

WHAT LANDLORDS SAY

Will landlords actually use it?

It is the first question every Continuum prioritizing property owner and operator relationships already asks. The answer here is not ours. It is **verbatim from the communities already doing it**, and from what their landlords told them.

What landlords are reacting to

[01 · the baseline]

In most systems landlord engagement is decentralized, relationship-based and dependent on individual staff. It produces a predictable strain, and the communities that have replaced it describe the same thing.

"Housing navigation was siloed. No one wanted to share their secret landlords that they had built strong relationships with."

[Kimberly Doty, Director of Housing, Partnership Home, Tarrant County, TX]

"Agencies were hoarding and very protective of their property partner contacts which resulted in many missed opportunities for the individuals and families participating in programs."

[Tiffany Gehrlich, RentConnect Manager, Strategies to End Homelessness, Cincinnati]

From a landlord's side this does not look like a coordinated system. It looks inconsistent: several agencies, several explanations of the same programme, and no single place to list a unit. **That is the baseline landlords are reacting to** — not the software that replaces it. Landlords are not resistant to using a system; they are resistant to inefficient ones.

What landlords say

[02 · in their words]

These are the reports that come back from the people who talk to landlords daily. None of them describes training landlords onto a platform, or persuading them past an objection.

"Landlords have noted how surprisingly user-friendly the platform is, with almost no barriers to entry. There is no fluff, no ads, and no fees. It is simply a free tool in their marketing toolbelt, making it an easy choice to use."

[Muris Avdic, Housing Services Coordinator, Housing & Homeless Coalition of Central New York, CNY CHANCE Program]

"They love the ease with which they can market their units to multiple agencies!"

[Tiffany Gehrlich, RentConnect Manager, Strategies to End Homelessness, Cincinnati]

"With Connect, I have found that many landlords are willing to be more flexible than they have been in the past. I think landlords view us more as partners and consider what we are doing with Connect as a collaboration."

[Tenisha Erni, Lead Landlord Liaison, New Mexico Coalition to End Homelessness]

"I always know we are doing something right when a property partner calls me to discuss a negative situation they encountered with a tenant they got from us, and still ends the call with 'I will have a new unit to add to Padmission next week.'"

[Tiffany Gehrlich, RentConnect Manager, Strategies to End Homelessness, Cincinnati]

What changes at the system level

[03 · the shift]

"Padmission has been a point that draws together community resources and agencies in our collective effort to house vulnerable community members."

[Dot Norton, Sonoma County Housing Authority, CA]

"Padmission Connect has allowed our CoC to modernize the way we work collectively. Centralizing landlord engagement and providing service providers with a platform that stores the units and landlord contacts that are cultivated by our Housing Acquisition team lifts the burden of doing this work alone."

[Breyia Birdsong, Vice President of Rental Assistance Programs, RD00R Housing Corporation, Indianapolis]

"There is a level of trust maintained in the rehousing process in utilizing Padmission Connect. Our community partners know that landlords are onboarded, supported and understanding of the needs required to rehouse vulnerable clients."

[Breyia Birdsong, Vice President of Rental Assistance Programs, RD00R Housing Corporation, Indianapolis]

What it changes day to day

[04 · outcomes]

Landlords are not evaluating software. They are evaluating whether units get filled and whether the process moves.

"This greatly increases the pool of potential tenants for the property providers to get their units filled and it reduces the amount of time the program staff have to spend locating units for their clients, therefore getting them housed more quickly."

[Tiffany Gehrlich, RentConnect Manager, Strategies to End Homelessness, Cincinnati]

"We have also seen a decrease in the number of days it takes to house someone when the unit is found in Padmission."

[Tiffany Gehrlich, RentConnect Manager, Strategies to End Homelessness, Cincinnati]

"We have really enjoyed the ability to share listings with ease to community partner agencies amongst other features."

[Dot Norton, Sonoma County Housing Authority, CA]

Why adoption follows

[05 · the structure]

Connect centralizes landlord engagement and housing search across providers. Four things follow, and each is a reason a landlord finds the system easier than the alternative.

Repeated communication falls away

One record of the unit and the relationship, rather than the same conversation held separately with each provider.

The pool of tenants widens

A unit is visible to every participating program, not only to the provider who happened to have the contact.

Expectations stop varying

Landlords stop hearing a slightly different explanation of the same programme from each agency.

Engagement survives staffing

The relationship sits with the system, so it does not leave when the person who built it does.

Every quote verbatim from Padmission's customer quote canon.