

July 2024

# SANTA BARBARA RENTAL PROPERTY

# news

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

## SANTA BARBARA COUNTY:

Effective August 1, 2024 for Units Subject to Rent Control Under 1482

**NEW CPI = 3.8%**

**NEW RENT CAP = 8.8%**



**2024 Rent Cap for Santa Barbara County: New CPI Released..... 15**  
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July 2024

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# President's Message



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

## THE NEW CPI FOR RENT INCREASES:

**It's here.** June 12<sup>th</sup>, the new CPI for our area was announced at 3.8 percent. That means that you add that to 5 percent resulting in a maximum allowable rent increase for increases beginning August 1, 2024 and later until next year's April CPI is announced. Remember that the maximum rent increase is the local CPI plus 5 percent or 10 percent whichever is LESS.

This takes effect immediately because it affects rent increases commencing on or after August 1<sup>st</sup> and since you have to give at least 30 days' notice of a rent increase, it is here now. So, the rent increase has gone down from 9.2 percent to 8.8 percent.

This seems odd since all of our expenses have gone up. One would think that the CPI or "Cost of Living Index" would have gone up as well. But that is not what has been announced. (See page 15)

## THINGS THAT CAN TRIP YOU UP AND COST YOU A LOT OF MONEY CONCERNING TERMINATIONS OF TENANCY:

Other reminders for non-exempt properties located within the city limits of Santa Barbara include that you must offer a one-year Lease to existing tenants every year on or about the anniversary date of their move-in. A signed, one-year Lease will be your proof that you offered it. Otherwise, you must have the tenant sign and date a One-Year Lease Offer Rejection form. If the tenant refuses both the Lease offer and the request to sign the rejection form, please be sure that you document this by a confirming letter to the tenant that he/she was offered the one-year Lease on such and such a date and refused to sign it as well as refusing to sign the rejection form. YOU have the burden of proof that you following this mandate and if you cannot prove it, then the tenant has an affirmative defense to an Unlawful Detainer action for one year.

A tricky requirement is to file with the Public Works Department at the time you serve it on the tenant a copy of your Notice of Termination to take a property off the market. In addition, the Notice of Termination must state what you intend to use it for

and the lot on which the unit is located.

Santa Barbara Municipal Code Section 26.50.070 provides as one of the Just Cause No Fault Reasons for Terminating a tenancy:

*The owner seeks in good faith to recover possession to permanently withdraw the rental unit from the rental market. The notice of termination must be filed with the Community Development Department when it is given to the tenant and must specify the intended use of the unit and the lot on which the rental unit is located.*

As late as June 12<sup>th</sup> when I checked, the Public Works Department is not set up to take in these forms. I was told the issue is still "in flux" and therefore the Rental Mediation Section of the Public Works Department is taking the forms for now.

Another tough area to decipher is the right to re-rent and as you can see it is not just after a remodel but rather after any no-fault just cause eviction:

### **26.50.055 Right to Re-Rent Following No-Fault Just Cause Eviction**

A. The provisions of this section are additional to the rights to re-rent provided to tenants under subsections (b)(2)(A)(vi) and (b)(2)(D)(iv) of Civil Code Section 1946.2 as adopted by Section 2 of Chapter 290 of 2023 California Statutes.

B. A qualified tenant subject to a no-fault just cause termination of tenancy shall have a right of first refusal to re-rent the rental unit or a comparable new rental unit at the same property for a period of two years following the termination of tenancy, provided that the tenant has kept the owner notified of the tenant's contact information according to the notice provided under Section 26.50.040(D).

C. An owner seeking to rent a unit to which a person has a right of first refusal to re-rent under subsection (B) shall:

1. Have given the supplemental notice required by Section 26.50.040(D).
2. Offer each qualified tenant having a right

*Continued on page 7*

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## RECENT UPGRADES & HIGHLIGHTS

• Recent exterior paint • New vinyl windows in 2020 • All units feature private patios

### UNITS 905 & 905A

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President's Message from page 5

of first refusal with respect to a unit a rental agreement in compliance with Section 26.40.010 of this Code. The offer shall be in the form of a written lease and shall remain open for acceptance for a period of not less than 30 days.

3. Establish the rental price in accordance with Civil Code § 1954.53 when applicable.

(Ord. 6139, 1/23/2024)

Remember that you have to state in the termination notice that the tenant is entitled to relocation assistance AND what that amount is.

Finally, remember that Chapter 26 of the Santa Barbara Municipal Code has its own provision for attorney fees to a prevailing tenant; so, even if your rental agreement has no provision or a limited provision for attorney fees, the tenant can collect from you their actual attorney fees should they prevail.

As always, we thank you for your membership, your participation and your valuable input.

I hope you have an enjoyable Summer. Happy 4th of July.

Betty L. Jeppesen, President SBRPA



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**1416 Laguna St**  
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PENDING



**1001 & 1021 E Cypress Ave**  
**Lompoc**

*60 Units in Two Buildings*

List Price: **\$10,445,000**

AVAILABLE



**2626 Calle Real**  
**Santa Barbara**

*Samarkand Duplex*

List Price: **\$1,525,000**

AVAILABLE



**242-246 Puente Dr**  
**Santa Barbara**

*3 Homes on Generous Parcel*

List Price: **\$2,550,000**



# SBRPA Calendar



## Protect Your Rental Property:

### Essential Insurance Insights for Landlords

est. August 2024, final date/time/location TBD

Brown & Brown Insurance Services of California, Inc.

Are you a landlord, property manager, or part of a third-party management company? Join us for an informative session designed to help you navigate the complexities of insurance for rental properties. Watch our website [www.sbrpa.org](http://www.sbrpa.org) for more details.

## Navigating Tenant Protection Act & Termination of Tenancy

Thursday Sept 19 2024 1:00-3:00PM

WorkZones, Paseo Nuevo, Santa Barbara, CA

Jim Cole of Slaughter Reagan & Cole LLP will be presenting a workshop for landlords, property managers, and real estate professionals looking to gain a comprehensive understanding of tenant relations, property management, and legal updates affecting the rental market. Join us for this informative workshop and gain valuable insights to help you effectively manage your rental properties and navigate tenant relations with confidence. See page 21.

