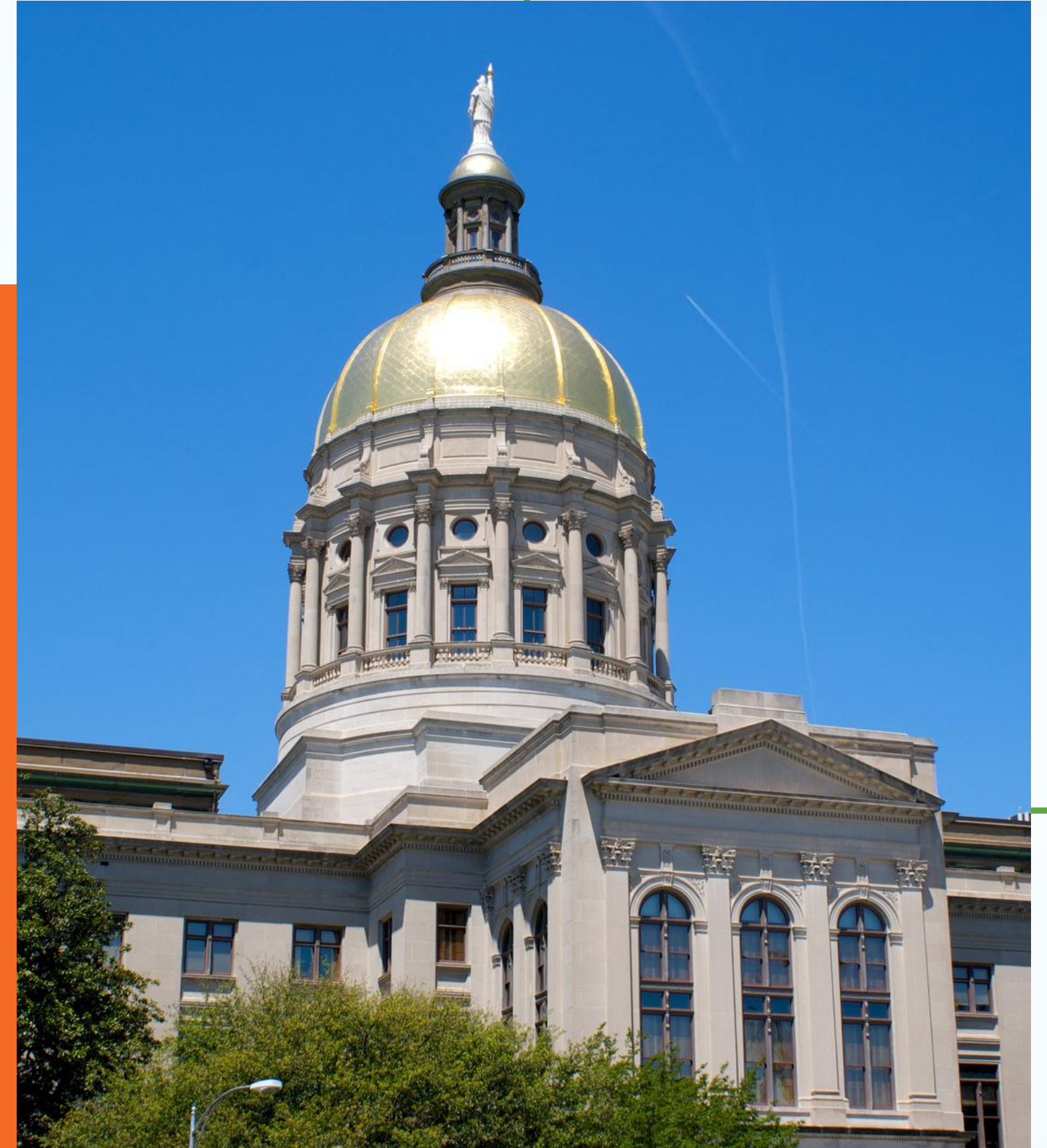




Advocacy – Why it Matters

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ANTITRUST COMPLIANCE STATEMENT

