

AUGUST  
2022

# RENTAL HOUSING MARKET

Field handbook for collaborative market assessments. Latin America and the Caribbean.



© Referencia Bogotá, Colombia, 2022

## TASK FORCE



Supported by:

With the collaboration of:

# CONTENT

---

<b>INTRODUCTION TO THE FIELD HANDBOOK - COLLABORATIVE RENTAL HOUSING MARKET ASSESSMENTS</b>	<b>6</b>
<hr/>	
<b>Why this handbook?</b>	<b>7</b>
<b>What is this handbook for?</b>	<b>7</b>
<b>What is this handbook NOT for?</b>	<b>8</b>
<b>Who is this handbook for?</b>	<b>8</b>
<b>Iterating, gathering feedback and adapting</b>	<b>8</b>
<b>How to use this handbook?</b>	<b>8</b>
<b>METHODOLOGY AND PLANNING OF THE ASSESSMENT</b>	<b>10</b>
<hr/>	
<b>JUSTIFICATION</b>	<b>12</b>
<b>GENERAL OBJECTIVE OF THE ASSESSMENT</b>	<b>12</b>
<b>CONCEPTUAL FRAMEWORKS</b>	<b>13</b>
<b>The right to adequate housing</b>	<b>14</b>
<b>Market-based programming - adapted to the rental housing market</b>	<b>14</b>
<b>ANALYTICAL QUESTIONS</b>	<b>12</b>
<b>Guiding questions</b>	<b>12</b>

---

DEFINING THE SCOPE OF THE EVALUATION	21
<b>Population</b>	21
<b>Geographic</b>	24
<b>Timeframe</b>	24
<b>Type of housing</b>	19
ANALYTICAL DIMENSIONS WITH FOCUSED QUESTIONS ACCORDING TO THE DEFINED SCOPE	26
METHODOLOGY AND PLANNING OF THE ASSESSMENT	26
<b>Secondary data review and gap analysis</b>	26
<b>Stakeholder and market mapping</b>	27
<b>Methodology and planning</b>	28
DATA COLLECTION	29
ANALYSIS, REPORT AND FEEDBACK	29
CONCLUSIONS OF THE EXERCISE	30
<hr/> <b>ANNEXES</b> <hr/>	32

This document is part of the regional initiative "Collaborative Housing Market Assessments and Analyses in Latin America and the Caribbean" - facilitated by a regional task force, comprising: the International Federation of the Red Cross (IFRC), the Norwegian Refugee Council (NRC) the International Organization for Migration (IOM), the United Nations High Commissioner for Refugees (UNHCR), REACH and the support of Cash-Cap/NORCAP; and the collaboration of the "Shelter Sector - R4V. For more details of the Group and its work plan, please see the Terms of Reference in the following ([link](#)).

The field handbook is the result of a collective exercise with active contribution, input and technical support from the following regional advisors: Javier Parra (NRC), Marta Leboreiro (IOM), Elena Pedrazzani (IOM/NORCAP), Lina Camperos (REACH), Denisse Solis (IFRC), Rafael Mattar-Neri (UNHCR) and Jimena Peroni (CashCap/NORCAP). The latter also led the facilitation of the group formed for this purpose.

This handbook drew considerably from the iterations in Colombia ([link](#)) and Ecuador. Our thanks go to the teams that actively participated in the iteration processes: Norwegian Refugee Council (Colombia and Ecuador), UNHCR (Colombia), CashCap (Colombia), AVSI (Ecuador), IOM (Ecuador), CARE (Ecuador), HIAS (Ecuador), Colombian Red Cross and Ecuadorian Red Cross.



Exercise with Venezuelan migrant population, February, 2022, Bogotá, Colombia.

**VIDEO. "Developing the Field Handbook for Collaborative Rental Housing Market Assessments - Latin America and the Caribbean".**



# FOREWORD

---

For people forced to leave their homes behind, having a shelter option where they can rebuild their lives is among their most immediate needs. Having a shelter will allow affected people to have better security, protection, maintain and recover their health, as well as ensure the foundation for exercising their rights and reconstructing their future.

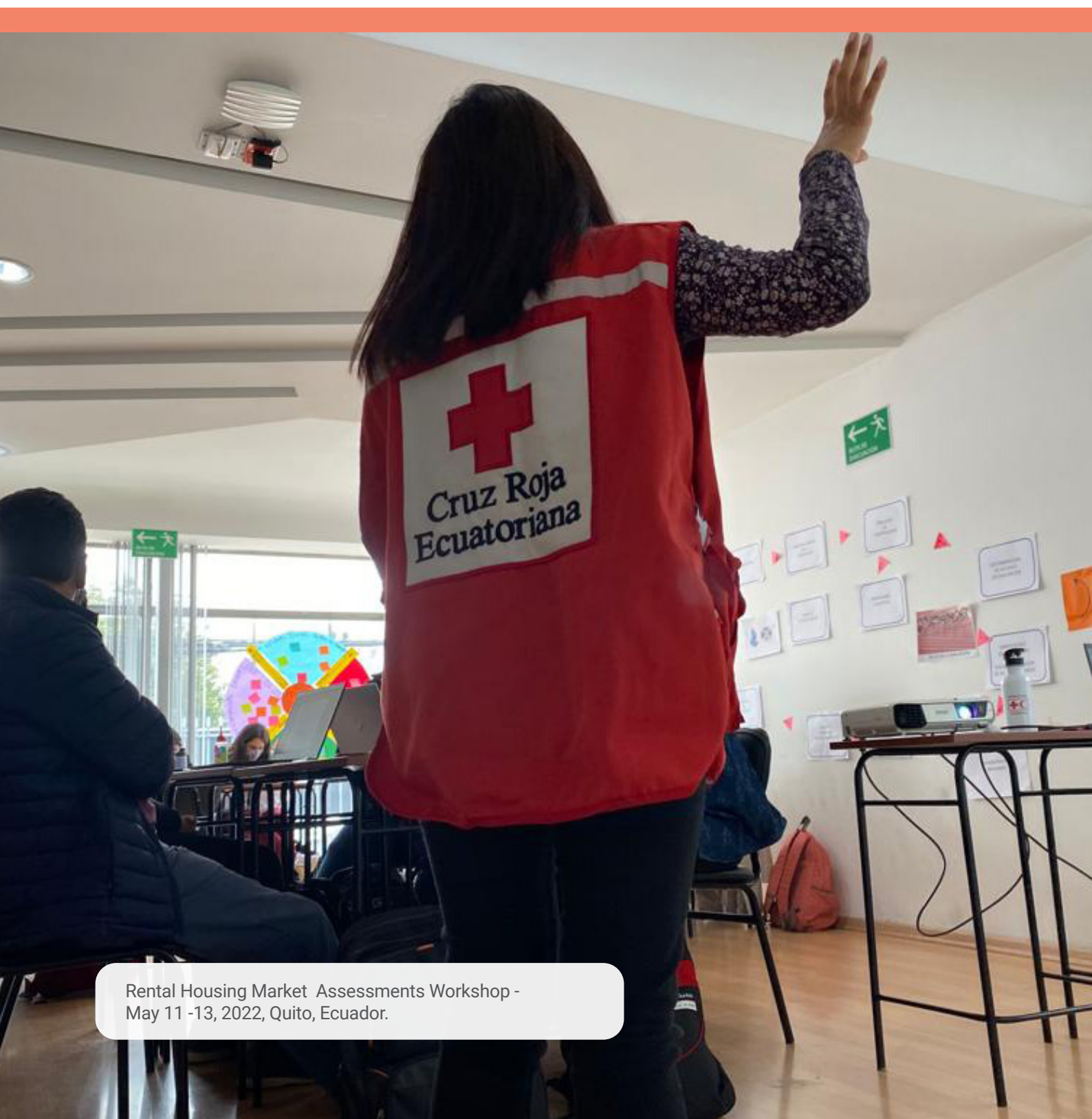
From the Shelter Sector of the Inter-agency Coordination Platform for Refugees and Migrants from Venezuela (R4V), together with partners in the region, we have identified that this need is among the top three expressed by the communities we work with. Rental modalities are reported to be the most sought-after and common housing option for the affected people. The challenge for communities, governments and us as humanitarian actors is to respond to this need without causing any harm, so that we can serve people in situations of greater vulnerability, covering the gaps that exist in a joint, inclusive, and context-specific manner. Respecting the rights of affected people to access adequate housing and ensuring our teams work with other sectors and working groups through market-based programming, we will be able to understand the rental market system better and target our response in an informed manner.

