

Dec 2025

SANTA BARBARA
RENTAL PROPERTY

news

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

SBRPA ANNUAL MEMBERS MEETING
TUESDAY, 12/16/2025, 11:00AM
PLEASE SIGN UP AT WWW.SBRPA.ORG

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December 2025

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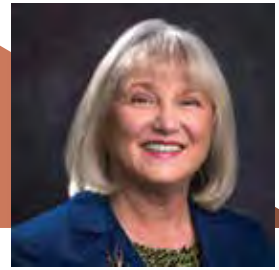
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President's Message

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



What a year this has been and not in a good way. Housing providers have been slammed with additional new laws and requirements. As one of your representatives to CalRHA (California Rental Housing Association) with over 738,000 members across the state, I have access monthly to news and views from all of the affiliate and direct members and their experiences. Last week, as I write this, the tragic but totally predictable news to those who understand the rental housing business, was that surveys had been taken by the associations of all of their members. Two out of three small housing providers (those with less than 4 units) are going out of business within the next two years. They are selling.

With all of the onerous laws and conditions piled on them by local governments, those who saved and worked hard to purchase one or two units to supplement their retirement income are now infusing money each month rather than obtaining a small benefit from ownership. They are giving up. It is too much.

How can local governments officials expect that small housing providers can continue to provide affordable housing while being limited in rent increases to less than the CPI (Consumer Price Index) figure which tracks the cost of living? Being limited to LESS than the cost of living increase means that the housing providers are not getting the cost of living increase while their expenses are soaring. Insurance rates are astronomical. Utilities are going up drastically. Repairs and maintenance of these properties which housing providers are mandated to keep up to Civil Code Section 1941.1 standards are at an all-time high. Getting less than the cost of living rent increase can NEVER be a "fair rate of return."

When these owners sell, the properties will not be rented to the market at the same rate. Most likely, they will be sold to large corporations which will not work with the individual tenants to assist with their specific needs such as the local, small housing providers have been doing all these years. It will be a machine. Does the prospective tenant fit into this cookie cutter? If not, there will be no chance

to rent. If one rent payment is missed, no-one will inquire about what the problem is and try to work with the tenant. There will be a Three-Day Pay or Quit Notice served and prosecuted. Once out, another tenant will be there to take their place and no special consideration will be offered.

By far, the majority of my clients have worked with tenants in the past, many times letting them go several months without paying rent when they lost a job or a child was ill and needed expensive medical care or when the tenant was hit with another kind of disaster. These stories really showed compassion and understanding. In my experience, by far the smaller housing providers have been caring and not the evil persona that they are given out to be by the local government officials and tenant representatives.

Every Legislative session sees a new slew of so-called "tenant protection laws" or as one of the CalRHA Board members called it a "cluster of proposals" introduced. But, are they truly "tenant protection laws?" I don't think so. These laws have served to reduce the number of affordable housing units available. I see no other industry being labored with the duties put upon housing providers. Grocery stores are not forced to provide free food. Restaurants are not forced to provide free food. Utility services are not forced to provide free utilities. Insurance companies are not forced to provide free insurance. Nor are any of these forced to reduce their prices for services to those who cannot afford them.



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Presidents Message from page 5

Legislators, local government officials and tenant groups have been successful: they have completely destroyed the good housing provider and tenant relationship that used to exist. It is gone.

Unless we see a more rational approach in 2026, there will be no improvement but a continued slide down a slippery slope. It is time to look at the situation rationally and with an unbiased perspective.

SBRPA will continue to provide you with announcements of upcoming City Council meetings that concern housing providers and will inform you of upcoming law changes. Please attend these meetings and make your voices heard. You have the right to write in or meet with your local representatives to tell them YOUR stories and how things have been for YOU. Please do so.

We appreciate your membership and participation.

Happy Holidays to you all.

Betty L. Jeppesen, President



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SBRPA Calendar



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The SBRPA Annual Meeting (Zoom)

Tue, 12/16/2025, 11:00am–12:15PM (Virtual)

Annual Zoom meeting will include speakers for the 2026 Legal Forecast. Greg Brown from NAA, Kate Bell for CalRHA, and SBRPA President Betty Jeppesen. See page 17.

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 or call 805-687-7007

Handwritten: december 2025

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14 Happy Hanukkah	15	16 SBRPA Member Meeting	17	18	19	20
21	22	23	24	25 Kwanzaa	26	27
28	29	30	31 Happy New Year			



2026 Q1 Events and Programs

AEX Live

Thu-Fri, January 29-30, 2026

Aloft Lake Nona | Orlando, FL

Cultivate

February 17-18

Kimpton Aertson Hotel | Nashville, TN

Advocate

March 24-25

Grand Hyatt Washington | Washington, DC

More information on these events is available on NAA's website: naahq.org.

