

# SANTA BARBARA RENTAL PROPERTY news

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

## Santa Barbara City Council Passes Temporary Rent Freeze



image Independent.com

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# President's Message



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

On January 13, 2026, the Santa Barbara City Council considered two ordinances. One was a temporary moratorium on rent increases lasting up to December 31, 2026 while the City staff prepared a rent Stabilization Board or program. This procedure is estimated to take approximately until July but could take as long as to December. The measure failed to receive the 5 votes needed for it to be enacted immediately as an emergency measure.

It did however receive the 4 votes needed to move forward to be heard again on a regular City Council calendar; and, then if approved to become effective 30 days after that. The City Council meeting that was to be held today, January 20th, was canceled and I anticipate that this will be on the City Council agenda next week.

Any rent increases served before the measure becomes effective will count against any allowable rent increases in the future. The majority of the City Council want the effective date to be retroactive to the first City Council consideration of the matter on October 15, 2025.

Additionally, the City Council considered an amendment to Municipal Code section 26.50.100 governing the use of the just cause of taking a rental property off the market as the reason for the termination of a tenancy. That "just cause" already requires an owner to register with the Planning Department taking the property off the market. The amendment would add that it cannot be put back on the market for 5 years.

No consideration is being given to Owners' increased cost of insurance, maintenance of their property and other increases in costs that do not stop while this proposed rent freeze is going on.

It may well be that with these onerous rent limitations, it will be more cost effective to keep a property off the market for 5 years if it can then be rented at market rates again. But that certainly does nothing to increase the number of available rental units in the city. To the contrary, more and

more units are being lost due to overregulation and owners selling their properties.

Looking at it from the flip side, this proposed amendment is forcing owners to stay in business and an impossibly reduced rent. And, the 5 years that the property must stay out of the rental market runs with the land. So, even if the Owner sells, the 5 years or any remainder at the time of sale will be enforced against the new owner.

No-one has done more to reduce the number of rental units in the City of Santa Barbara than this City Council.

Since the enactment of the so-called tenant protection ordinances, rents have increased; the number of available rental units have decreased; and Owners and Renters have become mortal enemies.

Where is the "fair rate of return?"

Where are the Constitutionally guaranteed rights of Equal Protection. Due Process and the prohibition against government interference with private contracts found in the Contracts Clause?

These "overreaches" by the City officials are punishing those Owners who intentionally have been keeping their rents low and whose rents will now be capped based on those artificially low rents.

3 of the 7 City Council members are Renters who will be directly benefitted by their votes to limit or



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**Presidents Message** from page 5

freeze rents. Yet, they are not recusing themselves from voting.

Mom and Pop Owners will become a thing of the past and special consideration cannot be given to anyone. CalRHA and NAA have taken surveys of their members who own 4 or fewer units and two out of every three say they will go out of business within the next 24 months.

The City Council should stop punishing the Housing Industry by putting the entire burden of the housing shortage on the housing providers. Start a rent subsidy program. Find innovative ways to help Renters to become owners. And, only go after Owners who violate the law not the Owners trying their best to navigate these very complicated laws and still make a rate of return sufficient to stay in the industry and PROVIDE HOUSING. (Emphasis intentional.)

Thank you for your membership in SBRPA. Make your voices heard.

Happy New Year.

Betty



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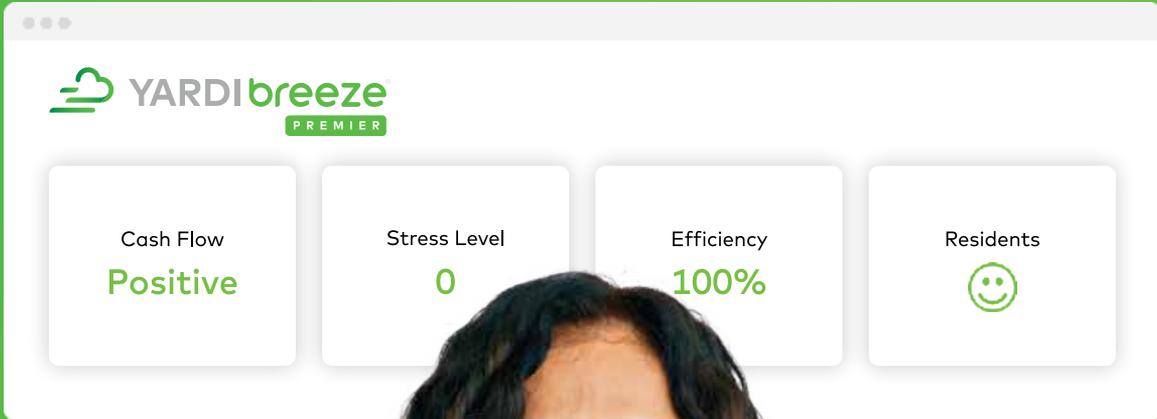
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# SBRPA Calendar



## Upcoming Events

### SBRPA Upcoming Events

Please check the website and your email for details on these February events:

