ELEVATEFLORIDA

LANDLORD GUIDE

Finding & Keeping Great Tenants

How to Attract Quality Renters and Retain Them

Education · Expertise · Elevation

SECTION 01

Where to List Your Property

The right listing platform gets your property in front of the right renters. Not all platforms are equal in South Florida.

— Zillow Rental Manager: highest traffic, strong lead quality for mid-market rentals

— Apartments.com: excellent for apartment units and multi-family properties

— Facebook Marketplace: surprisingly effective for direct-to-tenant listings

— Craigslist: still active in South Florida — use caution and screen carefully

— Work with a licensed real estate agent to access the MLS for maximum exposure

— Instagram and social media: effective for luxury and furnished rentals

> The MLS reaches every agent in South Florida simultaneously — it is the most powerful tool available.

SECTION 02

Writing a Listing That Converts

Most rental listings are bland and forgettable. A great listing sells the lifestyle, not just the square footage.

— Lead with the lifestyle: "Steps from Brickell's restaurant row" beats "2BR 2BA available"

— Highlight the best features first: views, finishes, parking, and amenities

— Be specific about square footage, bedroom sizes, and storage

— List all included utilities and amenities clearly

— State your income and credit requirements upfront to save everyone's time

— Include at least 8–12 high quality photos — exterior, all rooms, amenities

> A listing without photos gets 90% fewer inquiries than one with photos.

SECTION 03

Showing Your Property

How you show your property reflects on you as a landlord and attracts the quality of tenant you want.

— Ensure the unit is spotless before every showing — first impressions are permanent

— Be on time — a landlord who is late signals how they handle the relationship

— Have an application ready to give interested prospects immediately

— Answer all questions honestly — disclose known issues upfront

— Collect contact information from everyone who tours

— Follow up within 24 hours with interested applicants

> Treat showings like job interviews — you are evaluating them and they are evaluating you.

SECTION 04

Keeping Good Tenants Longer

Tenant turnover is expensive. A vacancy plus cleaning plus repairs plus re-listing can cost you 1–2 months of rent. Retention is cheaper.

— Respond to maintenance requests within 24 hours — even if just to acknowledge receipt

— Fix non-emergency repairs within 7 days whenever possible

— Give advance notice for rent increases — ideally 60 days

— Consider a modest renewal discount for long-term, reliable tenants

— Treat tenants with respect — a good tenant relationship reduces problems significantly

— Send a simple renewal offer 90 days before lease end rather than waiting

> A tenant who stays 3 years saves you the equivalent of 2–3 months of rent in turnover costs.

SECTION 05

Handling Problems Professionally

How you handle problems determines whether they escalate into legal issues or resolve quickly.

— Always communicate in writing — texts and emails create a paper trail

— Issue a written notice for any lease violation before taking further action

— For late rent: send a written 3-day notice to pay or vacate before starting eviction

— Never accept partial payment during an eviction process without written agreement

— Do not attempt self-help eviction — removing belongings or changing locks is illegal

— Consult a Florida real estate attorney before starting formal eviction proceedings

The eviction process in Florida takes 3–4 weeks minimum when done correctly. Prevention is better.

For questions or guidance, visit elevateflorida.rent or follow @elevateflorida