Welcome New Members

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Dorte Andersen, Ingrid Anderson,
Peter Clark, Melinda Brown, David Fee,
John Koontz & Shirley Jansen**





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CalRHA Legislative Updates

Kate Bell, KateBellStrategies.com



November 2025

POLITICAL AND PUBLIC POLICY UPDATE

Political Update

Given the passage of California's Proposition 50 in the November 2025 special election, the state has adopted new congressional district maps. The new boundaries were designed to counteract partisan redistricting efforts in Republican-led states such as Texas. Analysts suggest the change could enable Democrats to gain control of up to five Republican-held House seats, potentially playing a major role in determining which party holds the majority in the U.S. House after the 2026 midterms.



CA Governor
Gavin Newsom

Specifically, the districts currently represented by Republicans Darrell Issa, Doug LaMalfa, Ken Calvert, David Valadao, and Kevin Kiley have been redrawn to include a greater proportion of Democratic-leaning areas. Already, termed-out ProTem Mike McGuire has declared that he will be challenging Doug LaMalfa. The proposition is facing immediate legal challenges in that the California Republican Party and the U.S. Department of Justice have filed lawsuits seeking to block the new maps, arguing they violate constitutional protections. However, this is largely viewed as a success for the Democrats and Governor Newsom in California.

As far as Leadership in the State Capitol, Senate Pro Tem Elect, Monique Limon (D-Santa Barbara), will be sworn in on November 17th. With a change in leadership in the Senate, we can expect changes in Committee Chairmanships and make-up. Those will likely be announced in December



CA Senator
Monique Limon

New Laws Going into Effect January 1, 2026

AB 246 (Bryan) the Social Security Tenant Protection Act of 2025. The Act authorizes a tenant of residential real property to assert Social Security hardship as an affirmative defense in an unlawful detainer proceeding based on the nonpayment of rent.



CA Assembly
Isaac Bryan

AB 414 (Pellerin) Security Deposits. Amendments were agreed upon, to allow for mutual written agreements for alternative methods of refunding security deposits, clarify that the itemized statement can be provided by email or first-class mail upon mutual agreement, and account for managing security deposit returns when multiple adult tenants reside in a unit.



CA Assembly
Gail Pellerin

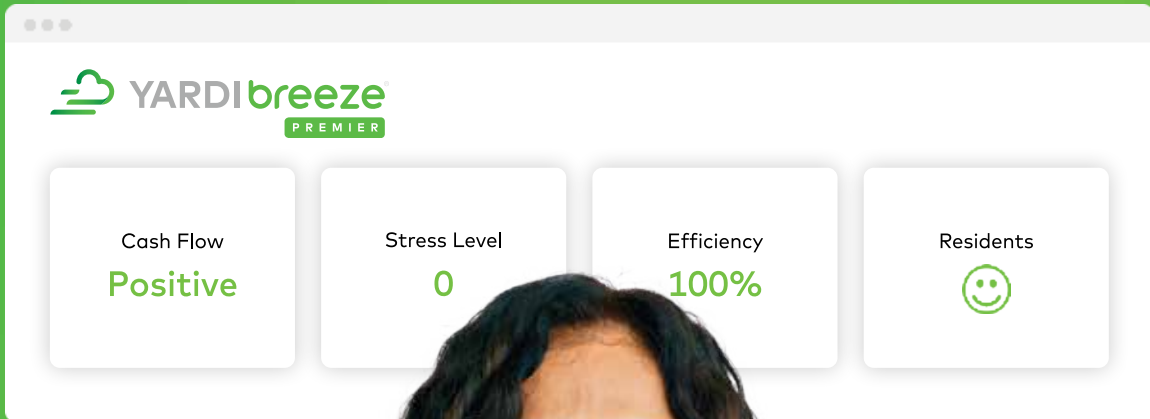
AB 628 (McKinnor) Habitability: Stoves and Refrigerators. This bill makes a dwelling that substantially lacks a stove or refrigerator that are maintained in good working order and capable of safely generating heat for cooking or safely storing food untenable.



CA Assembly
Tina McKinnor

AB 747 (Kalra) Service of Process Accountability, Reform and Equity (SPARE) Act. The bill establishes rigid requirements for service of process—including three separate personal service attempts at different times and days, mandatory attempts at residential addresses even when such information may not be available, and GPS-stamped photographic evidence for every attempted or affected service.

Continued on page 13



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AB 863 (Kalra) Residential Rental Properties: Language Requirements. Instead of requiring a landlord to provide the tenant with a notice in Spanish, Chinese, Tagalog, Vietnamese, or Korean, as well as in English. Amendments were taken to instead have the Judicial Council create a summons containing the languages and make it available on their website.



*CA Assembly
Ash Kalra*

AB 1414 (Ransom) allowing for an opt-out of landlord-tenant internet service, is pending at the Governor's desk, with both the National Apartment Association and the California Rental Housing Association opposed.



*CA Assembly
Rhodesia Ransom*

SB 262 (Wahab) Prohousing Local Policies. This bill adds additional local policies related to housing stability, and homelessness as pro-housing policies that the Department of Housing and Community Development (HCD) can consider in developing a pro-housing designation. We were able to have rent stabilization ordinance, funding for legal services for eviction defense and eviction prevention, as well as tenant protections amended out of the bill.