- 02/05/2026 SBRPA Member Meeting page 15  
Glen Annie Golf Club, 4:30PM-6:00PM
- 02/13/2026 Coffee Time, South County  
Cody's Cafe 9:00AM-11:00AM
- 02/18/2026 New Member Orientation  
Zoom Meeting, 12:00 noon-1:00PM
- 02/27/2026 Coffee Time, North County  
Santa Maria Inn, 9:00AM-11:00AM

*Correction: In the January issue of SBRPA News, I mistakenly called Don Katich, our new Board member, "Dan" within the Meet the BOD article. My apologies.  
Sharon Lum, Editor*

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

SUN	MON	TUE	WED	THU	FRI	SAT
				SBRPA Member Mtg		
					So. County Coffee	
			New Member Zoom Mtg			
					No. County Coffee	



## 2026 Q1 Events and Programs

### Cultivate

February 17-18 Kimpton Aertson Hotel | Nashville, TN  
**Cultivate** returns to the rental housing industry with new dates and a vibrant new location. Join the next generation of senior leaders to tackle industry challenges and grow your network at this intimate, highly strategic event in Nashville, TN. The **Cultivate** program is designed by rental housing industry senior leaders and focuses on the current issues and how to solve them. See page 27 for more information.

### Advocate

March 24-25  
Grand Hyatt Washington | Washington, DC

More information on 2026 events is available on the NAA's website: [naahq.org](http://naahq.org).

## Welcome New Members

Robert Tuler, Claudine Trabuc, William Anderson,  
Debra Merlo, Brad Burk, Erin Sheridan-Coons,  
Nancy Beisser, Kevin Young & Diane Pearson



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# SBRPA MEMBER LETTER – RENT FREEZE



Lydia Perez  
Executive Director



Dear SBRPA Members,

I want to share an important update following yesterday's Santa Barbara City Council meeting regarding the proposed rent freeze and clearly outline what this decision means, when it takes effect, and how we are moving forward.

## **What the City Council Approved**

At yesterday's meeting, the City Council voted to move forward with a temporary rent freeze, which would prohibit rent increases for covered rental units during the freeze period. The stated purpose is to pause rent increases while the City considers longer-term tenant protection policies.

## **When the Rent Freeze Takes Effect**

The rent freeze is not yet in effect.

The ordinance is scheduled for final consideration and adoption at next Tuesday's City Council meeting on January 20. If adopted at that meeting, the ordinance will take effect 30 days later.

Once the rent freeze is in effect:

- Rent increases for covered units will not be permitted during the freeze period
- Prohibits housing providers from increasing "base rent"
  - Base rent defined as:
    - The rent in effect on December 16, 2025, for tenancies existing on or before that date, or
    - The rent established upon initial occupancy for tenancies commencing after December 16, 2025

## SBRPA Member Letter – Rent Freeze (continued)

- Rent increases between December 16, 2025 and the effective date of the moratorium ordinance would be counted against authorized rent increases under the new rent stabilization program
- Applies only to units that are subject to local rent regulation under state law, it does not apply to:
  - Newer units (Certificate of Occupancy after Feb. 1, 1995), single family dwellings and most condos, transient occupancies, institutional and government housing, units subject to rent affordability covenant or section 8

SBRPA will continue to keep members informed as information becomes available.

### What Happens Next

While this outcome is disappointing, it is not the end of our work and it is certainly not the end of our advocacy.

Here is how SBRPA is responding:

- **Monitoring the Final Ordinance:** We are closely reviewing the final language, timelines, and enforcement framework so members understand exactly how the policy applies to their properties.
- **Member Education & Support:** SBRPA will provide clear guidance and education to help members navigate compliance and make informed decisions. *Please watch for a forthcoming email with details about our in-person member program on February 5, 2026, from 4:30–6:00 PM, focused specifically on the rent freeze and 2026 legal updates)*
- **Continued Advocacy:** We will continue engaging City leadership, coalition partners, and regional housing stakeholders to advocate for balanced, data-driven housing policy.
- **Long-Term Strategy:** Temporary rent freezes do not solve Santa Barbara’s housing challenges. We remain focused on solutions that protect tenants and preserve housing supply and housing quality.

## SBRPA Member Letter – Rent Freeze (continued)

### **We Are Not Giving Up**

What happened this week underscores exactly why this Association exists. Housing providers showed up, spoke thoughtfully, and raised legitimate concerns about the real-world impacts of reactionary policy.

### **We are playing the long game.**

Progress is rarely linear, and meaningful change requires persistence. SBRPA has faced difficult moments before and each time, we have emerged stronger, more focused, and more effective.

Thank you for standing with us, staying engaged, and supporting an Association that will continue to show up, speak up, and fight for fair and sustainable housing policy.

We will keep you informed every step of the way.

