

Oct 2022

SANTA BARBARA
RENTAL PROPERTY

news

CALIFORNIA'S CENTRAL COAST RESOURCE FOR RENTAL PROPERTY OWNERS, MANAGERS & SUPPLIERS

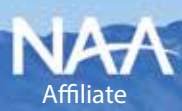
Join us on Friday, 10-28-2022 for the Yardi Fall Classic

Charity Golf Tournament to benefit Santa Barbara's Transition House



Glen Annie Golf Club, Hole 7

MrLandlord: Rental Owner Updates.....	15
Yardi Fall Classic – Annual Charity Golf Tournament.....	24
NAA October Programs & Events.....	21





OMNIA

Insurance & Risk Solutions Inc

HOA'S CONDOMINIUMS APARTMENTS INVESTMENT PROPERTIES

INSURANCE IS BECOMING MORE CHALLENGING. WE ARE READY FOR IT



WE SPECIALIZE IN PROVIDING
CUSTOMIZED INSURANCE FOR
PROPERTIES IN OUR LOCAL COMMUNITY

CALL (805) 563-0400
OMNIAINS.COM

"Ready for Anything"

*New name,
same great
family service
for over 35 years*

Ca Lic. 0L60662

Table of Contents

SANTA BARBARA AREA'S RESOURCE FOR RENTAL PROPERTY OWNERS, MANAGERS & SUPPLIERS

SBRPA OFFICE
 123 West Padre Street, Suite D
 Santa Barbara, CA 93105

Office Hours:
 Open but please call for
 an appointment

www.sbrpa.org
 Phone: (805) 687-7007
 Fax: (805) 687-9708

SBRPA 2022-2023 OFFICERS

President Betty L. Jeppesen, Esq.
1st Vice-President Harold Goodman
Treasurer Chris Agnoli
Secretary Mike Bruce
Executive Director Laura Bode
 Steve Battaglia, **Director**
 Nick Gonzales, Jr., **Director**
 Danielle Holzer-Burkitt, **Director**
 Andy Sillers, **Director**
 Lori Zahn, **Director**

Graphic Design
 Darkblade Enterprises

The Rental Property News Magazine is published monthly by the Santa Barbara Rental Property Association, Inc. Editorial/ advertising offices are located at 123 West Padre Street, Suite D, Santa Barbara, CA 93105. Phone (805) 687-7007. Subscription is included in the annual membership dues.

October 2022

SBRPA President's Message 5
Betty L. Jeppesen, Esq., SBRPA President

Calendar of Events 9
Upcoming Industry events – Virtual and Regular

CalRHA (California Rental Housing Association) 11
Legislative Update, Kate Bell, KateBellStrategies.com

Mr. Landlord (2002 MrLandlord.com®) 15
Rental Owner Updates

Business Partner Directory 18
List of Business Partners

NAA (National Apartment Association) 21
Current Events

SBRPA's Annual Charity Golf Tournament. 24
Thank You Sponsors

2022 Santa Barbara Local Representatives. 28
*Santa Barbara City Council Members
 & Santa Barbara County Board of Supervisors*

Santa Barbara Happenings. 35
Terry A. Bartlett, Reetz, Fox & Bartlett LLP

Directory of Products and Services 38
Index of Advertisers

Products and services advertised herein are not warranted, expressly or implied by the publisher or by its board of directors. No investigation has been conducted to ascertain the quality of the products and services advertised herein. The publisher takes no responsibility should the quality of the products and services not be as advertised.

Articles appearing in this magazine are presented as a public service and may not reflect the opinion of the publisher, its board of directors or its members.

COMMERCIAL & RESIDENTIAL



CENTRAL COAST
PAVING

(805) 665-3292

CCPAVE.COM

Commercial Parking Lot
Sealcoat & Striping



ASPHALT PAVING · SEALCOATING · STRIPING · CRACKFILL · CHIP SEAL · CONCRETE

CONTACT@CCPAVE.COM

LIC# 1022233 C12

President's Message



Betty L. Jeppesen Esq. • Attorney at Law and Real Estate Broker

Just when you thought it was safe to go in the water... Dum, da, dum, da.....(theme from Jaws).

Governor Newsom issued yet another emergency declaration due to the heat wave. This declaration mandated that ALL rental properties without exception (yes, even those exempt from all other laws such as single family homes or condos not owned by a REIT, a corporation or an LLC of which a member is a corporation) could not raise rents by more than 10%. The emergency declaration began on August 31st and was set to expire on September 7th. It was extended to September 30th, 2022. By the time this goes to print we may know whether it will be extended again.

SBRPA sent out a MailChimp with this information to all of our members. We try to keep you informed of as many of the new rules as possible. It was not widely advertised by the Governor or anywhere else. Nevertheless, landlords could have been subject to penalties if they violated it.

As stated in the September President's message, the Courts are back to setting Unlawful Detainer Trials within 21 days of the request. That is good news. What many do not realize is that the Court is now requiring IN Court appearances for the UD Trials. The Mandatory Settlement Conferences are still via Zoom. In addition to going to the actual Courthouse for the Trials, there are also new rules for the exhibits for these trials and there are forms if you would like to request that the Court grant the right to have a Trial by Zoom. You have to get the agreement of the other side of your case.

Tracey Merrell presented a wonderful, 3-hour course on Property Management which is on our website in case you missed it. Among very valuable information that she shared/reinforced/reminded us of are the following:

1. Remember that you should ask for a "government issued ID" and not a driver's license because you do not want to be subject to a discrimination charge.
2. The Department of Fair Employment and Housing (DFEH) has changed its name to CRD, the California Civil Rights Division.
3. You can have a "no-co-signer" policy except that persons with a disability MUST be allowed to have a co-signer.
4. For a domestic violence situation, "accept-

ed documentation" means ANY form of documentation about what occurred, even a self-statement.

5. If you are going to fumigate a property and the substance used is toxic, you must either put the tenant up in a different unit in the complex or offer a hotel room or make an agreement with the tenant for a reduction in rent. Sometimes they prefer that. An additional wrinkle is that if the hotel room does not have a mini-fridge, you must also offer some money for food. If it does have a mini-fridge, you do not have to offer money for food.
6. There is new case law that states that a 24-hour Notice to Enter for the PURPOSE OF SHOWING THE PROPERTY TO PROSPECTIVE PURCHASERS ONLY may now include weekends. But, this is not true for repairs and other matters except of course emergencies.
7. A timely response to a legitimate request for repair is 30 days except for water, heat and electricity.
8. A tenant can repair and deduct up to one month's rent for habitability repairs not done by the landlord in a timely manner but the tenant can ONLY do this once in every 12 month period.
9. If a tenant has a "service animal" the only questions you are allowed to ask are: 1. Are you a person of disability? And 2. What is the disability related task that the service animal has been trained to do for you?
10. There is now such a thing as Third Hand Smoke. I kid you not.



THE LAW OFFICES OF
BETTY L. JEPPESEN

21 EAST CANON PERDIDO STREET, SUITE 207
SANTA BARBARA, CA 93101
(805) 450-1789
JEPPESENLAW@GMAIL.COM

SANDPIPER



PROPERTY MANAGEMENT

Helping You Increase Your Bottom Line!

Residential • Commercial • Multi-Family

Sandpiper Property Management is an Accredited Residential Management Company (ARM)
with the Institute of Real Estate Management (IREM)



MARKETING

- Craigslist, Newspaper, our website
- Over 10 online rental websites
- Tenant locator services
- 24/7 Phone attendant
- Market to Students, Adults, Seniors

SETTING RENT AMOUNTS

- Full market survey for each vacancy
- Maximize monthly rent
- Minimizing vacancy period

MANAGEMENT

- Collect rents
- Bilingual staff
- Handle slow or non paying tenants
- Pay monthly expenses
- Produce monthly statements for owners
- Distribute monthly proceeds to owners
- Our experienced staff protect your asset
- Regular site inspections

24 HOUR MAINTENANCE

- 24/7 on call maintenance team
- Lic. & Bonded
- In house maintenance lowers expenses
- Budgeting for large capital expenses

SCREEN PROSPECTIVE TENANTS

- Credit and background check
- Employment verification
- Past landlord verification
- Prior eviction check and
- Face to face interview with all applicants

LIABILITY

- We confirm you have adequate insurance
- Current lawyer endorsed leases
- Mold, and lead disclosures used
- Conduct any necessary evictions

OUR RESULTS

- Annual portfolio occupancy rate consistently over 98%
- Consistently lowest maintenance expenses in the industry
- High client retention rate

Call 805-705-4744 for a free consultation.