Members \$35 • Nonmembers \$50

The landlord for SBRPA's office building requires the outside doors be locked at all times due to security issues. 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](mailto:admin@sbrpa.org) or call 805-687-7007

july 2024

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4 4th of July	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	- NAA RHALS -		



## Q3 EVENTS

### RHALS

Tuesday July 30 2024 – Thursday August 1, 2024

Omni Mandalay Las Colinas Hotel, Irving, TX

2024 Rental Housing Advocacy and Legal Summit (RHALS), formerly Government Affairs Roundtable (GART) and Legal Symposium, will be held in Irving TX this year. See page 27 for more information.

### IRO Summit

Thursday, September 19, 2024 Online

The IRO Summit, presented every year by NAA and Yardi Breeze caters to the educational needs of independent rental owners, regardless of portfolio size. IRO Summit 2024 full schedule coming soon.

### Cultivate

Thu-Fri, September 26-27, 2024

JW Marriott Austin, TX

Cultivate is an annual event for senior leadership that focuses on solving industry challenges amongst peers and leaders in a retreat-style experience. See page 27 for details.

## Welcome New Members

Thayer White, Gabrielle Van Horn,  
Richard Cormier, Holly Honarvar, Cindy Eisen,  
Vicki Stovall, Dominic Higgins  
& New Business Partner Purple Painting





  
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## LISTINGS / RECENT REAL ESTATE INVESTMENT SALES

FOR SALE	Isla Vista	5 Apartment Units	\$ 3,950,000
FOR SALE	Santa Barbara	14 Apartment Units	\$ 5,250,000
FOR SALE	Santa Barbara	8 Apartment Units	\$ 3,295,000
PENDING	Lompoc	Commercial + Vacant Lot	\$ 895,000
SOLD	Santa Barbara	10 Apartment Units	\$ 5,020,000 (Buyer)
SOLD	Isla Vista	Rental SFR	\$ 1,350,000 (Seller/Buyer)
SOLD	Santa Barbara	19 Apartment Units	\$ 4,800,000 (Buyer)
SOLD	Santa Barbara	Commercial Condo Suite	\$ 875,000 (Seller)
SOLD	Santa Barbara	8-Key Hospitality	\$ 5,200,000 (Seller)
SOLD	Carpinteria	Mixed-Use / Hospitality	\$ 5,650,000 (Seller)
SOLD	Gaviota	Development Parcel	\$ 4,285,000 (Seller)
SOLD	Isla Vista	Development Lot	\$ 2,500,000 (Seller)
SOLD	Santa Barbara	Commercial Retail	\$ 2,150,000 (Buyer)
SOLD	Santa Ynez	Commercial Vacant Lot	\$ 900,000 (Seller)
SOLD	Santa Barbara	4 Apartment Units (beach)	\$ 8,835,000 (Seller)
SOLD	Santa Barbara	Mixed-Use 2 Spaces + SFR	\$ 4,887,500 (Seller)
SOLD	Santa Barbara	8 Apartment Units	\$ 5,950,000 (Seller/Buyer)
SOLD	Santa Barbara	5 Apartment Units	\$ 3,950,000 (Seller/Buyer)

### SANTA BARBARA \$5,250,000



14 units in prime mid-town location.  
2 x 2/1 + 12 x 1/1, ~\$338K income, big upside

### ISLA VISTA \$3,950,000



5 oceanfront units by campus, excellent geology  
1 x 4-BR, 3 x 3-BR, 1 x 2-BR, market cap 7% +/-

805-680-4622 | [KenSwitzer1@yahoo.com](mailto:KenSwitzer1@yahoo.com) | BHHS Commercial Division | DRE# 01245644

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# CalRHA Legislative Updates



Kate Bell, [KateBellStrategies.com](http://KateBellStrategies.com)

June 2024

## Budget Update

The May Revise (<https://ebudget.ca.gov>) was released by the Governor last month and then Legislative Leaders announced their own Budget Proposal (<https://abgt.assembly.ca.gov>) in response to the May Revise to address the \$45 billion shortfall in 2024-25 and the \$30 billion shortfall projected for 2025-26.



CA Governor  
Gavin Newsom

With regard to housing, the Legislative Leaders' plan provides \$1 billion to HHAP Round 6 to provide local governments continued funding to combat the homelessness crisis, approves \$500 million for Low Income Housing Tax Credit program, as proposed by the Governor, and rejects proposed cuts to Multi-family Housing, Regional Early Action Planning (REAP) 2.0, and Housing Navigation and Maintenance Program. Budget negotiations are in the final stages, as the Legislature needs to pass the budget bill by June 15th and the Governor signs the budget by July 1st.

## Legislative Update.

When the Assembly Appropriations Committee took up bills in mid-May, one bill that we were opposing, AB 2187 (Bryan), which would have created the Office of Tenants' Rights and Protections, was held so it is dead for the year. In another win, AB 2785 (Wilson), which would have required a landlord to, within 30 days of receiving a tenant's security,



CA Assemblyperson  
Isaac Bryan



CA Assemblyperson  
Lori Wilson

deposit the sum into an account of a bank or other financial institution regulated by the state or federal government, was shelved by the author for the year. Bills are now being heard in the second house.

A priority bill, AB 2216 (Haney, D-San Francisco), dealing with pets, will be significantly amended. In order for AB 2216 to garner the votes to pass the Assembly Floor, Assembly-member Haney committed to taking the following amendments in the Senate:



CA Assemblyperson  
Matt Haney

- 15 or less exempt
- 16 or more required to take 1 pet
- Beginning with a second pet, you can charge \$50 per month.
- Landlords can collect an additional security deposit 50% more up to \$1000 cap.
- Delayed implementation until April 1, 2025. Allow pet deposit for carpet cleaning.
- Allow the landlord to demand proof of liability insurance and the landlord can be added as an additional insured.
- Tenants can't have restricted pets.
- Clarify it doesn't impact existing or renewal of leases.

CalRHA has met with the Chair of the Senate Judiciary Committee, Tom Umberg, in order to discuss these and other amendments.

The CalRHA sponsored bill, **AB 2278 (Carrillo, D-Los Angeles)** Publishing Rental Rates, is set for a hearing in the Senate Judiciary Committee on July 11th, where it is slated to pass on consent. This bill would have the Attorney General publish the maximum allowable annual rent by July 1st of each year.



CA Assemblyperson  
Wendy Carrillo

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Other updates on key legislation are as follows:

**AB 2347 (Kalra) Evictions.**

Would make various procedural changes to landlord-tenant law, including specified extensions of time for tenants to respond to notices and eviction papers. AB 2347 extends the time for the defendant's response to be filed from five court days to 10 court days after the unlawful detainer complaint and summons is served on the defendant. It also prohibits the clerk from entering default in an unlawful detainer action less than three court days after the plaintiff files the proof of service of the summons and complaint. AB 2347 is pending a vote on the Assembly Floor.