With resolve,

Lydia I. Perez  
Executive Director  
Santa Barbara Rental Property Association



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---

Coastal Housing Partnership  
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# LANDLORD LEGAL & RENT CONTROL OUTLOOK 2026

Including 2026 Board Induction



**Date:** Thursday, February 5, 2026  
**Time:** 4:30 PM – 6:00 PM  
**Location:** Glenn Annie Golf Course  
405 Glen Annie Rd, Goleta, CA 93117

- Program Topics:**
- 2026 Legal Update: New laws and updated local forms
  - Rent Control / Rent Freeze Memo Update:
    - Where we go from here
    - What it means for landlords
    - Anticipated timeline
  - 2026 Board Induction
  - *All Sparks Rental* introduction

**Speakers:**



Betty Jeppesen  
Jeppesen Law



Jim Cole  
Slaughter, Reagan  
& Cole, LLP



Krista Pleiser  
SBAOR



Don Katich  
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**Registration Fees:** Member (In-Person): \$55  
Member (Zoom): \$30  
Non-Member\*(In-Person): \$110  
Non-Member (Zoom): \$60  
\*Non-members may apply their registration fee toward membership if they join within 7 days.

**Attendance Limits:** In-Person: Maximum 40 attendees  
Zoom: Unlimited (for now)

**Food & Beverage:** Light hors d'oeuvres and beer/wine included for in-person attendees.

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# CalRHA Legislative Updates



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

January 2026

## Legislative Update

CalRHA Executive Leadership had a series of legislative meetings in the Capitol on January 7th where we met with the newly sworn in Pro Tem of the Senate, Monique Limon (D-Santa Barbara), the two Housing Chairs, Chair of the Moderate Democrats, members of the Assembly Judiciary Committee and other relevant legislators. We discussed the CalRHA Public Policy Priorities for the year, as well as advocated against AB 1157. A list of Leadership and Committee Membership Appointments will be posted on the SBRPA website.



Senate Pro Tem  
Monique Limon

- \$1.75 billion to supportive housing administered through the MHP program. Requires HCD to offer capitalized operating subsidy reserves for supportive housing developments receiving funding;
- \$800 million for the Portfolio Reinvestment Program, which provides funding to rehabilitate, fund short-term capitalized operating subsidy reserve, and extend the long-term affordability of HCD-funded rental multifamily housing projects that are at-risk of conversion to market-rate housing;
- \$500 million for a program to be created by the Legislature that funds acquisition and rehabilitation of unrestricted housing units (i.e., unsubsidized housing that may naturally be affordable) and the attachment of long-term affordability restrictions to the units;
- \$1 billion to the CalHOME Program and the My Home down payment assistance program administered by the California Housing Finance Agency (CalHFA); and
- \$200 million for wildfire prevention, rental assistance, and affordable housing construction.

CalRHA started off 2026 with **a major win in the Assembly Judiciary Committee on January 13th where we were able to hold AB 1157**, the rent control bill proposed by the Chair of Assembly Judiciary, Ash Kalra. AB 1157 would have limited annual rent increases to 2% plus the change in the Consumer Price Index (CPI) or 5%, whichever is less, instead of the current 5% plus CPI or 10%. This was a strong win for the rental housing industry.



CA Assembly  
Ash Kalra

CalRHA will continue advocating for rent assistance in the state.

We are in the second year of the two-year legislative session, which means that any bill introduced last year that is still in its house of origin needs to pass to the second house by the end of the month. An example of that is SB 417 (Cabaldon, D - West Sacramento), which would authorize \$10 billion in general obligation bonds to fund the following programs:



CA Senate  
Christopher Cabaldon

After our bill introduction deadline of February 20th, we will have a better understanding of all of the legislation that we will be facing this year. Below, please find the deadlines for the year.

### 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

- \$5.25 billion to MHP. At least 10% of units in a MHP development must be available for extremely low-income households;

*Continued on page 19*



# 2025 APARTMENT SALES BY NICK HENRY

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### **2026 Legislative Deadlines (continued)**

June 25th–Last Day for a Legislative Measure to Qualify for the November 3rd General Election Ballot

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

### **State of the State/Budget Update**

Governor Newsom gave his first (and final) State of the State in 5 years and released his budget proposal during the first week of January. A link to the full summary of Housing and Homelessness may be found at <https://ebudget.ca.gov/2026-27/pdf/BudgetSummary/HousingandHomelessness.pdf>



CA Governor  
Gavin Newsom

### **CalRHA Public Policy Priorities**

*Ensuring rental housing providers can offer quality affordable homes to Californians.*

#### **A. CalRHA Policy Lead Efforts**

##### **1. AB 1482 Protection**

Sponsor/support legislation that, at a minimum, extends existing rental housing protections, such as exemptions for single-family homes, condominiums, and new construction. These protections sunset on January 1, 2030.

##### **2. Trespassing Response & Remedies Act**

Sponsor legislation that protects housing providers and renters by providing a balanced and expedited process authorizing law enforcement officials to remove trespassers (commonly referred to as squatters). Key considerations include:

- Reasonable remedies for housing providers to remove trespassers without having to go to court or lengthy administrative proceedings.
- Clear differentiation between lawful renters and trespassers to safeguard protections for authorized renters.
- Immunity for local law enforcement.
- Ensure the availability of quality affordable housing for lawful renters.