There have been valuable experiences with rental support programs in emergency contexts in the region. At a global level, several manuals and guidelines document learnings gathered from these experiences to offer an overview of the step-by-step response. Nevertheless, we identified an existing gap in one of the first steps of the process: the rental market assessments. Driven by an initiative from CashCap/NORCAP, and thanks to the technical accompaniment of the Task Force and the commitment of humanitarian actors in the field, we are proud to present the Field Handbook for Collaborative Market Assessments in the context of Latin America and the Caribbean. From the R4V Shelter Sector, we would like to take this opportunity to thank all the people involved in building this manual. We hope it will allow scaling up the response of rental market interventions, beyond the distribution of cash transfers, that take advantage of markets to materialize the exercise of the right to adequate housing for the affected people.

Regional co-leaders- Shelter Sector- R4V  
Javier Parra (NRC), Marta Leboeiro (IOM) and Rafael Mattar-Neri (UNHCR)



# INTRODUCTION TO THE FIELD HANBOOK - COLLABORATIVE RENTAL HOUSING MARKET ASSESSMENTS



Rental Housing Market Assessments Workshop -  
May 11 -13, 2022, Quito, Ecuador.

## Why this handbook?

In Latin America and the Caribbean, many people affected by various crises leave their homes behind and find a housing solution by renting in the new city where they find themselves. Governments and humanitarian actors work to facilitate access to rental housing for people in need of shelter and protection, engaging with the rental market in various ways to support them. The housing market is very different from commodity markets (household essentials, building materials, etc.). Each housing unit is unique because of its specific location, its size, layout, cost, access to services (e.g., water and electricity), materials it is constructed with, its orientation, ownership and contractual arrangement, among many other characteristics. It is necessary to analyze government policies, tenure patterns, demand, and supply of rental housing, among others, as well as the obstacles that populations face when renting. Understanding this market is therefore essential.

The Shelter Sector and the Cash Community of Practice have identified among its priorities, a contribution to strengthening the analysis of the rental market to inform humanitarian assistance. In spite of the efforts and impulse given to these modalities, humanitarian organizations implementing rental assistance programmes in Latin America and the Caribbean continue to face many obstacles to effective and quality programming<sup>1</sup>. The International Federation of the Red Cross (IFRC), the Norwegian Refugee Council (NRC), the International Organization for Migration (IOM), the United Nations High Commissioner for Refugees (UNHCR) and REACH with the support of CashCap/NORCAP, established an ad hoc, time-limited task force to support more and better collaborative assessments of rental housing markets in Latin American countries during 2021/ 2022. This document is the result of this collective work. If you belong to an organization working on rental assistance, this document might prove useful.

## What is this handbook for?

The Field Handbook for Collaborative Rental Housing Market Assessments (hereafter referred to as "the Field Handbook") aims to support field teams in conducting rental housing market assessments to inform the design of rental programmes within humanitarian contexts in Latin America and the Caribbean. In this handbook, you will find tools to build a common conceptual and analytical framework, methodology and data collection plan to understand:

- How the rental housing market system functions and assess its functionality, in order to design appropriate responses for population groups that support and strengthen, rather than undermine, existing rental markets.
- To what extent the rental market system enables or limits access to adequate housing for population of interest in a given geographical area.

## What is this handbook NOT for?

This manual will not guide you through all the steps necessary to design a standard rental assistance programme as a response option, by focusing only on in the market perspective. We suggest that you first consult the available resources on programming rental assistance, as well as market assessments, referenced in **Annex 1**.

## Who is this handbook for?

This handbook is intended for humanitarian sector practitioners who are planning to undertake a collaborative housing market assessment to inform their organization's programming and/or that of the Shelter Sector, Cash Working Groups and others.

## Iterating, gathering feedback and adapting

The more this tool is adapted to Latin American and Caribbean contexts, the greater its added value will be. This document aims to be a flexible tool that improves with each iteration and through adaptation to each context, as well as through continuously adding to the number of tools available. If you use any of the tools provided in this handbook, we would be grateful if you could share your adaptation or learning experience by emailing [rental.markets.taskforce@gmail.com](mailto:rental.markets.taskforce@gmail.com)

## How to use this handbook?

The handbook is your main reference for conducting and learning from the market assessment. We suggest that you follow the structure, the guidelines proposed in each section and the tools referred to in the [links](#). In this document you will find:





## Tools

Throughout this document, you will be referred to different tools designed in line with the analytical framework to adapt them to your needs.



## Secondary Data Review (SDR)

The SDR is a continuous process. We suggest and encourage the assessment team to first seek secondary information to understand an issue, then analyze information gaps, and finally plan for primary data collection.



## Collaborative designs

The exercise is designed as a collaborative exercise, drawing on multi-disciplinary teams as well as organisations with diverse mandates.



## Collective learning

The Field Handbook draws on the collective learnings from the iterations carried out during the development of this manual in Colombia and Ecuador, as well as the experience of the task force members who have covered humanitarian responses throughout the Latin America and Caribbean region.



## Key definitions and conceptual frameworks

You will be referred to different existing theoretical references that will guide you throughout the assessment.



## Community engagement

You will find tools to put affected people at the centre, explore their views on their current rental housing situation, and whether, in their view, this is an appropriate solution.



## Training materials

Training support material is available to strengthen the capacities of the assessment team to use, adapt, learn and implement the field handbook.