**OPPOSE**



CA Assemblyperson  
Ash Kalra

**AB 2498 (Zbur) Rent Relief.**

Establishes the California Housing Security Program (the Program) to provide counties with funding to administer a housing subsidy to eligible persons to reduce housing insecurity and help Californians meet their basic housing needs, subject to an appropriation. The bill would create a 2-year pilot in eight counties, including Los Angeles, Orange, and San Diego. The bill is pending a hearing in the Assembly Appropriations Committee.

**SUPPORT**



CA Assemblyperson  
Rick Chavez Zbur

**AB 2584 (Lee, D-Milpitas) Corporate Owned Single-Family Homes.** Would prohibit owners of more than 1,000 homes from buying more single-family properties. This bill is pending a hearing in the Senate Judiciary committee and CalRHA is part of a coalition that is opposing the bill. **OPPOSE**



CA Assemblyperson  
Alex Lee

**AB 2747 (Haney) Credit Reporting.** Requires specified landlords to offer each tenant obligated on a lease the option of having the tenant's positive rental payment information reported to at least one nationwide consumer reporting agency. This bill is set for a hearing in the Senate Judiciary on June 18th

**OPPOSE**

**AB 2801 (Friedman) Security Deposits.**

As introduced, the bill would have prevented using security deposits for professional carpet cleaning. However, the bill has been significantly amended and is less onerous. CalRHA has met with the author's office and Chair of the Senate Judiciary Committee about a possible carve-out for small operators/opt-in. AB 2801 is set for a hearing in the Senate Judiciary Committee on June 11th.



CA Assemblyperson  
Laura Friedman

**SB 1201 (Durazo) Beneficial Owners.**

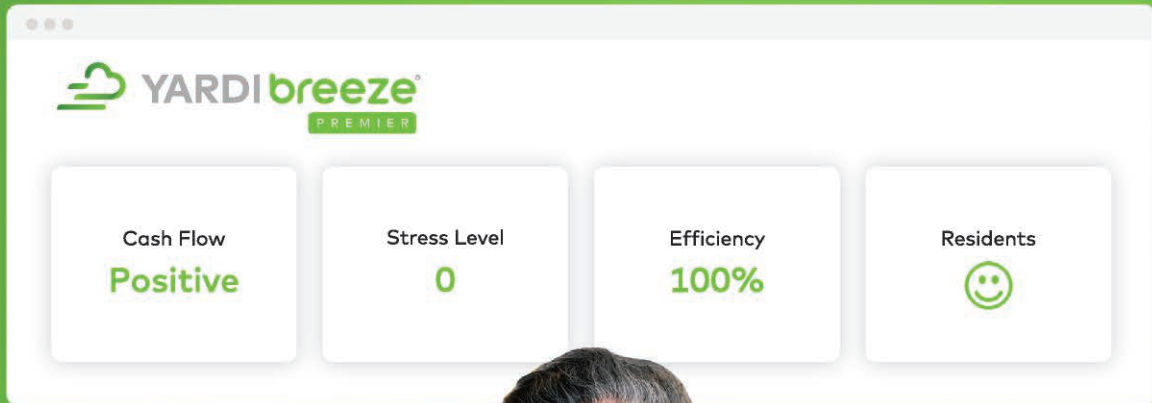
SB 1201 requires corporations, limited liability companies (LLCs), and real estate investment trusts to report information about their beneficial owners, as specified, on periodic reports that those business entities are required to file with the Secretary of State (SOS) and that are made available to the public. The bill is set for a hearing in Assembly Banking Committee on June 17th. **OPPOSE**



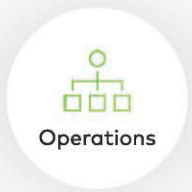
CA Senator  
Maria Elena Durazo

The legislative calendar for 2024 is as follows:

- June 15 - Budget bill must be passed by midnight
- June 27 - Last day for legislative measure to qualify for the November 5th General Election ballot
- July 3 - Last day for policy committees to meet and pass bills
- July 4 - August 4 - Summer Recess
- August 16 - Last day for fiscal committees to meet and pass bills
- August 23 - Last day to amend bills on the Floor
- August 31 - Last day for each house to pass bills
- September 30 - Last day for the Governor to sign or veto bills



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Since January 1, 2020; AB1482 has restricted rent increases for rental properties subject to AB1482. Generally, units subject to AB1482 are multi-family units, duplex or larger. (Single family homes are usually exempt so long as the rental agreement expressly states that the property is exempt. Contact your attorney if you are not certain if your unit is exempt.)

For units subject to AB1482, rents over any twelve-month period may be increased by no more than five percent plus the applicable consumer price index (CPI). The applicable CPI looks at price increases on an April-to-April calendar year basis. The April-to-April CPI from 2023 to 2024 was 3.8%. Therefore, beginning August 1, 2024 the maximum increase in rents on tenants of non-exempt residential units is 8.8%.

# RENT CAP

SANTA BARBARA COUNTY:

Effective August 1, 2024 for Units Subject to Rent Control Under AB1482

	Base Increase	CPI Increase	AB1482 Allowable Increase
For rent increases that take effect <b>BEFORE</b> August 1, 2024	5%	4.2%	9.2%
For rent increases that take effect <b>ON OR AFTER</b> August 1, 2024	5%	3.8%	8.8%



**JUST LISTED!**



**4 UNITS IN ISLA VISTA | LISTED FOR \$3,399,000**

6749 SABADO TARDE RD & 6750 DEL PLAYA DR | (4)2BD/1BA UNITS | 10,019 SQ. FT. LOT

Situated in the highly sought-after rental market of Isla Vista, this block-spanning 4-unit parcel stands as a generational asset. Rarely does a 10,000 +/- SF lot on the mountainside of Del Playa ever become available. Leased through 2025, these four 2-bedroom, 1-bathroom units are well laid out and offer tenants a truly unique IV living experience. Under the current ownership, the property has undergone numerous upgrades over the last 25 years, including roof replacement, bathroom and kitchen updating, complete exterior painting, and the recent installation of all-new electrical wiring and panel in 2024. Property tours will be available with the listing agent, and additional information/reports available upon request.