##### **3. Pre-emption on Gas Appliance Ban**

Seek opportunities for and support federal and state legislation or regulations that curtail efforts by local governments and air quality districts to ban gas appliances.

##### **4. On-site Manager**

Sponsor/support legislation that revises the outdated requirement for on-site property managers.

##### **5. Defend Against Harmful Housing Legislation**

Proactively oppose, engage, and propose workable solutions to harmful legislation (multi-pronged strategy) in order to protect rental housing owners' ability to provide quality affordable housing to Californians. For example:

- Rent control
- Unreasonable restrictions on unlawful detainers
- Pet mandates

##### **6. Government Mandates**

Oppose unfunded mandates on rental housing infrastructure, including modifications for electrification and climate change.

Support legislation that provides financial incentives to housing providers for renovations and improvements.

##### **7. Safe Common Areas**

Sponsor legislation that allows rental housing providers to require renters to remove or otherwise dispose of items left in common areas that threaten the health and safety of other tenants.

##### **8. Homelessness Prevention Subsidies**

Support policies, legislation, and budget allocations for homelessness prevention. Key criteria includes prioritization for at-risk groups with required means testing, and payments made directly to property owners.

### **VICTORY ON AB 1157**

The California Rental Housing Association (CalRHA) and our affiliated organizations are pleased to inform you that we have successfully held AB 1157 in committee!

The bill needed 7 AYE votes to advance, but received only 4 votes in this morning's hearing in the Assembly Judiciary Committee. AB 1157 would have limited annual rent increases to 2% plus the change in the Consumer Price Index (CPI) or 5%, whichever is less; and eliminated various Costa-Hawkins protections.

A huge thank you to all of you and our lobbying team for this victory. Together, we protected our rights, investments, and housing affordability.



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](mailto:masgazine@sbrpa.org). For more information about the program, please contact our Chairperson, Lori Zahn at [Lori@LoriZahn.com](mailto:Lori@LoriZahn.com) or 805.451.2712.



## ALL SPARKS Rental 805.705.5061

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## Coastal Housing Partnership Rental Listing Site

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

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

## DrBalcony

2500 Red Hill Ave Suite 200, Santa Ana, CA 92705

Welcome to **DrBalcony** – a trusted name in Inspection innovation. Since our establishment in 2021, we've been committed to bridging the gap between property owners and skilled inspectors. With a focus on precision, technology, and trust, DrBalcony is where projects take flight, making California balconies safer with the expertise of over 4000 inspections. At **DrBalcony** Inspection Services, we offer a full-service solution for all your SB721 and SB326 inspection needs. Track and manage your project from start to finish through our website and app. We offer tailored solutions, value-driven support, and quality assurance. For a free estimate or to schedule an inspection, go to <https://www.drbalcony.com>



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1845 State Street, Santa Barbara, CA 93101

Hawkes Investments, LLC is a property management company in Santa Barbara, California. Hawkes Investments offers flexible Santa Barbara property management services to fit your needs as a landlord or home owner. We tailor our services to ensure that you have the highest level of service for your home. We treat your home as our own. We also offer tenant placement services to help you find the perfect rental home. Whether you are looking for a single family home, townhouse or condo, we will have one of our dedicated team members work with you to find the best home for your needs. Start your search today by viewing our current homes for rent and by inquiring for more information.



## LINK Real Estate Group

With 15 years of rental property management experience, LINK has built a portfolio of 435 doors across 203 individual properties by simply focusing on customer satisfaction. Established in San Luis Obispo, our client base has grown completely by referral, expanding our territory to include Santa Maria/Lompoc and Santa Barbara/ Goleta. The LINK experience starts with care as we ensure every tenant is in a place they can call home. The LINK expertise creates a seamless leasing process that connects people and places with ease. We focus on relationships to understand each situation and how to best assist you with your search so you can live better. For more information <https://link.realestate>



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Palm and Oak provides Residential, Estate and Commercial Property Management services. In addition to Tenant Management, they take care of Maintenance and Repairs and Financial Reporting for their clients. They also have an Online Owner and Tenant portals are secure platforms that provides property owners and tenants with real-time access to information. Through this portal, owners can monitor property performance, review financial reports, and communicate with our team. Tenants can access lease documents, pay rent, and submit maintenance requests. <https://www.palmandoakpropertymanagement.com>



## **Sol Wave Water**

636 Santa Barbara St., Santa Barbara, CA 93101

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



## **West Property Management**

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Comprehensive Property Management: Santa Barbara–Ventura–Carpinteria–Santa Ynez–Buellton–Lompoc. West Property Management is a full-service residential property management company based in Santa Barbara, California. We specialize in the professional management of single-family homes, condominiums, and multi-unit residential properties. Imagine your rental staying full with great tenants. Imagine fast repairs, zero stress, and reports that make sense. That's what we deliver—real property care that protects your home and respects your time. Whether you're a landlord or a tenant, we make things simple, smooth, and reliable. Our services are designed to protect and enhance the value of your real estate investment while providing exceptional service to both property owners and tenants. From tenant screening and leasing to maintenance coordination and detailed financial reporting, we handle all aspects of property management with integrity, efficiency, and attention to detail. <https://www.westpropertyservices.com>



