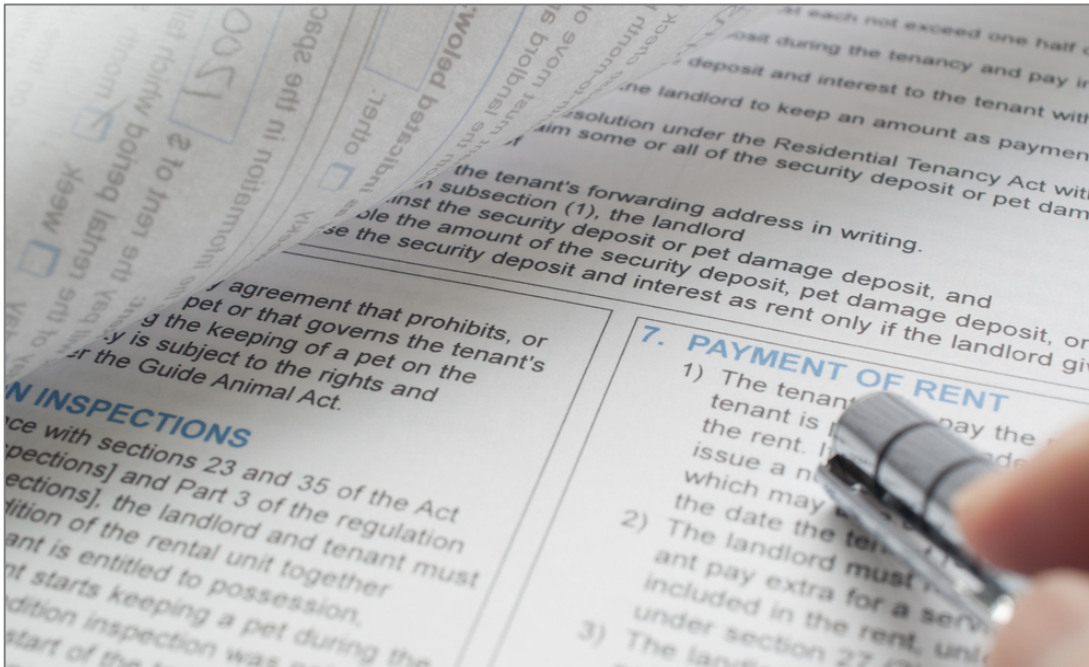


# Supporting Successful Tenancies

Kristi Rivait, co-Executive Director, Ready to Rent

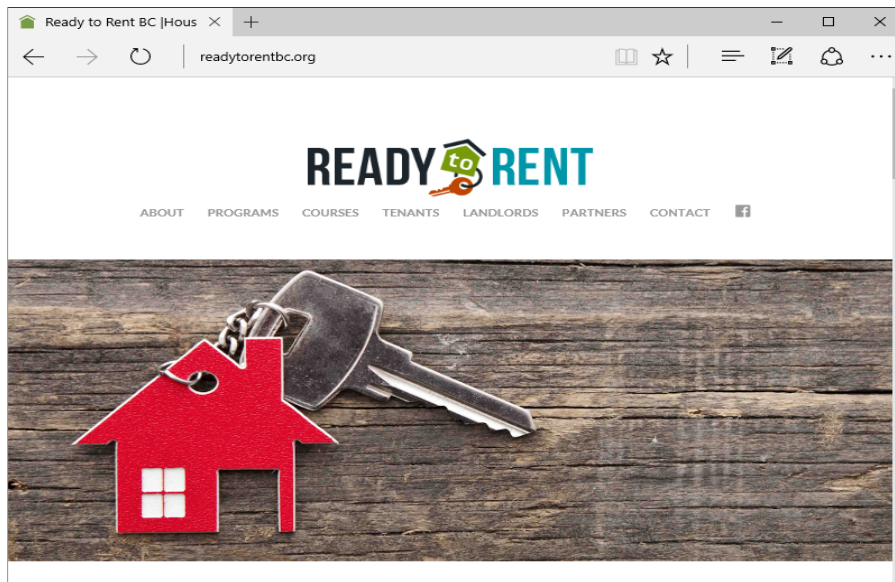
# Being a good tenant is not an innate skill



