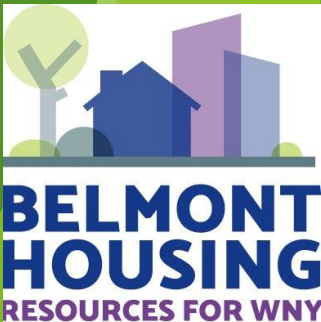


Landlord Outreach Update

HAWNY Monthly Meeting

April 21, 2021



What Will I Learn?

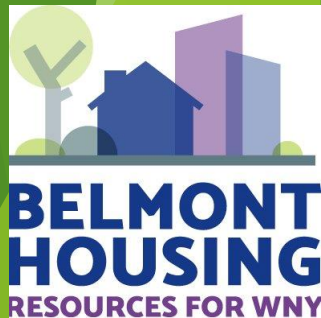
- ▶ Well Intentioned Laws Have Unintended Consequences
- ▶ **Low Supply/High Demand For Affordable Rentals + Growth of High-End Units Drives Rents Much Higher**
- ▶ How To Improve Your Clients' Chances of Renting Housing
- ▶ **Many Landlords Have Been Hurt Badly By COVID Moratoriums**
- ▶ What Landlords Need To Make The Deal Work
- ▶ **Your Two Secret Weapons**



What Does 2019 NYS *HSTPA Law Mean For Tenants? Good and Bad News!

- ▶ No application fees. Background/credit check limited to \$20 = **GOOD!**
- ▶ Security deposit = 1 month's rent. Can't require last month's rent. = **GOOD!**
- ▶ Many tenant protections and delays in eviction process = **GOOD!**
- ▶ NY HSTPA eviction regs + COVID moratoriums = Higher Rents - **BAD!**
- ▶ Tougher screening by landlords to avoid renting to a future eviction – **BAD!**
- ▶ Long term, more landlords may exit affordable housing market a – **BAD!!!**

**HSTPA is the New York Housing Stability and Tenant Protection Act of 2019*

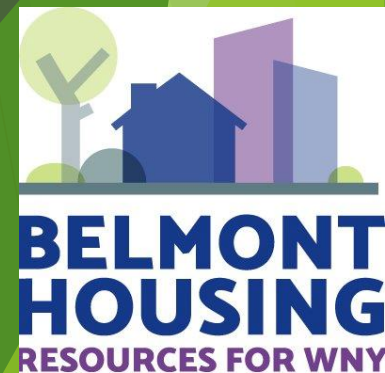


Affordable Housing Pricing Trends – Buffalo/Niagara

March 2020 – March 2021 averages (Not including gas & electric)

- ▶ Market rates in most of Erie and Niagara Counties increased 10%-15% on average
- ▶ Buffalo Recent (2021) Listings: 1 BR-\$745, 2 BR-\$850, 3 BR-\$990
- ▶ Niagara Falls Recent (2021) Listings: 1 BR-\$595, 2 BR-\$690, 3 BR-\$825

FAIR MARKET RENTS - (EFFECTIVE 10/1/2020)						
0-BR	1-BR	2-BR	3-BR	4-BR	5-BR	6-BR
743	772	920	1144	1284	1477	1669



Initial Contact with Landlord & Screening Criteria

- ▶ Most landlords (LLs) capture inquiries with voicemail, text or email and screen extensively
- ▶ Screens include: landlord references, credit, criminal background, employment, social media, etc. LLs can't decline due to prior evictions, so they want as much other info as possible.
- ▶ For initial contact, keep communications limited to essentials only:

“My name is Sally Jones and I’m interested in your listing for the upper at 123 Main Street. Please contact me at 716-555-1212 to arrange a tour. Thank You.” (Hang up)




- ▶ Speak slowly & clearly. Call from a quiet place. Tenant goal? Get a call back!
- ▶ Landlord goal? Avoid renting to anyone they might have to evict someday.



Belmont Annual Landlord Survey December 2020




- ▶ 452 surveys sent to Belmont landlords attending events or listing in past year
- ▶ 76 completed responses – 17% response rate
- ▶ 58% of responders own/manage fewer than 10 rental units - Small
- ▶ 26% of responders own/manage 10 – 100 rental units - Medium
- ▶ 16% of responders own/manage over 100 rental units - Large
- ▶ 76 responders collectively own/manage over 7,400 Buffalo area rentals

Q1 . How has COVID-19 affected your residential rental business? (Check all that apply)

ANSWER CHOICES	RESPONSES
I've been lucky, my losses have been minimal. 	34.21% 26
I have one or two tenants not paying rent.	38.16% 29
Many of my tenants have stopped paying rent.	27.63% 21
Some Belmont tenants are not paying their share of rent.	34.21% 26
Some tenants haven't paid rent for over six months. 	46.05% 35
I will be evicting tenants as soon as the moratorium ends. 	40.79% 31
I have made late mortgage payments due to rent arrears.	6.58% 5
I may have to sell my properties and leave the business.	10.53% 8
Total Respondents: 76	





December 2020 Belmont Annual Landlord Survey

Q9. Because of my experience in 2020 with COVID, I will: (Check all that apply)

ANSWER CHOICES		RESPONSES
Be renting to more Section 8 and other subsidized tenants		28.77% 21
Have come to appreciate the value of guaranteed rent		57.53% 42
Avoid renting to Section 8 and other subsidized tenants		0.00% 0
Use stricter screening criteria for new applicants		49.32% 36
Raise rents to market levels		47.95% 35
Sell some of my rental properties		19.18% 14
Hire or contract with a professional property manager		0.00% 0
Other (please specify):		10.96% 8
Total Respondents: 73		