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If you are interested in learning more about our property management services or any of our 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 manage-

DMH Properties is a customer service oriented company specializing in the management of single family homes,



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**Regardless of the headlines and policy shifts back and forth, it will always be prudent to invest a part of your portfolio in the enduring rental value of residential living in beautiful Santa Barbara. Here are some of our current listings and recent sales of apartment properties and apartment development opportunities:**

**17 UNITS IN WEST BEACH**  
**Listed at \$10,500,000**



A+ location 1 block to waterfront and State St., iconic architecture.  
[www.111Chapala.com](http://www.111Chapala.com)

**ADAPTIVE RE-USE BUILDING**  
**Listed at \$6,750,000**



Notable ~12,500+/-SF structure in the Upper East by downtown.  
[McCormickHouseSantaBarbara.com](http://McCormickHouseSantaBarbara.com)

**10 UNITS NEAR COTTAGE**  
**Sold Aug. 2025 \$4,400,000**



Bread-and-butter 1960's units Sold in Aug. 2025, As-Is.  
[www.2220OakParkLane.com](http://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](http://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](http://www.1021SanAndres.com)

**DUPLEX IN 63 DU/AC ZONE**  
**Listed at \$1,950,000**



Existing 4/2 + 2/1 duplex + garage by downtown, with upside in zoning for ADU's and AUD.

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

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# Meet the Officers & BOD

2026 Board of Directors

## SBRPA OFFICERS



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Betty Jeppesen*



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Danielle Holzer-Burkitt*



*2nd Vice-President  
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## SBRPA DIRECTORS



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*Laura Bode*



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## Have News to Share?

If you have news that may be of interest to SBRPA members, please submit the information to [magazine@sbrpa.org](mailto:magazine@sbrpa.org).

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*We're Unmatched in*

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- *Satisfaction*
- *Customer Service*



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## NAA EVENT: Cultivate

National Apartment Association



### **Cultivate**

February 17-18 | Kimpton Aertson Hotel | Nashville, TN

**Cultivate** returns to the rental housing industry with new dates and a vibrant new location. Join the next generation of senior leaders to tackle industry challenges and grow your network at this intimate, highly strategic event in Nashville, TN. The **Cultivate** program is designed by rental housing industry senior leaders and focuses on the current issues and how to solve them.

### **Registration**

Cultivate is designed to be a peer to peer networking event. As such, registration is limited and NAA reserves the right to reject the registration of anyone that does not meet the requirements. Registration for suppliers is limited to sponsors only.

### **Education**

The Cultivate program is designed by rental housing industry senior leaders and focuses on the current issues and how to solve them.

### **Education Session Highlights**

- **AI and the Wild Wild West of MFH: Taming Risk, Driving Results.** AI is no longer optional—it's decidedly transforming how leasing, operations and resident services are done. But without intentional design, leaders risk compliance failures, reputational damage and breakdowns when

### **The LeadFULL Way: Where Excellence Meets Energy to Expand Leadership Capacity, Foster Enduring High Performance, and Fuel a Vibrant Life**

In an increasingly uncertain, AI-accelerated world, the numbers tell a troubling story: 61% of leaders feel unprepared to navigate today's complexity, 62% are disengaged, and nearly half the workforce is running on fumes. To address these pressing challenges, organizations like Microsoft, Deloitte, Pepsi-Co, Wells Fargo, the American Medical Association, and the U.S. Navy turn to leadership and workplace expert, Sara Ross and her LeadFULL™ framework— a vitality-powering, human-centered approach to leadership excellence.



*Keynote Speaker: Sara Ross*  
Leadership & Workplace Expert

Grounded in research but geared for real life, Sara works at the intersection of organizational culture, emotional intelligence, and energy management. Her pioneering multi-year study on workplace vitality formed the foundation of her bestselling book, 'Dear Work, Something Has to Change!' Known for her trademark energy and status-quo-challenging style, Sara Ross embodies her title of Chief Vitality Officer. Her conviction to reigniting a sense of aliveness in a world seemingly designed to smother it out has earned her recognition as a 2023 Women of Influence by SUCCESS magazine and the Global Gurus Top 30 Motivational Speakers list for 2025.

*Continued on page 29*



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**17**  
Sales

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Total Consideration



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**Chris Parker**  
chris.parker@colliers.com

**Mike Lopus**  
mike.lopus@colliers.com

**Miles Waters**  
miles.waters@colliers.com

**Mike Chung**  
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## NAA Event from page 27

ability and guardrails aren't clear. Join this session to tackle how to safely integrate AI with strategy, policy and training. Develop a framework to empower your teams to effectively and efficiently use AI, freeing them to truly drive creativity and better the resident experience.