Antitrust and anticompetition laws prohibit agreements, combinations, and conspiracies in restraint of trade. By participating in GAA | Georgia Apartment Association activities, you agree to not act or fail to act in a manner that would violate these antitrust laws or cause unreasonable restraint of trade. Prohibited behavior includes, but is not limited to: discussion or sharing of any company's confidential or proprietary information, discussion or agreements, either explicit or implicit, regarding prices of particular products or services of a company, forecasting of prices for goods or services; and sharing of information that your company considers to be confidential or sensitive, even if that information does not fit in any of above categories.

Session Roadmap





GOVERNMENT AFFAIRS

Protecting the multifamily housing industry by building strong relationships, influencing smart policy, and supporting leaders who get it.



01

The Importance of Advocacy

Advocacy Matters: Public Policy Shapes Our Business

12,000

Number of New Apartments Georgia Needs Each Year

\$103 Billion

Annual Economic Impact of GA Apartments & Residents

538,500

Georgia Jobs Supported

Each of the above numbers is influenced by **public policy**

Data sourced from the National Multifamily Housing Council

POLICY ISSUES IMPACTING OUR INDUSTRY

17+

POLICY ISSUES
AND COUNTING

Public policy touches every part of the multifamily business.



DEVELOPMENT & SUPPLY

Development regulations
Zoning
Affordable housing
Impact fees



OPERATIONS & COMPLIANCE

Code enforcement
Inspections & fees
Interior inspections
Building maintenance
Recycling



FINANCE & LIABILITY

Property taxes
Fee & deposit limits
Tort reform / liability



RESIDENT ACCESS & RIGHTS

Source of income
Fair housing
Pets / service animals



LEASE INTEGRITY

Evictions
Application fraud

ONE INDUSTRY • FIVE POLICY FRONTS • ONE ADVOCACY AGENDA

Effective advocacy protects housing supply, operations and residents.

Advocacy Wins

6

POLICY CLUSTERS
BLOCKED

Defending the landlord-tenant relationship from sweeping policy changes.

01

RENT CONTROLS

HB 403 • HB 1031 •
HB 1495

Repeal preemption, cap rent increases at 5% and restrict increases in age-restricted communities.

02

HABITABILITY

HB 1171 • HB 1007

Prohibit waivers and allow resident-completed repairs in exchange for rent reductions.

03

EVICTION PROCESS

SB 617 • HB 1389

Seal dispossessory proceedings after 3 years and extend notice to vacate from 3 to 7 days.

04

FEES & DEPOSITS

SB 414 • HB 867

Treat hidden-fee payments as a Fair Business Practices Act violation and require a pre-deposit damage list.

05

PROPERTY
MANAGEMENT
& RIGHTS

HB 618 • HB 1304

Require sellers to disclose property flood damage and allow customers to use balcony solar devices without utility permission.

06

CODE ENFORCEMENT,
LAND USE &
DEVELOPMENT

SB 166 • SB 501

Impose higher fines for repeat code violations and raise maximum fines for nonfunctioning smoke detectors from \$25 to \$250 per detector.

WHAT 21st CENTURY ROAD TO HOUSING ACT MEANS FOR MULTIFAMILY

ENACTED • JULY 11

ONE INSPECTION

01

A passed inspection can satisfy requirements across federal housing programs.

LESS DUPLICATION

SMARTER LOCAL RULES

02

HUD guidance helps communities modernize zoning and support adequate supply.

FEWER BARRIERS

MORE PATHS TO BUILD

03

HOME modernization, streamlined reviews and Build Now incentives support production.

FASTER DELIVERY

BTR PROTECTED

04

The final law excludes the earlier seven-year disposition requirement.

VALUE PRESERVED

GAA MEMBERS HELPED SECURE THE OUTCOME

GAA members joined the broader apartment industry's federal advocacy effort—helping keep multifamily priorities in the final law.

