

SANTA BARBARA RENTAL PROPERTY **n**ews

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

Join us for our January Get-together

A special celebration at the Faulkner Gallery to toast the end of 2022 and welcome the new year. Featuring guest speaker Dr. Mark Schniepp & his 2023 Economic Forecast.



Unfortunately, the landlord for SBRPA's office building now requires that the outside doors be locked at all times because of recent security issues. Thus, if you want to visit the SBRPA office, please contact us in advance so we can unlock the door for you! We would love to have you visit.

Email admin@sbrpa.org or call 805-687-7007

CalRHA Legislative Update.....	11
SBRPA's January Get-together.....	23
NAA's New IRO Column.....	27





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Table of Contents

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 Santa Barbara, CA 93105

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 an appointment

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December 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

SBRPA December Annual Members Meeting 15
Legislative Land Mines – Navigating the Path through 2023

Mr. Landlord (2002 MrLandlord.com©) 19
Rental Owner Updates

Golf Tournament Sponsors 20
Thank you Sponsors & Participants

2023 Get-Together & Economic Forecast 23
Dr. Mark Schniepp speaker

Business Partner Directory 24
List of Business Partners

NAA (National Apartment Association) 27
IRO Considerations & Webinars

Santa Barbara Happenings 31
Terry A. Bartlett, Reetz, Fox & Bartlett LLP

Directory of Products and Services 34
Index of Advertisers

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President's Message



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

I hope that you are enjoying a happy Holiday Season.

Looking back over 2022, we at SBRPA appreciate your membership and your support throughout the year as we battled laws that provided challenges to the rental housing industry and the housing provider and renter relationships. We had many lean months/years as the eviction moratorium would not allow landlords to evict and the rental assistance programs had not yet made determinations on which tenants qualified. Then, there was the HUGE challenge of getting renters to apply at all because they knew the landlords were not permitted to evict.

The good news is that the complete moratorium on evictions has now ended. Courts are running very smoothly and Unlawful Detainer cases are being handled competently and swiftly. The difficulty lies mainly in accomplishing correctly the various new Notices to be given prior to being able to file the Unlawful Detainer Complaint package. Yes, it is now up to 5 forms and 6 forms in certain cases. Once the case is filed and the tenant has responded, trials are being set within 21 days of the request for trial setting.

Another hurdle to overcome is the free help provided by the self-represented resource center which appears to be pushing multiple Ex Parte Motions and Appeals following a Court verdict by a respected Judge. I have seen up to 4 Ex Parte Motions filed by a single Defendant following a Trial that resulted in a verdict in favor of the landlord. Then, even after these hearings which are often not attended by the tenant after the tenant has set them, the tenants are being advised to appeal. I can see this by the name of the person who signed the Proof of Service for the tenant. These "tactics" cause a delay of any Sheriff's lockout and cause the landlord to spend extra money defending his/her property rights because unless there is opposition both written and oral at the hearing, the motions will be granted. I can see that the Judges are not pleased with these unwarranted delaying tactics. Thus far, I have not encountered a meritorious one.

Further, on the local level, you may have read or heard that City Attorney Ariel Calonne has been terminated by unanimous vote of the City Council. No replacement has yet been announced.

Statewide, SBRPA has developed a great relationship with CalRHA which represents approximately 632,000 units in California. I attend almost weekly meetings (certainly when the Legislature is in session). This gives us an insight into what laws will be coming soon and what laws have been passed as emergency legislation. I am the incoming Treasurer for CalRHA and also sit on both the Executive and Legislative Boards.

Speaking of politics, Governor Newsom has garnered enough votes for another term. His Chief of Staff, Jim DeBoo, has announced that he will be stepping down. Dana Williamson, a former Cabinet Secretary to Governor Jerry Brown will be taking over as the Governor's Chief Advisor in January. Additionally, Analea Patterson, Newsom's former Legal Affairs Secretary, will move from acting to permanent Cabinet Secretary, a role previously held by Ana Matosantos.

Concerning the recent election, Democrats are winning all of the statewide races. As I write this, Republican Lanhee Chen is currently only behind Malia Cohen for Controller by 7.4%, which is the first time in recent history that a Republican candidate running statewide has come within single digits. Due to term limits and redistricting, there will be many (approximately 41 of the 120) new Legislators sworn in on December 5th. So far, the results in the Legislature suggest a slightly moderate swing, but California will keep its Democratic party dominance in both houses.

The State Senate which was previously comprised of

A graphic for the law firm featuring a wooden gavel resting on a stack of three books. The text reads: "THE LAW OFFICES OF BETTY L. JEPPESEN".

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Happy

HOLIDAYS

TO YOU

From all of us on the Golis Team, we wish you good cheer!