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6744 SABADO TARDE ROAD | UNIT MIX: (1) 3BD/2BA, (1) 2BD/2BA | 4,791 SQ. FT. LOT

This highly desirable property in Isla Vista entered into escrow after just a few short days on the market. Lori Zahn and Jon Standring represented both the seller and the buyer in this successful transaction. The buyer was looking for student housing to trade into with a 1031 exchange. However, the buyer's down-leg exchange property on Sabado was not yet listed. With several moving pieces in this transaction, the buyer was able to list his other property, get into escrow within five days, and his lender was able to close quickly. Throughout the process, Beachside helped the buyer in every way possible to support, encourage, educate, and keep the ball rolling to complete the 1031 exchange into this asset in Isla Vista. At Beachside Partners, our goal is to put our clients' minds at ease and ensure a smooth transaction from start to finish!



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# Protecting Costa-Hawkins

## 2024 THREAT TO COSTA-HAWKINS



### WHAT IS COSTA-HAWKINS?

The Costa-Hawkins Rental Housing Act is a California state law that exempts certain kinds of residential rental units from rent control ordinances and allows landlords to reset the rental rate on rent-controlled rental units where they become vacant or where the last rent-controlled tenant no longer permanently resides at the unit (including where they move and leave behind subtenants).

In simpler terms, the Costa-Hawkins Rental Housing Act places limits on the ability of local governments to enact rent control. Specifically it exempts single family homes/condominiums and post 1995 construction from rental control. It allows landlords to establish initial rental rates for a new tenant — a policy known as vacancy decontrol.

### BIGGEST THREAT TO PROPERTY OWNERS!

The AIDS Healthcare Foundation and activist Michael Weinstein have qualified a 2024 ballot initiative, the so-called “**Justice for Renters Act**”<sup>1</sup> that abolishes Costa-Hawkins protections and directly threatens your rights as a property owner.

<sup>1</sup>To view the current Justice for Renters Act go to [https://assets.noviams.com/novi-file-uploads/calrha/pdfs-and-documents/Protecting\\_Costa\\_Hawkins/22-0008\\_\\_\\_quot\\_Justice\\_for\\_Renters\\_Act\\_quot\\_\\_\\_pdf](https://assets.noviams.com/novi-file-uploads/calrha/pdfs-and-documents/Protecting_Costa_Hawkins/22-0008___quot_Justice_for_Renters_Act_quot___pdf)

### How the Initiative Threatens Your Investment

The proposition authorizes your city and county politicians to immediately enact ordinances that:

- Prevent owners from charging market rents to new tenants upon vacancy (“vacancy decontrol”). Yes, if this passes the government, not you, will set rents.
- Allow rent control of single-family homes and condominiums.
- Expand local government bureaucratic hurdles thereby increasing your operating costs.

### The proposition is guaranteed to:

- Decrease your rental income.
- Decrease the resale value of your property. In New York, a similar proposal reduced property values by 30 percent to 40 percent.
- Create a patchwork of local ordinances that complicate compliance and increase your expenses.

### SO WHAT CAN YOU DO?

Learn more about the initiative and help raise awareness and share the information.



A short video on the November initiative and how it will affect you is available at the CalRHa website: <https://www.cal-rha.org/protecting-costa-hawkins>

# HELP STOP RENT CONTROL INITIATIVE



FACTSHEET



A new rent control initiative will be on the November 2024 ballot.

## 2024 BALLOT INITIATIVE WHAT IT DOES

Local jurisdictions will have free rein to **impose and expand rent control**.

Will prohibit rent increases upon vacancy (also known as vacancy de-control) by **eliminating the owner's ability to charge the market rate** when a tenant vacates the unit.

Imposes rent control on **all properties** including **single-family homes and condominiums** by eliminating AB 1482 protections.

## PROPERTY OWNERS WHY IT MATTERS

Your rental income and property value will decline.

If you are renting your units below market, you may never catch up because the initiative allows local jurisdictions to "cap" how much you may increase rent following a vacancy.

Rent "caps" would apply to single-family homes and condominiums.

To stop this so-called "Justice for Renters" initiative in 2024, CalRHA and its affiliates are asking for your support and contribution to fight this third attempt by the same anti-housing activists behind Propositions 10 and 21 from 2018 and 2020. CalRHA and its regional associations collectively need to raise a minimum \$5 million dollars, so we're all in this together.

From the SBRPA website Contribute-->CalRHA to donate.



### \$5 MILLION TARGET

The last rent control fight cost the broader housing industry \$80 million dollars. This next fight will cost even more.



### DEDICATED FUNDS

Funds will be deposited into a dedicated account specifically for fighting the initiative.



### SUCCESS TOGETHER

We defeated both the 2018 and 2020 rent control initiatives. With your support, we can do it again.

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# NAVIGATING THE TENANT PROTECTION ACT & TERMINATION OF TENANCY

Thursday, September 19, 2024 • 1:00PM–3:00PM  
WorkZones 351 Paseo Nuevo, Floor 2 Santa Barbara CA 93101

Jim Cole of Slaughter Reagan & Cole LLP will be presenting a workshop for landlords, property managers, and real estate professionals looking to gain a comprehensive understanding of tenant relations, property management, and legal updates affecting the rental market. Join us for this informative workshop and gain valuable insights to help you effectively manage your rental properties and navigate tenant relations with confidence.



## TERMINATION OF TENANCY

- Proper notice procedures
- Just cause for termination
- Eviction processes and pathways

## POST TENANCY

- Managing property abandonment
- Conducting pre-move out inspections
- Handling security deposits

## LEGAL UPDATES

- Latest changes in security deposit laws
- New regulations regarding pets and rental properties



James B. Cole, a partner at Slaughter Reagan & Cole LLP since 2004, brings extensive experience in transactional matters and litigation related to business, real property, and serious bodily injury. His practice includes drafting buy/sell agreements, land purchase agreements, leases, and forming corporate and LLC entities.

Mr. Cole has significant trial experience representing private business clients and insurance carriers in cases involving real property, breach of contract, premises liability, construction defects, business disputes, employer defense, and serious personal injury. Serving as a Judge Pro Tem and arbitrator in both Santa Barbara and Ventura County Superior Courts, he is also a respected mediator, frequent speaker for the Oxnard Police Department's Crime Free Program, and a guest lecturer at college real property classes.