300+

CAPITOL HILL MEETINGS

\$13.2B–\$45B

ESTIMATED BTR ASSET VALUE PRESERVED

BTR

LONG-TERM FLEXIBILITY

BOTTOM LINE • The Act reduces operational duplication, supports new supply and protects build-to-rent flexibility.

02

How Advocacy Works

HOW ADVOCATING WORKS

PRESENCE → POLICY → PERSUASION

PRESENCE

- We engage with policymakers before there's anything on the table. Engagement happens by supporting their initiatives, supporting their community, or supporting their campaign.
- We put a face on the multifamily industry.
- We inform them about good housing policy and all that the industry does for a healthy community.

HOW ADVOCATING WORKS

PRESENCE → POLICY → PERSUASION

POLICY

- We track legislation across the metro area and the state.
- We weigh in when policy is being shaped — offering data, stories, and solutions that reflect real multifamily experiences.
- We recognize harmful legislation before it happens, preventing unintended consequences from well-meaning lawmakers.

HOW ADVOCATING WORKS

PRESENCE → POLICY → PERSUASION

PERSUASION

- We publicly support good ideas, legislation, and community programming.
- We publicly oppose legislation harmful to the multifamily industry.
- We call upon our members to engage with their election officials and make their voices heard.

03

The Engine Behind Advocacy

THE GEORGIA BETTER GOVERNMENT FUND

- The Georgia Better Government Fund is the multifamily industry's non-partisan PAC (Political Action Committee).
- With funds from the PAC, we contribute to local and state candidates to ensure a positive relationship with lawmakers across the state.
- The PAC will support preferred candidates in a specific race, where appropriate.

GEORGIA
BETTER GOVERNMENT FUND



Upcoming GBGF Events



SEP 10

Wine Toss at GAA

A popular interactive fundraising game held during GAA conferences and events to benefit the Georgia Better Government Fund.



OCT 20

Field Day

Multifamily professionals gather for team building, networking, and friendly competition—all in support of the Georgia Better Government Fund.

04

What's on the Horizon in 2027

Rental Application Fraud: The Case for Action

01

Growing Problem

- GAA members representing 52,000+ Georgia rental homes report widespread application fraud.
- One respondent reported more than \$3 million in losses in a single year.

02

Broader Impact

- Synthetic identities, forged documents, and impersonation can hide who occupies a home.
- Complicates screening, accountability, public safety, and property operations.

03

Gap in Current Law

- Fraud cases currently move through the ordinary dispossession process.
- Criminal remedies may address the conduct, but do not provide a timely path to recover possession.

04

Targeted Solution

- Clearly define knowing and intentional application fraud.
- Treat verified fraud as a non-curable lease violation.
- Provide expedited access to a judge when verified evidence exists.

05

Due Process Protected

- Written notice and verified evidence are required.
- Residents retain the right to answer, challenge the allegation, and present defenses.
- A court order is still required to recover possession.

Application Fraud – Path Forward

- **GAC Review & Approval | August 27**
 - Review proposed legislative framework and finalize the Association's policy direction.
 - GAC approval moves the proposal forward for Board consideration.
- **Joint AAA/GAA Board Review | September Annual Meeting**
 - Present the GAC-approved proposal to the joint AAA/GAA Board for final approval and authorization to advance the initiative.
- **Legislative Sponsor Recruitment | October & November**
 - Following Board approval, **Fiveash Stanley** begins socializing the **concept and language with potential legislative sponsors** ahead of the 2027 session.
 - Gather early feedback and identify champions who can help move the proposal through the General Assembly.
- **Coalition Building | October & November**
 - Begin recruiting **local organizations, industry partners, and aligned stakeholder groups** to support the effort.
 - Build a broader coalition demonstrating that application fraud affects housing providers, communities, and the integrity of the rental market.

GAC
Approval

Board
Approval

Legislative
Sponsors

Coalition
Building

2027
Session



2027 Legislative Engagement Strategy

01

LISTEN

Property Management Work Group

Bring frontline operational experience directly into policy development.