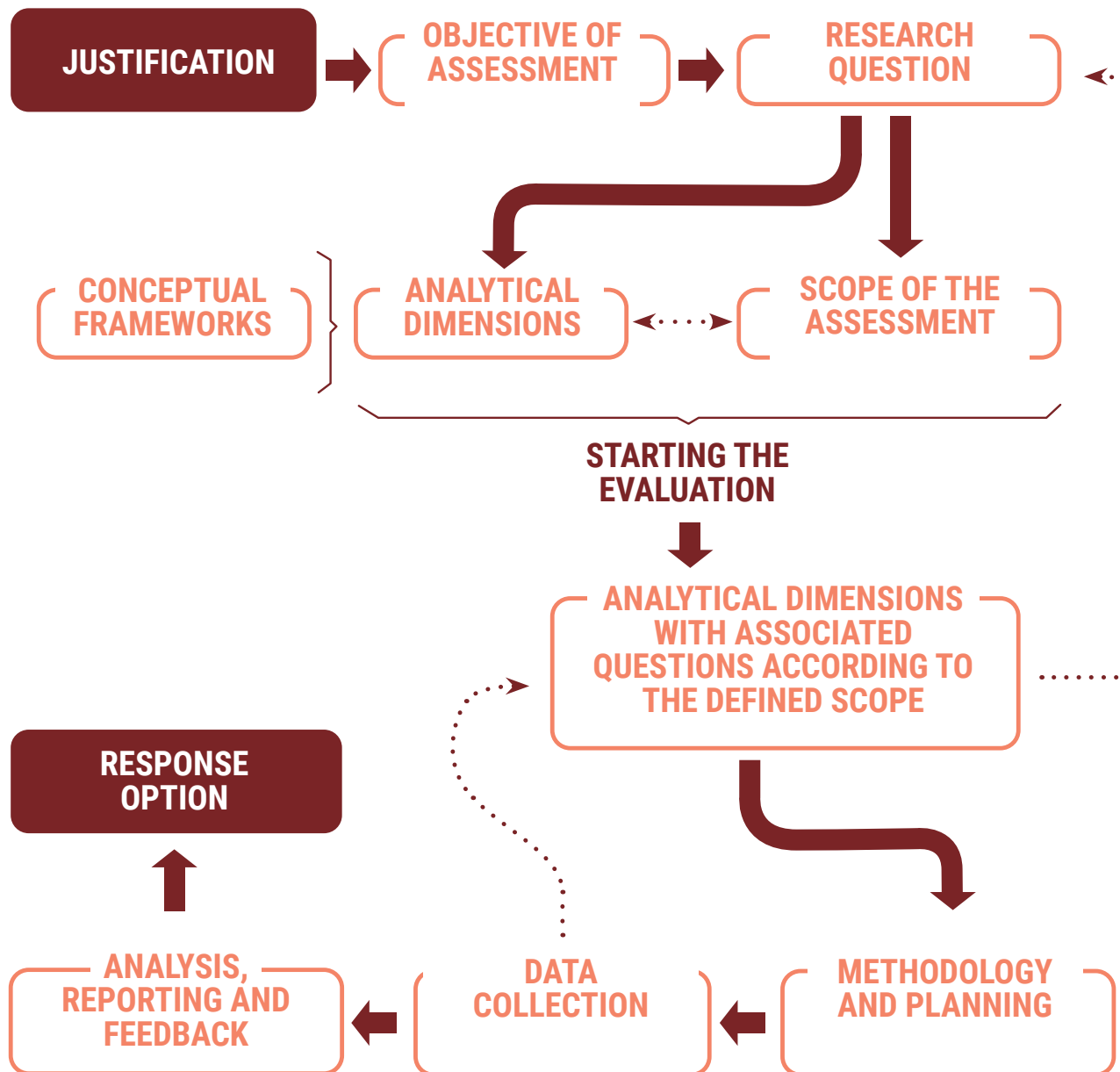
You can find the Field Handbook and all the materials in the following [link](#) or use the QR code below:



# THE MARKET ASSESSMENT PROCESS



The following outline and its respective stages will guide the structure of the market assessment process:



## JUSTIFICATION

Meet with practitioners from multiple profiles and sectors, Cash Working Groups; and collectively ask yourselves. **Why focus on rental housing markets in this response?**

The following guiding questions may help to facilitate this exercise:

- **What kind of housing needs does the population group face? What are the main barriers to accessing adequate housing? Which population groups have more difficulties in accessing rented accommodation?**

- **Is renting a common option/practice for the [population group] to meet their housing needs in [geographical area]? For how long? What risks do they face when renting?**

- **What is the local context like, related to: employment opportunities, displacement movements, xenophobia, etc.) Define where, how, for, and by when, and to whom people rent, as well as the risks renters face?**

- **Is lack of income a major barrier to accessing affordable housing for a population group in a geographical area?**

- **How does the financial situation of tenants define their access to affordable housing in the short, medium, and long term? How long can they afford to pay for adequate housing on their own without triggering negative coping mechanisms or facing the risk of eviction?**

- **Are there any organisations interested in exploring market-based interventions to address housing needs?**

---

## *"No home away from home"*

Forced to flee their homes, Venezuelan refugees and migrants face risks of eviction and homelessness. Faced with lockdowns and loss of jobs, refugees and migrants were unable to pay their rents and faced increasing threats of eviction during 2020. For more tools in relation to eviction risk mitigation, refer to

**Eviction | R4V**



# OBJECTIVE OF ASSESSMENT

At this stage, together with your team, you will be asking yourself:

## Why should we carry out this assessment?

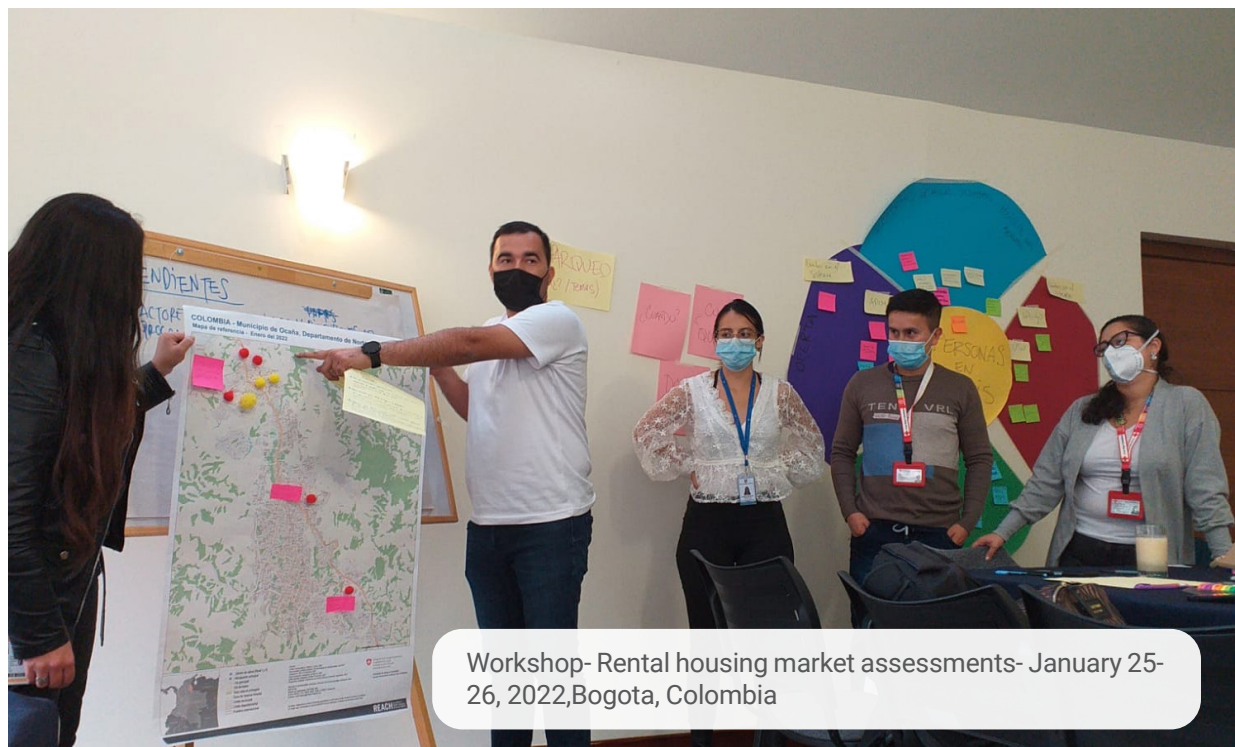
The answer is to inform and design an appropriate response by understanding a key element of response and feasibility analysis: the MARKET. **(OBJECTIVE)**

The market assessment aims to understand:

- How the rental housing market system works, and to assess its **functionality**, in order to design appropriate responses for population groups that support and reinforce, rather than undermine, existing rental markets.
- The extent to which the rental market system **enables or limits access to adequate housing** for population groups within specific geographical area.

## What do we want to know/answer with this evaluation?

- Does the rental market work? Is the rental market an enabler or a constraint for access to adequate housing for "X" population in a "Y" geographical area during a period "Z"? **(RESEARCH QUESTION)**



# CONCEPTUAL FRAMEWORKS



It is important, prior to starting the exercise, to familiarize yourself with the following key frameworks and definitions that will guide you through the rental housing market assessment.