\$35 for members \$50 for non-members (also available via Zoom)  
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# Business Partner Directory

Welcome to SBRPA's Business Partner Directory, a special group created for our Vendors and Suppliers. You get a free listing in the Business Partner Directory on the SBRPA website, with your logo and a link to your profile, which is a separate page with your logo, address and contact information, an overview of your company as well as a link to your own website. You can also include LinkedIn/Facebook URLs and Twitter/Instagram handles. To join, fill out the application on the facing page, or call the office if you would like a hard copy sent to you. For more information about Business Partners, contact Lori Zahn, Chair, SBRPA Business Partnerships, 805-451-2712.



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## Coastal Housing Partnership Rental Listing Site

P.O. Box 50807, Santa Barbara 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 County. Feature our 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 employees of our member companies. For more information and to register for our site, go to <https://rentals.coastalhousing.org/>



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**For More Information Contact the Golf Committee**

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Lydia Perez: 805-256-0776 • [perez-lydia@outlook.com](mailto:perez-lydia@outlook.com)

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~ Bob Hart, Santa Barbara Association of Realtors

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## Q3 Upcoming Meetings & Events



National Apartment Association

### Rental Housing Advocacy and Legal Summit - RHALS 2024

Tuesday July 30 2024 – Thursday August 1, 2024  
Omni Mandalay Las Colinas Hotel, Irving, TX

#### What is RHALS?

The 2024 Rental Housing Advocacy and Legal Summit (RHALS), formerly Government Affairs Roundtable (GART) and Legal Symposium, is NAA's event that connects and educates government affairs professionals and volunteers while discussing pressing rental housing industry issues happening all over the country.

#### Who should Attend?

RHALS is a must-attend event for all industry professionals seeking to stay informed and prepared to contend with the ever-evolving world of rental housing law and regulation.

In addition, RHALS offers attorneys an opportunity to earn CLE credits while discussing the trends, threats and challenges facing the rental housing industry.

#### Questions?

If you have any questions about attending, please contact Emma Craig (Rental Housing Advocacy) at [ecrig@naahq.org](mailto:ecrig@naahq.org), or Lauren Shelton (Legal Summit) at [lshelton@naahq.org](mailto:lshelton@naahq.org).

### IRO Summit

Thursday, September 19 2024 – Online

The IRO (Independent Rental Owner) Summit, presented every year by NAA and Yardi Breeze caters to the educational needs of independent rental owners, regardless of portfolio size. Complete IRO Summit 2024 dates and details coming soon.

Here is a list of previous Summit Webinars, which are available on the NAA website:

- Emergency Preparedness Crisis & Recovery in Property Management
- No More Risky Business: Protect your Community from Fraud

- Navigating the Future of Staffing: Insights from Workforce Solution Experts
- The Bottom Line of Mental Health
- How Automation & Centralization are Leveling the Playing Field for Small Business
- NAA Legislative & Regulatory Update
- The Housing Advocacy Landscape
- Market Trends & Forecasts Impacting IROs
- From Move-In to Move-Out: Best Practices for Risk Management
- ILS IRL: Internet Listing Services in Real Life
- You Bet Your Assets! ESA Processing & More
- What Keeps You Up at Night.

### Cultivate

Thurs-Fri September 26-27, 2024  
JW Marriott Austin, TX

**Futurizing Your Leadership.** Cultivate is an annual event for senior leadership that focuses on solving industry challenges amongst peers and leaders in a retreat-style experience. The basic schedule is now available online. Keynote Speaker Diana Kander, **Unleash Your Curiosity to Futurize your Leadership.**

#### Education Sessions:

**"I Didn't Get the Memo": Why Your Communications Strategy is Broken and How to Fix It.** In today's fast-paced business environment, effective communication is paramount for success, yet many organizations struggle to bridge the gap between strategy and execution. Gain practical insights on leveraging communication for tangible results and reimagining strategies through resource utilization and challenging outdated practices. Take away an understanding of the pitfalls of traditional communication strategies, integrating the human element for engagement, and developing measurable objectives to bridge strategy with execution.

**Elevate Your Spreadsheet: Transitioning Underwriting To Achievable NOI.** Advance your underwriting skills through techniques and methods that translate into operational realizations. Learn to add the "people"



# Cultivate 2024 Education Sessions

Get excited for this year's education sessions!

element to your underwriting so that the numbers on a spreadsheet can drive powerful NOI. Leverage your resources, utilize market data, and challenge the underwriting of multifamily's past by re-learning how to assemble objectives on paper that can become a reality onsite. Learn how to elevate common underwriting practices by adding straightforward factors that are effective, strategic, and measurable.

**Unveiling Hidden Talent: Navigating Talent Identification and Development.** In today's ever-evolving business landscape, the ability to uncover and nurture talent within your organization is more crucial than ever. Discover how to recognize and value the untapped talent within your organization, fostering a culture of continuous improvement and growth. Learn to develop potential leaders, ensuring every team member feels valued for their experience and seen as vital for the organization's future success. Walk away with tools to create a sustainable talent pipeline, enhance team performance, and secure the organization's competitive edge in the marketplace.

**Leadership Reset: Harnessing Collaborative Strategies to Exceed Team Member, Resident and Owner Expectations.** How do we align stakeholder (team members, owners and residents) expectations, fostering trust and tackling root causes of organizational friction? Gain insights into bridging the gap between crisis and collaboration and elevate both internal and external customer experiences. Master the art of proactive problem-solving and drive transformative results in your organization by navigating the intersections of talent, operations and market realities.

**Blameless Autopsy: Find What's Killing Your Organization and Revenue Without Naming a Defendant.** Status quo is killing your cash flow and your

people. To drive revenue growth, it's imperative to foster a culture centered on growth, innovation and solutions-oriented outcomes. Identify miscalculations and lessons learned without creating blame culture. Fear of blame for errors stifles risk-taking, collaboration and transformation—crucial elements for advancing your company's strategy and future success. Embracing mistakes as critical learning steps rather than setbacks transforms these experiences from costs into investments, ensuring a dynamic pathway to growth and revenue enhancement.

**Untapped Potential: Elevating Maintenance Service for Industry Success.** As executives, it is easy to overlook the value of maintenance, but the multifamily industry is facing two critical challenges: a declining number of professionals entering trade industries and an overall lack of recognition for the importance of maintenance in the asset performance. Learn to dispel these misconceptions and spotlight the indispensable role of service teams in bolstering property performance and elevating the multifamily sector as a desirable career choice. Walk away with tools to bring new talent into the field and build bench strength with current maintenance team members. Raise the value of your real estate by investing in strong service personnel.