Member advocates • data & testimony • direct feedback loop

02

CONNECT

Legislative Luncheon

Create intimate, substantive conversations between GAA/AAA leadership and legislators.

Relationships • practical policy insight • direct access

03

MOBILIZE

Multifamily Advocacy Day at the Capitol

Coordinate a focused day of direct advocacy at the Capitol.

Unified messages • legislator meetings • statewide reach



How Can YOU help?

- Pull out your laptop or mobile device
- Type in “slido.com” in your web browser
- Enter “1391272” in the participant box





How Can YOU help?

- Attend and Sponsor GBGF Fundraising Events.
- Participate and share grassroots calls to action.
- Talk to your colleagues about the importance of your industry PAC!
- Attend a fundraiser, and we'll join you.
- Share your story with an elected official, and we'll help.
- **Do you know your State Rep, Local Councilperson?**



**February
2027**

Multifamily Day at the Capitol

One industry. One voice. Direct engagement with Georgia lawmakers.

Georgia State Capitol • Atlanta

Our purpose is simple: turn member experience into influence

This is GAA's coordinated opportunity to bring multifamily professionals from across Georgia directly into the policymaking process.

Educate

Give lawmakers a clear view of how proposed policies affect residents, housing providers, and operations.

Advocate

Deliver unified, practical messages on the industry's priorities for the 2027 session.

Build relationships

Strengthen connections that make our voice more effective throughout the session.

What to expect on Capitol Day

- 01

Gather + orient

Meet in a reserved Capitol space for a concise welcome, issue refresher, and day-of instructions.
-
- 02

Hear from a lawmaker

A legislative speaker will offer perspective on the session and effective member engagement.
-
- 03

Meet legislators

Participate in coordinated meetings with clear roles, shared talking points, and staff support.
-
- 04

Close the loop

Share takeaways and follow-up needs so relationships and advocacy continue after the event.

The preparation path will be clear and manageable

FALL 2026

Awareness + interest

Save-the-date messaging and early participation outreach from GAA and your local affiliate.

JANUARY 2027

Kickoff + preparation

Registration details, a participant kickoff, issue materials, and advocacy guidance.

FEBRUARY 2027

Final briefing + event

Meeting assignments, final logistics, day-of reminders, and Capitol Day participation.

Specific dates and participation deadlines will be included in formal event communications.

You will receive the right information at each step

Expect communication about

- ✓ Save the date and registration
- ✓ Kickoff call and advocacy training
- ✓ Issue briefs and unified talking points
- ✓ Legislative meeting assignments
- ✓ Arrival, security, parking, and day-of logistics

WHO WILL CONTACT YOU

GAA gov affairs staff and your local affiliate executives

Communications will be coordinated so participants know where to register, how to prepare, who they are meeting, and where to be. Questions can begin with your local affiliate or the GAA Government Affairs team.



**Coming
Soon**

Be on the lookout for the save-the-date and participation details from GAA and your local affiliate government affairs team.

Georgia Election Primer

Georgia's general election takes place on November 3. All statewide constitutional offices, each of Georgia's 180 House seats and 56 Senate seats in the General Assembly, the state's 14 congressional seats, and one US Senate seat are on the ballot.



2026 GENERAL ELECTION

EVERY STATEWIDE OFFICE. EVERY LEGISLATIVE SEAT.

A statewide ballot with federal consequences.

<60

DAYS TO GO
General Election

236

STATE SEATS
180 House • 56 Senate

15

FEDERAL SEATS
14 U.S. House • 1 U.S. Senate

RACES TO WATCH

GOVERNOR
STATISTICAL TIE

U.S. SENATE
OSSOFF LEADS

CHAMBER MATH

99 / 180
GOP STATE HOUSE
8 competitive races

33 / 56
GOP STATE SENATE
Less competitive

4
OPEN U.S. HOUSE SEATS
Each favors current party control

OTHER KEY CONTESTS

LT. GOVERNOR
Dolezal vs McLaurin
Open seat

ATTORNEY GENERAL
Strickland vs Miller
Fundraising strength: Miller

U.S. HOUSE WATCH
Sanford Bishop
Toughest House race; still considered safe

AS OF TODAY, CHAMBER CONTROL LOOKS STEADY — THE GOVERNOR'S RACE DOES NOT.

