

Chapter 13

Chapter 13 OWNERS

PART I. OWNERS IN THE HCV PROGRAM

INTRODUCTION

[24 CFR 982.4(b)].

Owner: Any person or entity with the legal right to lease or sublease a unit to a participant.

[24 CFR 982.306(f)].

(f) For purposes of this section, "owner" includes a principal or other interested party.

13-I.A. Owner Recruitment and Retention (See HCV GB, pp. 2-4 to 2-6 HCV Landlord Strategy Guidebook for PHAs)

10/22/2020

13-I.A.i. Recruitment

PHA Policy- Owner Recruitment

The PHA will conduct owner outreach to ensure that owners are familiar with the program and its advantages. The PHA will actively recruit property owners with property located outside areas of poverty and minority concentration. These outreach strategies may include:

- *Distributing printed material about the program to property owners and managers*
- *Contacting property owners and managers by phone or in-person*
- *Holding owner recruitment/information meetings at least once a year*
- *Participating in community based organizations comprised of private property and apartment owners and managers*
- *Developing working relationships with owners and real estate brokers associations*

Outreach strategies will be monitored for effectiveness, and adapted accordingly.

13-I.A.ii. Retention

In addition to recruiting owners to participate in the HCV program, the PHA must also provide the kind of customer service that will encourage participating owners to remain active in the program.

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See the "Landlord-Focused Customer Service" chapter of the *HCV Landlord Strategies Guidebook* for more information.

PHA Policy- Owner Retention

All PHA activities that may affect an owner's ability to lease a unit will be processed as rapidly as possible, in order to minimize vacancy losses for owners.

The PHA will provide owners with a brochure that explains the program, including HUD and PHA policies and procedures, in easy-to-understand language.

Additional services may be undertaken on an as-needed basis, and as resources permit.