

May 2026

SANTA BARBARA  
RENTAL PROPERTY

# news

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



## SBRPA files lawsuit in Federal Court challenging Santa Barbara Rent Freeze Ordinance

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

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May 2026

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## President's Message



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

On March 3, 2026, SBRPA held a press conference on the steps of City Hall with our attorneys Barry Cappello, Mike Brelje, Richard Lloyd and David Edholm, all from the law firm Cappello & Noel challenging the Constitutionality of the City Council's latest actions of enacting a "rent freeze" and exacting additional requirements for taking a rental unit off the market.

Exactly one month later to the day, on April 3<sup>rd</sup>, 2026, The Santa Barbara Apartment Association dba The Santa Barbara Rental Property Association v. City of Santa Barbara; City Council of Santa Barbara and Does 1 through 20 was filed in the United States District Court, Central District of California, Western Division was filed seeking a Preliminary Injunction and Declaratory Relief and containing a verified Petition for Writ of Mandate.

The case number is 2:26-cv-03602.

The Defendants have been served and the case is moving forward.

We thank all of you who have contributed to the legal fund on the SBRPA website and urge those of you who have not yet done so, to contribute.

Make no mistake, these latest laws will affect all of you.

The City Council has instructed staff to produce a Rent Stabilization Ordinance which is to limit rent increases to non-exempt units to 60% OF CPI not CPI plus something. No, not even keeping up with the rate of inflation. And, it will be capped at 3%. So, if CPI goes higher, housing providers will still not be able to raise rents above 3%.

The US Constitution **prohibits unconstitutional taking of private property** for a public use without just compensation. This is not even a taking for a public use. This is an attempted taking of private property for a segment of the population, tenants.

The Constitution also mandates that there be **due process** which in this case there is not. What due process can be found in these one-sided, restrictive, punitive laws?

Is there **equal protection** for housing providers and tenants? No. Housing providers are not all rich. Many smaller owners have one or two units which they managed to purchase by saving and hard work to supplement their retirement. Some

use their one rental unit to pay for their spouse who is in assisted living which is very expensive.

Housing providers are to receive a "fair rate of return" but that is not so using the laws that this City Council is attempting to push forward. How can ANY PERCENTAGE LESS THAN CPI be a "fair rate of return?"

Another component of the proposed ordinance is a "Rent Registry" which will require that ALL RENTAL PROPERTIES IN SANTA BARBARA BOTH EXEMPT AND NON-EXEMPT provide all information about rents, occupants, expenses, etc. Yes, you read that correctly. This also applies to non-exempt units.

Guess what, you get to pay for the implementation of such a program with an low estimated start up cost of one and a half million dollars (\$1,500,000.00). This will be done by fees levied against you.

Then, you will be charged fees to keep this program going. The City cannot afford to do it; so, they are passing yet another cost on to the housing providers.

Hayward has 3.5 full-time staff and the annual cost to run the program is \$624,000.00. That is for 11,580 units. Mountain View has 7 full-time staff and the annual cost is \$1.91M for 12,720 units. Alameda has 7.5 full-time staff for an annual cost of \$1.99M for 13,741 units. Santa Ana has 5 full-time staff for an annual cost \$2.3M for approximately 25,000 units. West Hollywood has 12 full-time staff and an annual operating cost of \$3,46M for approximately 17,000 units. Santa Monica has 24 full-time staff and an annual operating cost of \$6.14M for approximately 27,600 units.

Can you afford this?



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## Presidents Message from page 5

You are not allowed to raise your rents and each year, more and more expenses are heaped on your shoulders. No other industry is being treated this way.

Yes, housing providers are selling. Yes, people are leaving California just like insurance companies are fleeing the state.

What will be left to provide rentals to tenants? Government owned units. Those units don't pay property taxes; so, this will affect the budget of the City. Eventually, those actions taken now will come crashing down on the people who take them. It cannot go on being supported. The math does not work.

Interestingly, even though this "rent stabilization ordinance" does not have any means testing so that no matter how much money a tenant has, that tenant can get the same benefits as those who actually need them, the housing authority has means testing.