*CA Senate
Alisha Wahab*

Looking Ahead to 2026

As January will begin the second year of a two-year session, any bills introduced in 2025 that stalled in their house of origin must pass policy committee by January 16th and the Floor by January 31st.

As an example, AB 1157 (Kalra) dealing with just cause and rent increases is still in Assembly Judiciary and we will continue to oppose. A bill we are helping to support, AB 1183 (Lowenthal) which would allow for a right to cure in habitability claims, must also pass the Judiciary Committee by January 16th.

There will likely be bills on trespass, landlord-tenant fees, and development/redevelopment that we will be engaged on in 2026. All legislative deadlines are listed below.

2026 Legislative Deadlines

- February 20th: Bill Introduction Deadline
- March 26th: Spring Recess
- May 8th: Policy Committee Deadline
- May 15th: Fiscal Committee Deadline
- May 29th: Floor Deadline
- June 15th: Budget Bill Passage
- June 25th: Last Day for a Legislative Measure to Qualify for November 3rd General Election Ballot
- July 2nd: Policy Committee Deadline in Second House and Start of Summer Recess
- August 3rd: Legislature Reconvenes from Summer Recess
- August 14th: Fiscal Committee Deadline in Second House
- August 31st: Floor Committee Deadline in Second House/End of Session
- September 30th: Last Day for Governor to Sign or Veto Legislation

2025 Legislative Session Recap – Signed Legislation

AB246 (Bryan) Social Security Tenant Protection Act of 2025. The Act authorizes a tenant of residential real property to assert Social Security hardship as an affirmative defense in an unlawful detainer proceeding based on the nonpayment of rent.

AB628 (McKinnor) Habitability: Stoves and Refrigerators. This bill makes a dwelling that substantially lacks a stove or refrigerator that are maintained in good working order and capable of safely generating heat for cooking or safely storing food untenable.

AB747 (Kalra) Strengthens procedural protections for defendants by increasing accountability for process servers, clarifying the standard for substituted service, requiring photographic documentation of service, and enhancing access to post-judgment relief when service was unlawful.

AB1414 (Ransom) allowing for an opt-out of landlord-tenant internet service. Both the National Apartment Association and the California Rental Housing Association opposed.



santa barbara rental property association

Business Partner Directory

Welcome to SBRPA's Business Partner Directory, a special group created for our Vendors & Suppliers. Join to get a free listing in the Business Partner Directory on the SBRPA website with your logo and a link to your own profile page. That page can link to your own website, and you can submit an overview of your company, a photo of your contact person, LinkedIn/Facebook URLs and Twitter/Instagram handles to be included on your page.

We encourage our Business Partners to submit articles of interest to masgazine@sbrpa.org. For more information about the program, please contact our Chairperson, Lori Zahn at Lori@LoriZahn.com or 805.451.2712.



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SBRPA ANNUAL MEMBERS MEETING & 2026 LEGAL FORECAST

TUESDAY, DECEMBER 16, 2025
11:00AM – 12:15PM VIA ZOOM

Zoom link will be provided to members prior to the meeting.

The SBRPA Annual Meeting will include speakers for the 2026 Legal Forecast. Greg Brown from NAA will speak on Legislative & Regulatory Priorities Still Pending from 2025 and Wild Cards. Kate Bell will provide Legislative updates for CalRHA, and SBRPA President Betty Jeppesen, who will cover local laws. The Board of Directors proposed slate for 2026-2028 will be voted upon during the meeting. This year's slate includes President Betty Jeppesen and Board member Danielle Holzer-Burkitt.



Greg Brown is the Senior Vice President of Government Affairs at the National Apartment Association (NAA). In this role, he leads a team of advocacy professionals working every day to improve the public policy environment for rental housing providers. This team was built over the past 15 years since Greg joined NAA and represents a comprehensive advocacy program that has achieved substantive wins for the industry.

Prior to joining NAA, Greg accumulated invaluable experience during his tenure at the National Association of Homebuilders and the National Association of Local Housing Finance Agencies. He holds a bachelor's degree in political science from Texas A&M University and a master's degree in public administration from American University.



Kate founded Kate Bell Strategies, a full-service lobbying firm based in Sacramento, CA in 2021. Prior to that she was a partner at Capitol Advocacy, where she led the firm's tax and procurement practice over 14 years. Kate is a lobbyist for CalRHA and provides our NEWS magazine's Legislative Updates.

Kate Bell Strategies focuses on budget advocacy, legislative representation, regulatory affairs and procurement. Founded by Kate Bell in 2021, we focus on budget advocacy, legislative representation, regulatory affairs and procurement. Today, clients include American Airlines, Google, H&R Block and more to help them successfully navigate California's complex state government system.



Betty Jeppesen is the current SBRPA President. She has over 35 years' experience in real estate, landlord-tenant and civil litigation. She is also a licensed real estate broker since 1998 with direct experience in managing commercial properties ranging from large shopping centers to small commercial buildings all over the state of California. Betty serves as an SBRPA representative to CalRHA and is a member of CalRHA's Legislative Committee as well as the SBAOR Community Relations Committee. She has been awarded both the George Stevens Award for Excellent Service to the Rental Housing Industry and the inaugural Charles V. Eckert Service Award.