As we look back on the year, we remain committed to making good on our mission to find lasting solutions to help our community and economy thrive. We look forward to continuing to bring our best to ensure you reach your real estate investment goals.

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President's Message from page 5

31 Democrats and 9 Republicans will, according to early returns go to 32 Democrats and 8 Republicans.

The State Assembly which was previously 55 Democrats, 19 Republicans, 1 Independent and 5 vacancies is yet to be determined as votes are counted.

The Initiatives came out as follows:

- Prop 1 Constitutional Right to Reproductive Freedom Passing 65%
- Prop 26 Sports Wagering on Tribal Lands Failing 29.9%
- Prop 27 Online Sports Wagering Outside of Tribal Lands Failing 16.7%
- Prop 28 Public School Arts and Music Education Funding Passing 61.5%
- Prop 29 Regulates Kidney Dialysis Clinics Failing 30.1%
- Prop 30 Tax to Fund ZEV/Wildfire Programs Failing 40.9%
- Prop 31 Prohibition on Sale of Certain Tobacco Products Passing 62.3%

We will soon be facing a new year which we can hope will come with better news than the past COVID years legally and medically speaking.

We will need to continue to work together to find a way that will both house renters fairly and allow housing providers a fair return on their investment. Many people not privy to the industry do not understand all the expenses involved with maintaining good housing stock (especially with the rising cost of insurance, construction, etc.), the extra expenses associated with unintended consequences of new legislation and the rising cost of real estate in general. I trust that we can continue to count on you our wonderful members to assist in the fight. We cannot do it without you. It takes a village.

A very Happy Holiday Season to you all and a Happy New Year 2023 to come!

Thank you for your membership.

Betty L. Jeppesen

President

(See CalRHA Legislative Update, page 11, for more election information.)

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SBRPA Calendar



SBRPA Members Meeting

Dec 13th, Tuesday, 12:00 noon to 1:15PM

Zoom meeting, link info will be provided

LEGISLATIVE LAND MINES - Navigating the Path through 2023 National, State & Local Legislative Experts provide our SBRPA Members with special "Insiders" perspective on what to expect in 2023 and what you can do to help protect your investment in rental property. For more info, see page 15.

2023 Get-together & Economic Forecast

Jan 24th, Tuesday, 5:00PM to 6:30PM

Santa Barbara Public Library, Faulkner Gallery

Enjoy catching up with other members over drinks and appetizers. Dr. Mark Schiepp will deliver his 2023 Economic Forecast. \$40/person See page 23.

Santa Barbara County Holiday Events

12/1/2022-1/15/23 Zoo Lights

4:30-8:30PM (daily show) Santa Barbara Zoo
Watch the Zoo transform after dark into a magical world of lights, featuring thousands of handcrafted silk-covered lanterns lit with more than 50,000 LED bulbs.

12/2/2022 Olde Fashioned Christmas

4:00PM - 7:00PM Los Olivos Chamber of Commerce
Come to the park for some free roasted walnuts, Christmas cookies and hot chocolate, plus holiday music and singers! The town tree lighting is in the middle of town at 6:00 PM!

12/3/2022 5th Annual Goleta Holiday Parade

6:00-9:00PM Hollister Ave., Old Town Goleta
Get in the holiday spirit with friends and whole family. There will be dozens of holiday-themed parade floats, bands and dance groups all participating to bring in the Holiday season.

12/11/2022 36th Annual Parade of Lights

5:00-9:00PM Santa Barbara Harbor
Tree lighting on the pier at 5:00PM & at 5:30PM the Parade of Lights (illuminated watercraft) begins to be followed by a fireworks show.

DECEMBER 2022						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13 SBRPA Dec Mtg 12:00 noon	14	15	16	17
18 Hanukkah Start	19	20	21 Winter Solstice	22	23	24 Christmas Eve
25 Christmas Day	26	27	28	29	30	31 New Year's Eve

*In honor of the holidays, the Office will be closed
December 24th to January 2nd*



Q1 2023 UPCOMING EVENTS

2023 Advocate

March 28-29, 2023 Washington D.C.

As the new Congress settles into Capitol Hill, the time has come to introduce members to the rental housing industry. Advocate - NAA's annual advocacy conference - is the prime opportunity to meet with your representatives by joining rental housing suppliers, property managers, owners and operators. It is more important than ever to communicate the rental housing industry's policy stances and priorities to our representatives in Congress following years of pandemic-fueled challenges and political polarization. Sharing the unique operational needs of rental housing is critical, and there is no better way to educate federal lawmakers than in-person in the halls of Congress.