## The right to adequate housing

The 7 key elements -Security of tenure; Availability of services, materials, facilities and infrastructure; Affordability; Habitability; Accessibility; Location; Cultural appropriateness. The 7 key elements of the right to adequate housing are defined based on the "right to adequate housing"<sup>2</sup>, recognized as a fundamental part of the right to an adequate standard of living under the 1948 Universal Declaration of Human Rights and the 1966 International Covenant on Economic, Social and Cultural Rights<sup>3</sup>.

### The seven elements of housing

**R4V** Inter-Agency Coordination Platform for Refugees and Migrants from Venezuela

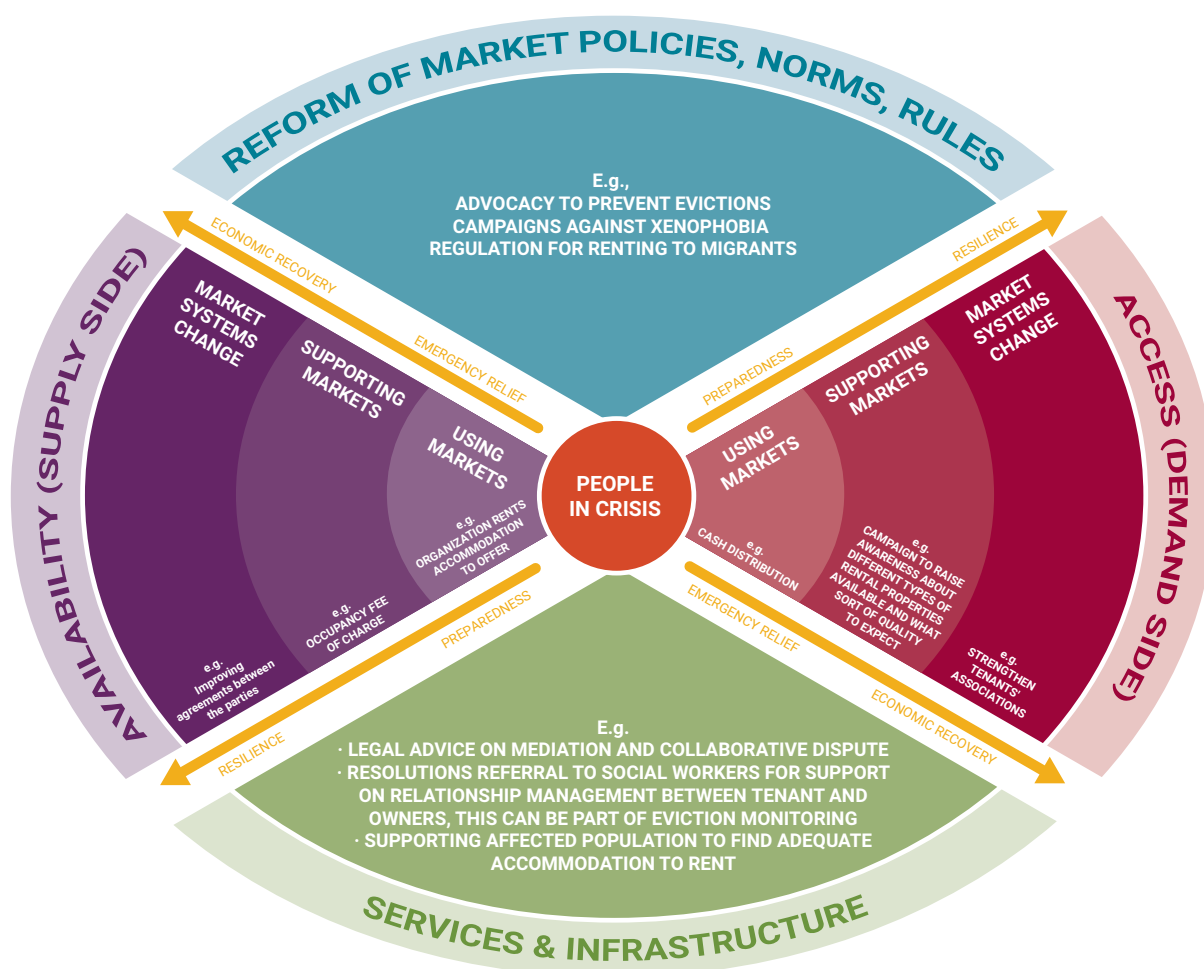


Source: OHCHR and UN-HABITAT, 2010

## Market-based programming - adapted to the rental housing market

The market-based programming framework is designed to help humanitarian actors understand market approaches within fragile contexts (MIC, 2022)<sup>4</sup>. This handbook adapts and uses it to comprehend the rental market, with the understanding that market-based rental programming, which facilitates access to adequate shelter, involves activities that put people in crisis at the centre, and:

- Uses, supports or changes the market system to promote greater availability of adequate housing. **"On the supply side"**
- Uses, supports or changes the market system to promote greater access to adequate housing. **"On the demand side"**
- Recognizes that the environment also influences the functioning of the rental market system and can limit or favour access to adequate housing **"Reform of policies, norms and rules"**.
- Recognizes that rental markets require infrastructure and various services that either support or constrain the functioning of the market for adequate housing. **"Infrastructure and services"**



Source: Market Based Programming (MIC, 2022)- adapted to the rental market by the task force.

## Agreement on key definitions



It is very important that the team is familiar with the terminology of both conceptual frameworks, and at a working session agree on the definitions, as well as their adaptations according to the context. This exercise should be reinforced in consultation with the population that will participate in the exercise. For example:

TERM IN ENGLISH	SYNONYMS IN SPANISH	AGREEMENT
<b>Tenant</b>	<b>Arrendamieto</b>	<b>Inquilino/a</b>
	<b>Inquilino</b>	
	<b>Usuario</b>	
<b>Owner</b>	<b>Arrendador</b>	<b>Propietario/a</b>
	<b>Propietario</b>	
	<b>Casero</b>	
		<b>Subarrendador</b>
<b>Room</b>	<b>Cuarto</b>	<b>Habitación (para dormir)</b>
	<b>Pieza</b>	
	<b>Habitación</b>	
		<b>Apartamento</b>
<b>Contract</b>	<b>Contrato</b>	<b>Contrato</b>
	<b>Acuerdo</b>	
<b>Rent</b>	<b>Alquiler</b>	<b>Arriendo</b>
	<b>Arriendo</b>	
<b>Bathroom</b>	<b>Sanitario</b>	<b>Baño (incluye sanitarios, zona de baño, etc.)</b>
	<b>Baño</b>	
	<b>Letrina</b>	

Source: Workshop Bogotá, January 25, 2022.

For the working session, you can use the Glossary of Terminology for Cash and Voucher Assistance- CaLP ([link](#))



# ANALYTICAL DIMENSIONS



**1 Stakeholder and market mapping**



**2 Market practices**



**3 Tenure security**



**4 Type of housing and standards**



**5 Supply, demand and price changes**



**6 Affordability**



**7 Policy and regulatory environment**



**8 Services and infrastructure**





**9 Risks**


Starting from the central idea that both conceptual frameworks are key to understanding the rental market, this handbook proposes **9 analytical dimensions** to explore.


Throughout the handbook, the following **guiding questions** are proposed. The premise is that by answering the guiding questions, the main **research question** can be answered.


## GUIDING QUESTIONS

1  Who are the main **actors** in the rental housing market, how do they relate to each other and to what extent do they influence the market system?

2  What are the rental housing market **practices** (including social norms, discriminatory practices and means of searching for rental properties, etc.) inside the formal and informal rental market system, and to what extent do they influence the rental market system?

3  What are the existing **tenure models** in the rental housing market and to what extent do they influence the rental market system? Are the rights and responsibilities of the parties within the different arrangements balanced? Are there any risks associated with security of tenure in rental housing?

4  What are the main **types of housing and accommodation** available? Do the lodgings offered for rent comply with the minimum conditions of habitability?