Betty will speak about current, local housing issues, recently enacted laws and proposed laws.

Register for the meeting at www.sbrpa.org
For questions contact admin@sbrpa.org.

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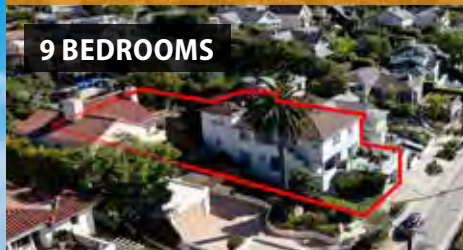
**3737-3739 San Remo Dr
Santa Barbara**

San Roque Duplex 3BD/2BA & 2BD/2BA

Price: **\$1,825,000**

NEW LISTING

9 BEDROOMS



**1750 Prospect Ave
Santa Barbara**

Ocean View Lower Riviera Duplex

Price: **\$2,295,000**

AVAILABLE

2 UNITS



**912 San Andres St
Santa Barbara**

Great Value, Priced to Sell

Price: **\$3,395,000**

SOLD!

5 UNITS



**1124 Castillo St
Santa Barbara**

Boutique Short-Term Rental Property

List Price: **\$4,400,000**

SOLD!

2 UNITS



**3735 San Remo Dr
Santa Barbara**

San Roque Duplex 2 x 2BD/1.5BA

List Price: **\$1,715,000**

NAA Upcoming Events



National Apartment Association



AEX Live

Thu-Fri, Jan 29-30, 2026 Aloft Lake Nona Orlando, FL

AEX Live Resources Topics will include:

Climate. Housing policy must include a renewed focus on incorporating sustainable, impactful and affordable building practices and disaster mitigation strategies to ensure that homes are more resilient to climate change. Incorporating climate resilience into development can support healthier and more economic homes for people who are at risk of bearing the brunt of climate impacts and reduce the risk of displacement resulting from damage caused by extreme weather or disasters.

Community Development. Programs aimed at funding schools, community facilities, and economic development have a proven record of success to help communities leverage their housing strategies to create dynamic, healthy places to live. The best way to expand the impact of community development tools is through adequate funding and sensible regulations, as well as expanding tax credit-driven programs to maximize private sector capital.

Health and Housing. Safe and stable housing is one of the most important social determinants of health, but federal policies on healthcare and housing are inefficiently siloed. Addressing the larger health and behavioral needs of communities through healthy housing initiatives has an outsized impact on the population's health as a whole.

Homelessness. Adequate funding, good policy, and evidence-based program design are required to move people experiencing homelessness into permanent housing. Promoting affordable housing as a strategy to reduce the risk of homelessness through rental assistance, and increasing the supply of units affordable to extremely low-income households is vital to making sustainable reductions in homelessness.

Homeownership. Homeownership empowers individuals and families to build equity and stability in their lives. Through homeownership, communities can foster long-term investments, promote neighborhood revitalization, and create a sense of belonging, addressing the broader spectrum of housing needs.

Insurance. The rising costs of insurance is quickly becoming a leading issue for housing sustainability and development. Increasing climate events, inflation, and insurance risk pricing have all contributed to challenges in the overall insurance market, resulting in households and investors seeing their premiums double or more in cost. Cross collaboration across industries is key to begin to understand and address these new threats to expanding and sustaining housing opportunities.

Preservation. Preserving existing affordable housing is crucial amid increasing struggles for low-income households to find affordable homes, as new construction efforts have not kept pace with demand. This approach serves as a vital supplement to new developments, preventing displacement, offering cost-effective solutions, and aligning with existing land-use patterns.

Production/Supply. The supply of housing for extremely low through moderate-income Americans remains unsustainably inadequate. Reducing barriers to producing and preserving affordable housing, like exclusionary zoning, development fees on affordable housing, and other regulatory impediments to increasing supply are key components.

Racial Equity. Narrowing and ultimately closing the racial and ethnic homeownership gap is essential to the future prosperity of all Americans. Concentrated efforts to better assist Americans of AAPI, Black, Latino, and Native American racial and national origins are needed to effectively expand homeownership.

Regulatory Reform. The U.S. has a diverse set of regulations that contribute to the overall housing landscape and are designed in a manner that greatly

Continued on page 21



JUST SOLD!



6 UNITS IN DOWNTOWN SB | REPRESENTED BUYER & SELLER | \$3,650,000
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Regulatory Reform. The U.S. has a diverse set of regulations that contribute to the overall housing landscape and are designed in a manner that greatly impacts the availability of affordable housing. Ensuring that federal agencies are maximizing their capability to foster affordable housing and invest in communities through coordinated efforts provides large-scale opportunities to address housing challenges.

Rental Housing. Rental housing plays a pivotal role in addressing the affordable housing shortage by providing flexible and accessible housing options for individuals and families. Its importance lies in offering affordable alternatives to homeownership, catering to diverse socioeconomic backgrounds, and accommodating fluctuating housing needs.