# RentSmart

**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:

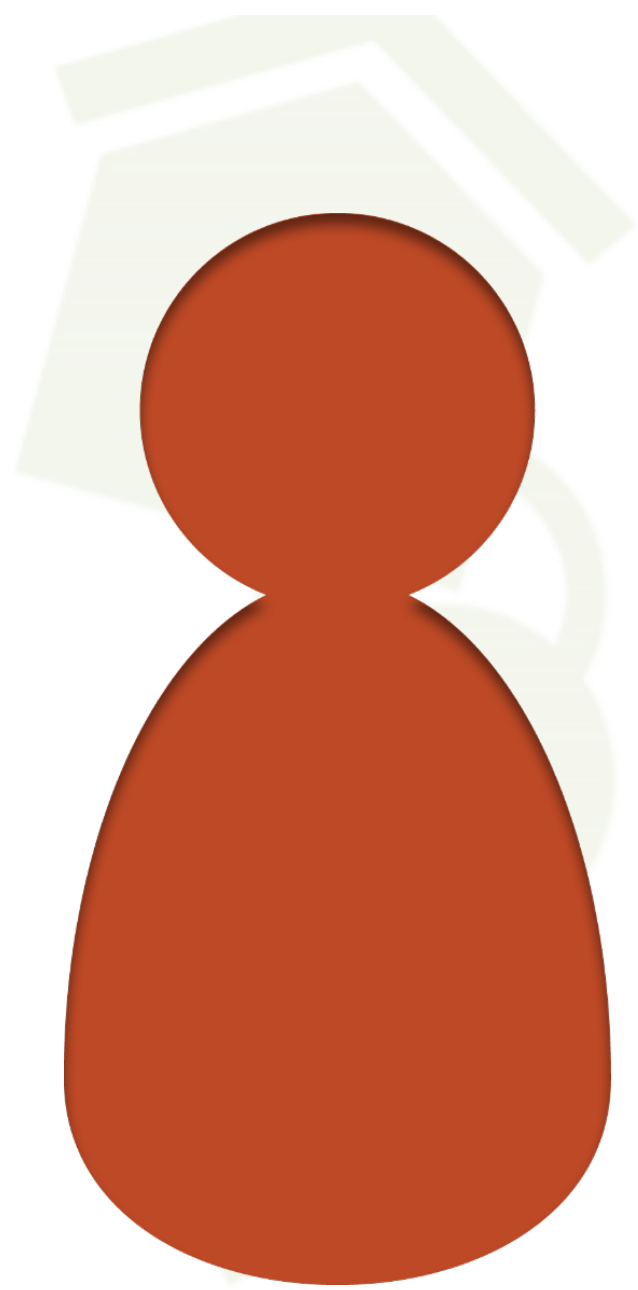
- New or returning to renting
- Bad past experiences
- Discrimination
- Limited references or solid credit history