Governor

Gov. **Brian Kemp** is term-limited, creating a vacancy in the state's top post

Republican – Rick Jackson

Jackson is now aggressively fundraising after self-funding his GOP primary victory. Recent financial disclosures show he raised about \$18.5 million in June and July, including a \$10 million investment from the RGA. Jackson is offering broad tax reductions, smaller government, and aggressive immigration enforcement.



Democrat – Keisha Lance Bottoms

Bottoms raised about \$6.5 million from May through July. Small-dollar fundraising is her major strength, although a large portion of her grassroots donor network is based outside Georgia. Bottoms is campaigning on Medicaid expansion, housing affordability, abortion and voting-rights protections, and gun restrictions.



Recent polling puts Bottoms and Jackson in a statistical tie.

Lt. Governor

*Lt. Governor **Burt Jones** sought the governorship rather than seek reelection*

Republican – Greg Dolezal

A state senator from Forsyth County, Dolezal emerged from a competitive GOP primary and runoff. Traditional Republican support is beginning to consolidate behind his campaign, which also enjoys a significant financial advantage.



Democrat – Josh McLaurin

A state senator from Sandy Springs, McLaurin enters the general election as a financial underdog. If elected, he would likely face significant constraints on the office's authority from a Republican-controlled Senate.



Attorney General

Attorney General **Chris Carr** sought the governorship rather than seek reelection

Republican – Brian Strickland

A state senator and former floor leader to Gov. Brian Kemp, Strickland enters the general election with strong support from traditional Republican business, legal and PAC networks and a modest financial advantage.

Democrat – Tanya Miller

A state representative and former federal prosecutor, Miller has built a strong statewide fundraising operation, with particularly robust support from the legal community. She was a leading legislative opponent of Gov. Kemp's 2025 tort reform package.



Insurance Commissioner

Incumbent John King seeking reelection

Republican – John King

The incumbent Insurance Commissioner is seeking reelection after briefly entering the 2026 US Senate race. King remains the better-funded candidate and has significant support from insurance and other regulated industries.



Democrat – Keisha Waites

A former state representative from Atlanta, Waites has held or sought a number of state and local offices. Her campaign reported no financial activity during the most recent reporting period.



Other Statewide Races

Office	Republican	Democrat
Secretary of State	Tim Fleming	Penny Reynolds
Commissioner of Agriculture	Tyler Harper <i>(Incumbent)</i>	Katherine Juhan-Arnold
School Superintendent	Richard Woods <i>(Incumbent)</i>	Lydia Powell
Commissioner of Labor	Barbara Rivera Holmes <i>(Incumbent)</i>	Nikki Porcher
Public Service Commission - District 3	Fitz Johnson	Peter Hubbard <i>(Incumbent)</i>
Public Service Commission - District 5	Joshua Tolbert	Sheila Edwards

General Assembly: State House

The GOP holds 99 of the chamber's 180 seats. Several races are considered competitive this cycle, with both parties capable of flipping seats in tight districts.

House Republicans are focused on about a dozen districts; most are defensive, with a few potential pickup opportunities.