Help us lay a new cornerstone on which we can build even more successes for the rental housing industry. For more information & to register:

<https://www.naa.org/2023-advocate>



Welcome New Members

*Ingrid & Jim Watson, Luis Perez, Rosie Calvillo,
David Thomas, Gordon Smythe, Nancy Edmundson,
Lynne Israel, Joanna Mackenzie, Patrick McElroy*

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CalRHA Legislative Updates

Kate Bell, KateBellStrategies.com



November 2022 Political Update

The Governor's Chief of Staff, Jim DeBoo, has announced that he will be stepping down. Dana Williamson, a former Cabinet Secretary to Governor Jerry Brown will be taking over as the Governor's Chief Advisor in January. Additionally, Analea Patterson, Newsom's former legal affairs secretary, will move from acting to permanent Cabinet Secretary, which was previously the role of Ana Matosantos.



Dana Williamson
Chief of Staff



Analea Patterson
Cabinet Secretary

As far as yesterday's election is concerned, Democrats are winning all of the statewide races. Republican Lanhee Chen is currently only behind Malia Cohen for Controller by 7.4%, which is the first time in recent history that a Republican candidate running statewide has come within single digits.



Malia Cohen and Lanhee Chen, the candidates for California Controller, California 2022 Midterm Elections

Due to term limits and redistricting, there will be many (approx 41 of the 120) new Legislators sworn in on December 5th. So far, the results in the Legislature suggest a slightly moderate swing, but California will keep its Democratic party dominance in both houses.

Below, please find the preliminary results of several key races, although many of them are too close to call and final outcomes won't be known for several weeks. To view updated results in real-time, please visit <https://electionresults.sos.ca.gov>.

Closest races that could still swing are highlighted <https://electionresults.sos.ca.gov/returns/-close-contests>.

STATE SENATE

Previously 31 Democrats/9 Republicans

Early returns show 32 Democrats / 8 Republicans, due to Republican seat Senate District 4 having a Democrat on Democrat runoff and one seat potentially shifting Democrat to Republican and Republican to Democrat, respectively.

- **SD 4 (SAFE Republican – Fresno)**
Flipped Republican to Democratic Seat
Marie Alvarado-Gil Democrat 51.4%
Tim Robertson Democrat 48.6%
- **SD 6 (LEAN Republican – Roseville)**
Roger Niello Republican 56.7%
Paula Villescaz Democrat 43.3%
- **SD 8 (SAFE Democrat – Sacramento)**
Angelique Ashby Democrat 52%
Dave Jones Democrat 48%
- **SD 10 (SAFE Democrat – Fremont)**
Lilly Mei Democrat 50.7%
Aisha Wahab Democrat 49.3%
- **SD 16 (LEAN Democrat – Tulare)**
May Flip Republican, Within 3,400 votes
David Shepard Republican 52.6%
Sen. Melissa Hurtado Democrat 47.4% (Incumbent)



California Senate Districts
<https://gis.data.ca.gov/datasets/CDEGIS:california-senate-districts/>



California Assembly Districts
<https://gis.data.ca.gov/datasets/CDEGIS:california-assembly-districts/>

- **SD 20 (SAFE Democrat – San Fernando Valley)**
 Caroline Menjivar Democrat 54.3%
 Daniel Hertzberg Democrat 45.7%
- **SD 38 (LEAN Democrat – Carlsbad)**
 May Flip Democratic, Within 1,200 votes
 Catherine Blakespear Democrat 50.3%
 Matt Gunderson Republican 49.7%
- **SD 40 (LEAN Republican – Santee)**
 Sen. Brian Jones Republican 55.2%
 (Incumbent)
 Joseph Rocha Democrat 44.8%

STATE ASSEMBLY

Previously 55 Democrats/19 Republicans/
 1 Independent/5 Vacancies

New Split TBD

- **AD 7 (Toss-Up – Citrus Heights)**
 Too close to call - Within 300 votes
 Asm. Ken Cooley Democrat 50.3%
 (Incumbent)
 Josh Hoover Republican 49.7%
- **AD 10 (SAFE Democrat – Elk Grove)**
 Moderate Democrat Candidate Winning
 Stephanie Nguyen Democrat 58%
 Eric Guerra Democrat 42%

- **AD 12 (SAFE Democrat – Marin)**
 Damon Connolly Democrat 54.6%
 Sara Aminzadeh Democrat 45.4%
- **AD 20 (SAFE Democrat – Hayward)**
 Moderate Democrat Candidate Losing
 Liz Ortega Democrat 58.6%
 Shawn Kumagai Democrat 41.4%
- **AD 22 (Toss-up – Turlock)**
 Juan Alanis Republican 57.4%
 Jessica Self Democrat 42.6%
- **AD 27 (LEAN Democrat – Merced)**
 Esmeralda Soria Democrat 50.3%
 Mark Pazin Republican 49.7%

