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leading to fiery social media backlash

By Richard Pollina
February 3, 2023 3:30am Updated

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A Florida landlord and real estate investor is facing backlash after he posted a series of videos where he raised the rent of his tenants.

In one of the videos, Raul Bolufe of Miami informed a tenant who's lived at the property for 10 years he would be raising her rent from a lowly \$1,100 to \$2,500 a month citing "today's market."

"There's houses in that area going for \$2,500," Bolufe nonchalantly tells the woman. "We could take the lowered end of \$2,000-\$2,200."

Part one of the three-part TikTok has gained nearly 2 million views since Bolufe posted it.

"Are you kidding me? That has to be a joke! I can't afford that s—t. I have kids and I'm already working two jobs as it is," the tenant responded.



A Florida landlord is in hot water after recording himself doubling a tenant's rent and posting it on TikTok.

TikTok/therealraulbolufe

@therealraulbolufe

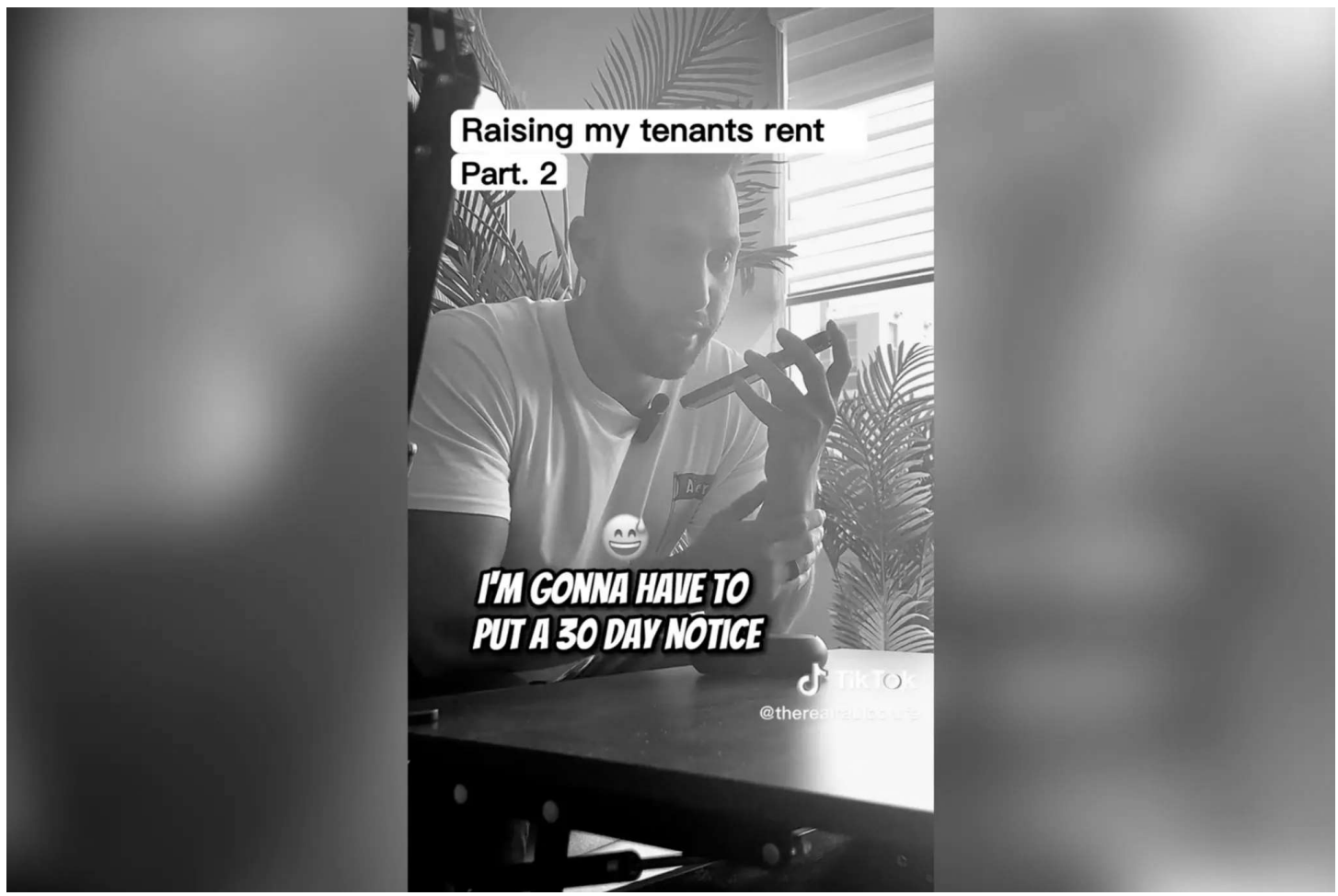
Raising my tenant's rent Part 1 #Realestate #Realestateinvesting
#floridarealestate #rentalproperty #rent #realtorlife #landlord #miami #florida

