

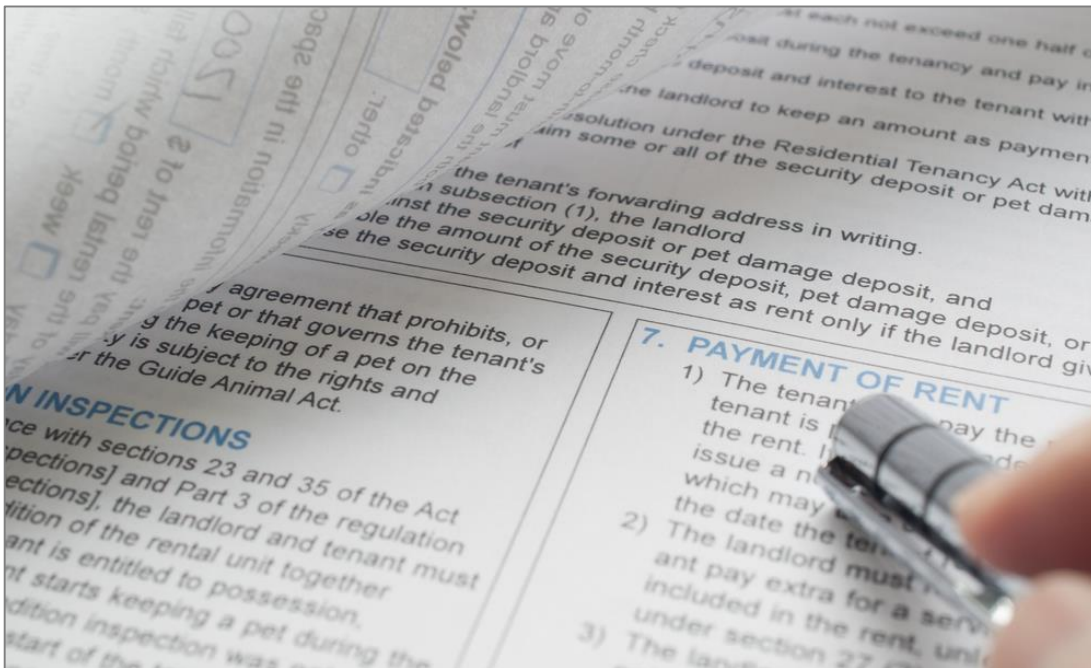
Supporting Successful Tenancies

Kristi Fairholm Mader, co-Executive Director, Ready to Rent BC

Lori Beech, Executive Director, Bethlehem Housing and Support Services



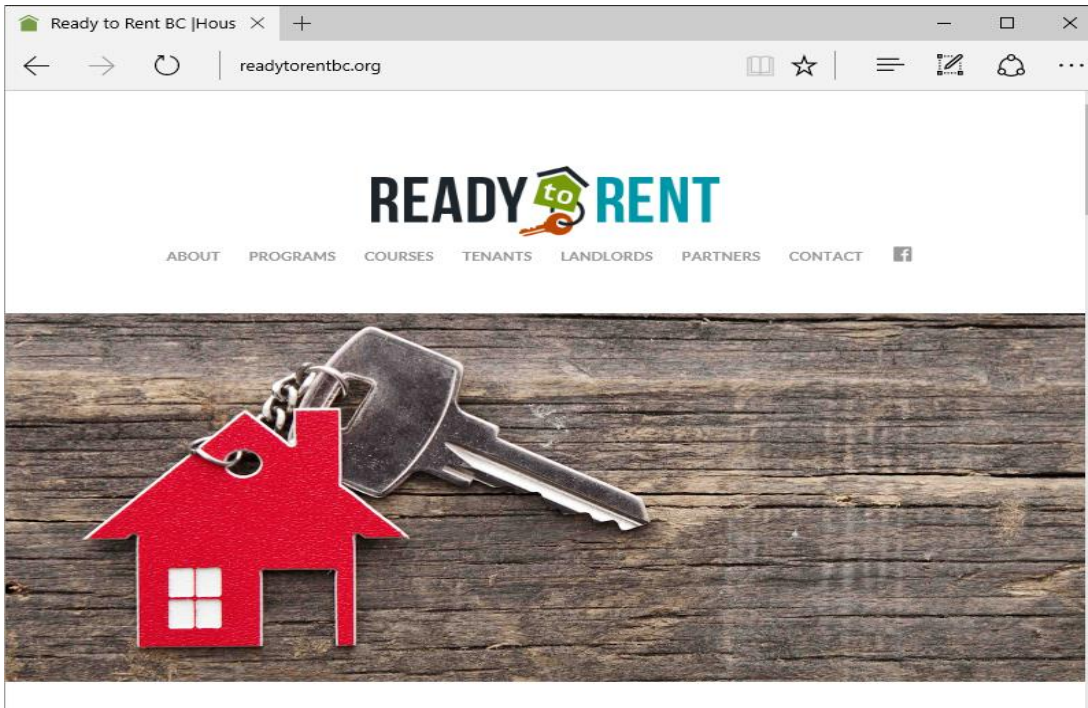
Being a good tenant is not an innate skill