5  Has the **housing stock** changed over time? What is the **cost** and how does this cost change over time? Do you observe any changes from the **demand side**? What are the main drivers of these changes? What is the capacity of the market to absorb an increase in demand?





6 What are the **financial barriers for** affected populations to access adequate housing in the short, medium and long term? How long can affected populations afford adequate housing on their own without reverting to negative coping mechanisms or risking eviction? How is the local context/situation defining where, how, until when, and to whom people rent?



7 What are the government-led programmes that the population of interest can access in relation to housing support? What are the government-led programmes that people can access in relation to housing support? What are the **government's housing policies**, building standards, regulations and land ownership, and how does the regulatory environment enable, or limit access to, adequate housing?



8 What are the **existing infrastructures and services** in the rental housing market, and how do they enable, or limit access to, adequate housing for the affected population?



9 What are the **risks** faced by the most vulnerable populations in accessing adequate housing through renting and what are the activities/measures we can put in place to mitigate them?



Each analytical dimension can trigger multiple questions to have a more complete understanding of the context. Refer to:

**GUIDING QUESTIONS -Tool#1**

**NOTE:** It is very important to address the 9 dimensions in a comprehensive manner, and at all times, to reflect on each one of them:

What is the key context and background information that must be contemplated for the assessment is to be conducted?

What information is currently available on rental housing markets in this context and in relation to this dimension? What remains to be known?

Why is there a need to explore this dimension, who and how will it help (communities, crisis-affected people and/or host populations)? <sup>5</sup>





# DEFINING THE SCOPE OF THE ASSESSMENT

The assessment team should define for **whom, where, when and what type of rental market it will assess**. To define the scope of the assessment, four areas are identified for consideration:



## POPULATION

(definition of the population of interest, tenants),



## GEOGRAPHIC

(area of interest for the assessment, can be an administrative or social boundary),



## TIMEFRAME

(period of implementation and validity of the evaluation) and,



## TYPE OF ACCOMMODATION

(identification of accommodation most in demand and/or preferred/accessible by and for the target population),

The scope also allows us to identify the information gaps we have, what we need to know about the market, and to confirm or redefine the scope. Documenting the full decision-making process is recommended.

## Rental market segmentation - Sub-markets



A rental housing market will comprise a variety of sub-markets, which are interconnected, but have different actors and dynamics. For example, submarkets may include different neighbourhoods, housing of different qualities, dimensions and/or housing for persons of different income levels.

Market segmentation is an important step because it will lead the team to take different routes to conduct the market assessment - Refer to **TOOL#2. Scope definition**.



## POPULATION SCOPE



Based on shelter needs and socio-economic vulnerability assessments, summarize key information on how renting is critical for the affected population to meet their housing needs and how lack of income is a major barrier to accessing affordable housing (refer to the guiding questions in the “JUSTIFICATION” stage).

The more disaggregated (quantitative and qualitative) data you have, the better you can profile (potential) tenants, to understand their characteristics, situation, preferences, barriers, risks and possibilities when renting. You can complement this with stakeholder mapping.

### What needs to be considered?

#### LOOKING THROUGH A LENS OF INTERSECTIONALITY

Kimberlé Williams Crenshaw (1989) coined the term intersectionality as the "phenomenon whereby each individual suffers oppression or holds privilege on the basis of their membership in multiple social categories". Various criteria such as age, gender, disability, ethnicity, among others, can be analyzed, as well as the way in which such intersections can lead to more complex protection risks (**Age, Gender and Diversity Approach - AGD**).

**A** **AGE** can influence a person's experience of their housing situation. Needs are different, risks may vary, and preferences and priorities may change.

*Example: Older people may find it difficult to live in high-rise buildings, young children may need space to play.*

**G** **GENDER** is also an important factor to assess when analyzing housing needs.

*Example: the experience of a man, a woman or a person from the LGBTQI+ Community may be very different in perceiving the conditions of privacy and security in their home.*

**D** **DISABILITY.** Disability - physical, psychosocial, intellectual, visual, hearing and multiple-, must be taken into account when assessing the market.

*Example: Are there barriers for people with disabilities to use some rooms or access common areas? How does/will this affect their ability to participate in decisions with the rest of the family?*

**E** **ETHNICITY.** Indigenous people often experience tenure insecurity over their traditional lands, and housing alternatives offered by authorities are often culturally inappropriate (**OHCHR**).

*Example: Do the living spaces meet the daily needs of the family, e.g. the kitchen? Do the materials and construction techniques represent the identity of the household living there?*

## Who makes the decisions?

It is important to keep track of who makes decisions in the household and what other factors people prioritize over their housing situation. To do this, it is important to define the roles within the household and see how they affect the housing situation.

### Some common roles are:

- Head of the household
- Financially independent household members
- Caregiver of the elderly, children or people with disabilities
- Dependent members of the household (financially dependent)

NOTE: Persons may have more than one role within the household.

### What to look for (some ideas):

- Who/How was the housing chosen?
- Whose needs were prioritized (i.e., is the house close to work? schools?)?
- Is it safe for everyone?
- Who contributes to paying for housing and how does this affect decisions about how to use spaces?

## Other important filters

**Household size and composition:** the housing experience may be different given the number of people in the household. It might be interesting to look at (potential) tenants and their experience in terms of how many of them there are, as well as the number of dependents, or adults with earning capacity, for example.

**Household dynamic(s):** In some cases, different households may decide to live in the same dwelling, based on needs, preferences and cultural appropriateness; or they may experience conflict based on the need to share a space. Experiences and needs may vary, so it may be necessary to examine the differences that exist based on who is sharing a space.

It is also necessary to highlight the vulnerabilities from a situation of multiple affectation, for example: refugee population arriving to a country in conflict where the owners were victims of the conflict and can also be "population of interest" and added to their condition of elderly, be exposed to possible exercises of power or abuse in the opposite sense to the initial judgement of the humanitarian organizations.



**REFLECT:** What mechanism have you put in place to listen to, and take into account the views and perspective of (potential) tenants during the assessment?

Mechanisms can be established by local authorities, they can be established formally or informally by Civil Society Organisations or Non-Governmental Organisations, or they can even be spontaneous according to how the community itself establishes them.

Assessing this could provide information on who is currently included in feedback spaces (and as a consequence, in decision-making) and who may have barriers in accessing such platforms. Think especially about the AGD filter and look at existing barriers to participation that might affect the experience people have in relation to their ability to rent.

**REMEMBER:** If you want to have a broad perspective and focus on affected populations in general, it is important to collect demographic data on them. This way you can compare the experiences of different different groups and define, for example, the different risks, priorities, preferences of different groups. You can discover diverse needs in terms of accessibility, for example, or that the risks are different according to the group you are thinking about. This could have an impact on your programme in terms of targeting, eligibility criteria, setting realistic objectives and ensuring that the response is relevant and evidence-based.