1811 State Street, Santa Barbara CA. 93101

805-705-4744

www.SandpiperPropertyManagement.com

President's Message from page 5

11. In your Lease Agreements, you should cap attorney fees at what you are willing to pay because these days there are no guarantees. It is impossible to predict what the Court or the jury will rule.
12. If you are allowed to raise rents above 10%, remember that AB1110 (2019) requires a 90-day notice and in any case, you cannot raise rents more than twice during any twelve-month period.
13. Remember that the second-best service on a tenant is the place of business if you cannot find them at home.
14. You may serve a tenant up until 8:00 p.m. It is no longer until 6:00 p.m.
15. If you need to subpoena a police officer for trial, it takes 21 days.

Huge Congratulations to our wonderful Executive Director Laura Bode who is getting married this month!!!! She has promised to stay with us after she is married. Phew...that's a relief. What would we do without you, Laura?

Thank you for your membership. We appreciate your support.

Betty L. Jeppesen

President

BEAU BRUNNER PAINTING

LIC. # 929377




Beau Anthony Brunner
7464 Evergreen Drive
Goleta, CA 93117

CELL: (805) 218-5251
FAX: (805) 685-0776
EMAIL: beaubrunnerpainting2@gmail.com

VISIT US ONLINE: BEAUBRUNNERPAINTING.COM

SAN ROQUE REALTY



"A Friend on Your Side"®

Ed Fuller
Broker/Owner
GRI, ABR, BPOR, SRES, e-Pro, GREEN
Selling Santa Barbara Real Estate Since 1979
Office 805.687.1551 Cell 805.570.6988
55 Hitchcock Way Suite 202
Santa Barbara, CA 93105
CalBRE Lic #00661695
Ed@SanRoqueRealty.com

Welcome New SBRPA Members

Florentina Zamora, Julie Jambretz,
Nicholas Whilt, Glen Posner,
Vlda McIsaac, Pascale Bassan,
Susan Pazdan, Kandarp Oza,
Derek Aleksander, Daniel Tobin





Est. 1985

Don's HEATING & Air Conditioning Inc. 805-683-2233

Lic# C20-483508

Time to Winterize



Photo by Nicholas Grande on Unsplash.com

Even if we don't get snow in Santa Barbara, you should still 'winterize' your HVAC system. Give us a call and let us perform the maintenance on your system, which will help prolong its life. A properly working HVAC unit can prevent the need for future major repairs or system replacements.

***We install, service and repair both home and commercial systems!
Call for an appointment today.***

3463 State Street, Suite 477, Santa Barbara, CA 93105
email: donsheatingsb@gmail.com

SBRPA Calendar



Programs & Events

Apartmentalize Exhibitor Summit

October 4-5th, Tue.-Wed. • 8:00 AM–8:00 PM
Hilton Garden Inn Atlanta Downtown, Atlanta, GA

Join NAA and your fellow exhibit and marketing professionals in the rental housing industry to start planning for 2023 Apartmentalize! The supplier community will have access to valuable attendee insights from the 2022 conference and educational content to help you improve your tradeshow program. See page 21 for more info.

NAA Diversity, Equity & Inclusion Awareness Week

October 10-13th, Mon.-Thu.
Virtual & In-person

The second annual NAA Diversity, Equity & Inclusion (DE&I) Awareness Week is here with even more imperative knowledge on sustaining DE&I policies in the workplace and beyond. Building on last year's lessons of storytelling, allyship and leadership, you'll learn about supporting an intergenerational workforce, uncovering microaggressions, promoting inclusivity and building a foundation for diversity, equity and inclusion.

The week includes a series of webinars, running from Monday through Thursday. Price is free. See page 23 for more info & registration links.

OCTOBER 2022						
SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	NAA Apartmentalize Exhibitor Summit		5	6	7
8	9	NAA Diversity, Equity, & Inclusion Awareness Week		11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Office open — but we ask you to please make an appointment so we are available to fully serve you when you come in and minimize the number of people in the office at a time.

PH 805-687-7007
email: Admin@sbrpa.org

SBRPA's Annual Charity Golf Tournament

October 28, 2022

Contact the office for Registration and Sponsorship Opportunities.
PH: 805-687-7007
admin@sbrpa.org



Glen Annie Golf Club
405 Glen Annie Rd • Goleta, CA



Still time to become a sponsor or sign up to golf. Contact the office for more information



Happy Halloween

Sol. Wave **WATER**



Commercial & Residential Water Softening Systems

- + SPECIAL PRICING FOR SBRPA MEMBERS!**
- + DRINKING WATER SYSTEMS**
- + SALT & POTASSIUM DELIVERY SERVICE**
- + MAINTENANCE SERVICE AVAILABLE**
- + BOTTLED WATER DELIVERY**
- + ULTRA PURE SOLUTIONS**



LOCALLY OWNED & OPERATED BY STEVE NIPPER + LORI ZAHN

SOLWAVEWATER.COM • (805) 845-5443

636 SANTA BARBARA ST • SANTA BARBARA CA 93101

CalRHA Legislative Updates



Kate Bell, KateBellStrategies.com

September 2022 End of Session Legislative Update

The Legislature finished their legislative session after mid- night on August 30th. Governor Newsom has until September 30th to sign or veto legislation.

This year, CalRHA was proactively supporting rent relief, which was included in the state budget. We also decided to sponsor and support legislation on ADU creation in the state, as that is the most cost-effective way to create additional housing units.



ADU – Accessory Dwelling Unit

Below, please find the outcome of:

- ADU legislation we supported
- A list of highlighted bills for which we are requesting a signature by Governor Newsom
- A list of bills for which we are requesting a veto, and a few other end of session outcomes on legislation.

This fall, we will begin the work of evaluating priorities and goals for the next legislative session. Although we made good progress this legislative session, there is much more work to be done on behalf of the industry.

Sponsored/Supported ADU Legislation on Governor's Desk

Our sponsored bill, AB 916 (Salas), which would streamline the creation of bedrooms by eliminating public hearings, passed both the Senate and Assembly Floors unanimously. Assemblymember Salas is to be applauded for his efforts on behalf of CalRHA. Furthermore, there was a broad coalition of



CA Assemblymember Rudy Salas

support, including YIMBY, SPUR, the Home Building Alliance, Realtors, etc. We negotiated with all parties during August to reach a deal on ADU height increases. The language originally in AB 916 was incorporated with other height changes into SB 897 (Wieckowski), which also reached the Governor's desk. The height changes in SB 897 are as follows:



CA Senator Bob Wieckowski

- For detached ADUs on a lot with an existing or proposed single family, a 16 feet height limitation is allowed.
- For detached ADUs on a lot with an existing or proposed multifamily dwelling unit, an 18 feet height limitation is allowed.
- For a detached ADU within one-half of one-mile walking distance of a major transit stop or a high-quality transit corridor, an 18 feet height limitation is allowed. Also, requires that a local agency must allow an additional two feet in height to accommodate a roof pitch on an ADU that is aligned with the roof pitch of the primary dwelling unit; and
- For ADUs attached to the primary dwelling, a height of 25 feet or the height limitation in the local zoning ordinance that applies to the primary dwelling, whichever is lower, is allowed.

The third ADU bill that CalRHA supported this year was AB 2221 (Quirk-Silva) which specifies that an ADU that is detached from the proposed or existing primary dwelling may include a detached garage, prohibits local governments from establishing limits on front setbacks, and improves the



CA Assemblymember Sharon Quirk-Silva

application process for ADUs, was also supported by CalRHA and made it to the Governor's desk.

Signature Requested Legislation

AB 1695 (Santiago), which deals with adaptive reuse for multifamily housing and CalRHA supports, is pending on the Governor's desk.

AB 2503 (Garcia), the AOC-sponsored bill to have the state work on lessor/lessee terms and which CalRHA supports, made it to the Governor's desk.

SB 1262 (Bradford), the bill CalRHA supported that would require publicly accessible electronic indexes of defendants in criminal cases to permit searches and filtering of results based on a defendant's driver's license number, date of birth, or both, also made it to the Governor's desk.