- **AD 34 (SAFE Republican – Kern)**
 Two Incumbents
 Tom Lackey Republican 59.2%
 Thurston 'Smitty' Smith Republican 40.8%
- **AD 35 (SAFE Democrat – Bakersfield)**
 Jasmeet Bains Democrat 58.9%
 Leticia Perez Democrat 41.1%
- **AD 39 (SAFE Democrat – Antelope Valley)**
 Juan Carrillo Democrat 55.2%
 Paul Andre Marsh Republican 44.8%

- **AD 40 (LEAN Democrat – Santa Clarita)**
Asm. Suzette Valladares *Republican 54.3%*
(Incumbent)
Pilar Schiavo *Democrat 45.7%*
- **AD 47 (Toss-up – Yucca Valley)**
Formerly Mayes/Independent Seat
Christy Holstege *Democrat 55.9%*
Greg Wallis *Republican 44.1%*
- **AD 67 (LEAN Democrat – Fullerton)**
May Flip Republican, Too Close to Call, Within 400 votes
Soo Yoo *Republican 50.3%*
Quirk-Silva *Democrat 49.7%*
(Incumbent)
- **AD 70 (Toss-up – Westminster)**
Tri Ta – R - 55.6%
Diedre Thu-Ha Nguyen – D - 44.4%
- **AD 74 (LEAN Republican – Dana Point)**
Asm. Laurie Davies *Republican 54.2%*
(Incumbent)
Chris Duncan *Democrat 45.8%*

- **AD 76 (LEAN Democrat - Escondido)**
May Flip Republican, Too Close to Call, Within 600 votes
Christy Holstege *Democrat 55.9%*
Greg Wallis *Republican 44.1%*

INITIATIVES

- Prop 1 Constitutional Right to Reproductive Freedom *Passing – 66.8%*
- Prop 26 Sports Wagering on Tribal Lands *Failing – 32.4%*
- Prop 27 Online Sports Wagering Outside of Tribal Lands *Failing – 17.3%*
- Prop 28 Public School Arts and Music Education Funding *Passing – 63.9%*
- Prop 29 Regulates Kidney Dialysis Clinics *Failing – 31.2%*
- Prop 30 Tax to Fund ZEV/Wildfire Programs *Failing – 42.1%*

		Proposition Title	Yes Votes	%	No Votes	%
Yes	1	Constitutional Right to Reproductive Freedom	6,217,873	66.8%	3,096,747	33.2%
No	26	Sports Wagering on Tribal Lands	2,992,525	32.4%	6,246,553	67.6%
No	27	Online Sports Wagering Outside of Tribal Lands	1,618,967	17.3%	7,715,109	82.7%
Yes	28	Public School Arts and Music Education Funding	5,963,102	63.9%	3,362,420	36.1%
No	29	Regulates Kidney Dialysis Clinics	2,887,296	31.2%	6,353,920	68.8%
No	30	Tax to Fund ZEV/Wildfire Programs	3,927,402	42.1%	5,411,631	57.9%
Yes	31	Prohibition on Sale of Certain Tobacco Products	5,913,715	63.5%	3,392,683	36.5%

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SBRPA DECEMBER ANNUAL MEETING AGENDA

December 13, 2022 🇺🇸 12:00 noon – 1:15 PM



Zoom meeting links and other details will be posted on our website and emailed to members. Contact the office at 805-687-7007 or admin@sbrpa.org for assistance. This is a Members Only Meeting, there is no cost to attend.

LEGISLATIVE LAND MINES – Navigating the Path Through 2023

What Lies Ahead? Are there potential "land mines"?

National, State & Local Legislative Experts provide our SBRPA Members with special "Insiders" perspective on what to expect in 2023 and what you can do to help protect your investment in rental property.

MODERATOR: Betty Jeppesen, Esq. SBRPA Board President

SPEAKERS: Nicole Upano, NAA (National Apartment Association)
Kate Bell, CALRHA (California Rental Housing Association)
Krista Pleiser, SBAOR (Santa Barbara Association of Realtors)

In addition, SBRPA Members will vote on proposed slate of 2023 SBRPA Board Members.



Nicole Upano serves as AVP of Housing Policy & Regulatory Affairs for the National Apartment Association. In this role, she serves as a key thought leader on housing policy, specializing in fair housing, landlord-tenant, and property operations issues. She helps to shape NAA's federal legislative and regulatory priorities and manages the association's federal regulatory advocacy program. To support NAA's network of state and local affiliates, she also leads a team of subject matter experts that conducts legislative research and analysis on industry policy concerns. Nicole calls Indiana home. She attended Indiana University, earning a B.A. in Political Science and Studio Art with a minor in Art History.