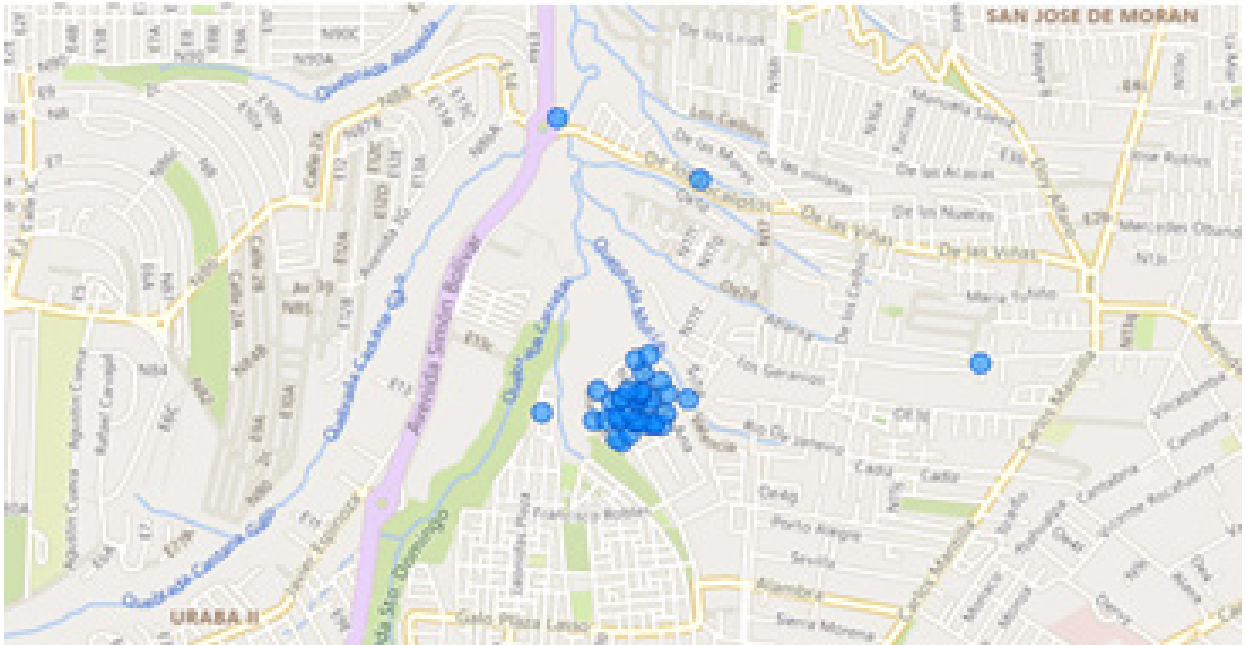
Exercise with Venezuelan migrant population, February, 2022, Bogotá, Colombia.



---

## GEOGRAPHICAL SCOPE

---



Calderón sector, Etapa E-Bajo, North Zone, Quito, Ecuador, Ecuadorian Red Cross, 2022.

Identify the list of units classified administratively (e.g., districts or neighbourhoods) or socially (e.g., "the neighbourhood beyond the court is more unsafe", "the 3 blocks near the bridge are the cheapest"), which will be within the general scope of the identified population. The geographic scope of the market assessment will be defined to inform the geographic areas you will prioritize for your rental market assessment.



---

## TIMEFRAME

---

Define the timeframe in which the market assessment will take place. The evaluation period being TODAY; "12 months ago" or "before the crisis" being PAST; and "when the programme starts", "in the next 6 months" being FUTURE.

**Critical event/seasonality.** When you are scoping, it is important to understand whether the market will be influenced by seasonality or by an existing critical event or situation. It is important to understand the results of the assessment over a period, as well as to



understand to what extent the data collected today will be reliable later or would require updating or monitoring.

For example, the COVID-19 crisis was extremely influential for the rental market in general; a displacement situation may lead to a one-off increase in demand, while supply cannot adjust immediately; or any driver of population return may be influenced by the time of year in which it occurs. It is suggested to build a timeline with the team and include specific time references.



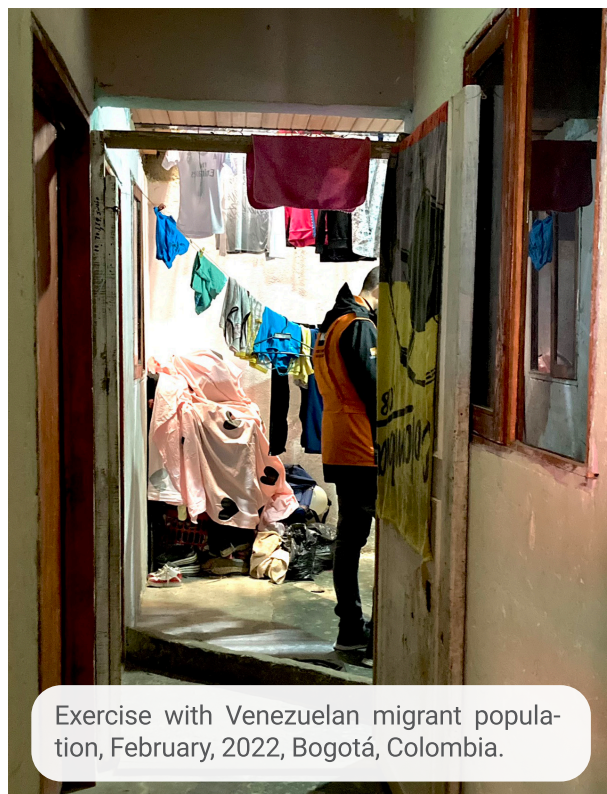
## TYPE OF ACCOMMODATION

In determining the scope, it is important to understand:

**What is the predominant type of rental housing in the area of interest?**

**What types of accommodation/housing do most of the -population of interest- rent in the area of interest?**

**What would be the main characteristics that people look for in rental accommodation?**



Exercise with Venezuelan migrant population, February, 2022, Bogotá, Colombia.

**NOTE:** Characteristics. Location, price, size (s.q.m), number of rooms, number of bathrooms, kitchen, access to water, access to public electricity network, access to internet, access to public gas/heating network, access to waste management services, lift/stairs, furnishings, type of construction or materials price, utilities included, other (specify).

Based on this quick information, identify a maximum of 3-5 housing types to explore. This will allow you to quickly analyze whether some types of housing form a distinct sub-market, e.g. housing that is paid on a daily basis (pay per day), or housing suitable for people with limited mobility, or suitable housing that does not exceed a pre-defined affordable amount per month.



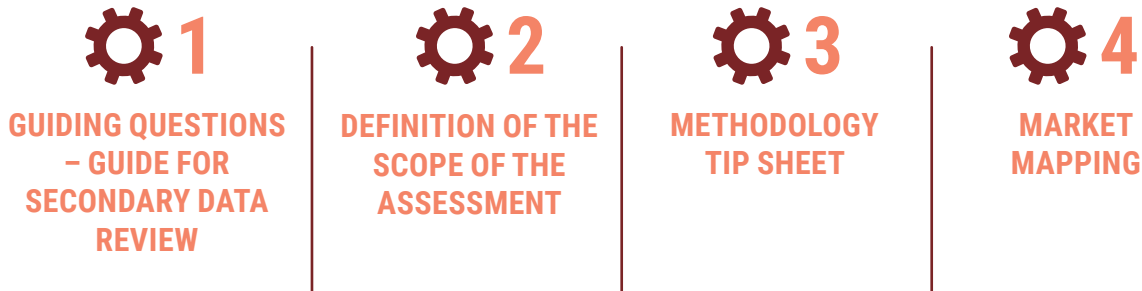
Refer to the tool: **DEFINITION OF THE SCOPE OF THE ASSESSMENT- TOOL #2**. You will find a decision matrix designed as a graphical instrument that supports a group of people to make decisions on different possible alternatives and collectively define the scope of the assessment.

## **ANALYTICAL DIMENSIONS WITH FOCUSED QUESTIONS ACCORDING TO THE DEFINED SCOPE**

At this stage, this is where we consolidate the guiding questions to know why, where, when, with whom and for what type of accommodation we are going to do this market assessment. Specifically, focus the "**GUIDING QUESTIONS**" according to the defined scope. For example: Has the demand for rooms by Venezuelan migrant women with irregular migration status changed in the last 6 months in the municipality? Are violent relations or conflicts between the parties present? Does the housing offered for rent in area "Y" meet the minimum conditions of habitability?