CA Assemblymember
Miguel Santiago

CA Assemblymember
Eduardo Garcia

CA Senator
Steven Bradford

Veto Requested Legislation

SB 679 (Kamlager), the bill that establishes the Los Angeles County Affordable Housing Solutions Agency (LACAHS), and authorizes LACAHS to utilize specified local financing tools to fund renter protections and the preservation and production of housing units affordable to households earning up to 80 percent of the area median income (AMI), which we opposed along with the Realtors, California Business Roundtable, and others, was a high priority bill at the end of session. Although there was a respectable engagement of opposition at the end and we were close to holding the bill on the floor, SB 679 did end up passing with the bare minimum number of votes required on the final night of session. The effort and impact were visible, though, and we were able to hold many Moderate Democrats and all Republicans off of the bill. SB 1017 (Eggman), which would expand the list of family members for which abuse would constitute grounds for terminating a lease, is pending on the Governor's desk.



CA Senator
Sydney Kamlager

Additional End of Session Outcomes

SB 843 (Glazer), this bill to create a renter's tax credit and which we were supporting, was sent to the inactive file at the end of session so failed to pass to the Governor's desk because it wasn't taken up for a floor vote.



CA Senator
Steve Glazer

Finally, the Legislative Leaders came to deal at the end of session regarding housing production. Details of their press release are below:

Legislative Leaders Applaud Agreement on Housing Affordability, Production Package

SACRAMENTO – Following weeks of negotiations, Senate President pro Tempore Toni G. Atkins (D-San Diego) and Assembly Speaker Anthony Rendon (D-Lakewood) announced today that an agreement has been reached on a package of legislation aimed at increasing California's housing supply.

The agreement centers around **SB 6, the Middle-Class Housing Act**, by Senator Anna Caballero (D-Merced) and **AB 2011, the Affordable Housing and High Road Jobs Act**, by Assemblymember Buffy Wicks (D-Oakland), both of which are bills that focus on streamlining housing production in commercial zones. SB 6, which will be in print later today, would spur the creation of housing in existing commercial and retail space, and help make homeownership more attainable for working families. AB 2011 would accelerate production of millions of affordable and mixed-income housing along transit-friendly commercial corridors.

"California desperately needs more housing, especially housing that is affordable for lower- and middle-income families – SB 6 and AB 2011 will help fulfill that need," said Pro Tem Atkins. "My sincere appreciation goes to Senator Anna Caballero, Assemblymember Buffy Wicks, Senate Majority Leader Mike McGuire, and Speaker Anthony Rendon for the energy they poured into this agreement, and to our Labor partners for working with us on this achievement. This is a monumental legislative agreement, and one of the most significant efforts to streamline and amplify housing production in decades."

By concentrating housing closer to city centers, near jobs, transit, and services, both AB 2011 and SB 6

would make a meaningful contribution to California's efforts to fight climate change.

"The best legislative achievements – like this one – only come when you see negotiations as a non-zero-sum game. We didn't go into this to have one side win at the expense of another. As a result, we have a housing victory that checks off a lot of the boxes – affordability, mixed-use, transit accessibility and labor security," said Speaker Rendon. *"This is a win for both houses, thanks to the work of Senate pro Tem Toni Atkins, Senate Majority Leader Mike McGuire and Senator Anna Caballero in their house and Assemblymember Buffy Wicks for this bill and Assemblymember Tim Grayson – for his work setting the table for housing progress in the Assembly. This is a great accomplishment."*

The state will need an estimated 2.5 million new housing units over the next eight years, with more than a million units of those needing to be affordable for lower-income households, according to the California Department of Housing and Community Development's [2022 State-wide Housing Plan*](#).

"The bottom line is these bills are transformational for working families in California seeking housing," said Senator Caballero, Chair of Senate Governance and Finance. *"It's been a pleasure to work alongside Assemblywoman Wicks, a tireless advocate for housing in California. Coupled with historic state investments, including \$500 million to help working families achieve the California Dream of homeownership, I believe both of these bills will make tremendous progress to help families in California have a place to call home."*

Working in tandem, the bills are anticipated to increase housing production efficiencies across California, while strengthening labor standards and growing the workforce that will build that housing for years to come.

"These bills will change the trajectory of California's housing crisis," said Assemblymember Wicks, Chair of the Assembly Committee on Housing and Community Development. *"The impact will be historic – no longer will lack of land be an issue for housing production. No longer will there be a lack of incentive for workers to join the construction workforce. And, no longer will red tape and bureaucracy prohibit us from building housing in the right locations to address our climate crisis."*

Negotiations were led by Senate Majority Leader Mike McGuire (D-Healdsburg), who was instrumental in efforts to arrive at a compromise that will ultimately open the door to more housing in California.

"The housing crisis is one of the greatest in our state's history. SB 6 and AB 2011 represent the bold and decisive action this state and our communities need," McGuire said. *"This historic agreement represents a one-two punch that will expedite the buildout of thousands of homes in all corners of the Golden State in the years to come. We are all grateful for the tenacious work of Pro Tem Atkins and Speaker Rendon on this critical issue – we wouldn't be here without their leadership."*

The agreement also is supported by the NorCal Carpenters Union, Southwest Regional Council of Carpenters, and the State Building and Construction Trades Council of California, which represent hundreds of thousands of workers.



CA Assembly Speaker
Anthony Rendon



CA Senate ProTem
Toni Atkins



CA Senate Majority Leader
Mike McGuire



CA Senator
Anna Caballero

*To see the 2022 Statewide Housing Plan, go to:
<https://storymaps.arcgis.com/stories/94729ab1648d43b1811c1698a748c136>

License # 923073

HERMOSA PAINTING

Bob Ulmer

cell: 805.636.1087

bob@hermosapainting.com

1224 Bath St. #A Santa Barbara, CA 93101



**Proudly Partnering With
Local Businesses For Over 60 Years**



www.towbes.com · (805) 962-2121 · @towbesgroup

If you Manage It...

We're Unmatched in

- *Reliability*
- *Satisfaction*
- *Customer Service*



www.mastercarehomecleaning.com

*Your Client's
Wellness in Mind...*

- CDC guidelines will be adhered to by all team members
- Footwear booties, gloves and masks will be used at all times while in the property
- Methodical vertical approach to cleaning, sanitizing and disinfecting each room
- "Touch Point" focus using a detergent /medical grade disinfectant on all high traffic surfaces

(805) 683-1915

Rental Owner Updates

September 2022

DO YOU ACCEPT CATS IN YOUR RENTALS?



In the past, one landlord (and thousands more) have been reluctant to accept cats.

However, the landlord has a vacancy coming up and it seems that all the qualified applicants have a cat. So even though he has never accepted cats in the past (the landlord has a no pet policy) he posted the question on our Q&A forum asking if other landlords have reconsidered accepting cats, and what can be done to protect his property from damage. He also asked for any other thoughts about renting to cat owners.

As usual, we had several landlords who immediately provided feedback. The responses ranged from encouraging the landlord to continue the no-pet policy to landlords who did share good advice on how to reduce possible property damage.

One of the best tips shared to prevent (or better yet preview) possible property damage was: "If you do an in home inspection (of the applicant's current home) you will know how your place will look in a month by how their current place looks."

If you are considering renting to cat owners, definitely review this "cat" discussion.

<https://www.mrlandlord.com/landlordforum/display.php?id=14661260#14661260>

ELIMINATE CAT ODORS. If you have accepted pets but sometimes have bad cat urine odor left behind in the rental, be sure to order *ODOR XIT*, a product guaranteed to rid the home of cat urine odor. Cat urine is one of the most difficult smells to remove. Cat urine odor often lingers in the air and resists most normal cleaners, even "maximum strength" formulas. *OdorXit* provides all-natural cat urine removal solutions, ready to eliminate any feline urinary odors from a variety of surfaces and fabrics. To read more about this product: <https://www.mrlandlord.com/mlshop/productdisplay.html?&sku=Z1&type=Landlord%20Resources:Supplies>

IMPROVE YOUR APPLICATION PROCESS

A Landlord Looking to Improve, Commented and Asked a Question:

"I can't believe it's been almost 20 years that I've been renting out apartments. I wonder if my tenant search process could be improved.



Here's how I do it. First I post ads online; Zillow, Craigslist, etc., with pictures and my number. When prospects call, I do a brief 3 minute phone screening checking their income, family size, reason for moving out, etc. Then I schedule the date for them to view the apartments.

They show up to see the apartment, fill out the application, and show proof of income/ID. I take a few days to check everything. If it looks good, I schedule the date to sign the lease with them.

I receive most prospects from Zillow, Hotpad, and Trulia. Many prospects ask for an online application through Zillow. It sounds odd to me that someone would want to apply for the place before seeing it. I think I could be wasting my time screening them using an online application, to find out later that they don't like the apartment when they see it in person.

