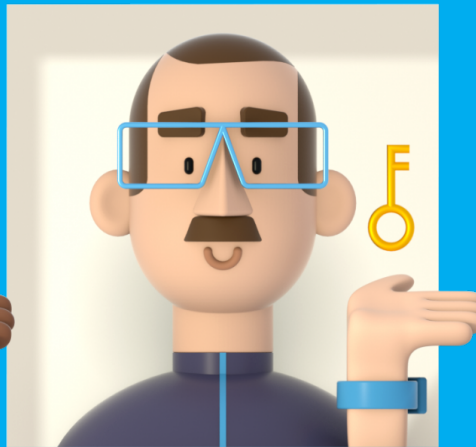


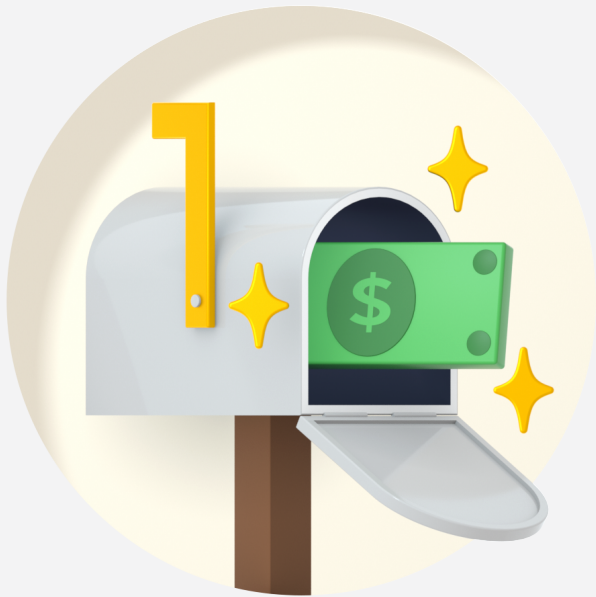
# MARKETING



# TOOLKIT

# Who Should Use This Toolkit

This toolkit is meant for community members and partners who want to help engage property owners, managers, and developers in our shared mission of ending homelessness. Everything here has been created to support partners in building awareness of LeaseUp Los Angeles. Please do not share this toolkit with property owners.



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## Social Media Posts

Posting about LeaseUp on social media is a great way to build awareness about the program. To make posting easy, we've provided recommendations for messages and graphics. Simply download the graphics and copy and paste the post language to Twitter, LinkedIn, Facebook, and Instagram. [Link to social graphics here.](#)

### Social Post #1

### Post Copy

**We have qualified renters.  
You have vacant apartments.**



**Let's work together.**

POWERED BY



#### ROBUST

Managing renter applications and finding the right tenants can be tough.

LeaseUp makes it easy by providing options for renting out individual units or full buildings, finding you rent-ready tenants, and offering 24/7 support from start to finish.

No listing fees or endless showings means more money in your pocket and time on your hands.

Go to [LeaseUpLA.org](https://LeaseUpLA.org) to learn more.

#### SHORTENED

Managing renter applications and finding the right tenants can be tough.

LeaseUp makes it easy by providing rent-ready tenants and 24/7 support.

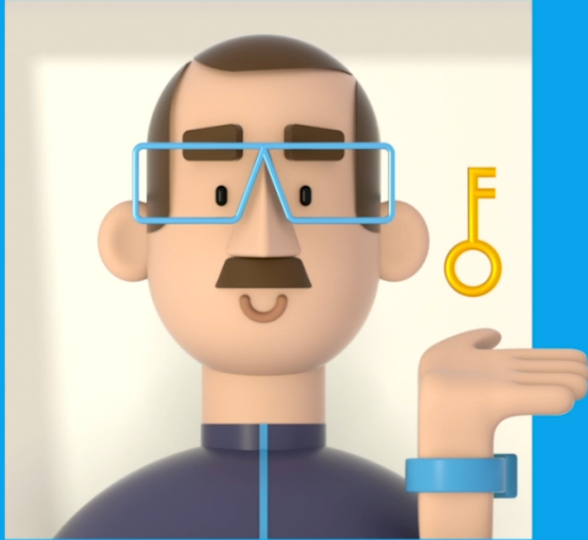
Looking for renters? Learn more at [LeaseUpLA.org](https://LeaseUpLA.org).