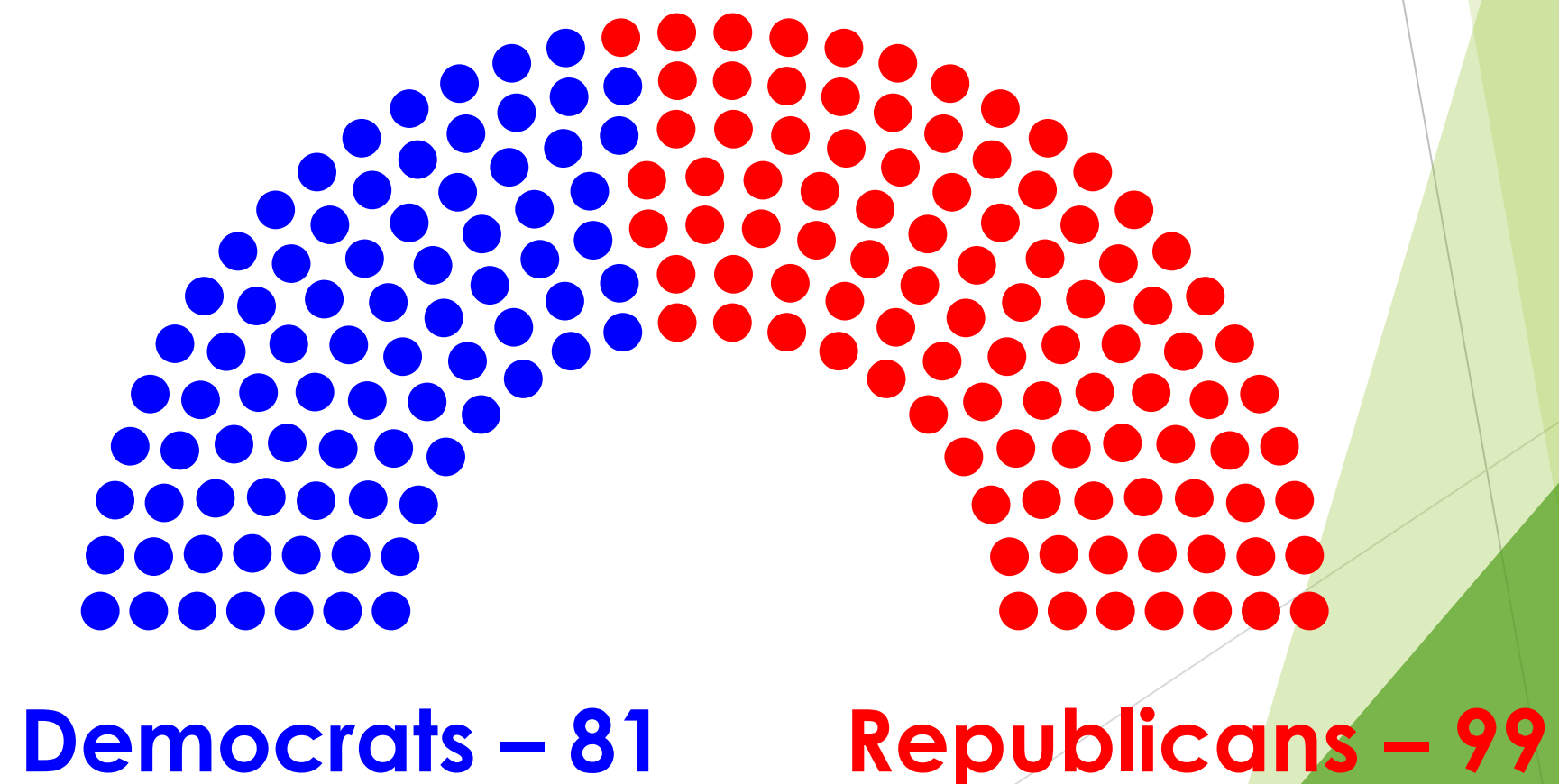
Key Races to Watch

HD 48 – Peachtree Corners (Scott Hilton)

HD 53 – Sandy Springs (Deborah Silcox)

HD 105 – Buford (Sandy Donatucci)