Kate Bell, founder of Kate Bell Strategies, is known as one of California's most effective lobbyists before the Legislature and Administration, with nearly two decades of representing clients in industries such as aviation, cybersecurity, education, business, health, housing, procurement, taxes, and technology. Kate was a partner at Capitol Advocacy, where she led the firm's tax and procurement practices. During her time at the firm, Kate won several multi-million-dollar tax refund claims, negotiated settlements, developed effective policies and new business incentives, and represented clients before the Board of Equalization, California Department of Tax and Fee Administration, Franchise Tax Board, Governor's Office of Business and Economic Development, and the Office of Tax Appeals. Kate provides SBRPA with our monthly updates on Legislative issues.



Krista Pleiser is the Government Affairs Director for the Santa Barbara Association of REALTORS®. For the past 15 years, she has managed the Association's political activities, reviews public policy, and works with elected leaders and government staff in the development of housing policies. She worked for a decade to abolish the "in-person" inspections and ridiculous fees associated with the City of Santa Barbara's Zoning Information Reports. She spearheaded the Thomas Fire and Montecito Debris Flow REALTORS® Disaster Relief Program which helped 52 Santa Barbara County families with housing payment assistance. She is also a co-founder of Smart Coast California that advocates for the collaborative stewardship of the coast and dedicated to community sustainability, property rights and the environment.

Proposed slate of 2023 SBRPA Board Members: Chris Agnoli, Steve Battaglia, Michael Bruce, Nicholas Gonzales, Lydia Perez, Andy Sillers, and Lori Zahn. Voting will take place at the SBRPA Dec Meeting. SBRPA members are encouraged to submit other candidates. Email suggestions to admin@sbrpa.org



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chris@chrisagnoli.com



Steve Battaglia
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Michael Bruce
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Lori Zahn
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THE PROPERTY

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Ideally located off Highway 101 on Avenue of the Flags in Buellton, this property offers a unique opportunity for a ground up larger development or convert to a wonderful Wine Country Inn. The City of Buellton is the Northern Gateway to the Santa Ynez Valley hosting several nationally recognized wineries, breweries, distilleries, and other attractions. The popular tourist city of Solvang and the Chumash Casino are just a short 2 miles from this premium site. Freeway visibility and off-ramp access from both directions expands the possibilities here.

Buellton's Specific Plan, District #2 Downtown Core, supersedes the zoning code and offers a range of code leniency to help with the renovation plan for "The Avenue." The property is currently utilized as a multifamily building with 22 units consisting of a unit mix of (1) 2 bedroom/1 bath, (13) efficiency studios and (8) Larger studios (upper-level units have balconies) and 22 onsite parking spaces for tenants. The laundry room is built and ready for (2) washers & (2) Dryers providing additional income to the current \$23,080/Mo. Leases are Month to Month with ability to increase rents per AB 1482 at different upcoming time periods. Approximately 35,367 SF of excess land is available for additional income. Current raw land prices range from \$30-35/SF. This part of Santa Barbara County is seeing major change and presents exciting opportunities on the central coast.

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FOR SALE	Isla Vista	4 Apartment Units	\$4,500,000
FOR SALE	No. Calif.	Commercial Office	\$2,200,000
IN ESCROW	Gaviota	Development Parcel	\$4,750,000 (Seller)
IN ESCROW	Lompoc	Warehouse + Vacant Lot	\$ 895,000 (Seller)
IN ESCROW	Carpinteria	Mixed-Use Comm. + Hosp.	\$8,950,000 (Seller)
SOLD 2022	Santa Barbara	Commercial Retail	\$2,150,000 (Buyer)
SOLD 2022	Santa Ynez	Commercial Vacant Lot	\$ 900,000 (Seller)
SOLD 2022	Santa Barbara	4 Apartment Units (beach)	\$8,835,000 (Seller)
SOLD 2022	Santa Barbara	Mixed-Use 2 Spaces + SFR	\$4,887,500 (Seller)
SOLD 2022	Santa Barbara	8 Apartment Units	\$5,950,000 (Seller/Buyer)
SOLD 2022	Santa Barbara	5 Apartment Units	\$3,950,000 (Seller/Buyer)
SOLD 2021	Santa Barbara	2 Development Lots	\$2,600,000 (Seller/Buyer)
SOLD 2021	Isla Vista	Development Lot	\$ 750,000 (Seller/Buyer)
SOLD 2021	Santa Barbara	Retreat Compound	\$7,500,000 (Seller/Buyer)
SOLD 2021	Isla Vista	2 Apartment Units	\$1,585,000 (Seller/Buyer)
SOLD 2021	Goleta	2 Commercial Spaces	\$1,168,000 (Seller/Buyer)

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FOR SALE \$4,500,000



Isla Vista adjacent duplexes, 15 bedrooms total
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MrLandlord

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Rental Owner Updates

November 2022

HOW DO RESIDENTS NOTIFY YOU?