As of early 2026, the most significant action concerning housing authority means testing is the implementation of new asset limitations under the **Housing Opportunity Through Modernization Act (HOT-MA)**, which took effect in 2026 and was extended for full compliance until January 1, 2027. Additionally, HUD has proposed new rules to allow Public Housing Authorities (PHAs) to impose work requirements and term limits to encourage self-sufficiency.

Remember that the housing authority does not pay property taxes either.

So, the entire burden of the City's lack of funds is being shifted onto the private housing providers.

The second ordinance, you may recall from last month's message, would mandate that a housing provider who wants to take a unit off the market must take ALL the units off the market and not put them back on the market for FIVE YEARS. That requirement, by the way, "runs with the land" so that if you were to sell your property during those five years, the new owner could not put the units back on the rental market until those five years were up. How much to you think this would reduce the value of your properties?

There is no question that these laws will reduce the value of your investments.

Take action now and contribute to the legal action fund. Do not assume that someone is going to do this for you.

Please continue to monitor the SBRPA website for notifications about important City Council meetings where we need your help to tell your experiences.

We appreciate your membership and participation.

Betty L. Jeppesen, President



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# SBRPA Calendar



Upcoming Events

## SBRPA Upcoming Events

None listed for May

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

## Have News to Share?

If you have news or info on events that may be of interest to SBRPA members, please submit the data to [madaximes@sbrpa.org](mailto:madaximes@sbrpa.org)



may 2026

SUN	MON	TUE	WED	THU	FRI	SAT
						1
3	4	5 <i>Good Friday</i>	6	7	8	9
10 <i>Heart Day</i>	11	12	13	14	15	16
17	18	19	20	21	22	23
24 <i>St. George's Day</i>	25 <i>St. Andrew's Day</i>	26	27	28	29	30
31						



## 2026 Q2 Events and Programs

### Apartmentalize

June 17-19, 2026 New Orleans, LA

*Apartmentalize* is the rental housing industry's ultimate gathering, bringing together apartment housing professionals from across the country and around the world. It's a can't-miss event boasting world-class speakers, expert-led education sessions, suppliers demonstrating the latest products and services, and lots of networking! See page 27 for more info.

## Welcome New Members

Robert LaRoche, Gregory Keller,  
Patrick Carpenter, John Lyon, Vivian Penaranda,  
Jack Gilbert, and Deborah Baraja





**Danielle Holzer-Burkitt**

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## SBRPA files lawsuit in Federal Court challenging Santa Barbara Rent Freeze Ordinance

### **CAPPELLO & NOËL LLP** TRIAL LAWYERS

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#### **SBRPA Files Legal Challenge To Halt Enforcement of Santa Barbara Rent Freeze and Eviction Restriction Ordinances**

Santa Barbara, Calif. (April 6, 2026)—A lawsuit was filed by four separate apartment property owners as well as the Santa Barbara Rental Property Association (SBRPA) on April 3 in federal district court in Los Angeles seeking an injunction to stop the enforcement of the rent freeze and eviction restriction ordinances imposed by the City of Santa Barbara. (*SBRPA v. City of Santa Barbara, City Council of the City of Santa Barbara, et. al.*, U.S. District Court, Central District of Calif., Western Division, Case No. 2:26-cv-03602, April 3, 2026).

The suit was filed by the Santa Barbara law firm Cappello & Noël LLP on behalf of SBRPA.

"The complaint demonstrates a wide range of constitutional violations," says Barry Cappello, managing partner of Cappello & Noël, and one of the attorneys at the firm representing the association. "It shows how arbitrary and capricious, and how rushed this ordinance process was, providing proof of its unconstitutionality."

SBRPA members include more than 1,000 individuals and entities who own, manage, and provide services to over 23,000 rental housing units in the City of Santa Barbara. SBRPA is bringing this challenge on behalf of itself and its affected owner-members.

"The City Council failed to conduct adequate due diligence and dismissed legitimate concerns about the long-term effects of rent control when it passed these ordinances," says Cappello. "The individual property owners who filed suit are standing for all other Santa Barbara property owners. These residential rental property owners and the SBRPA had no other choice but to take legal action."