RentSmart Model of Prevention

Vision: Community well-being through housing education and support

Mission: To deliver housing education and related services



The Big Picture

Landlords:

Landlords want renters to pay their rent, respect their neighbours, and look after the property



Tenants:

Tenants want a safe, suitable and affordable home to live in that is taken care of by their landlord.

The goal of **RentSmart** is successful tenancies.



Tenants: The Challenge

Finding Housing:

- New or returning to renting
- Bad past experiences
- Discrimination
- Limited references or solid credit history

Keeping Housing:

- Do not understand their rights and responsibilities
- Lack rental skills/experience
- Need to avoid eviction

Increasing Costs:

- Housing costs are high
- Moves and evictions are costly



Landlords: The Challenge

Finding Tenants:

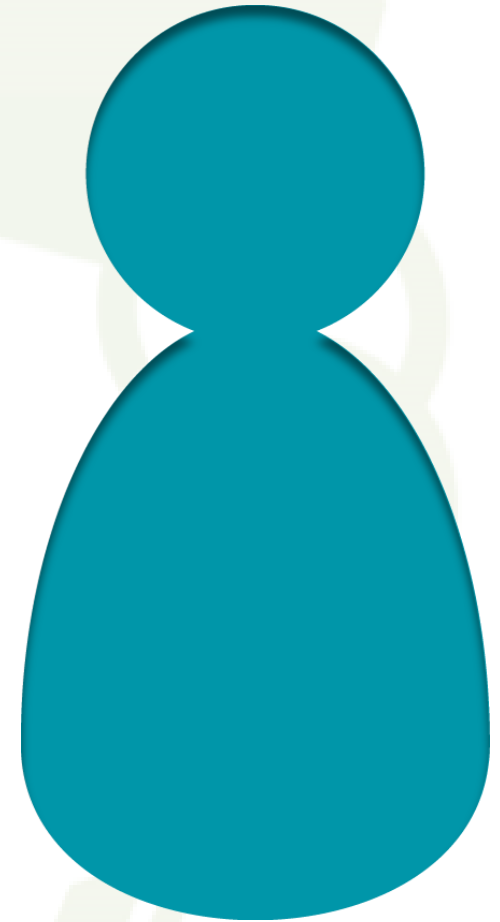
- Rental applications only tell so much
- People with application gaps are considered 'risky'

Keeping Tenants:

- Tenant issues take up staff time, can impact neighbours, and reputation
- Tenant turnover is costly and time consuming
- Lack of convenient process for conflicts and disputes

Increasing Costs:

