

Landlord Benefits of Listing Rentals on HACA's "For Rent" Directory

The Housing Authority of the County of Alameda (HACA) assists over 7,000 Section 8 Housing Choice Voucher Program (HCV) families. Each month, many of these families plan to move or are already actively looking. In addition, each month new HCV families move to HACA jurisdiction.

HACA's free online "For Rent" Directory is the only rental listings directory targeted to Section 8 HCV participants in HACA's jurisdiction. The directory is a partnership between HACA and GoSection8, the only nation-wide rental directory targeted to Section 8 HVCP participants. Listing your rentals has never been easier. The sooner you do, the sooner you'll realize these benefits:

Listing Benefits

- Broad exposure. If you target your rentals to lower-income renters, the 7,000 existing Section 8 HCV participants currently assisted by HACA, and the new participants added each month, are a significant component of your market demographic. These renters repeatedly tell us that, when planning to move, they turn to the HACA online "For Rent" Directory first, not to Craigslist, not to print classifieds.
- Powerful search tools help searchers find your listing fast. Listings that aren't a potential fit with a family's needs waste the searcher's time and lead to listing blindness and searcher burn-out. HACA's "For Rent" Directory allows searchers to quickly sort listings by criteria like location, number of bedrooms or baths, and rent range. Searchers can hone in fast on units that look the most promising.
- Fewer inquiries that go nowhere. Your listing in the HACA "For Rent" Directory is chock full of information. We let the viewer choose to see the listing how they want to see it—on a map along with local amenities like schools and hospitals, or in a list. They can also print the listing out. With so much information at hand, rental prospects are less likely to tie up your time inquiring about a unit that obviously isn't a fit.
- Don't forget paper. HACA makes print copies of its "For Rent" Directory listings available to the hundreds of walk-ins to HACA's office each week and to participants who don't have computer access.
- Enhanced listing options available. GoSection8 also offers optional premium services that include enhanced listings, the ability to add photos, access to rental market analysis, a "QuickMatch" tenant locator tool, a landlord newsletter, and other options. These optional enhanced features are available directly from GoSection8 when you sign up for the service. If you don't choose any of the premium membership options, you may still list your available rental properties on HACA's "For Rent" Directory for free.

Note: HACA's Rental Listings Directory is provided as a free service to Section 8 HCV Program participants and landlords to facilitate the leasing of rental units under the Section 8 HCV program. HACA can only approve rents that are not more than rents for similar units in the same neighborhood or general area. Units must meet HACA's Housing Quality Standards.