To me, it makes more sense for them to see the place first before applying. However, what if I'm wrong? Maybe accepting their online applications would encourage them to actually show up to see the place and increase the rate of showing up (half of prospects are a no show). I don't have to spend time on their applications until they physically show up and confirm that they want to move forward with their applications. What do you guys think? How do you deal with the tenant search process? Please share your thoughts/experience. Thanks."

One Landlord Responded:

"I used to do it like you. Had a lot of frustration and wasted time. Now I put in the ads that they should inquire by sending an email. And every photo has the email watermarked on them. That email address has only one purpose - to send an automated response that is, 'Thank you for your interest...' and a link to a pre-screening questionnaire. You can ask the basic questions there that you ask on the phone - and get the same information without all the extra stuff & without being constantly on the phone. And, the pre-screening questionnaire is the same for everybody. No accidentally asking one person one thing

Continued on page 17



BEACHSIDE PARTNERS

MULTI-FAMILY ADVISORS



ABOUT THE SALE

9760 HIGHWAY 101 | LOS ALAMOS, CA 93440
SOLD FOR \$3,300,000 | REPRESENTED THE BUYER

Lori Zahn and Jon Standring successfully represented the buyer in this land transaction. The property is part of the prestigious Lucas & Lewellen Vineyards consisting of 30.8 acres of improved land, uniquely zoned M-1 located within the Los Alamos Community Services District.

If you are thinking of selling or buying or would just like an update on the market we would welcome the opportunity to help you!



LORI ZAHN

BROKER ASSOCIATE

805.451.2712 | DRE# 01914851

LORI@BEACHSIDEPARTNERS.COM



JON STANDRING

FOUNDER

805.626.0112 | DRE# 01893163

JON@BEACHSIDEPARTNERS.COM



BEACHSIDE PARTNERS

MULTI-FAMILY ADVISORS

With over 40 years of Commercial Real Estate experience, collectively, Beachside Partners has established themselves as Central Coast leaders in multi-family sales and acquisitions. Contact Lori & Jon to find out how to capitalize on today's market and reach your investment goals.

WWW.BEACHSIDEPARTNERS.COM

Mr. Landlord from page 15

and another person something else = no discrimination.

If they respond to those questions with bad answers, they get an automated reply that



image google.com

they do not meet minimum qualification requirement (I have no clue how to set that up - a computer genius did it for me - but it is REALLY nice!). Without this, you would have to copy and paste a pre-written reply to them.

Only if they respond with good answers, do I get the pre-qual. info to my main email, and that is the first time I have actual contact with them. I will email (copy & paste) a link with a short, friendly message (such as: 'Thank you for your interest...') and a link to schedule a viewing on my website, where I put specific time/day options that work for me.

I will also attempt to call them when I send the viewing schedule link. That way I can get a feel for who they are, ask if they have any questions at this time, I let them know I'm a real, friendly person--not a scam. I learn a little about their situation, listen for background sounds, etc.

Once the viewing is complete (in person or by video call if they are far away), if they are interested in applying, I send them a link to the application. It requires them to upload pay stubs, ID, a current utility bill, bank statements, etc. After ALL those things are received, and I have received the application fee (via Google Pay or Zelle)--only then do I begin to process the application.

To see the complete landlord discussion with other real estate investors sharing tips on how to improve or automate parts of your application process:

<https://www.mrlandlord.com/landlordforum/display.php?id=14662767#14662767>



Sundance Press
Short Run Publication Printing

Sundance Press is the proud printer of
The Rental Property News Magazine.

Call to see how we can help with printing your
newsletter, ad mailers or other short run publication.

sundancepress.com
520.622.5233



MERIDIAN GROUP
Real Estate Management, Inc.



COMMITTED TO EXCELLENCE!

- Full Service Real Estate Management
- Commercial & Multi-Unit Residential
- Over 30 Years of Experience
- 24/7 Maintenance Service
- Online Application & Payment Options

ADDING VALUE TO YOUR INVESTMENT
Since 1999

Locally Owned and Managed by
Robert Kooyman, CPM® & Robert Ramirez
CA DRE License #01272282

5290 Overpass Road, Building "D"
Santa Barbara, CA 93111
P. (805) 692-2500 / F. (805) 692-5020
www.meridiangrouprem.com

Business Partner Directory

Welcome to **SBRPA's Business Partner Directory**, our Vendors & Supplier listing. This is a special member group created for our Vendors and Suppliers. You get a free listing in the Business Partner Directory on our website, and your page will include a description of your business, your logo and contact information, as well as a link to your own website, LinkedIn/Facebook URLs and Twitter/Instagram handles. To join, please fill out an online application (<https://www.sbrpa.org/membership-information>) or call the office to have one emailed to you. For more information about our Business Partners, contact: Lori Zahn Chair, SBRPA Business Partnerships, Cell 805.451.2712



Beachside Partners, Inc.

128 E. Carrillo St., Suite B, Santa Barbara, CA 93101 • 805.453.5097

Our approach to real estate is simple; handle all transactions with a dedication and commitment that exceeds all expectations. Beachside partners is on the forefront of what is happening throughout the market and will navigate your real estate investment to a brighter future. We have a track record of offering a full range of real estate solutions and providing successful outcomes for our clients, which has in turn built long lasting relationships. For more info: <https://beachsidepartners.com/>



Citizens Business Bank

1101 Anacapa St., Santa Barbara, CA 93101 • 805.324.5920

Citizens Business Bank is consistently recognized as one of the top-performing banks in the nation and offers a wide array of banking, lending, and investing services through over 50 banking centers and 3 trust office locations serving Santa Barbara County, the Inland Empire, Los Angeles County, Orange County, San Diego County, Ventura County, and the Central Valley area of California. For more info <https://www.cbbank.com/>



Coastal Housing Partnership Rental Listing Site

P.O. BOX 50807, Santa Barbara, CA 93150 • 805.450.5698

Coastal Housing Partnership hosts a Rental Listing Site for Landlords/Property Managers. This site is FREE for local landlords to post their residential rental listings in Santa Barbara County and Ventura Counties. Feature your property to over 45,000 local employees and 60+ companies. List your property with confidence on the rental listing site that boasts a dynamic tenant pool. The site can be accessed only by the employees of our member companies. Go to <https://rentals.coastalhousing.org/> for more info and to register for the site.



Michele Herrera, Crosscountry Mortgage™

319 East Carrillo St., Santa Barbara, CA 93101 • 805.680.0066



Michele Herrera
Loan Advisor
Santa Barbara, CA Mortgage Lender
NMLS #321843

Michele Herrera has been helping the Santa Barbara community with their mortgage lending needs throughout California for over 28 years. Because Michele began her long career as a loan processor, she is intimately familiar with all the details of the home financing process. With decades of practical experience under her belt, and knowledge of the best lending options available, Michele's clients have the advantage they need to successfully close their loan. RPM gets you Home On Time® whether you're buying or refinancing. For more info: <https://crosscountrymortgage.com/michele-herrera/>



Sol Wave Water

636 Santa Barbara St., Santa Barbara, CA 93101 • 805.845.5443

Welcome to Sol Wave Water. With over 28 years, personally, of experience in all facets of the "water world" we know our industry and the local water. Our mission is to provide you with the best solutions to your water issue, dingy laundry, frizzy hair, spotty glasses and dishes, longevity for your water using appliances and ease of mind. We offer a full line of equipment for sale as well as rentals, 5-gallon bottle delivery, water vending machines, and demo units. If you have a system already, we offer service and maintenance plans including the delivery of salt and potassium if you need. Locally owned and operated, Sol Wave Water, delivers to your home or office. Now offering bottled water in Santa Barbara, Montecito, Santa Ynez Valley and Ventura County! For more info <https://www.solwavewater.com/>



WDC Kitchen & Bath Center

3920 State St., Santa Barbara, CA 93105 • 805.222.1380 x 2234

WDC Kitchen & Bath is a family owned company right in your backyard. Originally founded as Warehouse Discount Center in 1982, WDC has grown to become not only the largest independently owned specialty retailer of its type on the West Coast, but one of the largest in the nation! Currently operating five interactive showrooms in Southern California, and an extensive e-commerce website with an impressive ready-to-ship inventory, WDC is poised and ready to make your dream remodel come true. For nearly four decades, WDC has earned its place as a staple for home improvement professionals and customers alike by focusing on expert service, unbeatable value, and a commitment to supporting the So Cal community we call home. Come and be part of the WDC Family today! For more info <https://www.wdcappliances.com/stores/5/santa-barbara-appliances-plumbing-housewares>