- Building repairs are expensive



Solution: Successful Tenancies

***RentSmart* supports successful tenancies by providing 3 things:**

1. Educated Tenants and Landlords



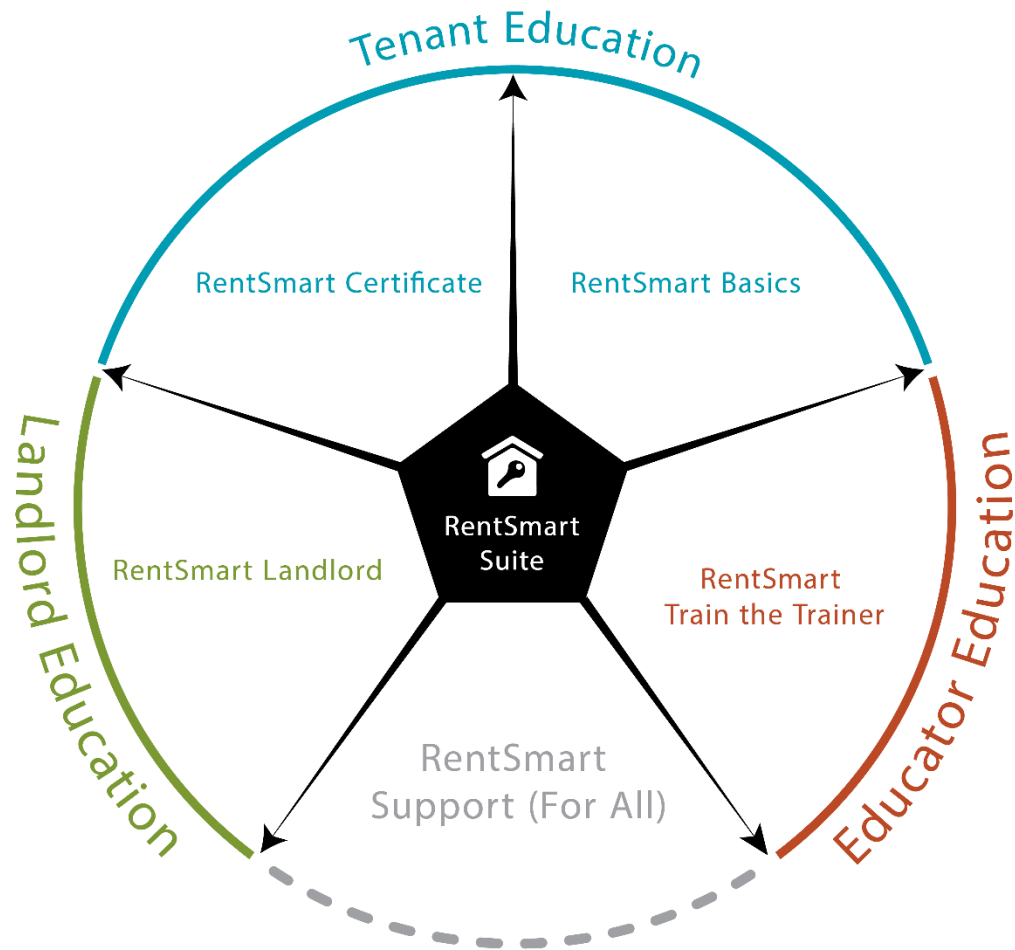