From time to time residents may want or need to notify you of maintenance requests.

How then, do landlords prefer that residents notify them when they have a request?

That question and the responses were one of the hot topics on our Q&A Forum this week. The landlords who responded indicated that there is not one way that landlords prefer to be notified. Below are examples of the different responses.

SERVICE REQUEST

"I tell my residents to fill out a service request on my website."



OLD FASHIONED PHONE CALL

"I tell my residents to always call the office. Leave a message.

Once the item is called in, we use a 3W's form of my own making that lists WHO WHAT WHERE..."

HOW DO APPLICANTS PAY YOU?

When collecting money for rental applications, most landlords do NOT want to be paid by cash or even personal checks. And more and more landlords are no longer collecting payment by money order.



Growing in popularity are other methods for receiving payment for rental applications. This includes: Zelle, Venmo, PayPal, Cash App, and Google Pay.

Once applicants become residents, my personal favorite rent collection method is by automatic draft. I like it when the payments are automatically drafted from the resident's bank account and they (the residents) don't have to even think about if and how they are going to pay their rent. This method of rent collection greatly increases the odds that not only will I get paid every month, but also that I will get paid on time every month.

TEXT MESSAGE

"By text message, NOT VOICE MAIL. If they need to commit to a text message, it will be short. If by voice, they will talk their heads off for 5 minutes..."



EMAIL

"Because we want to show up prepared, we ask for an email with details.



If there's a leak, please tell me where. If it's in the sink, which sink is it? Is the leak under the sink or the faucet itself leaking? Is the leak a drip, stream, gush?.... "

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Enjoy catching up with other members over drinks and a feast of delectable appetizers. There will be an induction of the 2023 Board of Directors and announcement of the winner of the Charles V. Eckert III Award for Exceptional Community Service. Then settle in with your glass of wine and listen to our favorite expert deliver his 2023 Economic Forecast.



Dr. Mark Schniepp, Ph.D.

Dr. Schniepp is Director of the California Economic Forecast in Santa Barbara. The company prepares forecasts and commentary on the regional economies of California for a variety of corporate and governmental clients, including: Caltrans, Kaiser Permanente, Exxon Mobil, and the Southern California Association of Governments.

He presents updated U.S. and California economic and demographic information to a number of organizations at over 25 conferences throughout the year. For example, Dr. Schniepp participates with the UCLA Anderson Forecast in the preparation of the annual Orange County Economic Forecast and the San Diego County Economic Forecast, which are held in the spring of each year.

Dr. Schniepp served as senior economist to Kathleen Connell, the California State Controller from 1999 to 2003, Director of the Economic Forecast Project at the University of California, Santa Barbara, between 1985 and 2000. As a past faculty member in the Department of Economics at the University of California, Santa Barbara, he taught intermediate microeconomic and macroeconomic theory, applied regional modeling, applied econometrics, and forecasting, from 1982 to 1991.

Dr. Schniepp received his Ph.D. from the University of California, Santa Barbara in 1985. His fields of research for the degree were econometrics, regional economics, and natural resource economics.

Cost: \$40/person

Register at: <https://www.sbrpa.org/events/december-member-meeting>

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



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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.



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IRO Considerations & Webinars



National Apartment Association

Considerations for Independent Rental Owners (IRO)

NAA defines an Independent Rental Owner (IRO) as an individual or individuals that are active in both the ownership and management of their properties. Following are considerations for IROs:

- Membership is defined by experience and not by unit count. IROs may consist of less than 10 units and can exceed over 6,000 units given the size of the independent investor. Resources are provided based on all levels of experience specific for each member.
- Smaller sized properties and portfolios generally require a unique property management style, as opposed to the management style used for properties of larger unit count.
- IRO Education and Networking opportunities may also be beneficial for those that work for an IRO, such as property managers, managing directors and other employees or those that conduct business with IROs, such as supplier partners.
- Self-identification is an important part of being an IRO. The NAA IRO program is built around all facets of multifamily management and encourages learning and conversation with like-minded individuals.

What's in Your Maintenance Toolbox? - The Hidden Secret to Your NOI

Maintenance is often overlooked as the area that may drastically affect your organization's revenue and impact NOI, but simply cutting budgets and spending as little as possible isn't the best strategy for success. Instead, you need to optimize your entire maintenance approach. For independent rental owners, the stakes are even higher to control expenses and increase NOI.

Property owners, independent rental owners, managers, and maintenance team: learn in 20 minutes the top five key maintenance areas to make signifi-

cant impact on your revenue, plus keep residents and team members happier.