- **Stop the Blame Game: Reclaiming Radical Accountability Even When It Hurts.** Industry executives are struggling to find real accountability in their organizations, afraid to "trust but verify" for fear of creating empty positions challenging to fill in today's tight labor market. Join industry veterans to explore the dynamics behind this shift in personal and organizational awareness and responsibility. Reveal concrete strategies to reclaim trust in your company through radical accountability.
- **Digital Overload, Diminished Returns: How Tech Fatigue is Undermining Your Bottom Line.** For many companies, fragmented tech systems, overwhelming data and misaligned tools are draining teams and hindering efficiency. This session explores the root causes of tech fatigue and shares proven strategies to streamline your tech stack, align tools with roles and turn data chaos into actionable insights. Don't miss your chance to transform your company's digital overload into operational excellence.

### Schedule

#### Tuesday, February 17th

- 10:00AM–10:10AM Welcome/Orientation
- 10:10AM–12:00PM Keynote and Workshop
- 12:15PM– 1:00PM Lunch
- 1:15PM– 2:15PM Concurrent Sessions
- Stop the Blame Game: Reclaiming Radical Accountability Even When It Hurts
  - Digital Overload, Diminished Returns: How Tech Fatigue is Undermining Your Bottom Line
- 2:30PM– 3:30PM Concurrent Sessions
- The Death of Preventive Maintenance: Reprioritizing Preventive Maintenance as a Major Business Objective
  - The Empty Bench: Finding Hidden Assets in Unexpected Places
- 3:45PM– 4:45PM AI and the Wild Wild West of MFH: Taming Risk, Driving Results
- 4:45PM– 5:00PM Day One Wrap Up
- 5:00PM– 7:00PM Reception

## 2006 Cultivate EMCEE

Peter Lynch is Chief People Officer and board member at Cardinal Group Companies, a visionary leader at the intersection of people, technology, and the future of work. A noted Fortune 500 global executive, Peter brings deep expertise across Operations, HR, and IT.



*Peter Lynch*

Passionate about the evolving relationship between AI and the human workforce, Peter explores how emerging technologies can augment leadership, transform talent strategies, and enhance the employee experience while keeping authenticity at the core.

A TEDx speaker renowned for his electrifying connection with audiences, Peter resides in Denver, Colorado, and has inspired leaders on five continents with his message of success through authenticity.

#### Wednesday, February 18th

- 9:00AM–9:45AM Breakfast with Legal/Legislative
- 10:00AM–10:55PM Inspire and Communicate: The C-Suite Messaging Blueprint
- 11:00AM–12:00PM Concurrent Sessions
- Running on Z: Redefining the Gen Z Workplace
  - Is The Juice Worth the Squeeze: Balancing Customer Experience and Cost
- 12:00PM–12:50PM Lunch
- 1:00PM–2:00PM Concurrent Sessions
- The Pressure Test: Executive Decisions in a Volatile Multifamily Landscape
  - Integrating AI: Enhance Your Company Culture's Algorithm
- 2:15PM–3:15PM No Time to Lead: Breaking Free from Busy to Do What Matters Most!
- 3:15PM–4:00PM Wrap Up / Actions Moving Forward

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## Rental Owner Updates

### APPRECIATION LUNCHEON

Each year one landlord (Brad 20,000, IN) holds a Christmas Luncheon, which he says adds significantly to the success of his rental business throughout the year. He encourages even those with a few rentals to start small and hold an appreciation luncheon. Brad just recently held his annual luncheon and shares below what he does to pull it off.

*"We had our big Christmas Appreciation Luncheon on Friday. We do this every year and it's a huge benefit to our business. **I HIGHLY recommend it for ALL landlords.** Start by taking your key people to a really nice lunch, like Red Lobster. The sewer guy never gets invited by anyone else!*

*Years ago I realized vendors and even government offices were just as critical to my profits. Key point: Once you share a meal with someone they see you on a more personal level. It truly changes the relationships to a higher level.*

*We send invitations to EVERY city and county government office (the whole staff invited), vendors, Lowes Managers and Pro desk, Menards, HVAC, Plumber, electrician, Section 8, Fair Housing, etc. Key point: The ladies at the front desk have a lot of influence when filing for a permit, property assessments, etc.*

*We give everyone a fun candle with names like Warm Buns, Grandma's Kitchen, Creamsicle, etc. Throughout the year I see our candles without the sticker on desks in those offices.*

*People LOVE and talk about them through the year. Some officials reply with a thanks for being invited even though they cannot attend.*

*My gravel guy offered to snowplow my driveway for free. HD Pro called me with a SUPER "in house only" deal on appliances - 4 piece SS kitchen matching set for \$1,000 delivered!*

*We mailed 150 invitations to include about 400 people. Each year we get 50-80 who actually show. It's \$1,000-2,000 well spent! Start small and realize the benefits."*

*-BRAD*

*I don't hold such a party, I don't consider my circle of influence that large. But I do mail out \$25 gift cards to those who I truly appreciate. The dividends are huge on these. \$25 at the local*



