

## Landlord Engagement Strategies

**Tuesday, December 5th, 2023**

**Start:** 1:00 PM ET    **End:** 3:15 PM ET

**Instructors:** John Lambert, MA & Andrew Spiers, LSW

Since 2008, Pathways to Housing PA has grown from a team of 50 participants, to housing nearly 600 individuals with complex needs. As such, finding housing and maintaining mutually-beneficial relationships with landlords has been one of our top priorities. In this session, presenters will share insight into building our housing department from the ground up and developing it into the robust program it is today. Attendees will gain knowledge of proven leasing practices and unit retention, as well as strategies for building and cultivating productive, sustainable landlord relationships. Presenters will provide an overview of master-leasing and discuss the vital skill of responding to the needs of our landlords, while also maintaining supportive clinical relationships with our participants.

**Learning objectives:** When attendees return to the workplace, they will be able to:

- Explore strategies to recruit landlords, as well as lease and retain units for participants receiving supportive housing
- Recognize skills to support landlords in maintaining long-term, collaborative relationships
- Name at least three ways to incentivize landlord engagement in your program

**Course Delivery Format:** Live webinar

**Interactivity:** This course will offer real-time polling, breakout room discussions, and 15 minutes of Q&A time.

**Target Audience:** Social service providers and helping professionals working in homeless services, policy-makers, government workers, agency administrators, CoC leads, property management workers and landlords interested in the Housing First model, or anyone invested in ending homelessness in their community.

**NO CE credit will be offered for this session**

**Fees:** \$30 general registration

*Registration includes access to the live event and recording, PDF of slides, and relevant training tip sheets/resources.*

**To register, please submit payment to:**

**<https://go.housingfirstuniversity.org/landlords125>**

Upon receipt of payment, attendees will receive a receipt via email with the link to finalize their course registration with Zoom. Information for accessing the live webinar will then be sent directly from Zoom.

**Registration deadline:** Individuals may register up until the start time of the event.

**Course completion requirements:** Attendees must attend the entirety of the virtual session with system video and audio enabled to participate and respond to all poll questions and activities. Certificates will be distributed to participants via email within two weeks of the course's conclusion. Attendees must complete a course evaluation within 48 hours via Google Forms to receive a certificate. Course evaluation links will be distributed during the session and via email immediately following the training. Individuals must attend the live webinar in order to receive a certificate of completion.

**System requirements:** Webinar participants must have access to a computer, tablet, or smartphone with high speed Internet, microphone, speakers, webcam, and a (free) Zoom video conferencing account.

**Session Facilitators:**



**Andrew Spiers, LSW (he/him)**, is the Director of Training and Technical Assistance for Pathways to Housing PA's Housing First University. Andrew joined Pathways in early 2018 and served as an Assistant Team Leader and Team Leader before launching Housing First University in October 2019. Andrew holds a Master of Social Service from Bryn Mawr College's Graduate School of Social Work and Social Research, where he concentrated in Community Practice, Policy, & Advocacy. He has taught Human Services and Sociology courses as an adjunct professor at Harcum College and conducted trainings and workshops all over the country on Housing First, harm reduction, and affirming care for LGBTQ+ communities.

**John Lambert, MA (he/him)** has served as the Director of Housing for Pathways to Housing PA since 2008. John received his B.A. in Sociology from Ramapo State College; and his M.A. degree from Rutgers University. He came to Pathways with a diverse employment background which includes working as a teacher and a certified Substance Abuse Counselor. In 2000, John moved to the South Jersey/Delaware Valley area and joined the staff of the Mental Health Association of Southeastern PA (MHASP). He received training and certification as a Targeted Case Manager, and later became the Program Manager for a low income housing project for people with mental health issues. After spending several years learning the "ins and outs" of housing alternatives for people dealing with behavioral health/substance abuse issues, he brought his wealth of knowledge to Pathways to Housing PA, where he faithfully serves the chronically homeless population in Philadelphia.



Schedule	
<b>12:45-1:00 PM</b>	Virtual training room opens
<b>1:00-1:10 PM</b>	Welcome & introductions
<b>1:10-1:35 PM</b>	History of the Pathways to Housing PA housing department & development of our landlord network
<b>1:35-1:45 PM</b>	Master-leasing & scattered site
<b>1:45-1:55 PM</b>	Housing Department roles & responsibilities
<b>1:55-2:05 PM</b>	Break
<b>2:05-2:20 PM</b>	Collaboration
<b>2:20-2:45 PM</b>	Recruit, Support, Maintain, & Build
<b>2:45-3:00 PM</b>	Review & FAQ
<b>3:00-3:15 PM</b>	Q&A

**For questions or concerns, please contact: Andrew Spiers, LSW**  
Continuing Education Director,  
Housing First University  
aspiers@pthpa.org  
(215) 390-1500, ext. 1708

**To request an accessibility accommodation, please email:**  
training@pthpa.org

**Accreditation information:** <https://bit.ly/3RqW360>

**Grievance policy:** <https://bit.ly/3ewu4U5>

**Security policy:** <https://bit.ly/3x4qiro>

**Cancellation & refund policy:** <https://bit.ly/3Ui7QFM>



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