

Californians for Affordable Housing

Protecting the Rights of Property Owners

2024 Ballot Initiative – Justice for Renters Act

Repeals the Costa-Hawkins Rental Act of 1996

01

Rent Caps

Allows government to cap annual rent increases.

02

Vacancy Control

Prohibits owners from charging fair market rent for new tenant move-ins.

03

Expanded Rent Control

Imposes rent caps and vacancy control on rentals that are currently exempted by Costa-Hawkins:

- condominiums
- single-family residences
- rentals constructed after 1995





04

Property De-valuation

Reduces property values because lower profits and higher investment risks make rental properties less desirable for investors.

Vacancy Control Means Loss of Income

Example: 2-Bdrm rental in So.Cal region

 Starting Rent	 Decontrol	 Difference	 Control
		Owner is allowed to set monthly rent at current fair market value of \$2,502.	
Year 1	\$30,925	-\$5,142	\$25,783
Year 2	\$31,852	-\$5,295	\$26,557
Year 3	\$32,808	-\$5,455	\$27,353
Year 4	\$33,792	-\$5,618	\$28,174
Year 5	\$34,806	-\$5,787	\$29,019

Total Loss over 5 years: -\$27,297

Can you afford these losses?

**Stop
Vacancy
Control**
Contribute now!



ⁱ 2020 and 2023 starting rental rates source: SCRHA Spring Vacancy And Rental Rate Survey

Steep Declines in Property Values

New York Rent Control

... 30% to 40% drop in rental property value ...

Similar declines projected for California



1 Forbes: The Struggle: Relief Needed For Landlords Of New York City Rent-Regulated Housing (11/08/23)

2 Wall Street Journal: Signature Bank's Apartment Loans Selling at Deep Discount (11/19/23)

Ballot fights are expensive, but it will cost more if we lose.

Spending on 2018 & 2020 Ballot Initiatives

YES – 40.6%
NO – 59.4%



Support: \$25.6 M

Opposition: \$72.1 M

YES – 40.1%
NO – 59.9%



Support: \$24.9 M

Opposition: \$82.6 M

What your contribution pays for



01

Polling

Voter research

02

Ballot Argument Development

Developing and testing for the Voter Guidebook

03

Voter Contact Development & Testing

Developing messaging to voters and testing ads

04

Voter Contact Production & Execution

Finalizing the message to the voter

05

Media and Ad Buys

Delivering the message to the voter

Heavy Advertising

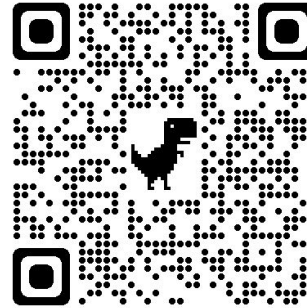
Delivering the Most Persuasive Messages to Targets



How You Can Help

1. **Contribute to the cause**
2. **Join the Coalition**
3. **Help us reach other donors by spreading the word**

To make a contribution, scan the QR Code or click [here](#)



<https://www.efundraisingconnections.com/c/CalRHAIssues>

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