Sustainability. Efforts to promote affordable housing and homeownership are ultimately only as effective as their sustainability. Lessons learned from programs during the COVID-19 pandemic and other disasters, including more loss mitigation options and flexible funding of emergency assistance, should be incorporated into long-term sustainability solutions.

Technology. Technical innovations help to better identify housing needs, drive the tools necessary to ensure a vibrant homeownership market, empower consumers to help meet their specific needs, and better support regulatory and enforcement efforts in combatting housing discrimination. We must foster ways to create housing opportunities by ensuring relevant agencies have the technology they need to better innovate, expand, and regulate housing.

For more information on AEX Live, go to <https://hrc.nhc.org/events/aex-live/>

ABOUT. *The National Apartment Association envisions a world where rental housing is a valued partner in every community. NAA is the leading voice for the rental housing industry and as a trusted partner, valued connector and powerful advocate, we are committed to serving 140 state, local and global affiliates, over 94,000 members and more than 13 million apartment homes globally. We lead the way home.*

GOVERNANCE. The National Apartment Association (NAA) is governed by its Board of Directors. NAA has divided the United States into 10 geographic regions to ensure that each area of the country is represented. These regions appoint delegates who serve in the Assembly of Delegates (AOD). Each region elects at least one Vice President to the Board of Directors.

NAA's governance structure is designed to encourage participation from the many segments of its network. Our leaders are geographically diverse and bring professional management experience from large national companies, regional companies, and smaller, owner-managed companies. Supplier members are represented by the National Suppliers Council (NSC) as are the association executives of our affiliated associations who are represented in the Association Executives Council (AEC). Each group works closely with the NAA professional staff.

NAA LEADERSHIP. NAA is governed by a volunteer Board of Directors. Committees, task forces and other groups are established to assist in this governance. Committees represent, involve and serve members while providing a framework for educating future leaders of the association. They promote member participation in problem solving and provide a forum for the many interests within the association, utilizing the experience, knowledge and skills of our members.

NAA'S EDUCATION INSTITUTE. NAAEI's mission is to provide broad-based education, training and recruitment programs to attract, develop and retain quality professionals and develop tomorrow's industry leaders.






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www.111Chapala.com

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McCormickHouseSantaBarbara.com

10 UNITS NEAR COTTAGE
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Bread-and-butter 1960's units Sold in Aug. 2025, As-Is.
www.2220OakParkLane.com

R-M/AUD ZONE BY COTTAGE
Listed at \$2,395,000



Existing 3 units, recent up-zoning may allow 10 market rate units.
www.233WestQuinto.com

5 UNITS IN WESTSIDE
Sold Oct. 2025 \$2,295,000



1970's building by San Andres and Carrillo Streets, sold As-Is.
www.1021SanAndres.com

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National Apartment Association - who are we?

NAA is the leading voice for the rental housing industry. As a member, SBRPA is entitled to the most comprehensive range of strategic, educational, operational, networking and advocacy resources available to apartment industry professionals.

Our mission is to improve the public policy environment at all levels of government for the rental housing industry. We speak for owners, fee managers, developers, suppliers of all sizes and the thousands of their employees across the country.

NAA's **Government Affairs and Legislation** division is dedicated solely to the apartment industry. The federated structure of NAA enables the industry to represent its members and advocate on federal, state and local policy issues.

Resources

- Policy Issues,
- NAA Legislative & Resource Tracker
- Apartment Advocate
- Federal Advocacy Materials.

Get Involved

- NAAPAC
- How to Take Action

Hot Issues

- Building Code Standards
- Emotional Support Animals
- ESA & Accessible Design Toolkit
- Rent Regulation

Education & Career Development

Learn, lead and succeed with the broad-based education and training available only to members. Countless tools and resources for managers, companies and job seekers are just a few clicks away. Access recruitment programs that attract, nurture and retain high-quality professionals, and member-priced online credentials and courses through **Visto**, NAAEI's online education platform.

Explore Credentials

- Candidate Resources
- Renew Your Credential
- NAAEI Credentials

Education

- Online Learning
- NAA Webinars
- Find a Local Course
- NAA Scholarship Track

Careers

- Career Development
- NAA's Leadership Track
- Career Mapping Tool

Other Credentials

- Independent Rental Owner Professional (IROP)
- Credential for Green Property Management (CGPM)
- Apartment Institute for Maintenance Excellence (AIME)

Events & Programs

Reach the industry's leaders at NAA events through our customizable sponsorship program. Showcase at the industry's largest annual gathering of apartment professionals, *Apartmentalize*.

Events

- | | |
|-------------------------|---------------------------|
| • Advocate | • Exhibitor Summit |
| • Apartmentalize | • Rental Housing Advocacy |
| • Assembly of Delegates | & Legal Summit (RHALS) |
| • Cultivate | |

Programs

- | | |
|------------------------|------------------------|
| • 20 on the Rise | • Leadership Lyceum |
| • 20 in their 20's | • Maintenance Legends™ |
| • Awards Programs | • Top Employers |
| • Diversity Leadership | |

Industry Operations & Compliance

NAA provides legal and compliance resources on important issues that affect rental housing owners and operators.