**Beyond the First Step: Integrating Inclusion into Organizational DNA.** Dive into the critical shift from diversity to inclusion, emphasizing the imperative to embed equity into the fabric of your organization. While hiring diverse talent is undoubtedly crucial, true progress demands an intentional commitment to fostering inclusion and equity across all operational aspects. Learn to define inclusion not merely as a representation of diverse voices, but as the active creation of environments where every individual feels respected, valued and a sense of belonging. Recognizing that microaggressions often undermine inclusion efforts, gain a comprehensive understanding of

what they entail and how they manifest in workplace dynamics. Dissect various biases, including unconscious biases, shedding light on how to cultivate awareness and mitigate impact on decision-making processes.

**Your Culture is Gaslighting: How to Build a Contagious Culture That Creates Authentic Belonging.**

The heartbeat of success is embedded in the culture we cultivate within our organization. Examine the art of creating a contagious company culture that resonates authentically from the corporate office down to the property level. Unravel key components that make a company culture not just memorable but contagious, spreading like wildfire through your organization. Discover strategic insights and actionable steps to foster a sense of authentic belonging, fostering a workplace environment where every team member feels valued, heard, interconnected and an integral part of the success story.

**Future Proof to Future Proven: Designing the Organization of Tomorrow.**

To thrive in today’s complex and ever-evolving business landscape, organizations must future-proof themselves. Simply outperforming the competition is no longer sufficient. Residents, employees and clients now seek a deeper and more meaningful impact from their interactions with multi-family companies. Come discover actionable ideas

to help reimagine your organization to effectively meet the demands of the present and the future.

**Mental Health in a Bad News Cycle.**

The ability to navigate and communicate bad news effectively is essential for organizational resilience. Explore 5five key strategies to deliver difficult news while prioritizing mental wellbeing. Through practical guidance and real-life scenarios, discover techniques to safeguard mental health amidst challenging situations. From understanding the impact of bad news cycles to implementing self-care practices, walk away empowered to navigate difficult conversations with resilience and empathy.

**From Boomer to Zoomer - Crossing the Generational Divide.**

Dive into the rich landscape of generational dynamics! Tap into the invaluable wisdom of Baby Boomers while embracing the cutting-edge innovation of Gen Z and walk away with actionable insights. Fostering empathy and mutual respect, focus on the experiences of four of the five generations currently in the workplace to uncover a path to a cohesive, generational collaboration. Create a deeper understanding of the unique qualities that drive each generation and discover how to create constructive collaboration across the generational spectrum in both the workplaces and communities we serve.

## Cultivate 2024 Schedule

### Thursday, September 26

10 a.m. - 10:10 a.m.	Welcome/Orientation
10:10 a.m. - 12:00 p.m.	Diana Kander Keynote and Workshop <b>Unleash Your Curiosity to Futurize your Leadership</b>
12:15 p.m. - 1:00 p.m.	Lunch
1:15 p.m. - 2:15 p.m.	<b>Breakout Sessions</b>
2:30 p.m. - 3:30 p.m.	<b>Breakout Sessions</b>
3:45 p.m. - 4:45 p.m.	<b>Breakout Sessions</b>
4:45 p.m. - 5:00 p.m.	Day One Wrap Up
5 p.m. - 7 p.m.	Reception

### Friday, September 27

7 a.m. - 8 a.m.	Inspiration Walk
9 a.m. - 9:50 a.m.	Breakfast with Storytelling
10:00 a.m. - 10:55 a.m.	<b>Breakout Sessions</b>
11:00 a.m. - 12:00 p.m.	<b>Breakout Sessions</b>
12:00 p.m. - 12:50 p.m.	Lunch
1:00 p.m. - 2:00 p.m.	<b>Breakout Sessions</b>
2:15 p.m. - 3:15 p.m.	<b>Breakout Sessions</b>
3:15 p.m. - 4 p.m.	Wrap Up / Actions Moving Forward



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## Rental Owner Updates

### WANT TO BUY HOUSES – MARKET CONSTANTLY!

A successful landlord recommends to individuals who are looking to buy houses that they should always be marketing (especially if they want to find great deals). He shared one example he does for marketing. The guy who clears his drains whenever there is a back up also happens to coach the local little league.

If a resident's line gets clogged, it is the resident's responsibility. If the main line gets clogged, it would be the landlord's responsibility for payment. In either case, he wants the work done by his approved drain guy. If the resident contacts anyone other than the approved drain guy, the resident would be responsible for payment.



But back to the marketing tip: The landlord makes sure he drops the drain guy (who is coaching the little league) \$100 annually for the teams and the landlord in turn gets an advertising sign up on the field. But more importantly, he gets someone who looks out for his properties and his residents. That is priceless. Plus, he gets another inexpensive marketing method.

If you want to buy more houses, you should be marketing constantly with at least three different methods all the time.

### ABOVE MARKET RENT

*Last Friday I posted my latest fixer-upper on Zillow at an advertised rent of \$950/month. Market rent for similar 2/1 houses in this Class C neighborhood is approx. \$700-\$800/month. I put my advertised rent at \$950 just to see what would happen if I went above market. I was tempted to advertise at a \$1,000 but my greed gland started*

*bothering me so I decided to keep it under \$1K and befriend them so they'll not hesitate to complain if a renter misbehaves. And they make good references to tenants.*



*First of all, at \$950.00, I am getting responses but not the usual FLOOD of responses from unqualified desperate prospects who will answer any Zillow Ad regardless of the rent amount. I am getting some of those but not the usual flood of them. The few good responses I am getting are coming from tenants who are currently paying approx. \$950-\$1,100 in more affluent sections of town. Maybe they see my house as a bargain?*

*So, I guess the moral to this story is: if you want to cut down on the flood of unqualified rental prospects, try raising your rents the next time you post an Ad on Zillow or where ever you advertise. Don't go below market like most LLs do, go above market !*

*– Roy AL*

*Go above market and sit and sit and sit and sit. In this type of economy, you need to flatter their wallets to get the good ones to move. I'm advertising units below market from here on out for a while. I'll let the automated processing filter out the debris.*

*–NE PA*

*That strategy works really well when the house is "new". People will pay a premium to be the first to live in a house that has been completely remodeled. I'm not as convinced that placing it above market works for houses that are well lived in.*

*– MikeA TX*

*A more energy efficient house will cost less for tenants all year round where a split high efficiency heat pump will provide cooling and heating all year round so when the winter comes tenants will have low utility bills where they will stay longer. . . If in ad "energy efficient" then most tenants will be better off. Not only appearance but low utility bills.*

*– Robert Ontario CAN*

*PRICE is only one reason people make choices. Great online (staged!) pics, good marketing, good service to prospects, smooth application process, convenient location, personal preference. . . we just rented a yellow home to a lady with a yellow car. She joyfully exclaimed "I just love anything yellow! Where do I sign?!"*

*– Brad IN*



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## LOCKS

Can you please suggest locks for the landlord like me who has just 3-4 properties?