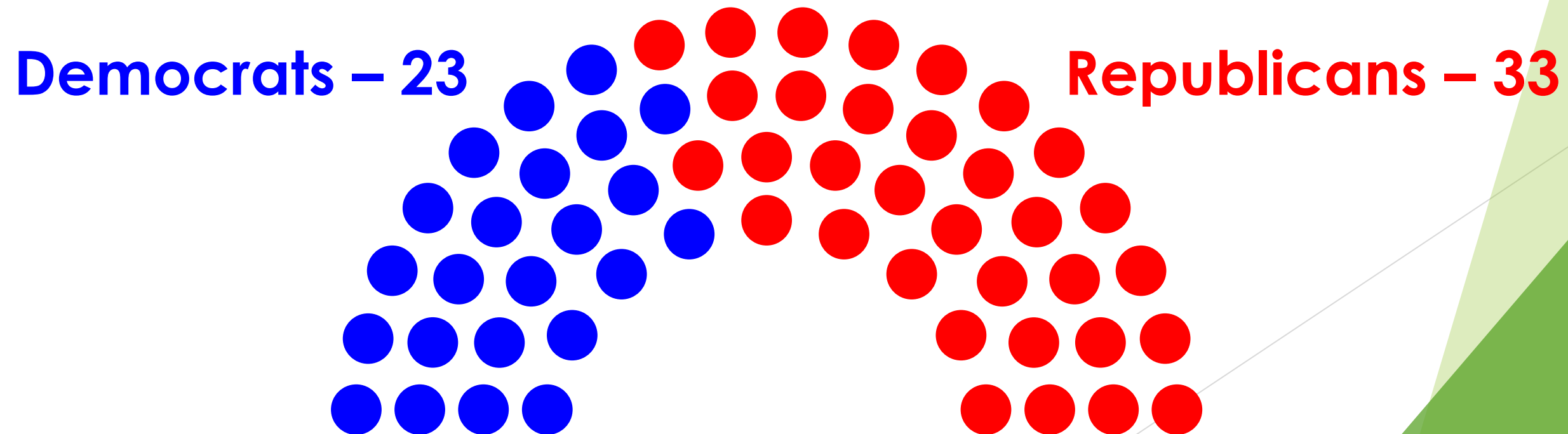
HD 128 – Sandersville (open)



General Assembly: State Senate

The Senate is considerably less competitive. Republicans hold 33 out of 56 seats. While there is a plausible path to Democratic gains, flipping the chamber would require essentially every race to break the Democrats' way.

The bigger story in the upper chamber is turnover ahead of the 2027 legislative session. Regardless of the general election results, **nearly 20%** of the Senate will be new, driven largely by retirements and senators seeking higher office. This turnover will lead to meaningful changes in committee leadership, institutional knowledge, and internal caucus dynamics.



US Senate

Georgia considered top battleground state with GOP looking to flip the seat

Democrat – Jon Ossoff

Incumbent US Senator Ossoff reports an exceptionally strong financial position with \$42.6 million cash on hand. Ossoff's fundraising operation is both national and highly productive: only about 17% of itemized dollars came from Georgia addresses. Despite already spending heavily on media, digital, mail and campaign infrastructure, the campaign continues to accumulate cash faster than it spends.

Republican – Mike Collins

GOP challenger Collins ended the latest reporting period with \$2 million on hand. Collins has a functioning small-dollar and national online fundraising operation, but it is considerably less dominant than Ossoff's.

Recent polling shows Ossoff leading.



Overview of US House Races

Four seats are open, but each strongly favors the party that currently holds it

1 st	2 nd	3 rd	4 th	5 th	6 th	7 th
OPEN Rep. Buddy Carter ran for US Senate R+8	Sanford Bishop D+4	Brian Jack R+15	Hank Johnson D+27	Nikema Williams D+36	Lucy McBath D+25	Rich McCormick R+11
8 th	9 th	10 th	11 th	12 th	13 th	14 th
Austin Scott R+15	Andrew Clyde R+17	OPEN Rep. Mike Collins running for US Senate R+11	OPEN Rep. Barry Loudermilk retiring R+12	Rick Allen R+17	OPEN Rep. David Scott died in office D+21	Clay Fuller R+19

Congressman **Sanford Bishop** is in the most competitive race of the Georgia delegation, but he is generally considered safe this cycle. GA District-2 could become a focal point of future redistricting litigation and legislative action.