

ELEVATEFLORIDA
LANDLORD RESOURCE GUIDE

Elevate Your Property. Protect Your Income.

Smart Upgrades · SingleKey Protection · South Florida Landlord Playbook

Education · Expertise · Elevation

OVERVIEW

The Two Things Every Profitable Landlord Gets Right

The most profitable landlords in South Florida do two things consistently: they invest in their property so it commands top dollar, and they protect that income so nothing takes it away. This guide covers both. Part one is about smart, practical upgrades that increase what you can charge and the quality of tenant you attract — without over-spending. Part two is about SingleKey, the tool that protects your rental income, covers eviction costs, and gives you peace of mind from day one of every tenancy.

\$200+	12 months	\$10,000	\$0
More rent after upgrades	Rent coverage	Damage protection	Agent cost for SingleKey

PART ONE

Simple Ways to Elevate Your Rental Property

You do not need a full renovation to charge more rent. The landlords commanding top dollar in South Florida are not always the ones with the newest buildings — they are the ones whose properties are clean, updated, and move-in ready. Tenants make decisions fast. A dated unit loses to the refreshed one next door every time, even if yours is larger or better located.

FAST WINS

Under \$2,500 — highest ROI, lowest effort

- **Fresh neutral paint throughout** — the single most impactful upgrade you can make. White or light gray photographs well, appeals to everyone, and makes every room feel newer and larger
- **Deep professional clean** — a spotless unit signals a landlord who takes care of their property. That attracts tenants who take care of it too
- **Replace light fixtures** — outdated fixtures make everything look old. Modern matte black or brushed nickel fixtures cost \$30–\$80 each and change the entire feel of a room
- **Curb appeal and landscape cleanup** — first impressions happen before a tenant walks through the door. Trim hedges, pressure wash the driveway, and replace anything worn at the entrance
- **Keypad entry** — a \$150 investment that every young professional and luxury renter notices and appreciates immediately

MEDIUM UPGRADES

\$2,500–\$8,000 — strong rent increase

- **Replace all carpet with LVP or tile** — no carpet is one of the most searched rental filters in South Florida. Carpet is a dealbreaker for many renters and a liability for you at move-out. This single upgrade can add \$100–\$300/month to your rent
- **Kitchen refresh** — new countertops, updated cabinet hardware, and a fresh coat of paint on cabinets transforms the most important room in the home without a full gut renovation
- **Add in-unit washer and dryer** — the most requested amenity in South Florida rentals. Worth \$100–\$200 more per month in most markets and dramatically expands your qualified applicant pool
- **Bathroom update** — new vanity, updated fixtures, and re-caulked tile take a tired bathroom to move-in ready without a full remodel

BIGGER INVESTMENTS

\$8,000+ — premium positioning

- **Impact windows and doors** — essential in South Florida for insurance savings, tenant safety, and luxury positioning. Landlords with impact glass consistently command \$200–\$500 more per month and

attract higher quality applicants

- **HVAC replacement** — a newer, efficient unit eliminates the most common tenant complaint in Florida. It reduces maintenance calls, keeps good tenants longer, and is required for luxury positioning
- **Smart home package** — video doorbell, smart thermostat, and keypad entry together run \$500–\$1,500 and signal a modern, well-managed property to the tenants who pay the most

The Rules of Smart Upgrading

- **Renovate for the tenant, not for yourself.** Marble countertops in a \$1,800/month unit will not pay back. Match the upgrade to the rent level you are targeting
- **Photograph everything after upgrades.** Better photos generate more inquiries. More inquiries mean faster placement at asking price
- **Raise rent at every renewal.** Every upgrade justifies a rent increase. If you improve the property and do not raise the rent, you are leaving money on the table
- **A well-maintained property attracts well-behaved tenants.** The condition of your unit signals how you operate as a landlord — and tenants respond in kind
- **Track your ROI.** Know what each upgrade cost and how much it added to your monthly rent. That discipline compounds over time into a significantly more valuable asset

THE MATH: A \$4,000 flooring upgrade that adds \$200/month to your rent pays for itself in 20 months. Every month after that is pure return — and your property is worth more if you ever decide to sell.