I am buying a deadbolt-lock combo from Lowes for \$30 at the turnover and throwing the

I am also not very handy person so it takes 30-40 minutes for me to change locks. I am ok to spend little extra if the lock change will be faster.

- Tom MI

Try [landlordlocks.com/](http://landlordlocks.com/)

Solves the lock problem completely.

- RichE IL

Another vote for Landlord Locks. Solves the problem you have, and tenants can't lock themselves out either, so a twofer

- WMH NC.

Just install the deadbolt, only the boyfriend can lock you out. Most of the box store locks are plastic inside, another vote to "landlord locks"...

- Vee OH



Currently I'm using rekey-able locks Kwik set from Lowes. I buy the deadbolt only and use a non locking, non keyed bottom handset in matching metal. I no longer have to change anything! Just rekey the deadbolt with new keys (that I have collected over time) and all locks for that house match. They have a life span 10-15 years...

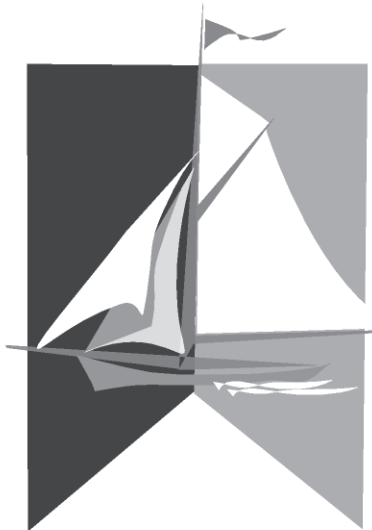
- Plenty MO

Better to Grade one or Grade 2 like commercial dead bolt lock then install a passage lock so tenants can not lock themselves. Then take the locks to a locksmith to be mastered keyed. When a tenant moves out then locksmith can rekey as cost is less if lock is brought to lock smith. Never cheap out on locks where grade 3 domestic grade are easy to break into along with are not fire rated where commercial grade have the UL label. Having a passage lock so key must used to lock deadbolt where the tenant will never lock themselves out. No electronics simple and reliable.

- Robert Ontario CAN

Plenty made a great point about residents changing their locks. When you buy the iCore locks, specify TRAP (Tenant Resistant Apparatus) Screws with a security head. They need a special screwdriver tip to remove. Also we crimp the threads so they are hard runners and don't wiggle loose.

- Brad IN

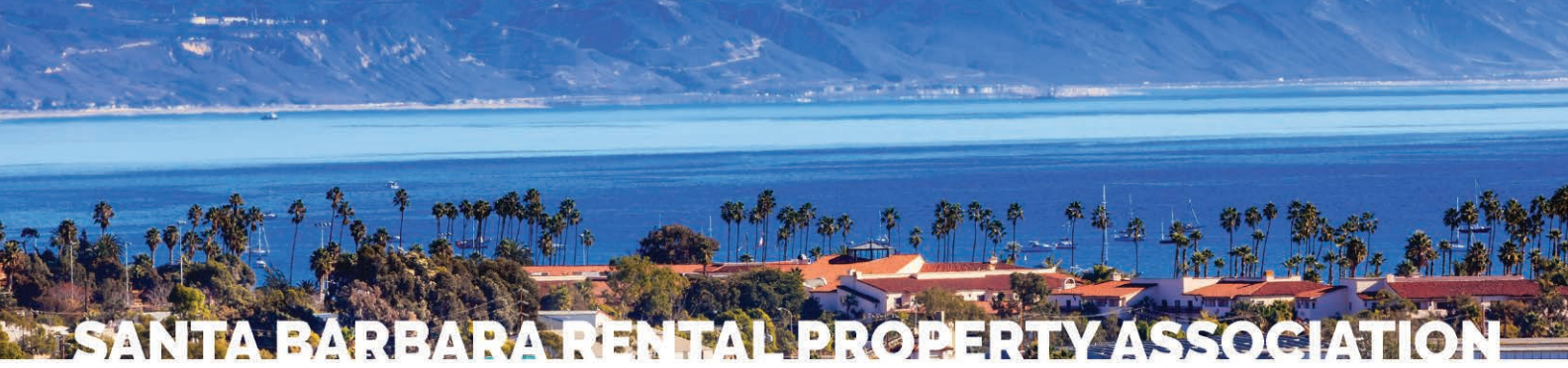


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# Santa Barbara Happenings



Terry A. Bartlett – Reetz, Fox & Bartlett LLP

## Increased Downtown Parking Fees Rejected

The Santa Barbara City Council recently rejected a staff proposal to raise parking fees and lower free parking time downtown. The rejected proposal attempted to limit free parking time to 15 minutes in surface lots and lower free parking time in parking garages from 75 to 60 minutes while also raising hourly rates. City council members realized that the changes would discourage people from going downtown when they rejected the proposal. Now reopen State Street to vehicles.



(image Noozhawk.com)

## Santa Barbara County Will Ask Voters to Increase Hotel Tax on November Ballot

The Santa Barbara County Board of Supervisors voted to add measures to increase the Transient Occupancy Tax (TOT) on the November ballot. Santa Barbara, Carpinteria, Buellton and Solvang are all considering increases. In Santa Barbara, the proposed increase is 2% (from 12 to 14%). These increases would affect hotels, motels and short-term rentals. The measure is opposed by the South County Chamber of Commerce, Visit Santa Barbara, Visit Santa Ynez and members of the hotel industry who point out that the annual vacancy rate in Santa Barbara County is already 30% and higher taxes could potentially lower revenue by making hotel rooms too expensive for potential patrons.

## City of SB Presses Criminal Charges Against Landlord

The lack of affordable rentals, a backlog of new housing, untenable rent increases (up to 10% per year) and renovations are causing a housing crisis in Santa Barbara.

