



New Lease and the City of Boston's Landlord Incentive Program

*A Training for Boston CoC Providers
12/13/23*

Training Outline

- I. Introduction to Landlord Incentive Program
- II. Boston CoC Unit Inventory
- III. Description of Incentives
- IV. Landlord Incentive Paperwork
- V. Landlord Service Package
- VI. Q & A

Introduction to Landlord Incentive Program

- **New Lease partnership with City of Boston**
 - Landlord Recruitment and Management of Unit Inventory
 - Creation of Unit Acquisition Working Group with Boston CoC
- **Incentive Program since 2021**
 - Nearly \$1Million paid out to landlords in *lease signing bonuses, broker fees, and reimbursement for damages* to help house ~330 formerly homeless households

****New policies created to leverage our incentives more effectively and strategically and house more people coming out of homelessness****

Boston CoC Unit Inventory

I. Unit Inventory - Link to Google Sheet

- A. Collaborative Housing Search Tool
- B. Actively Updated/Edited by All Boston CoC Provider Agencies

https://docs.google.com/spreadsheets/d/1_fV_vbUpxcUoQPgpDxUeSSadhjvZg4rK2juNV7YoeQE/edit?usp=sharing

(View-Only link is above. Please contact New Lease if you would like additional staff to receive editing access.)

Who is Eligible for Landlord Incentives?

- **Households experiencing Homelessness in Boston that have a voucher or other rental assistance to lease up with landlords in market rate units**
 - Households may choose to lease up outside of Boston, but they must be experiencing homelessness within the City of Boston in order to be eligible
 - Each household is eligible for incentives in the amount of 3x monthly rent of the unit that they lease up in

Description of Available Monetary Incentives

- **Lease-Signing Bonuses**

- Receive a bonus in the amount of one or two months of rent at time of lease signing

- **Repairs and Cleaning Costs**

- Landlords request reimbursement for damages, cleaning costs, or repairs after unit is occupied up to the amount of one month rent
- Landlords must front this cost and provide documentation in order to be reimbursed through the incentive program

- **Broker Fees**

Retention Bonus

Retention bonuses can be offered when a landlord renews the lease for a client to remain a tenant.

- Retention bonuses can only be offered when a landlord has renewed the lease and has not already exhausted the limit of incentives for that household
- Retention bonuses can go up to one month's rent, but advocates can leverage this incentive at a lower amount

UPDATED Policy on Lease Signing Bonuses

The vast majority of incentives paid out have been Lease-Signing Bonuses

- Updated incentive policy is designed to stretch our incentives further, AND to further reward landlords that house clients that may be perceived as being more likely to experience tenancy issues
- **Clients with a high barrier to housing are eligible to offer landlords a higher lease signing bonus (in the amount of 2x rent)**

What is a 'High Barrier' in this Updated Policy?

- **Barriers found in background check/housing history:**
 - **CORI with a felony (including SORI)**
 - **Eviction History**
 - **Poor Credit Score (500-600)**
- **Clients with at least 2 of the 3 barriers listed above will be eligible to offer their landlords a second month signing bonus**

Other 'Barriers' due to Housing Needs

- **Client and landlord accept 'Shared Housing': defined as a unit with 2 or more bedrooms being shared by individual households on separate leases**
- **Landlord can provide ADA/521 CMR accessible unit for a client in need: wheelchair accessible units, equipped with a roll-under stove and sink, bathrooms fully wheelchair accessible and ideally a roll-in shower.**

Landlord Incentives Packet Paperwork

Documents Needed to Request New Lease Landlord Incentive Payments for All Program Participant Leases:

- **Landlord Incentive Program Checklist** (*p. 1 of Incentive Packet*)
- **Signed Lease**
- **W9 Form**
- **Payment Request Form for BHA** (*p. 2 of Incentive Packet*)
- **Additional Signing Bonus Certification Form** (*p. 3 of Incentive packet, only if applicable*)

Landlord Incentive Program Application Checklist

This form is for Boston area providers who are requesting landlord incentives from the Landlord Incentive Program operated by New Lease. The following forms must be completed, appropriately signed, and attached to this request before an incentive payment can be processed.