Resources

- Operational Library
- Industry Insider
- Advertising Opportunities
- IRO
- NAA Click & Lease
- Research

Top Features

- DEI
- Fair Housing
- Mental Health
- Career Mapping Tool

Products

- Click & Lease
- Income/Expense IQ

Units Magazine & Other Publications

From general topics to more specialized information, NAA members have access to articles, videos and newsletters providing the latest news and most successful trends in the industry.

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Rental Owner Updates

THINGS LANDLORDS BAN IN THE LEASE

Smart landlords are always looking for ways to be proactive and prevent potential problems from occurring in their rentals. To that end, there is a discussion taking place on our MrLandlord Q&A Forum, of suggested items landlords ban in their lease that they know sooner or later has a high probability of causing problems and headaches. Here are some of the more common things landlords ban their lease:



- No Smoking
- No pool of any size
- No Candles
- No Oil Plug-ins
- No interior item holding more than 5 gallons of water (i.e. Liquid Filled Furniture, Fish Tanks)
- No Stickers or peel-and-stick-on decorations or stick-on hooks
- No storage outside of the building or in the common areas
- No unlicensed, unauthorized vehicles or no vehicles not having proper tags on property
- The Resident is not allowed to mount TVs or any other items on walls
- No Trampolines or swing sets (or any other attractive nuisance that affects insurance)
- No washing machines or dishwashers without permission
- No pets (including birds)*

**NOTE: In California, exceptions exist for service animals and emotional support animals (ESAs). Under federal and state laws, these animals are not considered pets, and landlords must provide reasonable accommodations for tenants who require them, even if the property maintains a no-pet policy. Importantly, landlords cannot charge additional fees or deposits for service animals or ESA. -Ed]*



LACK OF RENTERS OR LACK OF MARKETING?

One of the biggest challenges I often hear from landlords is that it is hard to find good renters. I just completed teaching my two-day landlording bootcamp, and I emphasize that one of the biggest reasons landlords have trouble filling vacancies is that they do not implement enough marketing methods. Most often the problem in filling vacancies is NOT that there are few good renters but instead, there is a lack of good marketing. That landlords do not implement enough or do not implement multiple marketing approaches.

So when I saw the concern for lack of good renters pop up again on our Q&A Forum, I was pleased to see a response by one Pennsylvania landlord who seeks to implement the training and principles he has learned from me. The Pennsylvania landlord turned the challenge on its head and asked the rental owner discussing the concern and challenge of finding good renters. *What are five ways that you are actively looking for leads?*

Here are suggestions from our readers:

- *I use a street sign in front of my rental places and again on street corners.*
- *I have a lead ad/rental business mention in the Church newsletter.*
- *I put up a QR code in the windows of each of my rental place so people can go directly to my application.*
- *I ask elected officials for a referral.*
- *I inform my contractors when I have a rental place coming up.*
- *I inform neighbors that they can pick their neighbors.*

Continued on page 27

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I would suggest that you find your local center of knowledge - for our small town it is the coffee shop and the hardware store. Let the operators know you have a rental place.

Tell your barber and your wife's hair dresser. Ask to leave business cards there.

If you have a place in a transitional neighborhood, you might not want to use signs, for example.

The key take away is to use multiple approaches and constantly market for tenants and for new

STOP WAITING FOR PEOPLE TO PAY YOU!

A landlord was curious to know what payment options other landlords offered their residents to pay them. The following was one response offered by a fellow successful landlord:

#1 Stop WAITING and HOPING people choose to give you their money. TAKE IT.

We start using autodraft 20+ years ago and people LOVE IT! . . . New leases ASK for it.

It's the way money is handled in 2025.

We love it because those "I'll pay you next week" calls dropped to zero. We were sending out 26 late letters per month and that dropped to 2 or 3 bounced autodrafts (I send those delinquent payers a 24-hour text and they pay by Venmo or at our bank).

People don't have checks so forget checks. And banks can hold their checks to rack up late fees for 24 days, so you don't know if it's cleared for 24 days.

We use Venmo or our "Bank Walk-In Account" (Deposit Only) for move-in funds to get them locked into a new lease quickly. . .



We use a \$20 Handling Fee for non-Autodraft transactions (except for move-in funds during lease signing.)

*We also use a \$50 Bounce Fee.
I recommend **ClearNow** through this site.*

*Take control of the rent. Stop letting it control you.
- BRAD*

ClearNow makes rent collection so much easier for you and your residents. Most importantly, you are not sitting around waiting, hoping, and praying that your rent payments will be made. Rents are automatically drafted or withdrawn from the resident's bank account and deposited directly into your bank account. You receive timely payments every month and both you and the resident save time! The service even allows residents to have their payments reported to the credit bureaus so they can build up their credit score. Many of the landlords who visit our website are using ClearNow. You can try the service risk-free. As a Mr Landlord reader, your first 3 months are FREE! Learn more about the service. <https://www.mrlandlord.com/directrentdeposits/>

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DATE & TIME: 5 sessions: December 1 through 5 2025 • 9:00AM – 5:00PM daily
Light breakfast & afternoon snacks provided. 45 minute lunch break

LOCATION: Workzone, 351 Paseo Nuevo, Santa Barbara, CA 93101



Mark Sharp, Director of Maintenance Education for The Maintenance Academy and Founder and CEO of Multifamily Mixtape,

brings over two decades of unparalleled expertise in the multifamily industry to his role. With a comprehensive background that spans every facet of property management, Mark has accumulated invaluable insights and honed his skills through various positions, from on-site roles to supplier partnerships and corporate environments.