🎵 original sound – Therealraulbolufe – Raul Bolufe

In a second video, a furious tenant threatens Bolufe, saying she'll call the cops and burn the house down "so nobody gets anything."

Bolufe informs the woman if she doesn't want to stay at the property for the new price, he'll have to put in a "30-day notice," and she can "leave peacefully, on time."

"Look, I'm calling my brothers," the tenant said. "I dare you to try to pull up and give us the eviction notice. This is ridiculous. I'm not paying over double my rent."



Bolufe informs the tenant that he'll to have take appropriate actions to get her out of the property peacefully.

TikTok/therealraulbolufe

A third video posted by Bolufe shows him sitting in his car in front of the property while on the phone with the tenant, trying to meet with her in person to discuss the issues further.

"You really thought I'd meet you in person after you tried to double my rent," the tenant angrily tells Bolufe. "I'm not paying more than \$1,100."

The tenant, who refuses to budge on paying more than what she currently is, told Bolufe that she's not leaving and that she's changed the locks on the property.



Bolufe arrived at the property to meet with the tenant in person, but was informed that she had no interest in meeting with him.

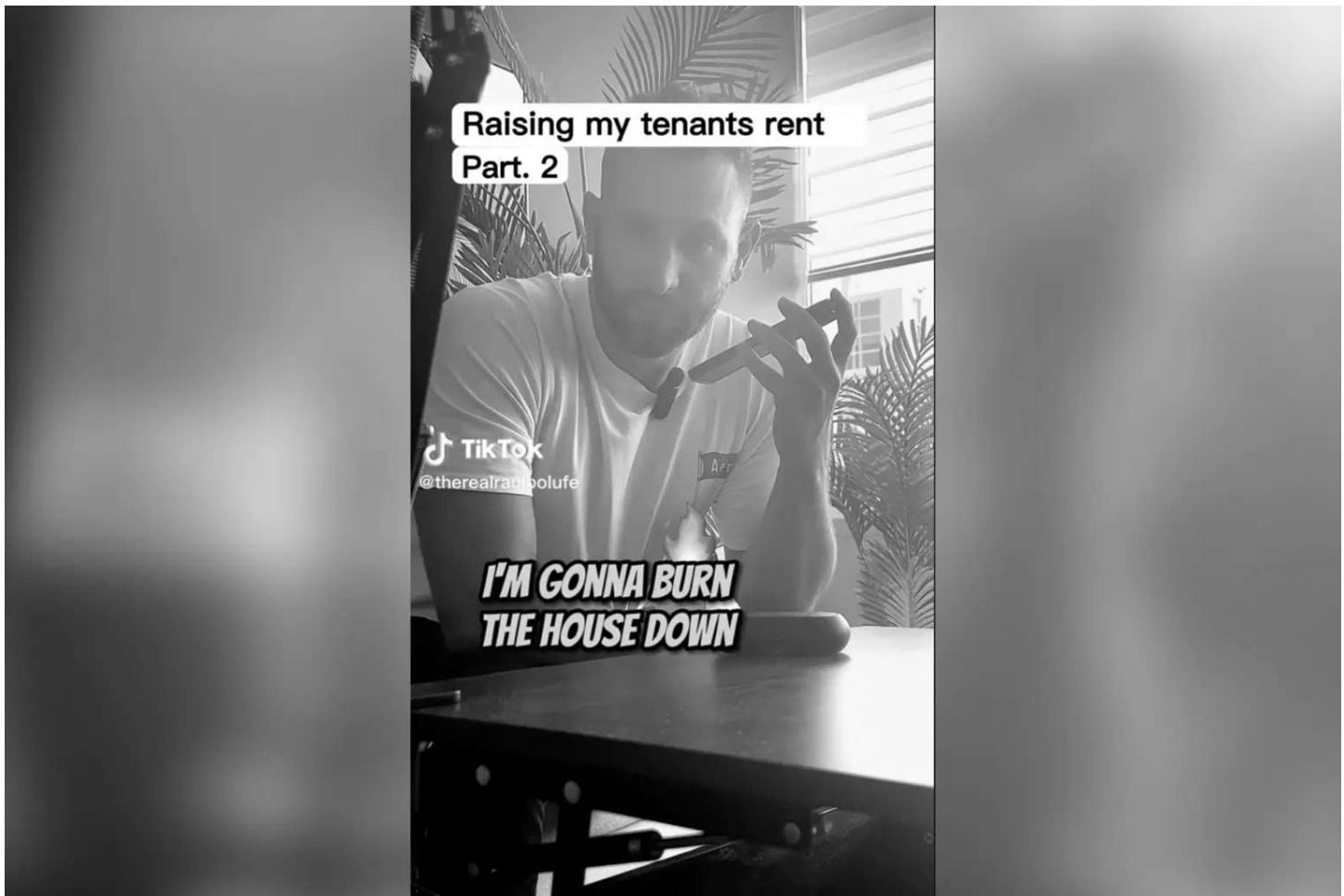
TikTok/therealraulbolufe

While some are skeptical about the authenticity of the videos, the three-part TikTok has amassed nearly 5 million views and has commenters in a frenzy, with some calling it “legalized theft.”

“Ridiculous ... and he does it with a smile. This is why no one can afford to live anywhere... it’s sad,” one user commented on Bolufe’s TikTok.

“This is sad. Obviously she’s a good renter... I’d take a solid renter over the potential of fluctuating ones,” another user commented.

“Dude really filmed himself like this was gonna be received well,” commented another.



The tenant threatens to burn the house down if Bolufe tries to take the property from her since she won't pay more in rent.

TikTok/therealraulbolufe

While most of the comments shame Bolufe, a small minority sided with the real estate investor.

"Y'all don't understand this from a business perspective, it's not her fault, but he can't afford to rent a property for 40% of the average to be nice," one comment read.

265 What do you think? Post a comment.

"I mean it's business, even though people might not think it's morally right it is business," another commented in defense of Bolufe.

"\$1,100 [in] 2023 is insane. She knew it was coming," one user commented, blaming the tenant for not expecting the raise in rent.