Required documents for *all* program participants:

- ☐ Signed lease is attached.
- ☐ W9 for property owner/representative receiving incentive payment is attached
- ☐ Boston Housing Authority Payment Request Form attached (with additional documentation as needed).
- ☐ Mailing Address and Check Payable Name:

Owner Name:

Owner Mailing Address:

Broker Fees

Real Estate Brokerage (Office): _____

- ☐ Completed W9 for Real Estate Brokerage

Repairs/Cleaning Cost

- ☐ Invoices and receipts showing proof of payment

Boston Housing Authority Payment Request Form

Participant and Unit Information:

HOH Name: _____ Date of Birth: _____

HH Type: ☐ Individual ☐ Family

Program Funding Type: ☐ CoC RRH ☐ CoC PSH ☐ BHA EHV ☐ BHA HCV Other: _____

Unit Address (Include Unit #, City, and Zip):

Monthly Rent Amount: _____ Bedroom Size: _____

Please select the type of incentives requested:

☐ Lease Signing Bonus (equal to one month's rent) \$ _____

☐ Additional Signing Bonus Amount (if applicable) \$ _____

☐ Broker Fee \$ _____

☐ Retention Bonus (if renewing the lease) \$ _____

☐ Repairs or Cleaning Costs (documentation needed) \$ _____

Total Amount Requested (cannot exceed three month's rent amount) \$ _____

Has this HOH exceeded 3 months' rent requested (including this or any previous request) ☐ YES ☐ NO

Referring Agency: _____ Advocate/Case Manager: _____

Advocate/Case Manager Email: _____

Program staff hereby certifies the above information is complete and accurate

Advocate/Case Manager Signature: _____

****Please email 1 PDF with completed checklist, payment request form, and supporting documents to Jason La Force, jlaforce@newleasehousing.org, Landlord Engagement Manager at New Lease, ONLY FULLY COMPLETED and EXECUTED REQUEST will be submitted****

Additional Signing Bonus Certification Form

Landlords are eligible for up to an additional one month rent if they rent to a high-barrier client, accept a shared housing situation, or have an ADA/521 CMR accessible unit. Program staff should use this additional incentive as needed, particularly when landlords would not rent to a household without an additional incentive. The amount of the additional incentive will be negotiated between the program staff and the landlord, but must not be more than one month's rent.

Check all of the following that apply to this situation:

- ☐ Client is High-Barrier: defined as having at least 2 of the following 3 barriers
 - ☐ CORI with a felony (including SORI)
 - ☐ Eviction History
 - ☐ Poor Credit Score (500-600)
- ☐ Shared Housing: defined as a unit with 2 or more bedrooms being shared by individual households on separate leases
- ☐ ADA/521 CMR accessible unit: wheelchair accessible units, equipped with a roll-under stove and sink, bathrooms fully wheelchair accessible and ideally a roll-in shower.

Program staff hereby certify that the requirements outlined above have been verified and an additional sign on bonus is appropriate:

Additional Signing Bonus Amount: _____

Program Staff Name: _____

Program Staff Signature: _____

Landlord Service Package

- New Lease as “Customer Service Provider”
 - Central point of contact if and when tenancy issues arise
- Creating mutually beneficial relationships between landlords and service providers
 - New Lease will follow up with service providers when additional support is needed
 - Goal is to create a system which simultaneously support landlords and tenants

Landlord Service Package

- Supportive services are offered to program participants from provider agencies for a minimum of 6 months
 - Regular home visit, with increased visits during the first 30 days of tenancy
 - Tenant education
 - Budgeting and money management
 - Connection to community-based, longer-term resources
- Quick Response Time for Landlords
- Availability to support landlords, even after initial services have expired

Q & A