The webinar host will also share three quick things to implement immediately to help get you started., you will also learn:

- Ways maintenance teams can increase effectiveness
- The top five areas of maintenance to impact your revenue
- Three initiatives to implement for immediate success.

The micro-webinar link: <https://www.youtube.com/watch?v=MPcr2xSCXbE>

Emotional Support Animals – What IROs Need to Know

Reasonable accommodation requests for assistance animals — including emotional support animals — cause concern for apartment owners and operators. They affect an owner's ability to assess pet deposits and fees and to apply rules and policies to a resident's animal. Additionally, they expose owners to possible fair housing complaints. View the webinar (link below) to hear more about what you need to know as an IRO regarding this hot topic. <https://www.youtube.com/watch?v=QktvHg-GiDE8>

Flexible and Vacation Rental Options for IROs

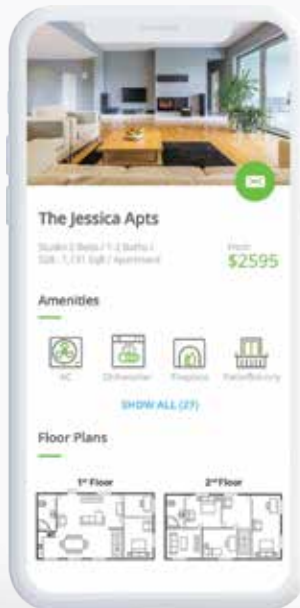
Do you want to know the secret to successfully own, operate and market a vacation rental for maximum profit? In this webinar, learn how to properly select your market, how to advertise the property and how to keep it full booked and operational. Insights will be given into what works and what doesn't when you have your own vacation rental. Explore renovation costs, HOA fees and anything else that can impact your bottom line.

View the webinar at <https://www.youtube.com/watch?v=VvMFlapMBTY>

Continued on page 29

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Data Security for IROs

For those who don't feel confident with the technologies and jargon involved, cybersecurity is a major headache. Learn simple steps you can take today to immediately improve your data security. Spot the ways you can be hacked, the types of data you need to protect and what you can do to prevent it from happening to you. View the webinar at: <https://www.youtube.com/watch?v=4TZll584a0M>

Fair Housing Concerns for IROs

View a webinar that provides a deep dive into trending fair housing issues affecting the industry, including reasonable accommodation requests for emotional support animals, occupancy standards and resident screening (including criminal and eviction history). Learn about the resources NAA has to offer to help face any challenge. View the webinar at: <https://www.youtube.com/watch?v=srCCjXD2hgE>

Don't Get Eaten by Sharks: Litigation Avoidance

Are your policies and practices leaving you at risk for litigation? Whether you're new to rental housing or are an industry veteran, you don't want to miss this webinar covering current best practices for avoiding legal action, one of the leading risk management concerns for any apartment industry organization. View the webinar at: <https://www.naa-hq.org/webinars/litigation-avoidance>

6 Ways to Maximize Income

Formulating a winning strategy to maximize ROI doesn't require reinventing the wheel. There are many ways to increase rent, ancillary services and reduce costs to maximize income. This panel represents years of experience in the apartment industry who have gone through selective upgrades, complete rehabs and operational cost reductions. View the webinar to hear about successes, lessons learned and new programs for IRO's to take advantage of. Speakers include: Victoria Cowart, CPM, CAPS Candidate, Vice President of Property Management, Darby Development Co. Steve Ross, Vice President, Bob Ross Realty Jerry Winograd, President, Judwin Realty Group Julia Emerson, Director, Hillcroft Group LLC. Webinar: <https://www.youtube.com/watch?v=n4ziXl3n8r4>

Hire Right the First Time

NAA, with AppFolio, recently presented a webinar, Hire Right the First Time, which explored and provided important information on:

- How to write a successful recruitment ad
- How to structure an interview
- High impact interview questions
- How to conduct a reference check.

View the webinar: <https://www.appfolio.com/blog/webinar-title-hire-smart-why-your-recruiting-process-can-make-or-break-your-business-webinar-recap/>

Credential for IROs

The Independent Rental Owner Professional (IROP) credential program is offered to the rental owner who manages personally-held multifamily property or properties. See: <https://www.naa-hq.org/irop>

IRO Discounts on Products & Services

NAA's new discount products and services program is guaranteed to provide substantial savings for Independent Rental Owner (IRO) members.