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Conversation

265 Comments

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Peter Chaffee

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- JS

Jeff Smith

3 February, 2023

Landlords got killed in 2020 and 2021 with eviction freezes. They had to pay the rent for tenants in some cases up to a year. This tenant should be grateful the rent was well under market value for the past 5 or so years. I would be giving 30 days notice for the tenant to vacate and re-rent the pro...**See more**

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AngryCommuter

3 February, 2023

try 3+ years and counting. Still waiting for the hearing in NYC. They are so backed up. I'm 60k+ in lost rent in the hole. My mortgage and taxes add up to about 40k over the same period, that's money out of my pocket I will never see. Thanks to the government. Where's my bailout?

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2 replies

Daniel Green

4 February, 2023

You sound ridiculous and greedy. I understand business quite well. Using the "some landlords couldn't collect rent through the pandemic" is irrelevant.

Now in this particular situation a smart landlord would never attempt to double the rents on long term tenants just because of market value. Common...

See more

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Ed Ryan ...

3 February, 2023

Got to double the rent before the government imposes another Eviction Moratorium.
For every action there is an equal opposite reaction.

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Ben David ...

3 February, 2023

Sooo, my guess is she will burn the place down as her reaction?

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↩ 2 replies

Gannicus ...

3 February, 2023

LISTEN NOW The beauty of a free market. It's nice to want to live in a certain place but if you can't afford it, you have to move on. People think all landlords are rich. Not the case!

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Al Bundy ...

3 February, 2023

Exactly they have no idea how man expenses there are and how insurance and taxes go up every year so so does the rent

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This comment violated our policy.

Every Day is a New Day ft. D

P6 **Put me on page 6** ...

3 February, 2023

Indeed. He is entitled to charge what he wants but to take glee in others misery is gross

Re

Bacibeat

3 February, 2023

maybe he knew she'd threaten him

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