2. RentSmart Certificate



3. Support



RentSmart Model



RentSmart Tenant Education Covers

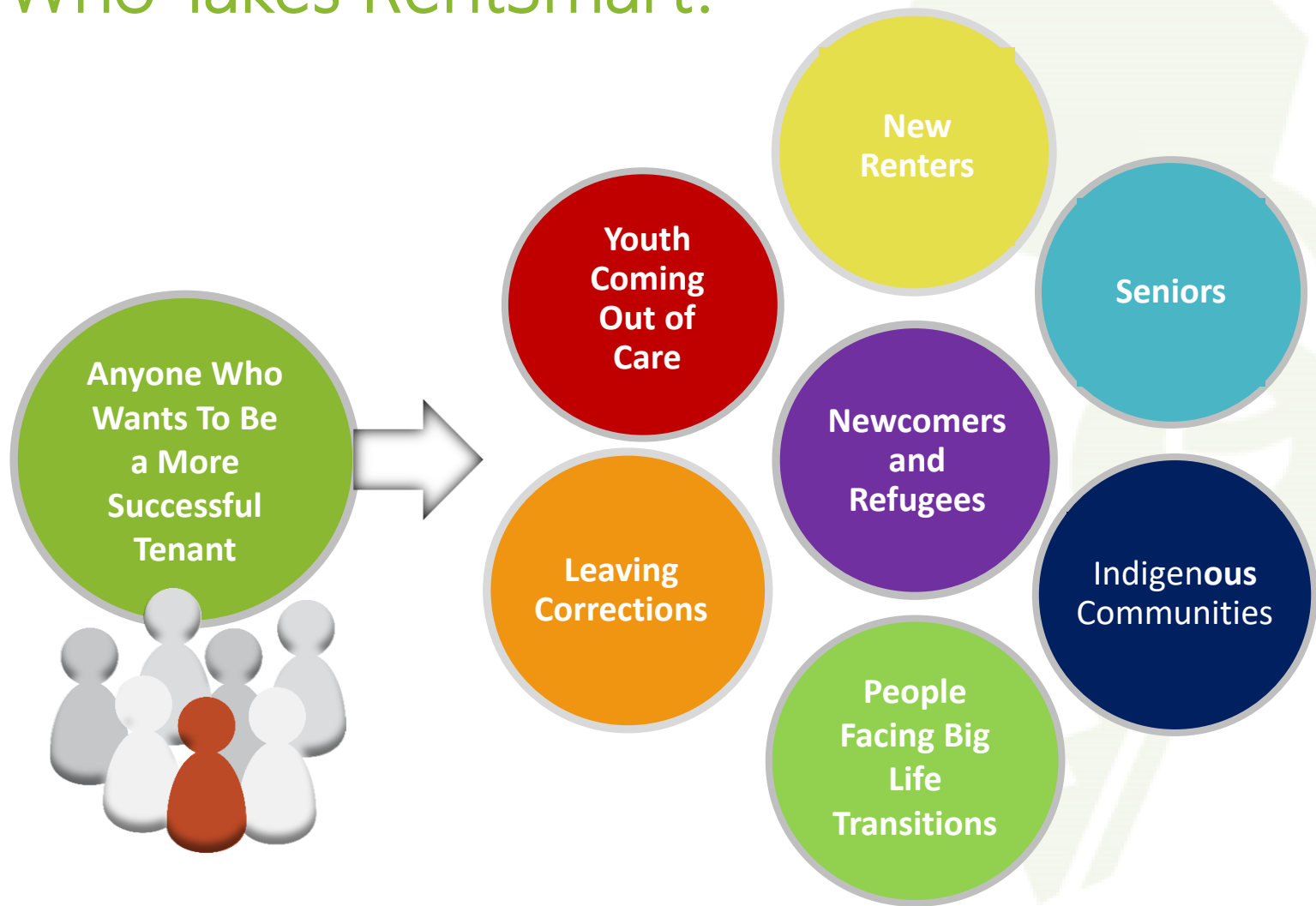


✓ **RentSmart** is key to successful tenancies





Who Takes RentSmart?



RentSmart Builds....