*diner doesn't go that far, but if I have a HVAC trouble call and they can't make it out there for a couple of days, they call me and tell me what to look at so that maybe I can get it fixed without the trouble call at all.*

*Does it short them, well yes in the long run but since they have too much work, they worry about my customers. As for the little dinner? I get lots of referrals from them each year so it is a win for both of our businesses and Roberta needs the help more than I need the referrals typically. She runs a seasonal business where she makes her money when the tourist come and winter - staying open is more of a public service for us locals.*

*- Ray, PA*

*You bring them together and all of your expenses are fully tax deductible :-)*

*- Dan, OR*

*The last thing I want to hear when I call for an emergency repair is "Jerry who". It does elevate the relationship to a more personal level, and does pay big dividends. Sewer line replacement went from \$40,000 to dig up and replace, to a referral to another company to reline the existing one \$8,000, which I didn't even know was a thing. I try to keep the groups much smaller so as to have time to converse with everyone that shows up. I've had cleaner appreciation breakfasts, Christmas Parties, Project completion Celebrations, Worker appreciation parties, you name it . . . the invitations are always appreciated.*

*- Jerry, NY*

One great thing about MrLandlord's Q&A Forum that thousands of landlords take advantage of each year is that you can as get feedback from other landlords who have tried a different approach to real estate investing or management that you are considering. It only takes a few minutes to ask a question and the feedback can be literally worth hundreds or even tens or hundreds of thousands of dollars. <https://www.mrlandlord.com/landlordforum/right.php>

## What if your rental didn't need you every day?

Managing a rental used to be simple. Now it's a minefield of new laws, tenant rules, and late-night stress.

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# Santa Barbara Happenings



Terry A. Bartlett – Reetz, Fox & Bartlett LLP

## **Isla Vista Rental Inspection Program Passes Halfway Point.**

The Santa Barbara County Planning Department has given a progress report regarding the year-long Isla Vista rental inspection program. The program was originally approved in May, allowing government inspectors to enter tenants' property without their knowledge or approval. Currently, 63% of Isla Vista properties have registered for the program. Tenants in 208 units have refused the county's inspection. Landlords from the Isla Vista Rental Property Owners' Association are actively suing the county over the program, arguing that it violates tenants' rights.

The Planning department reported that 23 out of 60 properties needed "corrective action", such as flooring, kitchen appliance, and plumbing repairs, rodent infestations, a lack of smoke alarms and a lack of hot water. The county also reported a specific example of a roof leak on the oceanside of Del Playa Drive.

## **SB City Council Adds More Landlord Restrictions On Lawful Evictions.**

The Santa Barbara City Council has added further requirements for lawful evictions. In a 4-3 vote, the city council tackles the municipal code for lawful evictions which are intended to remove units off the rental market. The council decided that to take down one unit from a rental property, they would need to take down all units on the property. Secondly, notices of lease termination must be given to all tenants at the same time, but eviction dates may vary. Lastly, properties that have been taken off the rental market may not be rented out for a minimum of five years.

Time to donate to the SBRPA Political Action Committee. New city elections are coming soon. Ballots are expected to be mailed on May 2 for the June primary.

## **SB County Democratic Central Committee Endorses Candidate.**

With the upcoming mayoral election in Santa Barbara, City Councilmember Kristen Sneddon has been officially endorsed by the SB County Democratic party. The Democratic Central Committee interviewed three candidates, but Sneddon received

support from every voting member. After losing the 2021 election to current mayor Randy Rowse, the committee chose to register only one democratic candidate instead of two.

## **Fifth District of SB County Board of Supervisors Facing a Multi-Candidate Race.**

For the first time since 2010, the SB County Board of Supervisors' most northern district, the fifth district, will undergo a race of three candidates. The candidates include Santa Maria City council member Maribel Aguilera-Hernandez, Lavagnino's chief of staff Cory Bantilan, and a Santa Maria-Bonita School District Board member and teacher Ricardo Valencia. While campaigns are expected to begin soon, Bantilan already leads in campaign fundraising.

The primary election is on June 2nd, with a possible runoff scheduled for November 3rd.

## **A Guide to Eliminating Affordable Housing in Santa Barbara.**

If the Santa Barbara Housing and Planning Committee wanted to increase the cost and decrease availability of housing in Santa Barbara, the following nine-step guide outlines an efficient way to do so:

They would start by adding fees at every step of the way. School, transit, street, traffic, environmental, and any other fee you can think of would deter developers from investing in the area. But be sure to use the vague, umbrella term "inclusionary" to blur the line between affordable and market set rates.

Next, extend the permit/proposal process to require years instead of months, requiring a plethora of requirements each with their own lengthy approval time. Furthermore, associate each permit with a different committee, completely fragmenting the process.

This permit process could be further complicated with extremely tight and dense construction restrictions that limit the height, visibility, overlay, and other restrictions that deter developers from building in Santa Barbara.