Whitestone Industries

7 West Figueroa St., 3rd Floor, Santa Barbara, CA 93101 • 888.567.2234

As a leading premier commercial contractor in California, Whitestone Industries specializes in commercial painting and cleaning services. Taking recent events into consideration, Whitestone strives to provide all clients with the utmost care, respect and quality. Our goal is to make sure that all of our employees are background checked and properly trained/certified in all aspects of safety, quality control and client relationships. With technology becoming more innovative, we continue to increase our standards daily in order to more efficiently and safely provide services to our community. For more info <https://www.wsindustries.com/>



KEN SWITZER

EXPERT REAL ESTATE
SERVICE AND ANALYSIS

**BERKSHIRE
HATHAWAY** | California
Properties
COMMERCIAL DIVISION

www.OfferingMemoranda.com

RECENT CLOSED TRANSACTIONS

SOLD 3/22	Santa Barbara	4 Apartment Units (beach)	\$ 8,835,000 (Seller)
SOLD 3/22	Santa Barbara	Mixed-Use 2 Spaces+SFR	\$ 4,887,500 (Seller)
SOLD 2/22	Santa Barbara	8 Apartment Units	\$ 5,950,000 (Buyer/Seller)
SOLD 2/22	Santa Barbara	5 Apartment Units	\$ 3,950,000 (Buyer/Seller)
SOLD 12/21	Santa Barbara	2 Development Lots	\$ 2,600,000 (Buyer/Seller)
SOLD 12/21	Isla Vista	Development Lot	\$ 750,000 (Buyer/Seller)
SOLD 11/21	Santa Barbara	Retreat Compound	\$ 7,500,000 (Buyer/Seller)
SOLD 8/21	Isla Vista	2 Apartment Units	\$ 1,585,000 (Buyer/Seller)
SOLD 7/21	Goleta	2 Commercial Spaces	\$ 1,168,000 (Buyer/Seller)
SOLD 9/20	Isla Vista	4 Apartment Units	\$ 2,950,000 (Seller)
SOLD 8/20	Santa Barbara	2-Unit Vacation Rental	\$ 1,925,000 (Seller)
SOLD 5/20	Santa Barbara	3 Apartment Units	\$ 1,325,000 (Seller)
SOLD 3/20	Goleta	4 Apartment Units	\$ 1,650,000 (Buyer/Seller)
SOLD 3/20	Goleta	4 Apartment Units	\$ 1,550,000 (Seller)
SOLD 1/20	Isla Vista	2 Apartment Units	\$ 1,630,000 (Seller)
SOLD 1/20	Goleta	4 Apartment Units	\$ 1,637,000 (Seller)

FOR SALE \$8,950,000



Iconic Mixed-Use Building, Downtown Carpinteria
Offering Memorandum: www.701Linden.com

FOR SALE \$2,200,000



Northern California Light Industrial/R&D \$84/SF
Offering Memorandum: www.104NewMohawk.com

805.680.4622 | KenSwitzer1@yahoo.com | BHHS Commercial Division | DRE #01245644

©2020 Berkshire Hathaway HomeServices California Properties (BHHSCP) is a member of the franchise system of BHH Affiliates LLC. BHH Affiliates LLC and BHHSCP do not guarantee accuracy of all data including measurements, conditions, and features of property. Information is obtained from various sources and will not be verified by broker or MLS. Buyer is advised to independently verify the accuracy of that information.

October Events & Webinars



National Apartment Association

Apartmentalize Exhibitor Summit

October 4-5th, Tue.-Wed. • 8:00 AM-8:00 PM
Hilton Garden Inn Atlanta Downtown, Atlanta, GA

Start planning for 2023 *Apartmentalize*. Come join NAA and fellow rental housing exhibit and marketing professionals. The supplier community will have access to valuable attendee insights from the 2022 conference and educational content to help you improve your tradeshow program.

- Preview 2023 event details
- Review 2023 sponsorship opportunities
- Exhibitor workshop hosted by Competitive Edge
- Tour of the Georgia World Congress Center
- Meet key NAA staff and partners
- Welcome Reception on October 4th.

Apartmentalize is the rental housing industry's ultimate gathering, bringing together more than 11,000 apartment housing professionals from across the country and around the world. It's a can't-miss event featuring 500+ exhibitors, 150+ inspiring speakers, and 60+ education sessions and networking opportunities. Registration is now open and free. Only three (3) individuals per company are permitted to attend.

Tuesday, October 4

- 10 a.m. – 4:30 p.m. Top Tier Partner Meetings (By Appointment Only)
- 4:30 p.m. – 6 p.m. Welcome Reception

Wednesday, October 5

- 8 a.m. – 8:30 a.m. Continental Breakfast
- 8:30 a.m. – 9:15 a.m. Education Session by Jefferson Davis with Competitive Edge
- 9:15 a.m. – 10:00 a.m. Roundtable Discussion by Jefferson Davis with Competitive Edge
- 10:15 a.m. – 11:45 a.m. Exhibitor Summit
- 12:00 p.m. – 1:00 p.m. Georgia World Congress Center Walk-Through
- 1:00 p.m. – 5:00 p.m. Top Tier Partner Meetings (By Appointment Only)

You can book reservations through the Hilton or by calling in +1-800-4HONORS or using our Group Code (NAA) on our website over your room block dates. For more information go to:
<https://www.naahq.org/exhibitor-summit>

NAA Diversity, Equity & Inclusion Awareness Week

The second annual NAA Diversity, Equity & Inclusion (DE&I) Awareness Week is here with even more imperative knowledge on sustaining DE&I policies in the workplace and beyond. Building on last year's lessons of storytelling, allyship and leadership, you'll learn about supporting an inter-generational workforce, uncovering microaggressions, promoting inclusivity and building a foundation for diversity, equity and inclusion.

Each day, you'll be guided by experts through online sessions that tie into the other lessons of the week, while also learning communication tactics from other rental housing professionals.

Learning objectives include:

- Recognizing ageism and how to combat it
- Identifying, mitigating and coping with the harm of microaggressions
- Promoting workplace inclusion from the top down
- Understanding the state of DE&I in the rental housing industry from first-hand accounts and empirical data.

Register today for one or all the educational opportunities to broaden your DE&I knowledge. Price is free.

A list of Webinars associated with NAA DEI week run from Monday, October 10th through Thursday, October 14th are listed on page 23.

Looking to Buy or Sell Apartment Investments?



Steven R. Battaglia

805.688.5333

srb@BattagliaRE.com • www.BattagliaRE.com • CA DRE #01318215

Here's what a few past clients have said:

“ Steve has represented me on several transactions and each one has been a **positive experience**. He is knowledgeable, experienced, and **genuinely cares about my investment goals**.” -KN

“ Steve was very **attentive** and **diligent** during the entire process and we had a successful outcome. **We couldn't recommend him more highly**.” -TS

Call me to see how I can help with your multi-family investment portfolio.



Full service solutions for all of your rental property needs.

Proudly serving all areas of Santa Barbara County

Danielle Holzer-Burkitt

805.962.3707

www.DMHProperties.net



NAA Upcoming Webinars

Creating a Standard: Supporting a Multigenerational Workforce

Monday, October 10 at 2 p.m. EDT

Individuals from different generations often have mutually beneficial perspectives on work and the world. Join Lorri Oliver and Jesse Miller as we learn how to create a standard for and enhance your company's unified and inclusive company culture by confronting ageism and building bridges amongst every generation in your workplace.

Gain key insights on:

- Your generational unconscious biases
- Creating an intergenerational nexus
- Strategies for policy implementation

Price: free

Register: <https://www.naahq.org/webinars/intergenerational-workforce>

Unmasking Microaggressions

Tuesday, October 11 at 2 p.m. EDT

Snap judgments are easy to make, but microaggressions may negatively impact your interactions within the rental housing industry. Join Dr. Ryan Wagner as we learn how to identify, mitigate and cope with microaggressions. Defined by Oxford Languages as indirect, subtle or unintentional discrimination against members of a marginalized group, microaggressions may negatively impact your interactions with clients, co-workers and community members within the rental housing industry. Together, we will have a meaningful and focused dialogue about identifying microaggressions, practical mitigation strategies and coping techniques for those people on the receiving end to create awareness in our day-to-day lives.