###

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*Christos represented all parties.*

**COMING SOON:**

- **7 Units in Carpinteria**
- **6 Units in Goleta**
- **Duplex in Santa Barbara**

**Call or email for more details!**

# CalRHA Legislative Updates

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



April 2026

## Political Update

The gubernatorial race is wide open following Swallow's withdrawal. According to an Emerson College poll released on April 16th, Republican Steve Hilton leads with 17%. He is followed by billionaire climate activist Tom Steyer and Republican Riverside County Sheriff Chad Bianco, both tied at 14%. Democratic figures Attorney General Becerra and former Democratic Rep. Katie Porter are tied at 10%.

### California Gubernatorial Candidates



Steve Hilton

Tom Steyer

Chad Bianco



Xavier Becerra

Katie Porter

Among Democratic voters, the landscape is shifting: Becerra has surged to 19%, now edging out Porter and just behind Steyer's 20%—a 15-point increase for Becerra since the March 11 poll. The poll notes that 23% of all voters remain undecided.

## Legislative Update

CalRHA held its lobby days in the State Capitol on April 14th and 15th and the Legislature is in full swing with their policy committee hearings. In addition to holding the rent cap bill, AB 1167 (Kalra), in the Assembly Judiciary Committee this year, we are happy to report that two bills we were opposing, **AB 2616 (McKinnor)**, which would have mandated

indoor air temperature of 82 degrees or less, and AB 1963 (McKinnor) which would have mandated acceptance of portable rental screening applications, are both not moving this year. Below, please find additional updates on key legislation.



Tina McKinnor

**AB 1543 (Quirk-Silva) Rent Caps for Mobilehome Parks.** Would have applied rent caps to mobilehome parks. **Oppose – Not Moving, but will do a gut and amend in the Senate.**



Sharon Quirk-Silva

**AB 1611 (Haney) Taxation of Rental Properties and loss of 1031 Exchange Benefits for Owners of 50 or More Units.** This bill addresses how gains are taxed when exchanging properties. Under current law, gains or losses from exchanging similar properties for business or investment purposes are not recognized for tax purposes. However, the bill would change this by preventing the non-recognition of gains for taxpayers who exchange single-family residential rental properties if they own 50 or more such properties in California than \$45 for the applicant. The changes would apply to exchanges completed from January 1, 2026, aligning with taxable years starting on that date. **On Rev & Tax Suspense File, to Be Taken Up April 27th – Oppose.**



Matt Haney



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---

Coastal Housing Partnership  
[Kym@coastalhousing.org](mailto:Kym@coastalhousing.org)  
805-969-1025

**AB 1768 (Bryan) Increase LA County Taxes.**

Existing law allows local governments to levy a transactions and use tax for various purposes, following specific procedures and limits, including a total tax rate cap of 2% per county. This bill would permit Los Angeles County to impose an additional tax of up to 0.5% under the Transactions and Use Tax Law until December 31, 2031, for general and special purposes, contingent on voter approval. This additional tax could surpass the typical 2% county cap. **Oppose – Not Yet Set for a Hearing.**



Isaac Bryan

**AB 2057 (DeMaio) Prevent Local Government from Banning Gas Appliances.**

Under existing California law, the Building Standards Commission sets building codes, and local governments can modify these standards for specific local conditions, provided they document the rationale. A rule from June 2025 to June 2031 bill would specifically prohibit local governments from altering building standards to ban natural gas in residential units and requires the commission to reject gas prohibition modifications. **This bill has not yet been set for a hearing.**



Carl DeMaio

**AB 1771 (Alvarez) Delete Onsite Resident Manager Requirement.**

Current law mandates that a manager or responsible person must live on-site in any apartment building with 16 or more units. The bill seeks to remove this requirement, preventing state or local entities from mandating on-site residency for managers or caretakers. It also directs the department to update its regulations accordingly. The bill states that these changes are of statewide importance, meaning they apply to all cities, including those with their own charters. **Sponsor/Support – Set for a hearing in Assembly Housing on April 22nd.**