If developers aren't deterred, then rent control would surely deter landlords. In turn, this lowers funds for landlord expenses such as maintenance

*Continued on page 35*

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and forces them to sell. When landlords sell, rental housing availability shrinks, lowering the supply.

The slow increase of property taxes year after year shall also ruin housing affordability while also increasing the cost it takes to build a new home. With property tax increases, housing availability decreases!

The county can mandate energy efficient infrastructure like solar products or energy efficient based appliances, while raising the cost at the same time. But remember, this is for the environment!

The county would still allow the public to join hearings, in the name of democracy, to voice their criticisms, but make no action based on the "community review".

As all these requirements increase, so does the volume of lawsuits against landlords for violating these permits, inspections, and other "criminal" acts the landlords are now violating. Since these new rules are so perplexing, no landlord is safe from a lawsuit.

The last step is to divide. Pin tenants against landlords, "good" against "evil". No matter the specific situation at hand, an eviction will be labeled as a morally evil act from the landlord, who will consistently be pinned as the enemy. Meanwhile, the true enemy are the ones who have orchestrated the entire housing crisis from the start.

### **Rent Freeze Moratorium Temporarily Adopted While Permanent Rent Stabilization Ordinance is in the Works.**

The Santa Barbara City Council has passed a rent freeze which disallows landlords to increase rent for up to a year. This temporary rental freeze has been put in place to allow the council to draft a more permanent rental ordinance that they expect to be ready later in the year. The plan set by the council puts "mom and pop" landlords at extreme risk of drowning in the rent prices that will be increased by large market and corporate landlords. The temporary freeze does not apply to units built in the past 30 years, single family units, most condos, hotels, motels, government/institutional housing, or affordability units.

Landlords will have to deal with increased utility fees, taxes, repair costs, insurance prices, payrolls, appliance maintenance, requirements, and now this potential rent freeze ordinance, which will further increase the cost of the burdens on landlords and renters.

### **Inflation Rate in 2025 Remains Constant at 2.7 Percent.**

The Bureau of Labor Statistics published data that

noted the December annual inflation rate stood unchanged at 2.7 percent, aligning with the market consensus. Core inflation, or inflation minus energy and food prices, was 2.6 percent, falling under the forecast of 2.7 percent. The consumer price index increased by 0.3 percent, increasing 0.2 percent month over month. The month over month was below economists' expectations and is a benefit to consumers. While the inflation rate is not an immediate step forward, it is not a step backward. According to experts, two factors may be responsible for the inflation rate and for confidence in future progression: the decrease in population, a result of outside migrants returning home, has expanded the market supply for renters by putting downward pressure on prices.

Gasoline declined by 0.5 percent while electricity costs slid 0.1% overall. The national average for a gallon of gas finally fell below \$3 with nearly half of the states seeing prices under \$2.80. California's average is still floating above \$4 per gallon.

### **Help for First Time Home Buyers**

The California Dream For All Program is returning in 2026, offering down payment help to first-time and first-generation homebuyers. The program, run by CalHFA, can cover up to 20% of your home's purchase price with no monthly payments. You repay the loan—and a small share of your home's appreciation—when you sell or refinance.

Learn more and sign up for updates: CalHFA Dream For All Program

The last round was extremely competitive, with tens of thousands applying for limited spots. Getting ready now gives you the best chance when applications open again.

How to Prepare

1. Check eligibility:
  - Must be a first-time and first-generation homebuyer.
  - Meet income limits by county.
  - Must live in the home as your primary residence.
2. Get financially ready:
  - Improve credit, reduce debt, and save for closing costs.
  - Complete a homebuyer education course (required).
  - Organize documents like tax returns, W-2s, and pay stubs.

*Continued on page 37*

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the pain of change**

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3. Find an approved lender:

Only CalHFA-approved lenders can process Dream For All loans. Connect with one early to get pre-qualified.

4. Stay informed:

Subscribe to CalHFA updates so you'll know the moment 2026 applications open.

5. Act fast when it opens:

When the portal launches, apply right away and ensure your paperwork is accurate. If selected, you'll likely have limited time to purchase your home.

Final Tip: Preparation is key—buyers who were ready with financing and documents in hand had the best success in past rounds.

Hat tip to realtor Pam Shalhoob at Village Properties for the update.

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

**2026 Advertising Rates**

The magazine is published 11 times per year. Monthly except for our Fall issue (Aug-Sep). Ads are generally due around the 15th of the month for the following month's magazine. 2026 rates are listed below. Questions e-mail [magazine@sbrpa.org](mailto:magazine@sbrpa.org).

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Business card	\$330.00	\$89.10	\$33.00

Ad size	Standard Advertiser Rates		
	Annual	Quarterly	Monthly
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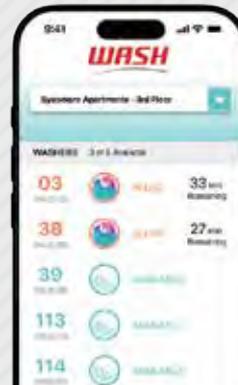
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