DOWNLOADABLE FILES FOR POSTING

# Social Media Posts

## Social Post #2

## Post Copy



**Less effort, more units filled.**

POWERED BY  
**PATH**  
MAKING IT HOME

LeaseUp 

### ROBUST

Whether you rent out individual units or whole buildings, filling your property with reliable tenants can take time. Let LeaseUp save you time and money with free unit listings to match you with rent-ready tenants across LA County.

Working with LeaseUp to provide fair, fast, stress-free housing, you reap the benefits: quick leasing to quality candidates.

Learn more today at [LeaseUpLA.org](https://LeaseUpLA.org).

### SHORTENED

Let LeaseUp save you time and money with free unit listings to match you with rent-ready tenants.

Reap the benefits of quick leasing to quality candidates when you work with LeaseUp.

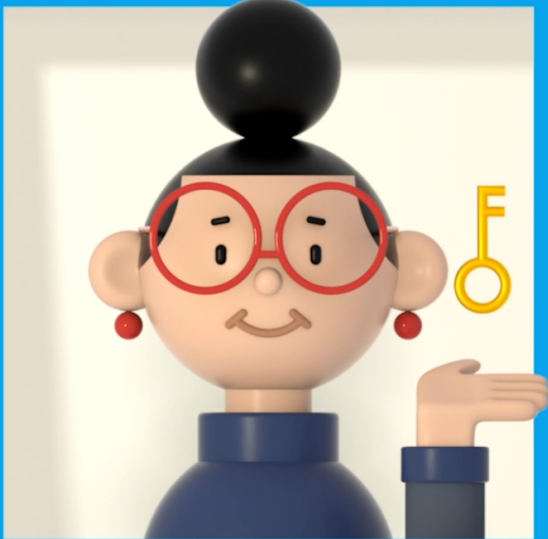
Learn more today at [LeaseUpLA.org](https://LeaseUpLA.org).

DOWNLOADABLE FILES FOR POSTING

# Social Media Posts

## Social Post #3

## Post Copy



**Around-the-clock housing support.**

POWERED BY  
**PATH**  
MAKING IT HOME

LeaseUp 

### ROBUST

Hands full with demanding leasing duties? Get on-site help with tenant management.

LeaseUp makes renting out your property easier with a dedicated housing specialist, 24/7 customer service, government-backed rental insurance, and mediation support.

Learn more about the aid available to you at [LeaseUpLA.org](https://LeaseUpLA.org).

### SHORTENED

Take the edge off demanding leasing duties with the help of a dedicated housing specialist, 24/7 customer service, government-backed rental insurance, and mediation support.

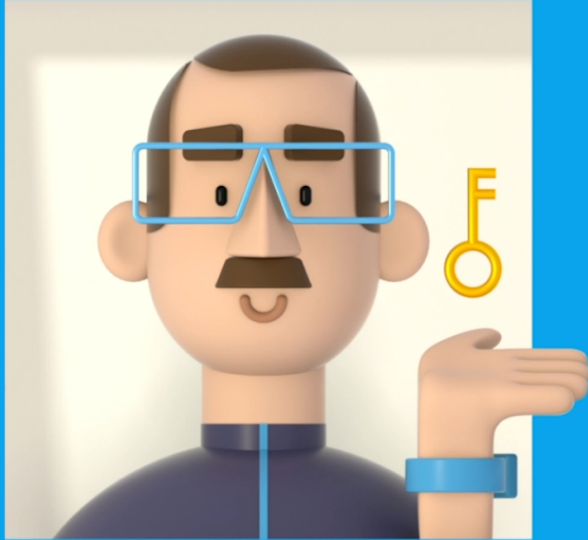
Learn more about leasing support available to you at [LeaseUpLA.org](https://LeaseUpLA.org).

DOWNLOADABLE FILES FOR POSTING

# Social Media Posts

## Social Post #4

## Post Copy



**"Finally, bulk-leasing for less effort."**

POWERED BY  
**PATH**  
MAKING IT HOME

LeaseUp 

### ROBUST

Not quite done with construction? All you need is a model unit to begin finding tenants with LeaseUp. You read that right.

LeaseUp knows that property developers looking to lease out entire buildings have unique needs. That's why they offer 5% of the total annual gross rent for the building to protect against vacancy loss, in addition to other great safeguards.