## 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



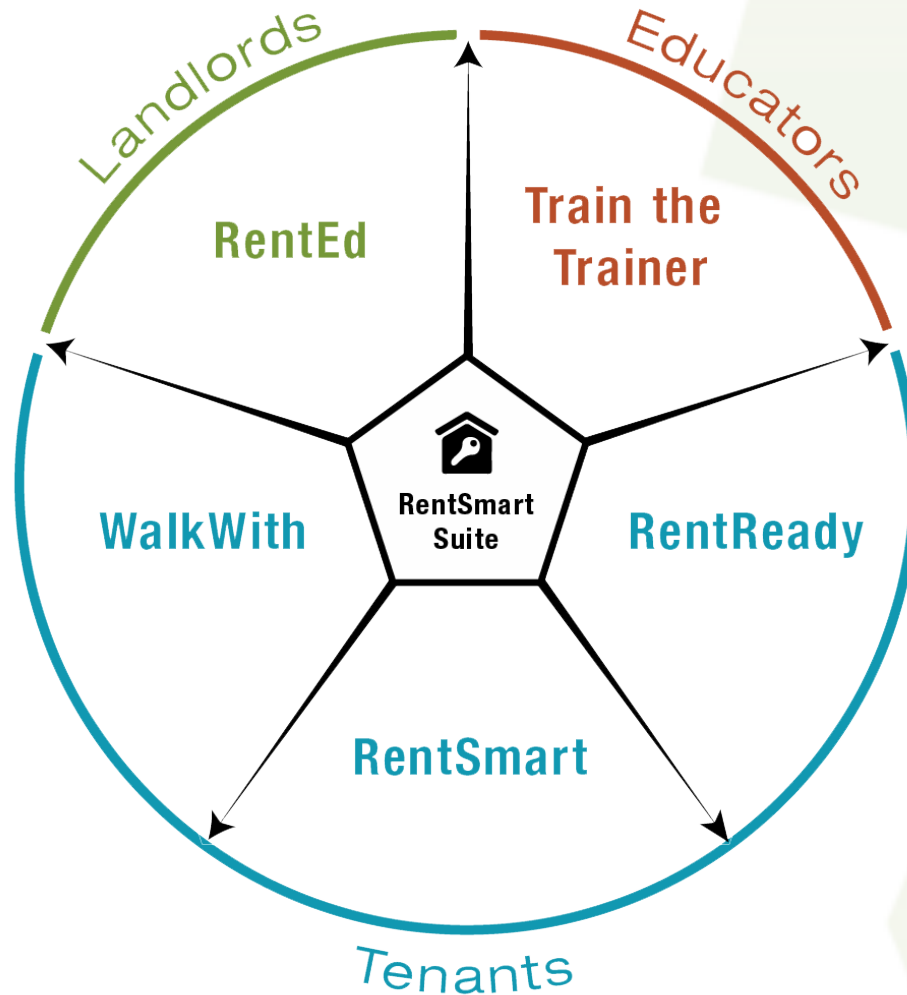
2. RentSmart Certificate



3. WalkWith Support



# RentSmart Suite





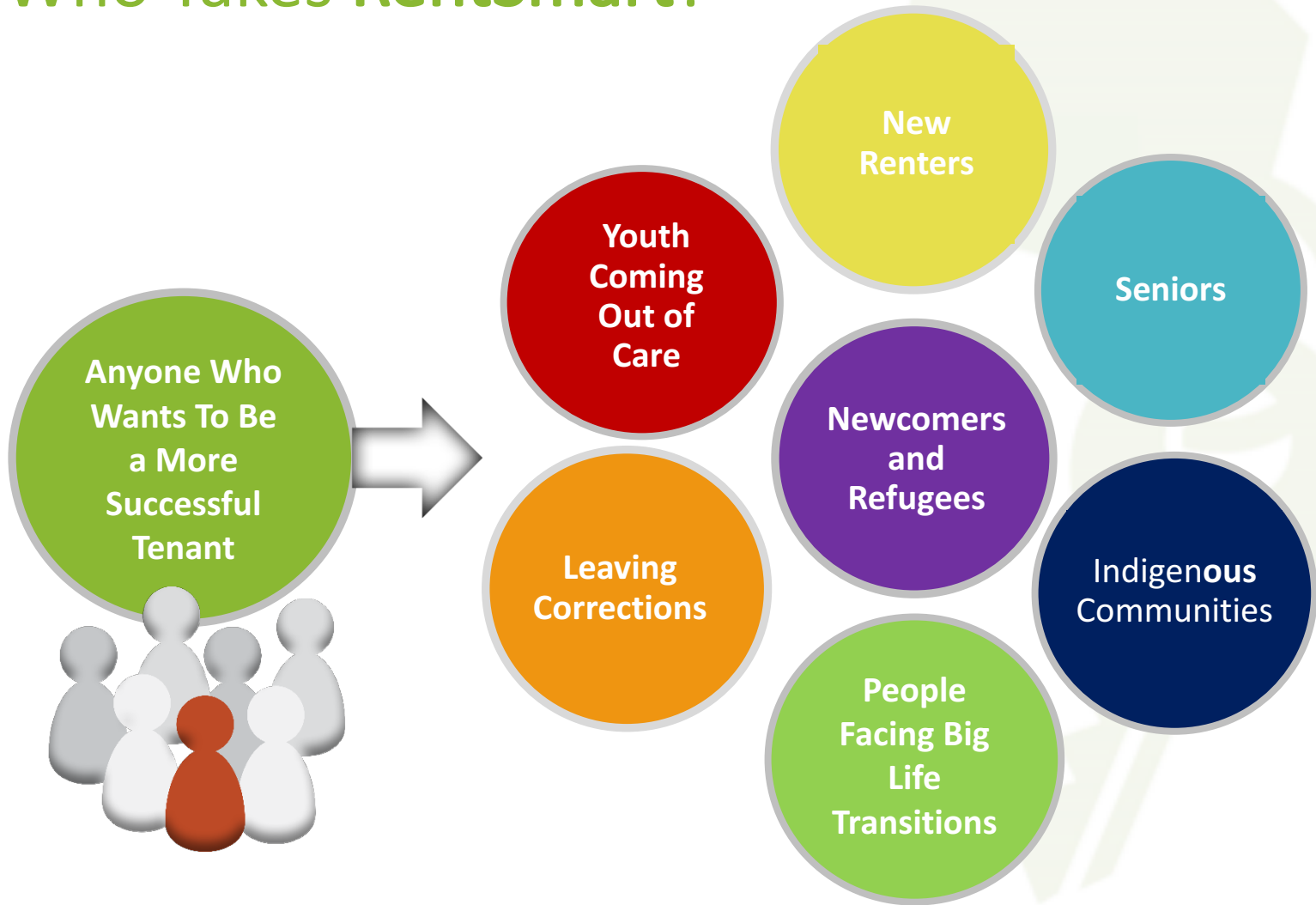
# RentSmart Tenant Education Covers



✓ 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:

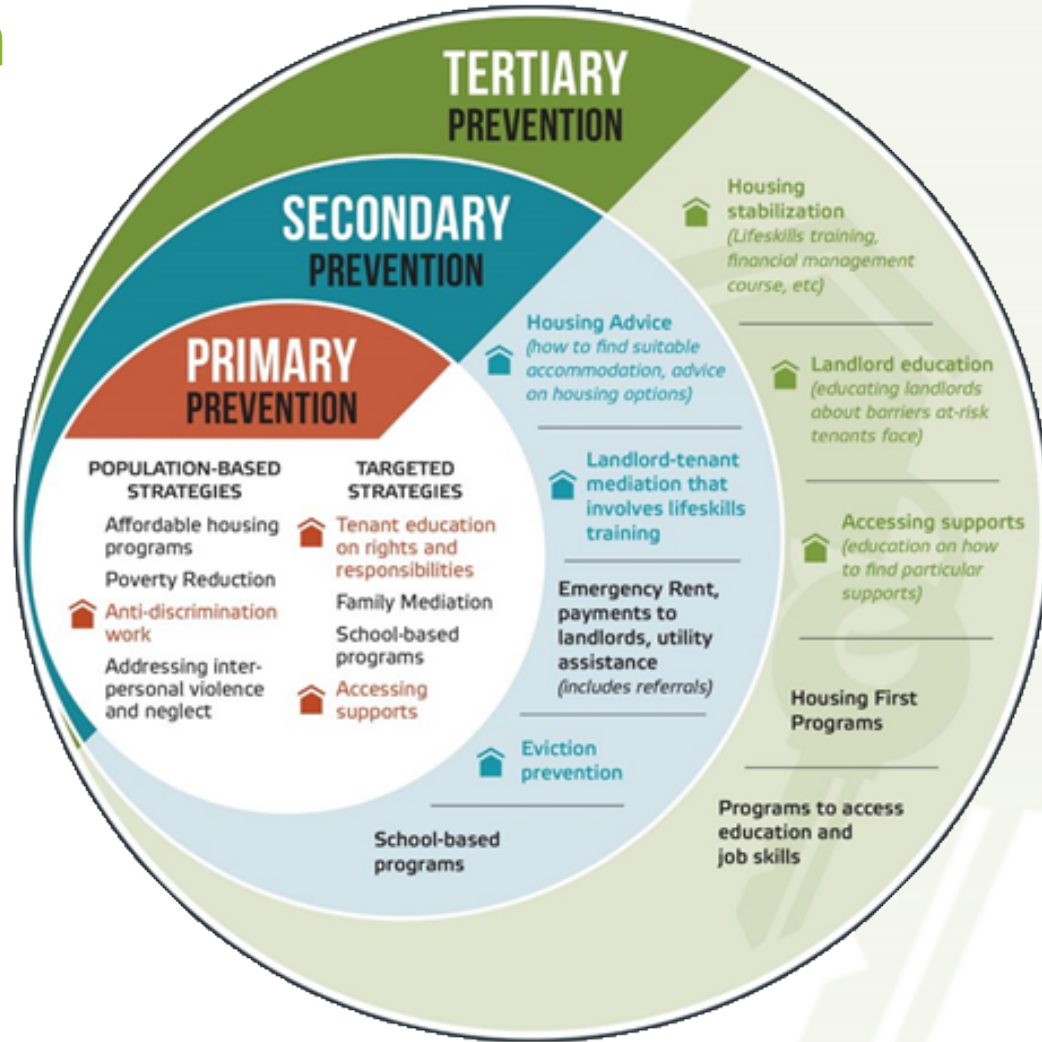
- Conflicts between tenants and their landlords, neighbours, or roommates
- Rental arrears
- Not following the law (illegal tenancies)
- Lack of timely repairs
- Expensive evictions
- Tenancy turnover
- Unintentional damage to property
- Units in poor shape