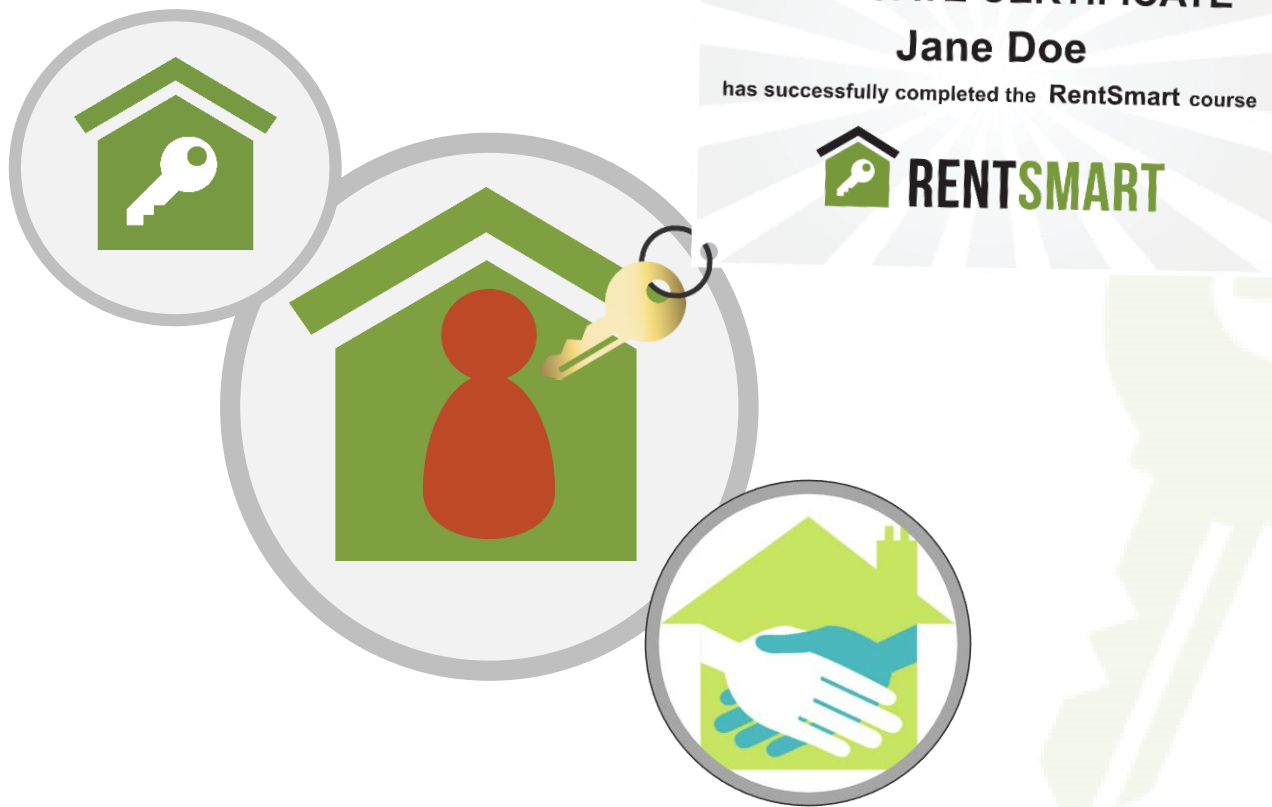
Solution: Educated Tenants and Landlords

Educated tenants and landlords are the solution to the following challenges:

- Conflicts between tenants and their landlords, neighbours, or roommates
- Rental arrears
- Not following the law (illegal tenancies)
- Lack of timely repairs
- Expensive evictions
- Tenancy turnover
- Unintentional damage to property
- Units in poor shape



RentSmart's 3 Pillar Prevention Approach



RentSmart is Making a Difference

2015 and 2016 participant surveys revealed:

- ✓ 100% said knowledge increased
- ✓ 92% said confidence increased
- ✓ 86% said maintaining their housing was easier
- ✓ 79% experience a positive relationship with landlord
- ✓ 70% said *RentSmart* helped them in securing their housing

Testimonial from the Impact Survey:

"This course changed my life. It can change yours too. We are all renters at some point."