Learn more about proactively securing your property investment at [LeaseUpLA.org](https://LeaseUpLA.org).

### SHORTENED

Still in development? All you need is a model unit to begin finding tenants with LeaseUp.

Get proactive about securing your property investment and learn more at [LeaseUpLA.org](https://LeaseUpLA.org).

DOWNLOADABLE FILES FOR POSTING

## Social Media Ads

Sharing LeaseUp ads on social media is a great way to build awareness and drive potential participants to the LeaseUp site to sign up and learn more. All social ads should direct to LeaseUpLA.org.

[Link to social media ad graphics here.](#)

### Graphic #1

### Copy



#### COPY

More protections and incentives mean you can lease faster for longer with LeaseUp.


Sign up to learn how you can benefit from a partnership with LeaseUp!

DOWNLOADABLE FILES FOR POSTING

# Social Media Ads


## Graphic #2

## Copy



**"So you'll lease out my entire building... in 30 days? That's fast."**

POWERED BY  
**PATH**  
MAKING IT HOME

LeaseUp 

### COPY

More support, less effort. Leasing full buildings just got easier with the new and improved LeaseUp.

Sign up to learn what a partnership with LeaseUp can do for you.

DOWNLOADABLE FILES FOR POSTING



# Social Media Ads

## Graphic #3

## Copy



**Stable, secure leasing that  
makes you feel good.**

POWERED BY  
**PATH**  
MAKING IT HOME

LeaseUp 

### COPY

Come see why more and more property managers are joining LeaseUp.

### COPY ALTERNATE 1

Come see why more and more property owners are joining LeaseUp.

### COPY ALTERNATE 2

Come see why LA developers are joining LeaseUp.

DOWNLOADABLE FILES FOR POSTING

# Social Media Ads

## Graphic #4

## Copy



**"More units filled with  
less effort? Sign me up!"**

POWERED BY  
**PATH**  
MAKING IT HOME

LeaseUp 

### COPY

Learn how you can rent faster for longer with the new and improved LeaseUp!

DOWNLOADABLE FILES FOR POSTING

# Promotional Email

**SUBJECT:** More solutions and more support: Check out the new LeaseUp!

**PREVIEW TEXT:** Rent out properties faster with LeaseUp.

**BODY:** Hi << First Name >>,

We are thrilled to introduce you to a program that is changing the way we view housing in LA County. Meet LeaseUp: an innovative program that partners with property managers, owners, and developers to fill their vacant units and buildings with rent-ready tenants in need of stable housing. That's how they're making renting easier and more reliable for everyone.

Whether you are looking to rent out one unit or are in need of a bulk-leasing solution to fill an entire building, LeaseUp is the solution for you.

Learn more today at LeaseUpLA.org.

Know someone who might be interested? Forward this email along or share with your social network!

[Name, Organization]

# Newsletter Messaging

Could you use some leasing support? Whether you're leasing out individual units or an entire building, LeaseUp's got your back with options for on-site support, 24/7 customer service, and other leading-edge housing solutions and incentives. Get more than you could from rental agencies. LeaseUp provides:

- Progressive incentive packages
- A dedicated housing specialist
- Vacancy loss compensation
- And more

Working closely with the LeaseUp team secures your property investment and gets you renting faster for longer. Find out what all you stand to gain through partnership with LeaseUp at LeaseUpLA.org.

# Digital Graphic Ads

Sharing LeaseUp ads on your website, embedding them in newsletters, or using them in other relevant digital outlets is a great way to build awareness and drive potential participants to the LeaseUp site to signup and learn more.

[Link to digital ads graphics here.](#)

# Frequently Asked Questions

## Property Owner & Manager FAQs

Here are some of our FAQs from participants. Don't hesitate to reach out to LeaseUp if you have additional questions you'd like us to answer. We welcome the opportunity to set up a call and share more about the program.

