

Landlord Development: Outreach Strategies for Recruiting and Retaining Landlords

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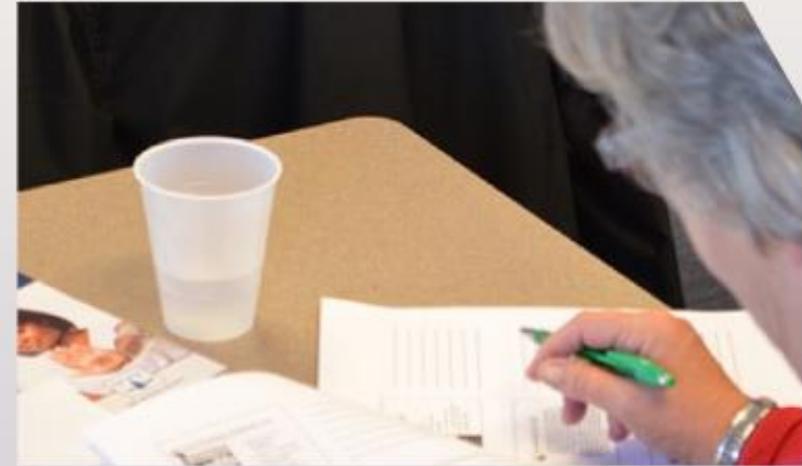


Current Crisis in North Carolina



43%

of NC renter households can't afford a modest, 2br apartment



500K

NC households pay more than half of their income on housing



85

hours per week at minimum wage is what is needed to afford a 2br apartment

Additional Challenges

Redeveloped urban and downtown areas

Higher rents and more renters

Reluctance to accept vouchers

Condition of the housing stock

Insufficient tenant supports

Strategies for Success

Recruitment Events

Appreciation Events

Risk Mitigation Funds