What Landlords are Saying

"I see a difference in *RentSmart* tenants. They are better neighbours and pay their rent on time. I always look for the RentSmart certificate now" – Tim, Property Manager

"Ready to Rent has rigorous evaluation model yet anecdotally, many of my housing colleagues in BC say that it is preparing tenants (who we may not have taken a risk on) for very successful outcomes. It is also providing useful for existing tenants who may be facing eviction: once they have taken *RentSmart* and apply the lessons, they are able to 'rescue' their tenancy" - Kaye, CHRA Regional Director, BC

"I have never had to evict someone with a *RentSmart* certificate"
- Janice, Property Manager



STRATEGIES FOR ENDING HOMELESSNESS

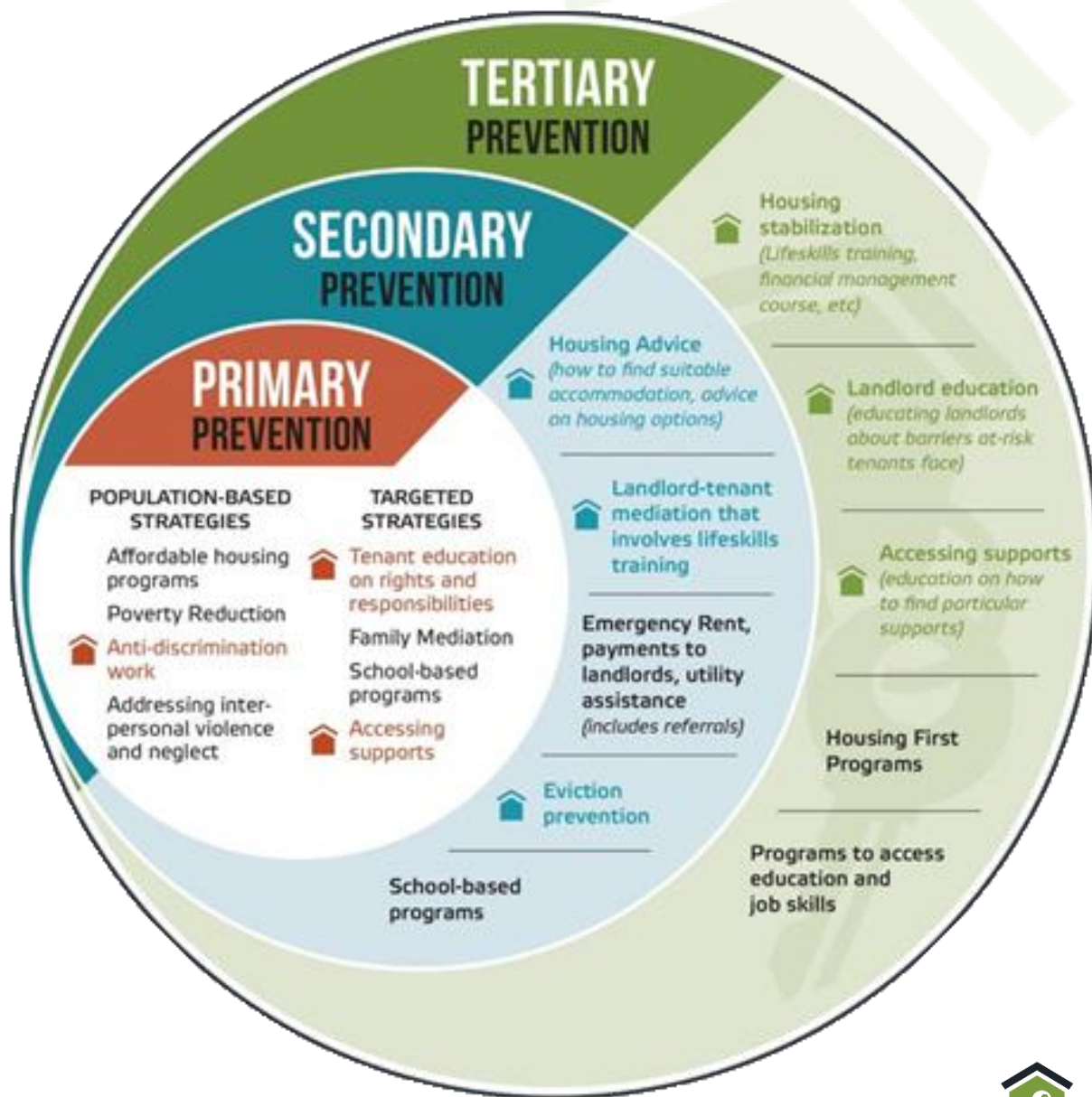
CAN WE MOVE FROM THIS...