# METHODOLOGY AND PLANNING OF THE ASSESSMENT

The following tools are available **prior to the start of the assessment**



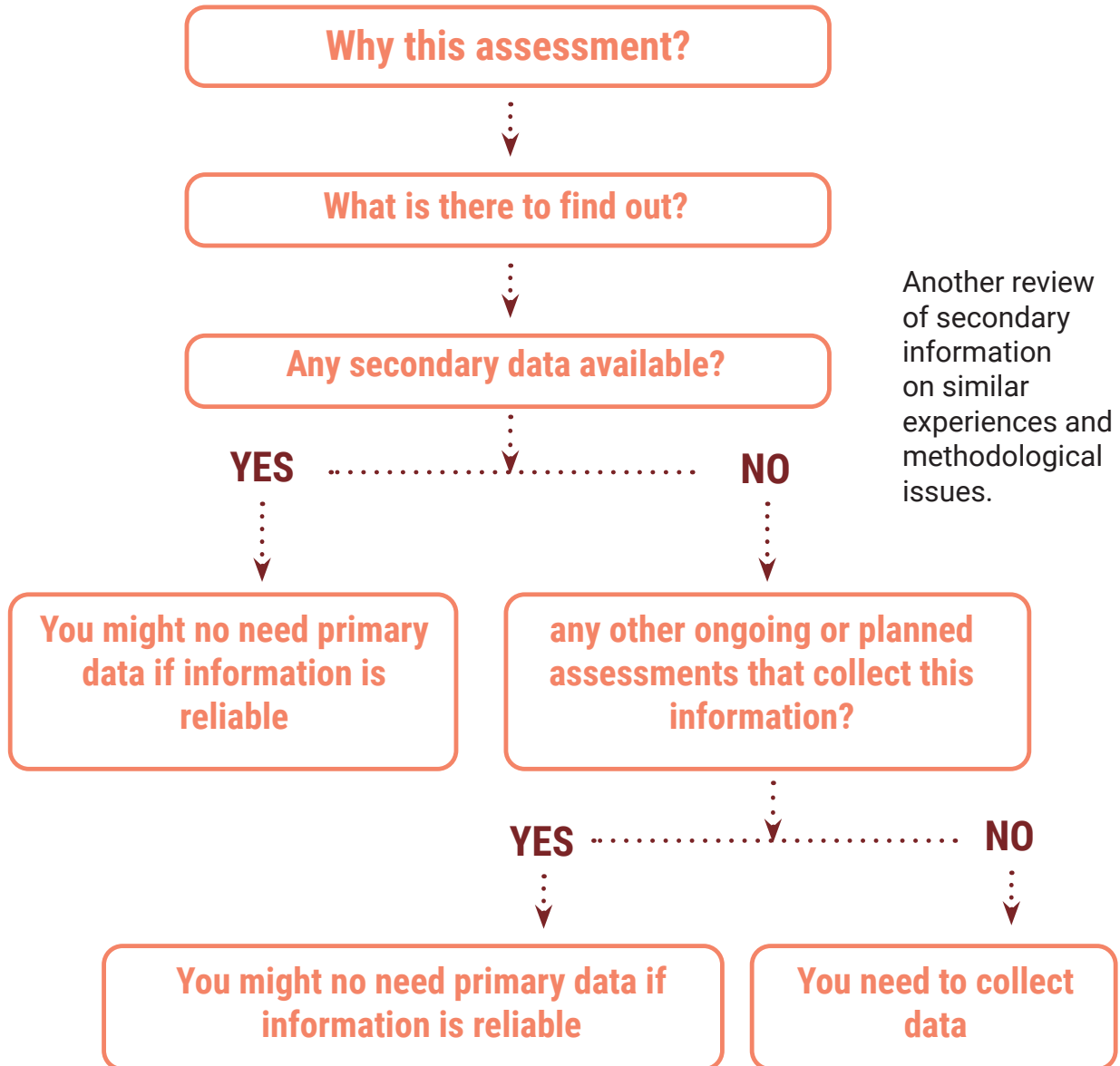
## Secondary data review and gap analysis



In the field handbook you will find templates with guiding questions for each analytical dimension to guide you through the review of secondary information. Refer to Toolkit: **GUIDING QUESTIONS - TOOL #1.**

**WARNING:** Many questions may be addressed in more than one dimension. While this may occur, it is good for teams to work together and begin to understand the interrelationships of the market. You can assign "focal points" to start the study of each guiding question, but in the end, all analytical dimensions should be addressed together, focusing on the defined population group of interest and geographic area.

## DEFINING INFORMATION NEEDS



The outcome of this phase should be a clear, concise and achievable set of research objectives, based on the rationale and information needs identified. REACH, 2021.

**Gap analysis:** This is the joint exercise of analyzing/examining what information we have based on the review of secondary data; what information needs to be collected through primary data, either to complement the information, to verify technically (e.g. habitability conditions), or to gather people's perspectives and opinions in order to find solutions in a participatory way.

## Stakeholder and market mapping

Make a list of the stakeholders, describe them (e.g. profile, interrelationships, influence/power); map them and decide: what information do we want to get from this stakeholder and how should we ask them? Should we involve other stakeholders in the evaluation?

What position do they have within the market system? How do they interrelate with each other? How many actors are there? How much is paid for the rent of this type of housing? Which infrastructure and services support this chain? What external factors impact the chain (policies and regulatory framework)? What constraints, blockages, disruptions are observed after the crisis?

This tool briefly guides the process of mapping the rental market system. You will find the "generic" actors, so you will need to adapt and localize your map to your reality. Make sure to keep it updated with periodic reviews (it is a living, moving system). Having an online version can be a good option<sup>6</sup>.



Refer to Tool: **MARKET MAPPING - TOOL #4**

## Methodology and planning

To design the methodology, keep in mind that this handbook has designed its data analysis plan and tools based on the nine analytical dimensions proposed. The methodology will need to be adjusted to the context, and the information gap analysis and market mapping (the total number of actors, profile and diversity influences the design, for example) as well as the resources available to carry out the assessment.

You can find some practical tips for defining the evaluation methodology - see **Tool #3: METHODOLOGY TIP SHEET**.

The depth and scope of the analysis should be tailored to the specific context, include market segmentation, and may require innovative data collection techniques. Some key elements of any planning: secondary data review and gap analysis; defining the primary data collection methodology; quantitative methodology; qualitative methodology; unit of measurement; sample design; evaluation period; limitations, assumptions, justification; specific considerations (e.g., COVID-19); team composition; resource requirements, logistics, design and adaptation of tools and questionnaires (see next point).



# DATA COLLECTION

All the available tools are complementary, both from the methodological point of view and from type and number of actors to involve in. If you identify actors that are not covered in this handbook, you can develop tools supported by the guiding questions (e.g., for a key actor providing access to drinking water or financial services in a neighbourhood). As can be seen in the **METHODOLOGY TIP SHEET**, the team will have to make decisions in the field, which will influence both the sample design, as well as inform the scoping stage (ongoing exercise), which will tell us whether we should visit more or other areas.

The following tools are available for **data collection**:

 **5**  
SCORING TOOL  
- INDIVIDUAL  
HOUSEHOLD  
INTERVIEW (STEP 1)

 **6**  
PROBLEM TREE - SES-  
SION WITH ONE OR  
MORE HOUSEHOLDS

 **7**  
"ME, MY HOME AND MY  
NEIGHBOURHOOD" -  
HOUSEHOLD SESSION

 **8**  
TENANT FOCUS  
GROUP - SESSION  
WITH TENANTS

 **9**  
INDIVIDUAL INTERVIEW  
OF TENANTS -  
INDIVIDUAL CALL

 **10**  
INDIVIDUAL INTERVIEW  
WITH OWNERS -  
MEETING OR CALL

 **11**  
INDIVIDUAL  
INTERVIEW WITH  
GOVERNMENTAL  
ENTITY - MEETING OR  
CALL

 **12**  
FOCUS GROUPS  
WITH COMMUNITY  
LEADERS - MEETING

(\*) Adaptation for interviewing real estate agents.