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- Customer service and performing maintenance tasks according to company policy and procedures
- Minimizing personal & property damage while safely performing maintenance activities
- Fair housing regulation compliance
- Environmental responsibility and regulatory compliance
- Reporting and documentation of maintenance activities in compliance with company policy and regulation
- Curb appeal, property inspection, and daily maintenance
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- Implementation of a preventive maintenance schedule
- Repair and replacement decisions
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Santa Barbara Happenings

Terry A. Bartlett – Reetz, Fox & Bartlett LLP



Out-of-Town Developer Proposes 18 Story Housing Project in Carpinteria.

The same developer behind the controversial complex behind the Santa Barbara Mission is now proposing an 18-story, 220-foot-tall housing complex at 5115 Ogan Road in Carpinteria. The developer, Ben Eilenberg, is utilizing the "Builders' Remedy" loophole, which allows him ignore city limits on height, density, and other requirements normally needing review. The complex, which is 190 feet taller than Carpinteria's current height limit, will contain 130 rental housing units, with 20% designated for "low income" households.



image: Coastalview.com

Carpinteria city officials criticize the proposals potential safety risks, as the city is not currently capable of adequately dealing with an issue that may happen on the top floors, such as a fire. The proposal is still in its early stages and will face much backlash from the city council and public. But without a change in state law which took local zoning decisions away from local government that may not matter.

Citation Ordinance for Individuals Living in Vehicles and Camps Nears Final Approval.

The Goleta City Council has re-written restrictions and begun developing a program for issuing citations to individuals living in encampments and vehicles. The City has been working on defining what vehicular homelessness looks like and distance restrictions for camping near a creek. To give a citation, officers must be able to prove cooking materials and makeshift bathrooms in or near the vehicle. The city is offering to forgive administrative fines if violators choose instead to enroll in services.

The ordinance is introduced to lower the vehicular

homeless people that has been increasing in Goleta for over two years.

Buying a Home in the United States? Tough Sledding for Today's Youth.

The National Association of Realtors reported that the median age of first-time home buyers reached 40 years of age, its highest ever recorded. 40 years ago, the median age of a first-time home buyer was in the late 20's. Median buyer age of all buyers also increased to its highest ever, at 59 years of age, three more years than last year. Only 24% of all buyers had children living at home, the lowest it has ever been.

These record numbers underscore the growing housing affordability crisis.

Development in Los Alamos Continues Through the Approval Process.

A mixed-use complex, filled with housing, office spaces, and commercial shops has had its application to build approved by the Santa Barbara County Planning Commission. The project, titled the Meyer Mixed-Use Project located on 580 Bell St., will be two stories tall and an area of nearly 16,000 square feet. The housing aspect of the complex will include cottages, short term rental spaces, and an apartment. There are also areas dedicated to small businesses and studios.

Though the project has not reached final approval, it is moving forward with support from the city and public.



image: ednat.com

Rent Control: Short-Term Success or Long-Term Failure?

With the demand for affordable housing in Santa Barbara constantly growing, "rent-control" often comes up as a remedy for this issue. Yet rent

Continued on page 33



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Santa Barbara Happenings from page 31

control, which blames landlords and property owners for causing the problem, does not yield positive results. Capping rent increases at 60% of the Consumer Price Index (which the most recent rent control plan proposed) fails to account for costs of utilities and insurance, inflations, prices and taxes. Properties that are 30 years old and over are especially susceptible to the risks and downsides of rent control, due to the need for repairs.

Santa Monica operates with a rent control system that costs their city \$6 million annually. Yet, their population that is like ours still struggles to find affordable housing. California voters voted against extreme rent control in the form of recent Prop 33, demonstrating that California voters know the long-term negatives to rent control. Why don't Santa Barbara council members think the same way?

California Ranks Among the Highest Electricity Costs in Continental USA.

Behind only Hawaii, California ranked as the second highest national electricity costs, in both residential and commercial user costs. High costs in California are likely due to supply deficits, progressive energy policies, and old utilities and buildings. California is not maximizing its. California only has one nuclear power plant operating out of four possible plants. Recent trends for "renewable energy" have driven up electricity costs for businesses and families in California more than any other state.

"Renewable energy" has also cost taxpayers and retirees over \$330 million dollars because of the California Public Employees' Retirement System (CalPERS) \$468 million private equity investment into renewable energy, which they recently lost 71% of.

The Path to a Successful Career, Without College.