December 2020 Belmont Annual Landlord Survey

**Q12. If you answered no to Question 11, what are your reasons for not having rented to homeless agencies?
(Check all that apply)**

ANSWER CHOICES		RESPONSES	
Not familiar with how these agencies and programs work		42.37%	25
Concerned about damage to my apartment		35.59%	21
Not sure tenant will be able to afford rent once program ends		40.68%	24
Tenant may be a bad neighbor and generate complaints		28.81%	17
Lack of landlord references		18.64%	11
Poor credit		18.64%	11
Other (please specify):		42.37%	25
Total Respondents: 59			

Note: 22% of responders (Q11) have rented to homeless agency clients

December 2020 Belmont Annual Landlord Survey

Belmont Rental Listing System

- ▶ Available 24X7 from any internet connected device
- ▶ Any HAWNY affiliated agency housing staff can request credentials
- ▶ 10 to 20 new listings added weekly
- ▶ Average time *list-to-lease* reduced from 6 weeks to 3 weeks since COVID
- ▶ All listings: priced at/near FMR, welcome Section 8, can pass HQS
- ▶ All listings: include full property address, LL name and phone, pictures
- ▶ Contact Dan Hansel for login, training, or to receive weekly new listings

Belmont Rental Listing System

City, State or Postal Code or Listing ID

Also search within miles of location

Options

Rent Range

to

No Pets Allowed Pets Allowed

Permanant Supportive Housing

Housing Type

Cats Allowed

Rapid Re-Housing

Floor

Dogs Allowed

Bedrooms

Order By

Results

List View Map View

Search

Belmont Rental Listing System

Listing Search Results

All Listings Required to Accept Section 8

7 listings found.

[List](#) | [Map](#) | [New Search](#)



Listing [99062](#)

BUFFALO, NY


249 WESTMINSTER AVENUE

\$900/month (Rental)

3 bedrooms, 1.0 bathrooms

Remarks: Contact Ashleigh at 716-800-9420. Available March 1. Washer/dryer hookups in basement. Includes 1-car garage. New roof. Pet is an additional \$25/month pet rent. No smoking....

[Full Listing Info](#)

 Belmont Housing (RENTALS)
Logo



Listing [99017](#)

BUFFALO, NY

232 WEIMAR STREET


\$1,000/month (Rental)

3 bedrooms, 1.0 bathrooms

1322 square feet

Remarks: Contact Walt 716-380-3353. AVAILABLE MARCH 1. Comfortable 3+ bedroom single family home at 232 Weimar St. Popular Kaisertown location, off Clinton St, easy walking distance to shopping and bus line, w...

[Full Listing Info](#)

 Belmont Housing (RENTALS)
Logo



BUFFALO, NY

52 BIRCH PLACE #3

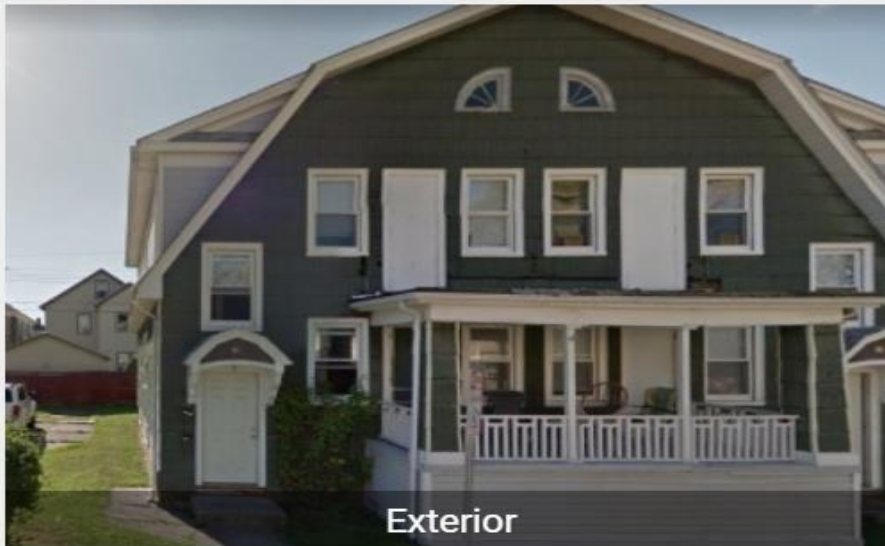
\$1,050/month (Rental)

3 bedrooms, 1.0 bathrooms

1100 square feet

Belmont Rental Listing System

Belmont Housing (RENTALS) Logo
Listing 99056



8 LINVIEW TERRACE #1
BUFFALO, NY 14216

\$825/month
2 Bedrooms, 1 Bathroom (1 Full)
Section 8 Accepted

Duplex/Triplex Home

 [Print a Flyer](#)



Remarks

For further information and to schedule a tour, please contact Mark at 716-983-1647. Non smoking 2 bedroom apartment located in a prime area of North Buffalo. Apartment has an eat in kitchen - appliances included, hardwood floors throughout, and plenty of natural sunlight! Rent includes water and trash. Cats are allowed with an additional monthly pet fee of \$25. To expedite the

Belmont Landlord Outreach

- ▶ Active email list of over 400 owners and managers of affordable rentals
- ▶ Monthly webinars draw 20-60 landlords, 350+ unique landlords attended
- ▶ **First speaker always a local homeless agency.**
- ▶ Call Dan to reserve a webinar speaking date, share news with landlords, request training and credentials for Belmont Rental listings, request a copy of the 2020 Landlord Survey, sign up to receive weekly new listings, or help finding housing for a client.

Call Anytime!

Dan Hanssel, Landlord Outreach – 716-884-7791 Ext. 129

dhanssel@belmonthousingwny.org

M-F 9-5