In April, the Santa Barbara Tenants Union hosted a tenants panel in Santa Barbara's West Beach area and in May they held one in Isla Vista. At

these meetings, tenants discussed their experiences being evicted from properties that had recently been acquired by new owners.



(image Independent.com)

against property owner, James Knapp of Koto Group, by the City Attorney's Office. No word on how the landlords can improve their properties while tenants remain in occupancy.

The large-scale evictions in West Beach and Isla Vista led to recent changes to the City's 'just-cause' eviction ordinance and resulted in criminal charges being pressed

## City of Santa Barbara Plans New Sales-Tax Measure for November Ballot

The Santa Barbara City Council is considering raising sales tax by a half-cent. Currently, sales tax in Santa Barbara is 8.75%. A half-cent increase would bring it to 9.25%. The increase is intended to help offset the City's budget deficit and pay for rising construction and personnel costs.

The last increase in sales tax was 1% and occurred in 2017. It was intended to fund infrastructure and city services such as programs that help the homeless.

## Renters and Owners Live in Separate Economies

A recent study released by the Federal Reserve shows that renters are generally doing much worse than homeowners in the current economy. According to the study, 1 in 5 renters have fallen behind on their rent at some point within the last year and renters are much more likely than homeowners to not be able to pay their utilities.

Since the pandemic, rents have gone up considerably (nearly 20% nationwide) while many homeowners refinanced their loans during the pandemic and were able to save money and invest it. This has led to a very different financial experience for owners and renters.

Continued on page 37



# SBRPA MEMBERSHIP BENEFITS

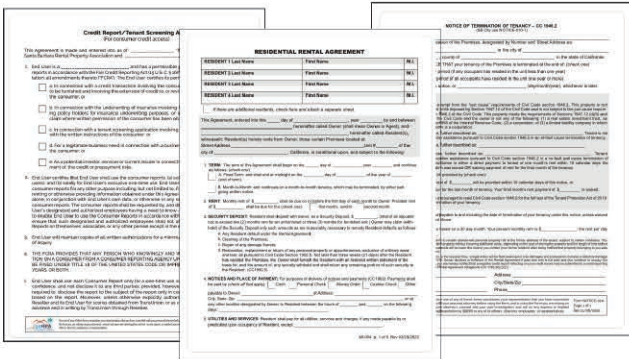
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8. Credit Report Forms and Documents.

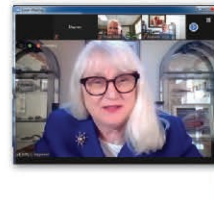
Forms are in 'fillable' PDF format and available in the office or online ([www.sbrpa.org/legal-forms](http://www.sbrpa.org/legal-forms))



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Our *News* magazine, published monthly, includes recurring articles like the *President's Message* outlining important issues; the *Attorney's Corner*, timely topics in property management from a legal perspective; *SB Happenings*, local events related to, or of interest to our members; *CalRHA Legislative Update*, news from our advocates in Sacramento; and *NAA News & Events*.



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## The 2024-25 Proposed County Budget is a Failure

County supervisors, years ago, promised to address the significant shortfall in maintaining our roads, parks, and buildings by spending an additional 18% per year in increases from discretionary revenue (revenue that is not bound by state and federal mandates). As a result, the county went from spending \$1 million per year on maintenance to \$15 million from their general fund monies. Other funds to maintain infrastructure come from federal and state gas taxes and SB1 funds. 2024 marks the first of five years in a row that the County is planning on renegeing on their promise to add the 18% funding. This will doom their commitment to catch up on over \$500 million in existing road maintenance shortfalls.

Instead, the budget proposes to increase spending on its staff. When did staff raises become a higher priority than public safety and infrastructure? The budget also proposes to spend the money on things like racial justice grants (\$275k), a new County DEI Coordinator (\$100k plus?), \$2.4 million for electric vehicle infrastructure, and over \$1 million on a climate action plan. I guess you can get away with it that when it's all "other people's money".

All in all, the county budget grew by over \$100 million in the last year, meaning out of a \$1.6 billion budget, the County will fail to maintain crumbling roads and other county infrastructure. This failure will cost dearly in future years when roads must be replaced, rather than merely repaired.

## Nonprofit Corruption: A Frequently Overlooked Problem

Non-profit organizations, organized around causes that are for the public good, are often overlooked as sources of corruption. This is due not only to their alignment with community values but also the implication that they are not organized primarily for the financial gain (i.e. "non-profit"). Unfortunately, non-profits can and often are manipulated by people who due to the lack of oversight are able to direct large sums of money and/or undermine the non-profit's cause.

A recent article in The Journal of American Affairs discussed a few recent instances of non-profit corruption being exposed on the west coast. From millions of dollars in mismanaged funds by ex-felons at a Seattle non-profit (the Freedom Project) to the CEO of San Francisco's non-profit, United Council of Human Services, spending money on cars, jewelry and apartments for her

friends, to the Tenants and Owners Development Corporation (another San Francisco non-profit) spending money to lobby against the development of affordable housing (their purported cause) in order to receive larger government subsidies, many instances of exploitation and dishonesty have been exposed.

One recent instance of this kind of corruption in Santa Barbara occurred recently when an accountant for an Orcutt softball non-profit plead guilty to embezzling \$51,000.

Many of these issues are due to lax hiring practices (hiring people without proper qualifications) and giving them access to money from the government or generous private donors, and the cover of good cause.

## Affordable Housing in Santa Barbara

Housing is defined as affordable when it takes up only 30% of a person's income after that income is compared to area median income and the number of people in the household are considered. This means that a one-person household making \$50,000 per year in an area where the area median is \$35,000 and paying \$1,250 per month in housing costs would be doing well while the same person in the same area making the same amount of money but raising three children would be burdened by spending the \$1,250 per month on housing.

In Santa Barbara, extremely low income is less than 30% (\$42,000/yr. for a family of four) of the area median income, very low is less than 50% (\$70,000/yr.), low is less than 80% of area median (\$112,000/yr.) and moderate is less than 120% of area median income (\$120,000/yr.).



(image Noozhawk.com)

75% of low-income renters here spend more than half of their salary on rent and nearly half of those who live here are renters. The average rent in the area has increased about 30% in the last 3 years, according to the Santa Barbara Foundation's study.

*Terry A. Bartlett is a real estate, housing, and landlord-tenant attorney at Reetz, Fox & Bartlett LLP in Santa Barbara.*

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