With both the costs of college tuition and the prevalence of artificial intelligence in the workplace, a large portion of the Gen-Z population has turned to construction work as an alternative. From 2019-2023, the percentage of Gen-Z workers in the construction industry doubled, from 6.4% to 14.1%. During the same period, the millennial share increased to 37.7% from 35.7%, with the baby boomer decreasing due to retirement.

Some Gen-Z'ers pursue a career in construction even with a college education. These college graduates were promised a job and middle-class lifestyle with a college education, yet they acquired it in ways they likely didn't expect. It is also probable that many careers a college graduate hoped to pursue have been heavily impacted by recent advancements to AI. As much as AI has advanced in the past couple of years, it is still a long way away from taking construction jobs. So, if construction wages continue to grow and the demand for labor persists, the Gen-Z population will continue to

make the switch from wearing caps and gowns to hard hats.

City and Public Claim 443 Unit Housing Project at Former Sears building is Too Much.

Recently, developers proposed a complex consisting of 443 apartments located on the lot of the former Sears building at La Cumbre Plaza in Santa Barbara. This is separate from the proposal on the other side of La Cumbre Plaza, which includes nearly 700 homes. The development consists of a team of architects and developers from Los Angeles and Orange County, who have designed the controversial complex. The developer proposes 443 rental apartments that contain 36 studios, 183 one-bedroom, 201 two-bedroom, and 23 three-bedroom units. It will have 466 parking spaces across a garage and an outdoor lot, with 10,000 square feet of space dedicated for leasing and amenities. 10% of the units will be dedicated for people earning "moderate incomes". Construction is not anticipated before 2028.



Image: Independent.com

The SB Planning Commission along with members of the public criticize the design, claiming that it is not in the Santa Barbara style. They ask for proof that the developers and architects studied the typical architecture found in Santa Barbara to see what was suitable. The developers have said they will take the commission's feedback and submit changes per their requests.

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

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with the Institute of Real Estate Management (IREM)



MARKETING

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

SETTING RENT AMOUNTS

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

MANAGEMENT

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

24 HOUR MAINTENANCE

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

SCREEN PROSPECTIVE TENANTS

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

LIABILITY

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

OUR RESULTS

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

Call 805-705-4744 for a free consultation.

1811 State Street, Santa Barbara CA. 93101

805-705-4744

www.SandpiperPropertyManagement.com

SBRPA NEWS Magazine Advertising

The magazine is published 11 times per year. Monthly except for our Fall issue (Aug-Sep). The full page size is 8.1"W x 10.5"H. We accept camera ready artwork, CMYK, high resolution (300 dpi). The fonts used may change when we open your file unless you create outlines or rasterize the text. If you do not have a graphics person, we can help you design your ad. Ads are generally due around the 15th of the month for the following month's magazine.

New 2026 rates are listed below. For questions e-mail magazine@sbrpa.org.

2026 AD RATES		Standard Advertiser Rates			SBRPA Member/ Business Partner		
Ad size	Size, inches	Annual	Quarterly	Monthly	Annual	Quarterly	Monthly
Full page	7w x 9.5h	\$2,070.00	\$558.90	\$207.00	\$1,980.00	\$534.60	\$198.00
3/4 page	7w x 7.0 h	\$1,550.00	\$418.50	\$155.00	\$1,485.00	\$400.95	\$148.50
1/2 page	3.5w x 9.5h or 7.0w x 4.75h	\$1,035.00	\$279.45	\$103.50	\$990.00	\$267.30	\$99.00
1/4 page	3.5w x 4.75h or 7.0w x 2.5h	\$515.00	\$139.05	\$51.50	\$495.00	\$133.65	\$49.50
Business card	3.5w x 2.0h or 2.0w x 3.5h	\$345.00	\$93.15	\$34.50	\$330.00	\$89.10	\$33.00

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- Marketing vacancies
- Serve legal notices
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- Conduct random property inspections

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DMH Properties is a customer service oriented company specializing in the management of homes, duplexes, townhomes and multi-unit apartment buildings. With over 30 years experience, we provide services throughout the Tri-County.

If you are interested in learning more about our property management services or available rentals, please contact our team at your earliest convenience. We look forward to answering your questions and assisting you with all of your property management needs.

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SBRPA LEGAL FUND

We need your help to fight proposed legislation adversely affecting the Rental Industry at local & state levels.

**Please help us out and
contribute today!**

Go to <http://sbrpa.org> and click on the CONTRIBUTE tab on the home page.



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ATTORNEYS AT LAW

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(805) 450-1789

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(805) 963-3333

MUSEUM

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info@bossetoytrainmuseum.org
(805) 708-4444

PAINTING

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

PAVING

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



PRINTING

Sundance Press

www.sundancepress.com
(520) 622-5233

PROPERTY MANAGEMENT

Bristol Property Management

info@bristolsb.com
(805) 963-5945

DMH Properties

danielleholzer@dmhproperties.net
(805) 962-3707

Sandpiper Property Management

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

Tower Property Management & Maintenance Services

TowerPM.org
TowerMail@gmail.com
(805) 740-0023

REAL ESTATE

Battaglia Commercial Real Estate

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

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Coastal Housing Partnership

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