### 1. What kind of support can I expect when working with LeaseUp?

We know that the support property owners need when leasing out individual units is different than when leasing out full buildings. LeaseUp offers a range of solutions depending on how you choose to partner with us, but our dedication to customer service remains the same across our programs. Here are some services you can expect regardless of partnership type:

- A dedicated housing specialist to walk you through the process of renting your unit and help resolve any issues that may arise
- A team to help you lease and access incentives
- Reliable and flexible customer service support
- Free unit listings

### 2. What kind of support can I expect when leasing out individual units with LeaseUp?

Whether you're leasing out one unit or many, count on LeaseUp to always provide the following:

- Free unit listings that reach over 2,700 case managers across LA County
- Up to \$10,000 in damage protection
- Up to 1 month's rent in vacancy loss
- Access to dedicated customer support

### 3. What kind of support can I expect when leasing out an entire building with LeaseUp?

Leasing out an entire building with LeaseUp is an easy solution to combat vacancy issues, whether your building has been completed or is still in development. We know that those looking to lease out entire buildings have specific needs, so the LeaseUp team is happy to offer the below services to assist:

- \$90 per unit every month for use towards repairs and maintenance, regardless of unit occupancy
- Vacancy loss up to 5% of the total gross annual rent for the building
- On-site support from LeaseUp staff to assist in the leasing process and tenancy management
- Additional funds for management support

### 4. What are the eligibility requirements for LeaseUp partnership?

You'll need a certificate of occupancy for your unit(s), no pending code violations, and associated insurance coverage.

### 5. How many units do I need to rent to participate?

One unit is all you need, but you'll have the option to rent out multiple units or even a full building.

# Frequently Asked Questions (cont.)

## Property Owner & Manager FAQs

Here are some of our FAQs from participants. Don't hesitate to reach out to LeaseUp if you have additional questions you'd like us to answer. We welcome the opportunity to set up a call and share more about the program.

### 6. How do I get paid?

Rent is paid through the specific housing subsidy attached to the tenant, and LeaseUp incentives are paid monthly by PATH.

### 7. Will I get paid at market rate?

While we cannot guarantee market rate payment, our team is dedicated to negotiating rents that are fair for both the owner and the tenant, in addition to providing financial incentives and support for property owners.

### 8. How soon can I expect to be matched with a tenant?

The LeaseUp team is dedicated to matching you with rent-ready tenants within 30 days of finalizing the program agreement.

### 9. I've never rented to someone experiencing housing insecurity or homelessness. Could this create a problem for me or other tenants?

To qualify for LeaseUp, tenants must remain enrolled in a program that provides support services. Prior to move-in, tenants meet with supportive services to discuss their specific needs. Based on this meeting, tenants are connected to resources, such as job training, healthcare, mental health counseling or addiction treatment, and education.

### 10. What are your vacancy loss protections?

If you're renting out an individual unit with us, we provide up to one month's rent. If you're working with us to rent out a full building, we provide up to 5% of the total annual gross rent for the building.

### 11. What if I want to evict a tenant? Do you handle evictions?

The need for eviction has been extremely rare with LeaseUp, but in the event that it's required, we are here to support. We can connect you to our dedicated Mediation Team or another support system as needed. While the LeaseUp team does not have the authority to initiate the process, we are committed to ensuring a positive experience for landlords and tenants.

### 12. What kind of damage is covered?

LeaseUp covers property damage and unpaid rent up to \$10,000 after the security deposit has been applied.

# Frequently Asked Questions

## Property Developer FAQs

Here are some of our FAQs from participants. Don't hesitate to reach out to LeaseUp if you have additional questions you'd like us to answer. We welcome the opportunity to set up a call and share more about the program.

### 1. What kind of support can I expect when leasing out an entire building with LeaseUp?

Leasing out an entire building with LeaseUp is an easy solution to combat vacancy issues—whether your building has been completed or is still in development. We know that those looking to lease out entire buildings have specific needs, so the LeaseUp team is happy to offer the below services to assist:

- \$90 per unit every month for use towards repairs and maintenance, regardless of unit occupancy
- Vacancy loss up to 5% of the total gross annual rent for the building
- On-site support from LeaseUp staff to assist in the leasing process and tenancy management
- Additional funds for management support
- A dedicated housing specialist to walk you through the process of renting your building
- A team to help you lease and access incentives

### 2. What are the eligibility requirements for renting out a full building with LeaseUp?

You'll need a certificate of occupancy, no pending code violations, and associated insurance coverage. If you would like to take advantage of the incentives associated with renting out a full building, we ask that your building has 15 units or more to maximize availability for prospective tenants. If your building does not meet that requirement, that's okay. We can still support your leasing needs on an individual unit basis!