Learn more about:

- The vocabulary of productive dialogue, appropriate self-disclosure and unconscious bias awareness
- Strategies to respond to microaggressions and how to discontinue covert forms of discrimination
- Boosting organizational practices to create inclusive company cultures.

Price: free

Register: https://naahq.zoom.us/webinar/register/WN_gONOQq6STZ2JTleoMV5-KA

Leadership's Role in Promoting Workplace Inclusivity

Wednesday, October 12 at 2 p.m. EDT

The negative emotions associated with being excluded in social settings can be difficult to resolve, but workplace exclusion can breed unforeseen consequences for your company. This makes inclusion an imperative initiative for a healthy work environment, especially for leadership. Join Ebony Butler as we discuss ways to promote inclusion at work, cultivate a sense of belonging for all and demonstrate leadership's pivotal role and important behaviors to follow to create safe and encouraging spaces for team members.

Learn more about:

- Recognizing exclusion at work
- Exploring behaviors to create inclusion
- Applying inclusive behaviors to drive performance.

Price: free

Register: https://naahq.zoom.us/webinar/register/WN_gONOQq6STZ2JTleoMV5-KA

Building a Foundation for Diversity, Equity and Inclusion

Thursday, October 13 at 2 p.m. EDT

Events over recent years have dramatically raised the awareness of, and interest in, the topics of diversity, equity and inclusion in the workplace. Many residential management company leaders are eager to improve understanding in their organizations and open the lines of communication among their team members in a constructive manner, surrounding these particularly important issues. Join Jen Piccotti and Camron Shelton to learn some initial insights gained from the 2022 NAA Diversity, Equity and Inclusion Survey conducted by NAA and Swift Bunny.

Learn more about:

- The state of DE&I efforts in the rental housing industry
- The most common first steps taken by residential management companies in their Diversity, Equity and Inclusion journeys
- One company's DE&I success and lessons learned.

Price: free

Register: https://naahq.zoom.us/webinar/register/WN_gONOQq6STZ2JTleoMV5-KA

YARDI 2022 FALL CLASSIC

Annual Charity Golf Tournament To Benefit Transition House

Friday, October 28, 2022 at the Glen Annie Golf Club
Registration at 9:30AM, Shotgun at 11:00AM.



Thank You Sponsors!

Ping Driver Putting Contest 9:30-10:45 AM

You can still sign up to sponsor and to golf!

Contact admin@sbrpa.org or call 805-687-7007 for more info.



CELMAYSTER

YEAR-TO-DATE ACTIVITY

by Santa Barbara's native apartment expert

S O L D



111 N La Cumbre Rd, Santa Barbara
17-unit apartment in Upper State area

S O L D



1107 E Cota St, Santa Barbara
Three 3BD/2BA Homes

S O L D



1111 E Cota St, Santa Barbara
Three 3BD/2BA Homes

S O L D



700 E Mason St, Santa Barbara
2BA/1BA SFR + 1,200 SF Warehouse

S O L D



708 E Mason St, Santa Barbara
Duplex + 1,200 SF Industrial

S O L D



6 E Valerio St, Santa Barbara
3BA/2BA SFR + 4-unit short-term rentals



Christos Celmayster

Partner

805.898.4388

christos@hayescommercial.com
DRE# 01342996

CALL TODAY!

- Get a **FREE** analysis of your property
- Discuss real estate investments in today's market

COMING SOON!
25+ Units in Isla Vista

SPECTRUM

Realty of Santa Barbara
"There is no substitute for experience"

PROPERTY MANAGEMENT

- Strict rent collecting policy
- Fast tenant turnaround
- Obtain competitive bids and get YOUR approval
- Careful tenant screening
- On call 24 hours / 7 days a week
- No conflict of interest with "In-House" maintenance
- Easy to read monthly statements
- In business over 30 years
- Member SBRPA / IREM CPM candidate

We increase cash flow and control expenses to maximize property value.

Call today for a free consultation

Andy Sillers, Broker
(805) 681-6268

SPECTRUMREALTY.COM



SPECIALIZING IN COMMERCIAL AND RESIDENTIAL PROPERTY



Santa Barbara's Oldest Full-Service Property Management Company



Laura Lerman
Commercial & Residential Property Manager
DRE California Salesperson
License #0141837

Call Today to See How We Can Meet Your Commercial and Residential Property Management Needs

805.963.5945

2920 De la Vina Street, SB 93105

Bristol Property Management, Inc. DRE # 01907512 d/b/a The Laurel Company



DRE California Brokers License #0095549

**CARPETS
VINYL**

**DRAPES
BLINDS**

JODY'S WINDOWS AND FLOORS

(805) 637-6343

JODYSWINDOWSANDFLOORS@GMAIL.COM

CONTRACTOR'S LICENSE #854700 • FAX (805) 564-2959

Local Government Representatives & Contact Info



2022 Santa Barbara City Council

Santa Barbara city has a 7-member City Council. The Mayor is the at-large member representing the entire City and the other council members each serve a specific district.

Contact your district representative or the mayor to share your positions on discussions related to rental housing.

Enter your address to find your district here:

<https://santabarbara.maps.arcgis.com/apps/webappviewer/index.html?id=71f4bb397bd24bf7bcf8a80d6bf968ce>

Randy Rowse, Santa Barbara Mayor

(805) 564-5322

RRowse@SantaBarbaraCA.gov



Alejandra Gutierrez
City Council, District 1

(805) 564-5324

AGutierrez@SantaBarbaraCA.gov



Mike Jordan
City Council, District 2

(805) 564-5325

MJordan@SantaBarbaraCA.gov



Oscar Gutierrez
City Council, District 3

(805) 564-5394

OGutierrez@SantaBarbaraCA.gov



Kristen Sneddon
City Council, District 4

(805) 564-5321

KSneddon@SantaBarbaraCA.gov



Eric Friedman
City Council, District 5

(805) 564-5320

EFriedman@SantaBarbaraCA.gov



Meagan Harmon
City Council, District 6

(805) 564-5319

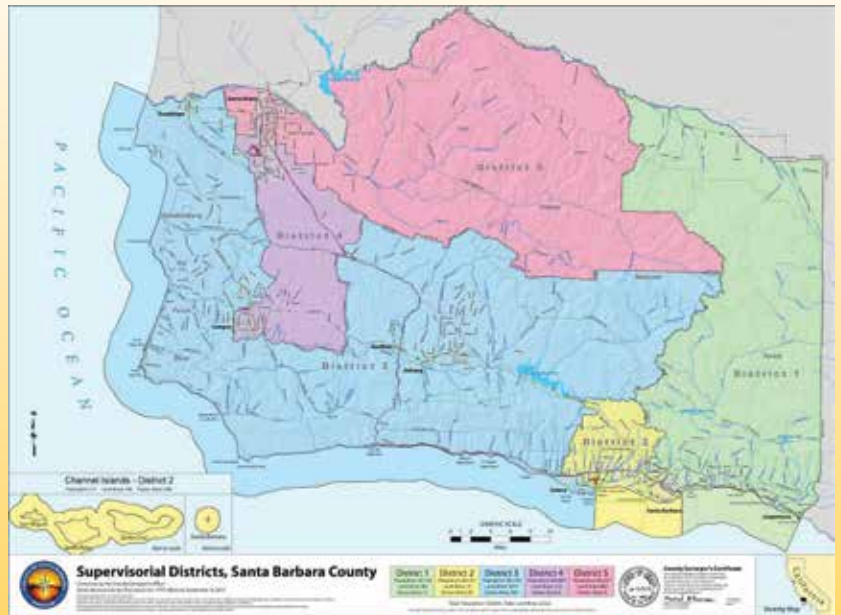
MHarmon@SantaBarbaraCA.gov

2022 Santa Barbara County Board of Supervisors

The County Board of Supervisors consists of 5 members, one for each county district, with a Chairperson whose position rotates annually among the members. The Board sets policy for and adopts ordinances on local matters as well as establishing land use policies for Santa Barbara's unincorporated areas.

