
LANDLORD ORGANIZATIONS



Whether or not there are any tenant organizations in your area, a landlord association or organization may be a good idea for you and your fellow landlords.

To be honest, many people will want to get together in a landlord organization just to trade stories or socialize. Fine! That could be a good way to get people into your organization. Nonetheless, there are also a lot of other productive things a landlord association can do.

INFORM membership and/or the public about educational and legislative issues.

LOBBY local, state, or federal government for things that you want changed.

EXCHANGE information on reliable contractors. Good help is hard to get. You can do listings, possibly noting references from your membership, etc.

NEGOTIATE discounts for members with local suppliers (building materials, paint, pest control services, etc.).

JOINTLY retain legal, accounting, bad check, or screening services.

MAINTAIN listing services for vacancies and/or cooperate with local social services in helping to place local families in need of housing.

MEETINGS

Structured meetings that are relatively short with speakers and agendas publicized in advance will help you get and keep satisfied members. Leave time at the end of or after each meeting for story swapping. You may want to periodically have a pot-luck or

barbeque or some other strictly social event. Almost everybody needs the socializing. Some people will come only for that and that activity will help unite the organization for times when you need power in numbers.

PRECAUTIONS

Avoid letting people who are dishonest or otherwise have bad reputations become powerful in or spokespersons for your organization. This could be devastating to your attempts to attract reputable members and to your organization's image in the community. Along the same lines, do your best to have your members and leaders look fairly at both the tenant's and the landlord's point of view on issues. This will help you come up with better, more defensible, and successful positions on issues and will enhance your level of respect in the community. Avoid the "all tenants are bad" and the "we put out and put out and never make any money" line. Everyone knows that for the most part, neither of these statements are true. Citing specific problems supported by facts and suggested solutions will make you look much better.

A FEW TIPS ON BUILDING INFLUENCE IN YOUR COMMUNITY

Always have your spokespeople be **ARTICULATE** and understanding of various points of view that people have or issues.

Become familiar with both the public and not-so-public **PLANNING** and decision-making processes of the governmental units that you desire to influence. Get to know legislators and their staffs and become useful as a resource to them. **THEY** will begin to call **YOU** for advice or to sit in on their meetings.