### 3. Does my building have to be completed to start finding tenants with LeaseUp?

No! As long as we have a model unit to show, our team will start working with you to find interested tenants. We'll even begin the process of collecting applications.

### 4. How do I get paid?

Rent is paid through the specific housing subsidy attached to the tenant, and LeaseUp incentives are paid monthly by PATH.

### 5. Will I get paid at market rate?

While we cannot guarantee market rate payment, our team is dedicated to negotiating rents that are fair for both the owner and the tenant, in addition to providing monetary incentives and support to the property owner or developer.

### 6. How soon can I expect to be matched with a tenant?

The LeaseUp team is dedicated to filling your building's occupancy within 30 days of finalizing the program agreement. If we can't meet that goal, we will provide a vacancy loss stipend.

### 7. I've never rented to someone experiencing housing insecurity or homelessness. Could this create a problem for me or other tenants?

To qualify for LeaseUp, tenants must remain enrolled in a program that provides support services. Prior to move-in, tenants meet with supportive services to discuss their specific needs. Based on this meeting, tenants are connected to resources, such as job training, healthcare, mental health counseling or addiction treatment, and education.

### 8. What if I want to evict a tenant? Do you handle evictions?

The need for eviction has been extremely rare with LeaseUp, but in the event that it's required, we are here to support. We can connect you to our dedicated Mediation Team or another support system as needed. While the LeaseUp team does not have the authority to initiate the process, we are committed to ensuring a positive experience for landlords and tenants.

# Talking Points

Below are key talking points to consider when sharing information about the LeaseUp program with potential partners and participants.

## 1. What is LeaseUp?

- LeaseUp is a program developed by PATH that partners with property managers, owners, and developers to fill their vacant units and buildings with rent-ready tenants in need of stable housing.
- The program offers financial incentives, benefits, and stability to property managers, owners, and developers in LA County while providing access to housing for those who need it most.
- To-date, PATH has helped more than 11,500 Californians move into homes across 150 cities and has leased out over 2,000 apartments and homes by engaging more than 1,000 property owners through LeaseUp.

## 2. Why now?

Option A | Tenants in need:

For tenants and property managers, owners, and developers, the rental market in Southern California has been challenging for generations. The pandemic has only exacerbated these challenges.

- Too many of our neighbors are experiencing housing insecurity.
- According to the 2021 Census, over 900,000 Californians feel “not at all confident” that they will be able to pay their rent next month.
- Helping our unhoused neighbors move into safe, stable, and long-term homes is more critical than ever.

Option B | Struggling landlords:

Mom-and-Pop landlords are struggling to fill vacancies and keep a steady income.

- Property owners lack protections that ensure a reliable rental income.
- More than 50% of 1,300 property owners in LA surveyed in December 2020 said they would face financial distress within six months if their situations didn’t improve.
- Without guaranteed rental payments and with difficulties filling vacancies, landlords are having more trouble than ever paying their mortgage, property taxes, and for building upkeep.

LeaseUp makes leasing a win-win situation for everyone involved by matching under-served tenants looking for rentals with property owners, managers, and developers in need of tenants.

## 3. Why do property owners prefer LeaseUp?

Again and again, we hear three main benefits to participating in the LeaseUp program:

- Progressive financial incentives like holding fees and vacancy loss funding;
- Dedicated support with leasing and tenancy for property managers, owners, and developers;
- And reliable rental income for people who depend on it.

## 4. How can you help? Sign up & spread the word.

- If you own, manage, or are developing a property in the Los Angeles area and have available units, or if you want to discuss options to lease out your full building, you can sign up to connect with PATH directly at [LeaseUpLA.org](https://LeaseUpLA.org).
- Do you know any large-scale apartment owners or developers? Executives looking to fill vacant units or buildings? The LeaseUp team welcomes the opportunity to set up a call, share more about the program, and talk about how to get started.

# CONTACT

## Website

**LeaseUpLA.org**

## Email

**leaseupla@epath.org**

## Phone

**323-428-4742**

## Social Platforms

**Facebook:** <https://www.facebook.com/path.LA/>

**Instagram:** <https://www.instagram.com/pathpartners/>

**Twitter:** <https://twitter.com/pathpartners>

**LinkedIn:** <https://www.linkedin.com/company/people-assisting-the-homeless-path->