Find your district here:

<http://sbcassessor.com/ElectionData-Lookup/Default.aspx>



Das Williams
1st District, Vice Chair
(805) 568-2186
SupervisorWilliams@countyofsb.org



Gregg Hart
2nd District
(805) 568-2191
GHart@countyofsb.org



Joan Hartmann
3rd District, Chair
(805) 568-2192
JHartmann@countyofsb.org



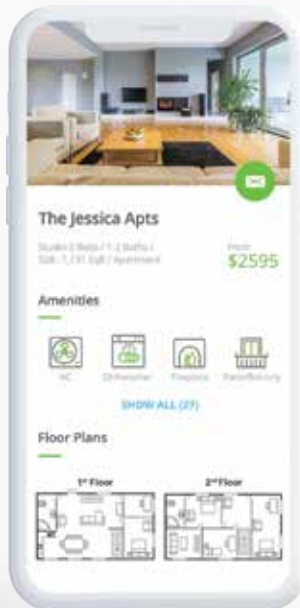
Bob Nelson
4th District
(805) 346-8407
Bob.Nelson@countyofsb.org



Steve Lavagnino
5th District
(805) 346-8400
Steve.Lavagnino@countyofsb.org

A refreshingly simple way to manage your properties

- 
Residential
- 
Commercial
- 
Affordable
- 
Self Storage
- 
Condo/HOA
- 
Manufactured



Discover what you can do with **intuitive & powerful property management software**

Breeze
Starting at
\$1 per unit per month*

Breeze PREMIER
Starting at
\$2 per unit per month*

	Breeze	Breeze PREMIER
Easy setup	✓	✓
Property accounting	✓	✓
Vacancy & prospect tracking	✓	✓
ILS posting	✓	✓
Online applications	✓	✓
Online payments	✓	✓
Online maintenance	✓	✓
Email & text communications	✓	✓
Walk-in payments with PayNearMe	✓	✓
Vendor payments	✓	✓
Owner payments & reports	✓	✓
Live chat support	✓	✓
Renters insurance†	✓	✓
Resident screening†	✓	✓
Corporate websites†	✓	✓
Property websites†		✓
Online lease execution†		✓
Customer relationship management		✓
Job cost tracking		✓
Rent deferment		✓
Rent control		✓
Invoice approval & processing		✓
Corporate accounting		✓
Customizable financial statements		✓
Menu-level security		✓

“Yardi Breeze is easy to use. Tenant tracking, maintenance requests and online support ... I love everything about it!”

Danielle Drozdek
RB Homes, Inc.

*Minimums apply †Additional fees apply

Get a free, personalized demo to see why thousands of companies choose Yardi Breeze

YardiBreeze.com | (800) 866-1144



FREE RENTAL FOR RENT LISTING SITE

List your property with confidence on our rental listing site that boasts a dynamic tenant pool. Our site can be accessed only by the employees of local member companies.

For questions or help with your listing
Contact: Kym Paszkeicz
kym@coastalhousing.org
805-450-5698



**"A TERRIFIC RESOURCE! IT TAKES ABOUT 2 MINUTES TO REGISTER AND ABOUT 5 MINUTES TO POST A RENTAL PROPERTY!
YOUR PROPERTY WILL BE VIEWED BY THE EMPLOYEES OF COASTAL HOUSING'S 60 AREA MEMBER COMPANIES THAT EMPLOY 45,000 LOCAL WORKERS!"**

~ Bob Hart, Santa Barbara Association of Realtors

For 35 years, Coastal Housing Partnership has helped local employers attract, hire and retain valued employees by providing a suite of housing benefits. More than 60 local employers are members of Coastal Housing Partnership and employ over 45,000 local workers.

Be available 24/7 with **Chat IQ**

Chat IQ is an automated attendant, powered by natural language AI technology. This means you can respond to both prospects and residents, when they want, and how they want – via chat, email, text and voice. **Do more with Chat IQ.**

Chat IQ Performance

243,000

Units on
Chat IQ

9,000

Available
Units

225,000

Interactions

20,000

Leads

2,400

Appointments

30-day period 6/2022



Get
the
details

Be customer-centric with **CRM IQ**

Manage prospects **and residents** at every stage of the customer journey with software built to streamline your centralized leasing office.

Features

Omnichannel Communication | Chatbot | Voicebot | Resident Services
Contact Center | Lead Management & Attribution | Lease Execution
Customer-centric Portfolio View | Resident Advocacy | ID Verification
AI Automated Follow-Up & Nurturing | Application Processing
Screening & Income Verification | Centralized Leasing Office



Yardi is proud to be the Title Sponsor of SBRPA's Charity Golf Tournament



Where leasing success happens
yardi.com/leasing-success



**NEW PRICE
NOW \$3,150,000**

8-Unit Multifamily asset located in Santa Barbara's bustling Mission/De la Vina Streets neighborhood near Cottage Hospital

FOR SALE · 130 W PADRE ST · SANTA BARBARA, CA

This multifamily investment property consists of eight (8) studio apartments in close proximity to Cottage Hospital and Downtown Santa Barbara. Units #7 & #8 have recently been updated while units #1-6 are in good condition and provide great rental upside in a prime location. This garden-style apartment complex also features on-site laundry and parking, convenient freeway access and walking distance to various restaurants, markets and many other amenities.

Current Owner owns this property free and clear and may consider Seller financing.

Contact the Golis Team today for details about these and other premier Central Coast investment opportunities.

STEVE GOLIS · 805.879.9606 · sgolis@radiusgroup.com
CA Lic. 00772218

MIKE LOPUS · 805.879.9637 · mlopus@radiusgroup.com
CA Lic. 01970736

ANETA JENSEN · 805.879.9624 · ajensen@radiusgroup.com
CA Lic. 01994822



**APPROVED FOR A 3BD/2BA ADU
318 S. VOLUNTARIO ST · 8 UNITS
OFFERED AT \$3,750,000**

Santa Barbara Happenings



Terry A. Bartlett – Reetz, Fox & Bartlett LLP

Santa Barbara City Council at Impasse Over State Street's Future

90-Unit Milpas Housing Project Under Review

The Architectural Board of Review has begun the process of reviewing a 90-unit, four-story residential and hotel project on Milpas, the largest such project since 2013. The mix includes 34 studios, 44 one-bedrooms, and 12 two-bedroom apartments. The project was proposed under Senate Bill 330, which slashes permit processing times and forces local governments to approve projects that meet existing local guidelines.

There is also pushback from neighboring residents and businesses. Concerns about the size and displacement of several senior housing units have been voiced by the community. However, the project follows an 82-unit project on North Milpas street that recently scored a large victory for the developers. This continuing trend has no signs of slowing down as more housing projects are expected on Milpas in the coming years.

UCSB Sued by Santa Barbara County Over Housing

The Santa Barbara County Board of Supervisors has voted to sue UCSB over its perceived failure to provide adequate housing. The university is required under the 2010 UCSB Long Range Development Plan to build more housing. This suit comes after the city of Goleta filed a similar suit claiming the university had grown enrollment without more on campus housing.

Supervisor Gregg Hart, who represents the district encompassing the school, pointed out that the County has asked repeatedly for a timeline of housing construction from UCSB and has received nothing. The suit also comes after months of mitigation and settlement discussions as well as a warning from the County in 2021. UCSB has proposed the 4500 Munger Hall dormitory project, whose windowless design sparked national pushback.

Santa Barbara County Tax Revenues Higher than Usual

The County of Santa Barbara had a budget surplus of \$16.2 million, pushed by higher property taxes, property-transfer taxes, sales tax, and transient occupancy taxes. All of these point to

the County rebounding from the pandemic. In July, the city of Santa Barbara collected 20% more transient occupancy taxes than last July, pushed by strong demand and higher hotel rates.

Cannabis taxes were lower than expected, at \$10 million under budget due to a combination of factors including no new retail dispensaries and wholesale prices falling.

Judicial Vacancies Wait on Governor Newsom

Two judicial seats currently sit empty in the Santa Barbara Superior Court, and officials are waiting for appointments from Sacramento. Santa Barbara County is not alone in waiting for Gov. Newsom to appoint judges, as courts across the state have been dealing with case backlogs and delays.

Superior Court Executive Officer Darrel Parker said he hopes to have the appointments by fall to fill the two spots in the Santa Maria court. Prospective judges must have over 10 years of experience as an attorney and must be approved by Governor Newsom.

82-Unit Milpas Housing Project Progressing Quickly

The Architectural Board of Review has made favorable comments about another Milpas area proposed housing project in a win for developers. The four-story, mixed-use project includes 16 moderate income units, 110 parking spaces, and a small retail section. The review focused on exterior design changes as it had already sailed through the Board a year ago.

The Board was impressed by the exterior of the building facing Milpas Street only having three floors. The building would inject housing in retail into the working-class residential area and is supported by members of the City Council to help with the state housing requirements. The developer and city were both pleased with the Board's review and future prospects for more development in the area.