- Employment Handbook
- Policies & Procedures Manual: Maintenance
- Policies & Procedures Manual: Personnel & Payroll
- Independent Contractor Agreement
- Acquisition Due Diligence Checklist
- Affiliate Marketing Strategies
- How to Set Up and Run an IROC Program
- Bed Bug Documents
 - NAA Bed Bugs Webinar for IROP
 - NAA IRO Bed Bugs Webinar PowerPoint
 - Biology and Facts
 - Bedbug Policy
 - How to Identify Bed Bugs

You also have the opportunity to communicate with your peers and gain a wealth of industry knowledge! Join the conversation today. See <https://www.naa-hq.org/member-savings>

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Santa Barbara Happenings



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New California Employment Laws Present Challenges

New California employment laws have created new hurdles for employers. Some criminal convictions can now be removed from a person's record even before the seven-year minimum. Five days of unpaid bereavement leave is now required for all employers with five or more employees and there are no restrictions on how many times a year it can be used. Fast food franchisees will be subject to new minimum wage requirements.

All employers with over 15 employees will have to disclose the pay scale for current employees and applicants. The California minimum wage is also set to rise to \$15.50, regardless of number of employees.

Munger Hall Dorm Shrinks

Munger Hall, the controversial dorm proposed to handle over 4500 students has been shrunk by two floors and a thousand beds. This comes in response to heavy criticism of the original plan that featured windowless rooms designed by Charles Munger, a banking executive with no architectural experience. Munger personally gave \$200 million for the dorm but required final say on design. The University has pushed back the start date of construction to the summer of 2023 at the earliest.

The size reduction will make it easier to get the approval of the California Coastal Commission, as the project only needs to be approved by the Coastal Commission and the University of California Board of Regents, not by any local government agency. The reduction in beds did not change the overall windowless features and faces fierce opposition.

County Planners Propose Massive Zoning Changes

Santa Barbara County Planners have proposed re-zoning several large agricultural sites for thousands of new housing units. The Glen Annie Golf Club, San Marcos Growers, and Santa Barbara County Juvenile Hall are among locations for change in the draft of the County's Housing Element. The Glen Annie Golf Club alone could result in 1,536 new units being built.

These units would help the county partially fulfill its state-required Housing Element goal of 5,664 new housing units.

2nd District Staff Appointments Announced by New Supervisor Laura Capps



image Independent.com

Supervisor-elect Laura Capps announced that Chris Henson will serve as chief of staff, Daniela Aguirre as district representative/scheduler, and Jordan Killebrew as district representative/communications director.

Henson is Capps' current chief of staff with policy experience and has worked with county departments for over twenty years and began working with Capps in 2001. Aguirre is in her first year at the Santa Barbara College of Law and will be joined by Killebrew, the former communications director for the Santa Barbara Foundation.

Capps was elected in June to succeed then Supervisor Hart.

SB Landmark Riviera Park Bought by Yardi Family



image Pacific Coast Business Times

A landmark property in the commercial real estate space has changed hands in Santa Barbara. Riviera Business Park located at 2020-2064 Alameda Padre Serra was sold to the Yardi Family by the Towbes Foundation. The Yardi family has become increasingly active in real estate in Santa Barbara's central business district under direction of Anant Yardi, founder of Yardi Systems.

The park is an 8.72-acre parcel with over 92,000 feet of commercial space directly adjacent to the El Encanto Hotel, placing its location among the top venues in the County. The family expects to maintain the property as a campus and will take the next year to develop a long-term plan.

Continued on page 33



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~ Bob Hart, Santa Barbara Association of Realtors

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Goleta's Heritage Ridge Apartment Development Moves Forward



image Independent.com

The Goleta Planning Commission voted to allow a 332-unit project after significant controversy from environmental groups. These groups now support the project and the collaborative project between Red Tail Multifamily Land Development, The Towbes Group, and the Housing Authority of the County of Santa Barbara will go forward.

102 of the 332-units will be low-income units and a 2-acre public park is also included in the proposal. The lower income units will also allow the project to only have 494 parking spaces.

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Directory of Products & Services

Index of Advertisers

Battaglia Commercial Real Estate.....	22
Beachside Partners	16
Beau Brunner Painting.....	33
Betty Jeppesen, Esq.....	5
Berkshire Hathaway – Ken Switzer	18
Central Coast Paving	4
Coastal Housing Partnership.....	32
DMH Properties	33
Don’s Heating & Air Conditioning	8
Engel & Volkers	14
Hayes Commercial Real Estate	26
Hermosa Painting	14
Jody’s Windows & Floors.....	7
Laurel Company	22
Mastercare	14
Mendez Building Services	33
Meridian Group	17
Omnia Insurance & Risk Solutions	2
Radius Group	6
Sandpiper Property Management	30
Sol Wave Water.....	10
Spectrum Realty.....	22
Sundance Press.....	17
Wash Laundry Systems	36
Yardi.....	28

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Sandpiper Property Management

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Berkshire Hathaway Ken Switzer

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Coastal Housing Partnership

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