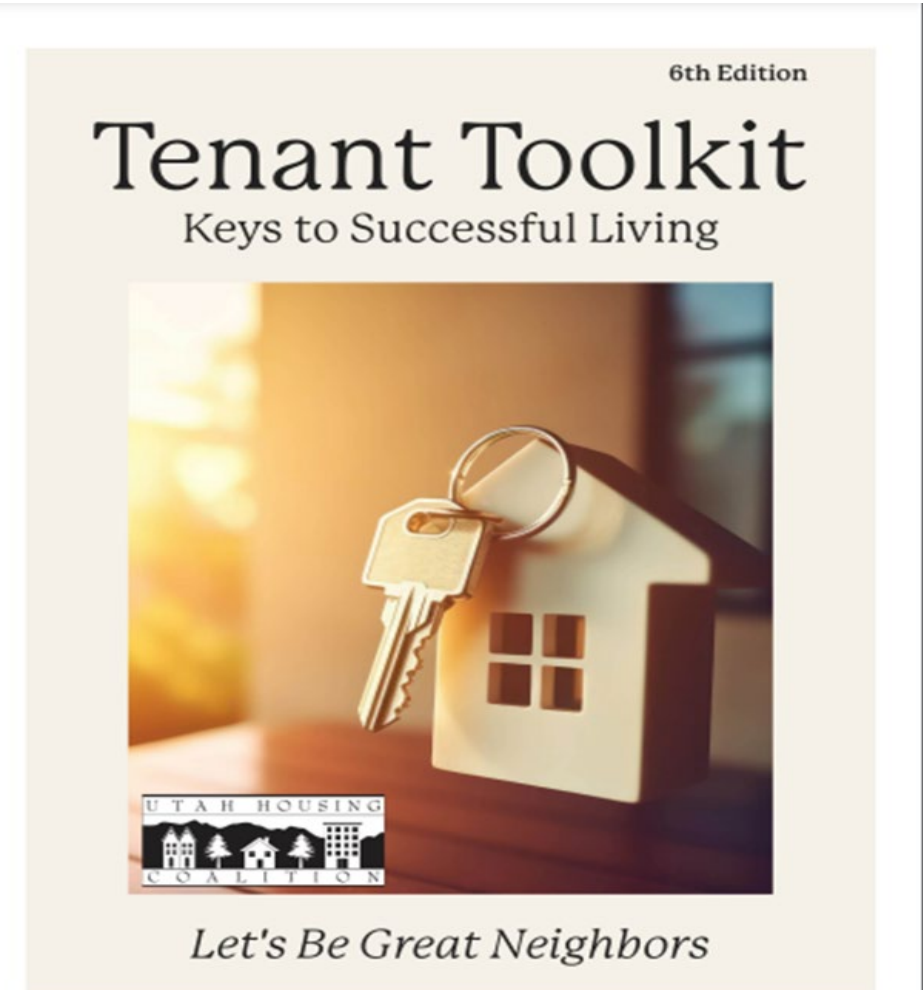


# TENANT SUCCESS

- KNOW what is in your lease agreement !
- If you don't understand it, ask questions
- Pay your rent on time
- DOCUMENT – COMMUNICATE and COOPERATE...  
ALWAYS
- Understand your security deposit. Don't lose the opportunity for a refund when you vacate.
- Ensure that all agreements and policies are in writing. This is for your protection.
- Know the guest policies. You are responsible for everything you and your guests may do
- Respect your neighbors and neighborhood
- Your level of happiness may be affected by the way you interact with your environment.
- Use POSITIVE communication skills

# LANDLORD /TENANT EVICTION EDUCATION

- How to be a good tenant
  - Understanding your lease
  - Communication tools
  - The need for documentation
  - Cooperation in negotiation
  - Tenant rights overview
  - Unfreeze the tenant
- Understanding the eviction notice
  - Types of evictions notices
  - Time frame clarification
  - Accessing Court resources
  - Understanding the eviction process
- Resource index for agencies, providers and options for assistance



# WHAT is your lens?

**Is your focus  
"negative" from your  
"exposure"?**

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What's in it for me?

What impact ARE you making?

What impact CAN you make?

Why bother?

Where does it start?





PARTNERSHIP  
MEANS  
TEAMWORK

- BUT, what does that mean?
- WE are the GO-TOs – EACH AND EVERY ONE OF US
- Multifaceted approach to problem solving – YES PLEASE!!!
- Why we need each other – even when we know we've got this
- Balancing act: the crystal ball and the toolbox

# Questions / Discussion