PART TWO

SingleKey: Protect Everything You Just Built

You invested in your property. You upgraded it. You found a great tenant. Now protect all of it. Even the best screening cannot predict every outcome — job loss, financial hardship, and unexpected life events happen. When they do, they become your problem as a landlord. SingleKey is the platform built specifically to handle that risk.

What SingleKey Does

- **Comprehensive tenant screening:** credit, criminal background, eviction history, income verification, and ID verification — all compiled into one clean PDF report
- **Rent Guarantee:** if your tenant stops paying, SingleKey covers up to 12 months of missed rent — up to \$60,000
- **Property damage protection:** covers malicious tenant damage up to \$10,000 beyond what the security deposit covers
- **Eviction legal fees:** up to \$2,000 reimbursed in paralegal and court costs if eviction becomes necessary
- **Lease break protection:** covers up to 30 days of lost rent if your tenant vacates without proper notice
- **Eviction management:** SingleKey's paralegal team guides you through the entire process — you are never doing it alone

Coverage at a Glance

Coverage	Maximum Protection	What It Means For You
Unpaid rent	12 months / up to \$60,000	You keep getting paid even when your tenant stops
Malicious property damage	Up to \$10,000	Intentional damage beyond the deposit is covered
Eviction legal fees	Up to \$2,000	Attorney and court costs are reimbursed
Lease break	Up to 30 days rent	Protects you from surprise early departures
Eviction management	Included	Paralegal support guides you through every step

What One Bad Eviction Actually Costs Without Protection

Cost	Estimated Amount
4 months lost rent at \$2,500/month	\$10,000
Attorney fees for eviction filing	\$1,500–\$3,500
Court filing and process server fees	\$400–\$600
Property damage beyond security deposit	\$2,000–\$8,000
Re-listing costs and vacancy	\$500–\$1,500
Total potential loss	\$14,400–\$23,600

One unprotected eviction can wipe out an entire year of rental income. The Rent Guarantee costs a fraction of that — and the applicant pays for their own screening. Your cost as a landlord is zero to get started.

What SingleKey Costs

- **Landlord account setup:** free — no subscription, no hidden fees
- **Tenant screening report:** paid directly by the applicant — you pay nothing
- **Rent Guarantee:** pricing varies based on monthly rent amount and coverage level — visit singlekey.com for a quote on your specific property
- **You only pay for the Rent Guarantee after it is approved and the lease starts** — no upfront commitment

Visit singlekey.com to create your free landlord account and get a Rent Guarantee quote for your property. Setup takes minutes.

YOUR ACTION PLAN

Put It All Together

Here is the complete landlord playbook in one simple sequence. Follow this and your property will attract better tenants, command higher rent, and be protected against everything that could go wrong.

Step	Action	Result
1	Walk your property and identify the Fast Wins — paint, clean, fixtures, curb appeal	Immediate visual improvement — better photos, more inquiries
2	Replace carpet with LVP or tile if present	\$100–\$300/month rent increase, wider applicant pool
3	Add in-unit laundry if not already present	Most-requested amenity — justifies immediate rent premium
4	Create a free SingleKey landlord account at singlekey.com	Ready to screen every applicant professionally at no cost to you
5	Require SingleKey screening for every applicant before showing	Credit, eviction history, criminal background, income, and ID — all in one report
6	Enroll in the SingleKey Rent Guarantee for every tenancy	12 months rent coverage, damage protection, eviction support — all in place
7	Raise rent at renewal — document every upgrade with photos and cost records	Your asset appreciates in value and income every year

Elevate Florida is your resource for everything in this guide.

We connect landlords with qualified tenants, introduce SingleKey at every placement, and help you position your property to command top dollar in South Florida's rental market.

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