Downtown Housing Project Sparks Pushback

A proposed four-story development in the heart of Santa Barbara on the corner of Carrillo and De La Vina has run into issues with the Historic Landmarks Commission. The proposed 36-unit

Continued on page 37



When you consider the benefits of membership, you'll realize why so many vendors agree -- success depends on reaching the decision makers in the rental housing industry. You can't afford NOT to join.



Your Annual Dues Entitle You to:

- Free listing in the SBRPA News magazine Business Partner Directory
- Free referrals to members
- Free listing on SBRPA's website directory of Business Partners
- Opportunity to submit educational articles for publication in the SBRPA magazine
- An introduction of your company reps & display materials at membership meetings
- The opportunity to display your brochures/business cards in the SBRPA office lobby, and to have your information included in all SBRPA New Member Kits.
- Early bird notification of special events (trade shows, meetings, etc.)
- Networking with property management companies at SBRPA meetings.

Sign us Up Now!

Annual Membership \$395. Fill out the form below and mail to the office at: SBRPA, 123 W. Padre St., Ste D, Santa Barbara, CA 93105, or you can sign up online at <https://www.sbrpa.org/member-compass>

Company _____

Contact name _____

Address _____ City _____ State _____ Zip _____

Office Phone _____ Cell _____ Email _____

FORM OF PAYMENT

Check (make payable to SBRPA) Credit Card: Visa MC AmX Discover

Cardholder Name _____ Billing Zip _____

Signature _____ Exp Date _____

Santa Barbara Happenings from page 35

building would replace the existing Jiffy Lube. The smaller units are designed for young professionals who want to live near the central business district and not drive to work. Parking in the area will be adversely affected.

The proposal is still in the pre-application stage and number of units and square footage remains up in the air. The Commission called it a monstrosity similar to La Cumbre Plaza but plopped in the middle of downtown. The Commission also wanted the height to go down significantly to a two-story building. Developers will have the chance to change their proposals at the next meeting.

Diablo Canyon Nuclear Power Plant to Remain Open

California lawmakers approved a proposal to keep the Diablo Canyon nuclear power plant open past its shut down date of 2025. This will provide needed power options as the grid continues to be stressed by lacking energy supply.

The plant is the last of its kind in the state and provided 8.5% of all power generated last year. The planned retirement for 2025 was announced by PG&E last year but now it will stay open until 2030.

Some lawmakers had preferred the plant be closed. However, the possibility of power blackouts without the plant caused them to reconsider.

Paseo Nuevo's Future Up in the Air

Pacific Capital Retail has given up on the mall and former Macy's building in the middle of downtown. The company has fallen behind on loan payments and handed back leases to its lenders instead of foreclosure.

Locals are hopeful a new owner could revitalize the shopping center with new businesses or housing. However, there remain economic and philosophical debates about the use of the mall and whether it should continue in its current form. Malls across the nation are dying and transitioning into other spaces as Paseo Nuevo remains the same.

City leaders and developers rejected a deal by the mall owners to improve infrastructure in lieu of rent payments and are now trying to position the space as a site for mixed use.

Tax Exchange Supporting Housing and Economy

Section 1031 of the tax code allows like-kind exchanges of investment properties, meaning that taxes on any gains can be deferred if the gains are reinvested in similar properties. This allows more capital to be injected into the economy and to create jobs. Studies have shown that 10-20% of commercial real estate transactions utilize

Section 1031 and helps make financing multi-family buildings easier.

Housing providers should find this provision useful in building their portfolio

Goleta Housing Project Approved

The Santa Barbara Metropolitan Transit District board voted unanimously to approve a ground lease agreement to develop a vacant MTD property in Goleta. The new project will have 333 residential units with 15% allocated for the moderate to low-income categories. The county of Santa Barbara and other reviewing bodies must still review the project before it can break ground.

Since 1964



LIC. #005132
406 W. Figueroa St
SB, CA 93101
963-3117
689-8397

MENDEZ

BUILDING SERVICES INC.

- Water Damage Specialists
- Carpet Steam Cleaning
- General Building Maintenance
- Wood Floor Refinishing & Repair

Rafael Mendez • www.mendezservices.com



Darkblade
Printing & Graphics

(805) 284-5992
sharong3023@gmail.com

Directory of Products & Services

Index of Advertisers

Battaglia Commercial Real Estate.....	22
Beachside Partners	16
Beau Brunner Painting.....	7
Betty Jeppesen, Esq.....	5
Berkshire Hathaway – Ken Switzer.....	20
Bill Terry Insurance.....	2
Central Coast Paving	4
Coastal Housing Partnership.....	31
DMH Properties	22
Don’s Heating & Air Conditioning	8
Hayes Commercial Real Estate	26
Hermosa Painting	14
Jody’s Windows & Floors.....	27
Laurel Company	27
Mastercare	14
Mendez Building Services	37
Meridian Group	17
Radius Group	34
Sandpiper Property Management.....	6
San Roque Realty	7
Sol Wave Water.....	10
Spectrum Realty.....	27
Sundance Press.....	17
The Towbes Group	14
Yardi.....	30
Wash Laundry Systems	40

ATTORNEYS AT LAW

**Betty L. Jeppesen,
Attorney At Law**
jeppesenlaw@gmail.com
(805) 450-1789

CARPETS/FLOORING

Jody’s Windows & Floors
(805) 637-6343

CLEANING/MAINTENANCE SERVICES

**MasterCare Home
Cleaning Services**
www.MastercareHome-
Cleaning.com
(805) 683-1915

Mendez Building Services
www.mendezservices.com
(805) 963-3117

COIN-OPERATED LAUNDRY

Wash Laundry Systems
www.washlaundry.com
(800) 421-6897

HEATING/AIR

**Don’s Heating & Air
Conditioning**
donsheatingsb@gmail.com
(805) 683-2233

INSURANCE

Bill Terry Insurance
www.billterryinsurance-
agency.com
richard@billterryinsurance-
agency.com
(805) 563-0400

PAINTING

Beau Brunner Painting
www.beaubrunnerpainting.com
(805) 218-5251

Hermosa Painting
Bob.ulmer@verizon.net
(805) 952-3418

PAVING

Central Coast Paving
justin@ccpave.com
(805) 636-1200

PRINTING

Sundance Press
www.sundancepress.com
(520) 622-5233

PROPERTY MANAGEMENT

DMH Properties

danielleholzer@dmhproperties.net
(805) 962-3707

Bristol Property Management/ The Laurel Company

www.thelaurelco.com
carolle@bristolsb.com
(805) 963-5945

Meridian Group

www.meridiangrouprem.com
(805) 692-2500

Sandpiper Property Management

www.sandpiperpropertymanagement.com
justin@sandpiperpropertymanagement.com
(805) 706-2550

The Towbes Group

www.towbes.com
(805) 962-2121

REAL ESTATE

Battaglia Commercial Real Estate

www.battagliare.com
steve@battagliare.com
(805) 688-5333

Beachside Partners Lori Zahn

lori@BeachsidePartners.com
Beachsidepartners.com
(805) 626-3150

Berkshire Hathaway Ken Switzer

www.realestatesb.com
kswitzer@bhhsca.com
(805) 680-4622

Coastal Housing Partnership

rentals.coastalhousing.org
corby@coastalhousing.org

Hayes Commercial

www.hayescommercial.com
christos@hayescommercial.com
(805) 563-2111

Radius Group The Golis Team

www.radiusgroup.com
Steve Golis
sgolis@radiusgroup.com
(805) 879-9606

San Roque Realty

www.SanRoqueRealty.com
Ed@SanRoqueRealty.com
(805) 687-1551

Spectrum Realty

www.spectrumrealty.com
(805) 681-6268

SOFTWARE

YARDI

www.yardi.com
(805) 699-2040

WATER TECHNOLOGY

Sol Wave Water Steve Nipper

steve@SolWaveWater.com
www.solwavewater.com
(805) 845-5443

Future-proof your laundry.

WASH

Keep your residents happy with WASH's digital laundry room solutions.

- ✓ Mobile pay, credit card and laundry card options
- ✓ Unparalleled security
- ✓ Fewer service calls, vandalism and theft
- ✓ Refunds, service requests, payments and more through the WASH-Connect mobile app

Ditch the quarters and choose mobile pay!

Visit wash.com/mobile
or call **800.777.1484** to
future-proof your laundry room today!