# RentSmart 3 Pillar Prevention Approach



# Prevention



# 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.”



# RentSmart:

- ✓ Is a prevention model
- ✓ Increases housing stability to prevent homelessness
- ✓ 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

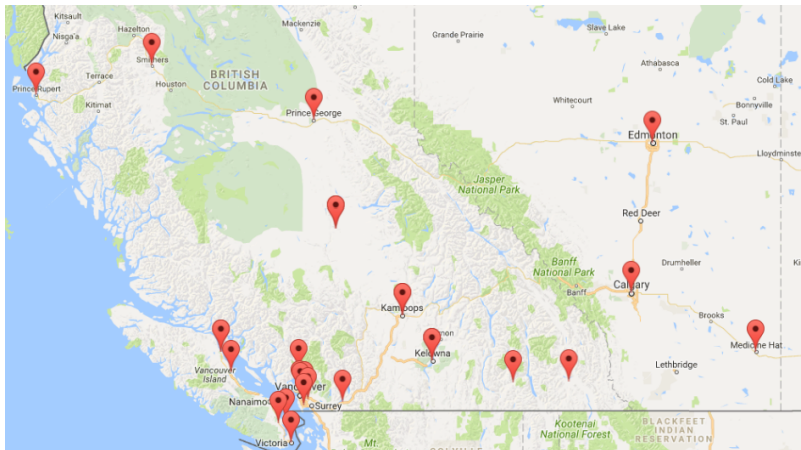




# RentSmart is Growing

## *RentSmart* Community Educators:

- ✓ 75+ in British Columbia
- ✓ 40+ in Alberta
- ✓ 3 in Manitoba
- ✓ Ontario and New Brunswick



# RentSmart is Increasing Successful Tenancies

2016 participant survey of 2015 graduates revealed:

- ✓ 93% either remained stably housed or moved for personal reasons and got their security deposit back
- ✓ 81% reported that since taking the *RentSmart* course they had better communication skills
- ✓ 93% are likely to recommend *RentSmart* to a friend or family member
- ✓ 62% reported that the *RentSmart* course gave them a step up in the rental market



# 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



# RentSmart in your Community

1. Recognize *RentSmart* certificate as a reference
2. Become a Community Educator
3. Help your tenants be *RentSmart*



# Thank You

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