

LANDLORD INCENTIVE PROGRAM

“WE’VE ALWAYS ASSURED LANDLORDS THAT TENANTS WITH RENTAL VOUCHER ARE JUST AS GOOD AS TENANTS IN THE PRIVATE MARKET. IN MANY WAYS, THEY’RE BETTER. SECTION 8 TENANTS NOW COME WITH A CERTAIN DEGREE OF PROTECTION FOR LANDLORDS!”

Jennifer Panetta, Executive Director

The Landlord Incentive Program allows the Housing Authority to reimburse landlords up to \$5,000 for damages, unpaid rent, and other expenses that exceed the security deposit, subject to funding availability. Now more than ever before, accepting Section 8 tenants with rental vouchers is a smart business decision.

The Landlord Incentive Program is *Funded by the following jurisdictions: Santa Cruz County, cities of Capitola, Santa Cruz, Watsonville, Scotts Valley and New Horizons Affordable Housing and Development* . The program services the entire Santa Cruz county including the cities of Capitola, Santa Cruz, Watsonville, and Scotts Valley, as well as all the unincorporated areas of Santa Cruz County.



WE MAKE IT CONVENIENT FOR BUSY LANDLORDS LIKE YOU:

- List your rental property for free on Affordablehousing.com;
- View a landlord video on our website: [Housing Choice Voucher programs:Basics, Benefits, Ways to Participate](#)
- Landlord walk-in hours
- A single point of contact dedicated to providing landlords with excellent customer service.

Go to our website for additional info:
www.hacosantacruz.org/landlords

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HOUSING CHOICE VOUCHER PROGRAM (SECTION 8) LANDLORD BENEFITS

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THE HOUSING AUTHORITY UNDERSTANDS YOUR BUSINESS NEEDS:

- Direct Deposit transmitted on the 1st business day of the month.
- Prompt and consistent payments. If your tenants experience a loss of income, the Housing Authority adjusts the level of subsidy. You continue to get the rent you require every month, and the portion paid by the Housing Authority adjusts to keep the unit affordable to the tenant.

“I’VE BEEN RENTING TO SECTION 8 FAMILIES FOR 25 YEARS; IT’S NO DIFFERENT – WE SCREEN THEM – SOME GOOD, SOME BAD, LIKE ANYTHING ELSE. I’VE NEVER HAD A CHALLENGE WITH THE PAPERWORK. AFTER THE INITIAL CONTRACT PROCESS, WE GET OUR CHECKS BETWEEN THE 1ST AND THE 3RD.

*Chuck Fischer,
El Camino Realty & Investments Inc.*



MARKET RATE RENTS:

We work hard to keep up with the ever-changing market in Santa Cruz County. Earn rental income while helping individual tenants and families who otherwise couldn’t afford to live in our community. You can make a real difference in the affordable housing shortage.

WE’RE COMMITTED TO MAKING THE SECTION 8 PROGRAM WORK FOR LANDLORDS. WE KNOW THAT IF IT DOESN’T WORK FOR LANDLORDS, THEN IT DOESN’T WORK FOR ANYONE.

YOU STAY IN CHARGE OF YOUR PROPERTY:

- You choose and screen your own tenant. To attract tenants with vouchers, you may choose to list your unit on our website, Affordablehousing.com.
- You use your own rental agreement. The tenancy is between you and your tenant. Tenants must abide by your rental agreement.
- You establish the rent. You are not limited to the Housing Authority payment standard, and you can increase the rent with 60 days written notice.
- The Housing Authority inspects for safe, decent and sanitary units that meet Housing Quality Standards, not code enforcement.
- Flexible terms. You can choose a month-to-month contract, a 6-month lease, or a 1-year lease. It’s up to you.