Dear:\_\_\_\_\_\_\_ (Owner Email Template)

Good (morning, afternoon…).

It’s no secret that the rental housing industry continues to face targeted attacks nationally and in Arizona. **While it’s tempting to ignore misguided policies like rent control and hope they won’t impact us directly, here’s the truth: Regulatory changes like these absolutely threaten our industry – and your property’s bottom line.**

Seemingly everywhere you turn lately, political figures including Presidential candidates have taken dead aim at property owners with proposals like a [draconian national rent control initiative](https://www.reviewjournal.com/news/politics-and-government/bernie-sanders-reveals-national-rent-control-plan-in-las-vegas-1848660/). Nor is a traditionally pro-private-property-rights state like Arizona immune: [Media outlets](https://www.azcentral.com/story/news/local/arizona-best-reads/2018/04/13/eviction-rate-spikes-again-across-phoenix-affordable-housing-crisis-worsens/508696002/) and state legislators continue to attack the eviction process as unfair, unethical and in need of so-called “reform” meant to diminish the rights of property owners. Rent control laws are no longer only in [New York](https://www.naahq.org/news-publications/rent-control-nys-new-devaluation-play), [California](https://fee.org/articles/how-we-know-california-new-rent-control-law-will-make-its-housing-shortage-worse/) and [Oregon](https://www.opb.org/news/article/oregon-rent-control-law-signed/). In fact, such proposals have recently surfaced in [Arizona](https://www.azleg.gov/legtext/53leg/1R/bills/SB1358P.pdf), though thus far such ill-conceived measures have been defeated in the state Legislature.

While the AMA has long been an extremely effective voice on behalf of our industry, such attacks mean defending what we do has never been more crucial – or more difficult. With a new legislative session and the 2020 elections looming, the leadership of the AMA has outlined a proactive campaign meant to tell “our side of the story” to a full range of stakeholders – everyone from elected leaders to the statewide media, the business community to Arizona’s nearly 7 million residents.

**The comprehensive, dynamic effort we’ve envisioned requires two things: (1) engagement by all our members, and (2) an increase in financial resources.**

AMA must fund this effort by growing our Better Government Fund (BGF). Our board has set a goal to increase the BGF to more than $1 million on hand before the end of 2020. That will require raising at least $700,000 before the end of 2020.

The BGF provides the rental housing industry with the resources necessary to combat legal, regulatory and legislative issues aimed at harming the industry. The BGF funds supporting and advancing policies to strengthen the rental housing industry. This fund also allows us to independently support candidates and initiatives that align with the mission of the AMA.

To reach this $1 million goal, the AMA Board of Directors in August approved an increase in members’ dues of $0.50 per unit, with every penny going directly to the BGF. The same holds for the $100 voluntary dues assessment (per member or per property). The AMA has not increased dues in over 12 years, but the board and our members have recognized the increasingly critical need to defend our industry and to have on hand the resources to do so.

We also urge you to give directly to the BGF at \_\_\_\_\_\_\_\_\_\_ fill in donation page

With invoices for 2020 dues payments set to go out shortly, your management team felt compelled to explain not just the necessary financial commitment, but the “why” behind this need.

To stand idly by in the face of such attacks is to risk not just a few bad years, but nothing short of economic devastation. We can’t afford to wait or to simply “wing it.” We must take action – and your team at the AMA already has begun to do so.

Thank you for your help, ideas and efforts to ensure the economic success of your investment in Arizona.

Best,

P.S. If you would like to know more about the Federal, State and negative national trends and watch a video from our AMA leaders please visit <https://www.azmultihousing.org/bgf-resources.html>

**About Arizona Multihousing Association:**The Arizona Multihousing Association is the statewide trade association for the apartment industry, representing more than 2,200 members in legislative, legal, and regulatory matters. The AMA provides services, products, educational programs, and networking opportunities to promote ethical, quality rental housing throughout Arizona. **For more information, visit** [**azmultihousing.org**](http://www.azmultihousing.org/benefits.html)**.**