## ANALYSIS, REPORTING AND FEEDBACK

As illustrated in the report format, data can be analysed per tool, but conclusions should be presented based on the 9 analytical dimensions to answer the final research question. This will allow the recommendations of the market assessment team to be holistic and comprehensive, and respond to the complexities of the rental housing situations of the identified population.

The following tools are available for **data analysis**:

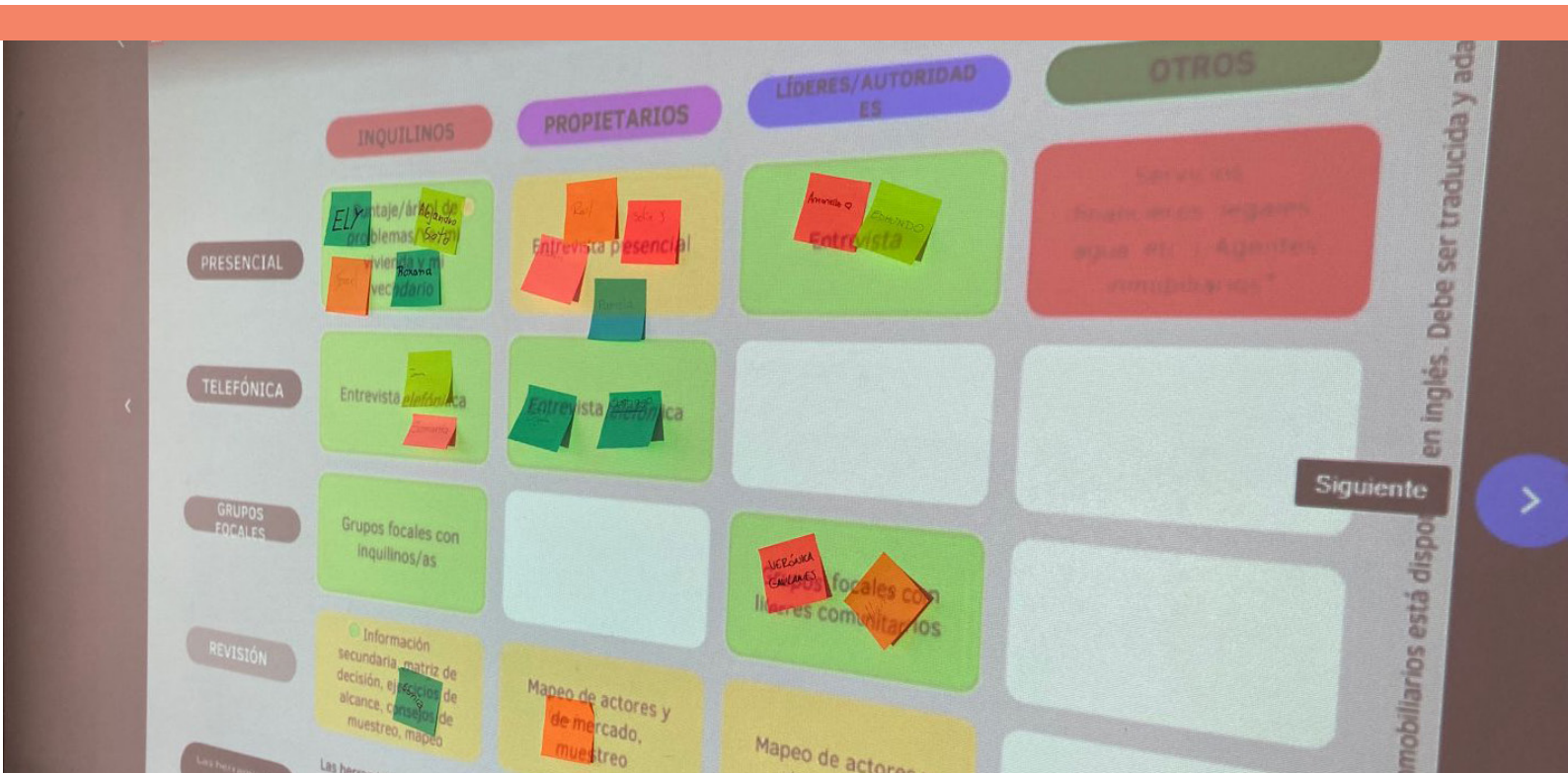
 **13**  
**SCORING TOOL –  
ANALYSIS ACCORDING  
TO SCORING BASED ON  
ACCESS TO ADEQUATE  
HOUSING (STEP 2)**

 **14**  
**RAPID REPORT  
TEMPLATE**



Exercise with Venezuelan migrant population, February, 2022, Bogotá, Colombia.

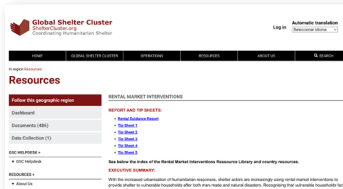
# CONCLUSIONS OF THE EXERCISE



It is hoped that the field handbook will be useful to you. It was built thanks to people working with a regional coverage of Latin America and the Caribbean, with a special contribution from the iterations developed in Colombia and Ecuador. Tools have been co-created with field teams. More than 40 professionals have been trained. The manual has been designed for multi-disciplinary teams carrying out market assessments during emergencies (e.g. taking 5 to 10 days), or for prolonged crisis periods, where depending on the size of the geographical area, it may take longer or require several iterations. It is intended as a collaborative exercise, to continue to aim to inform integrated, sustainable responses that support and reinforce, rather than undermine, existing rental markets. Using market-based programming and the right to access adequate housing as a starting point for analysis, the programmes of rental assistance in Latin America and the Caribbean could be a transitional and long-term housing solution for contribute towards the self-sufficiency of the vulnerable population in the region.

# ANNEXES

## Annex 1. Key references.



**Rental market interventions, Best Practice Report and Tip Sheet | Shelter Sector with the support of CashCap.**



**Introduction to the Rental Assistance Programme - Online Training - English - IFRC**



**Tip Sheet for Rental Assistance Programming IFRC | IFRC**



**The Right to Adequate Housing OHCHR and UN-HABITAT | OHCHR and UN-HABITAT**



**Introduction to market analysis | CaLP and IRC**



**Multi-Sector Market Assessment Guidance and Toolkit - English | UNHCR- NRC**



**MISMA- Minimum Standard for Market Analysis | Humanitarian Standards and CaLP**

**Annex 2.  
Access to /  
QR code with  
tools available.**





# FOOTNOTES

**1** For more details, refer to TDR ([link](#))

**2** OHCHR and UN-HABITAT Fact Sheet No. 21 (Rev. 1): The Human Right to Adequate Housing ([link](#))

**3** Housing and SDGs in Mexico, United Nations Human Settlements Programme, UN-Habitat, 2018.

**4** "The Markets in Crisis" (MiC) community of practice developed it in 2015 and updated it in 2017 and 2022 ([link](#)). It is also adapted based on "Rental market interventions, Best Practice Report and Tip Sheet | Shelter Sector with the support of CashCap.

**5** The 3 reflections are adapted from the Guide for Focus Group Discussions and Key Informants, Presentation, GIMAC, 2021.

**6** Market System Mapping Tool | EMMA Toolkit ([link](#))

**7** These tip sheets were written by Julia Lewis of CashCap and have been reviewed and edited by the Rental Market Guidance Steering Committee with special support from NRC and CRS.



Exercise with Venezuelan migrant population, February, 2022, Bogotá, Colombia.



# TASK FORCE



NORWEGIAN  
CAPACITY

CASHCAP



**REACH**

Informing  
more effective  
humanitarian action



NORWEGIAN  
REFUGEE COUNCIL



Inter-Agency Coordination  
Platform for Refugees and  
Migrants from Venezuela



Rental Housing Market Assessments Workshop - May 11 -13, 2022, Quito, Ecuador.