...TO THIS!

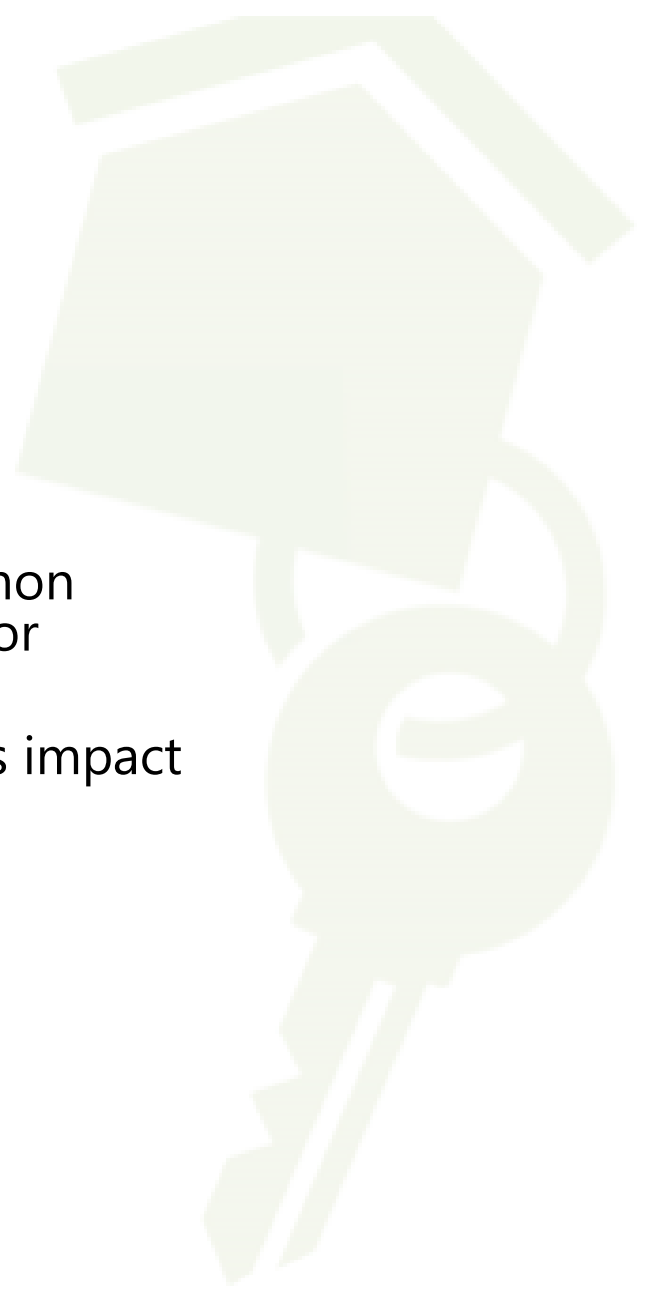


Prevention



RentSmart:

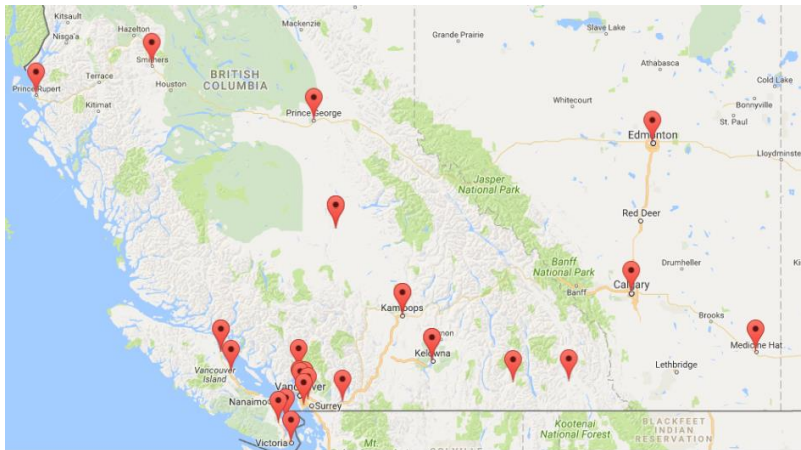
- ✓ Is a prevention model
- ✓ Increases housing stability to prevent homelessness
- ✓ Makes jobs easier by building a common understanding up front and process for resolving issues
- ✓ Has common standards and measures impact collectively
- ✓ Is adaptable and responsive
- ✓ Is a network of Community Educators
- ✓ Builds capacity in organizations
- ✓ Is expanding Canada-wide



Prevention in Action

RentSmart in growing:

- ✓ British Columbia
- ✓ Alberta
- ✓ Manitoba
- ✓ and now Ontario



Thanks to grants from:

Ontario
Trillium
Foundation



Fondation
Trillium
de l'Ontario

An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario

Funded in part by the Government of Canada's Homelessness Partnering Strategy

Canada 

RentSmart Ontario

"Successful Tenancies"



www.rentsmartontario.ca

289-362-4784

RentSmart Ontario

Background:

- ✓ Niagara Region Pilot project
- ✓ Support from the Niagara Region Housing + Homelessness Service System funding program for TTT
- ✓ Leadership Consortium of 5 Niagara Region Housing and Homelessness Service System agencies
 - Community Care St. Catharines & Thorold
 - Bethlehem Housing and Support Services
 - The Hope Centre
 - Project Share
 - Community Care West Niagara



RentSmart Ontario

Now we are growing across Ontario:

- ✓ Funding Grants to launch Ontario rollout
 - ESDC Homelessness Partnering Strategy (1 year)
 - Ontario Trillium Foundation Grow Grant (2 year)
- ✓ Partnership with B.C. as the Ontario chapter of RentSmart Canada
- ✓ Ontario Staff leadership:
 - Sherry Madden, Community Engagement Coordinator
 - Bob Barkman, Master Trainer



RentSmart Ontario

Vision: community well-being through housing education and support

Mission: to deliver housing education and related services

Outcome: *Successful Tenancies*

Impact: *Eviction Prevention, Stable Housing and Reduced Homelessness*



RentSmart Certificate: 6 Modules (12 hours)

Client Certificate

Module 1: The Importance of Home

Module 2: Applying for Housing

Module 3: Rights, Responsibilities and Expectations

Module 4: Managing Finances

Module 5: Communicating Effectively

Module 6: Taking Care of Your Home



RentSmart Basics

- 3 hour course
- Adapted to meet the needs of specific populations, e.g. youth, newcomers, people with disabilities, seniors
- Often a precursor to RentSmart certificate program



TTT Certification (Community Educators)

4-Day TTT Course

At the end of this course, CE's will be certified to deliver:

- 12-hour RentSmart course
- RentSmart Basic 3-hour course
- RentSmart Landlord curriculum (to be added)
- Facilitation/Presentation training included with curriculum examples.



Bring RentSmart to your Community

1. Recognize *RentSmart* certificate as a reference
2. Become an education partner and bring Community Educator training to your community
3. Help your tenants be *RentSmart* with RentSmart Certificate education



Thank You

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