David Alvarez

**AB 2064 (Sharp-Collins) Criminal History Protection.**

This bill would add "criminal history" to the list of protected characteristics in both the Unruh Act and FEHA. **AB 2064 passed Judiciary and is pending in the Appropriations Committee.**



LaShae Sharp-Collins

**AB 2025 (Pellerin) Digitally Altered Images for Rental Property.**

The Real Estate Law regulates the licensing and activities of real estate brokers and salespersons. It mandates that if any digitally altered image is used in advertisements or promotional materials for selling real estate, a disclosure must be made, and an unaltered version of the image must be included if the content is online. A willful violation of this law is considered a crime. The bill extends these requirements to rented properties, meaning that similar disclosures and original images must be provided for rental property ads. **This bill is passing on consent.**



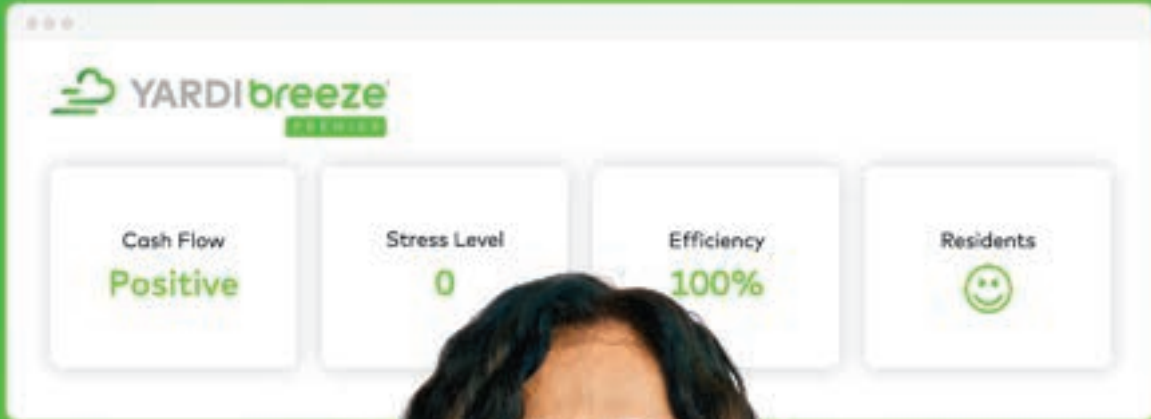
Gail Pellerin

**AB 2609 (Calzoa) Pet Rent.**

Existing law, until January 1, 2030, prohibits an owner of residential real property from, over the course of any 12-month period, increasing the gross rental rate, as specified, for a dwelling or a unit more than 5% plus the percentage change in the cost of living, or 10%, whichever is lower, of the lowest gross rental rate charged for that dwelling or unit at any time during the 12 months before the effective date of the increase, subject to specified conditions. This bill would prohibit an owner of residential real property from charging a tenant additional rent in an amount in excess of 1% of the monthly rental amount due to the residence of a common household pet. Set for a hearing in the Assembly Judiciary Committee on April 28th.



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residence of a common household pet. **Set for a hearing in the Assembly Judiciary Committee on April 28th.**

**SB 880 (Wahab) Rental Fees .**

Current law bars a seller or lessor of a single-family home from charging more than \$10 for signing and delivering documents needed to transfer, cancel, or reconvey title or related instruments when the buyer exercises a purchase option or finishes performance under the sale contract. The bill would extend that \$10 fee limit to sellers or lessors of any residential property (not just single-family homes), so the same cap would apply to multiunit residences, condominiums, and other residential types. In short: it broadens the consumer protection against excessive document-processing fees to all residential property transactions at the point of transfer. **SB 880 is set for a hearing in the Senate Judiciary on April 28th.**



Aisha Wahab

**SB 1117 (Cervantes) Lowering ADU Costs.**

Currently, impact fees cannot be charged on ADUs with 750 square feet or less of livable space. For ADUs larger than 750 square feet, fees must be proportional to the main dwelling's size. The bill proposes that fees for ADUs only apply to the area beyond 750 square feet. This bill would change how local agencies calculate these fees, creating a state-mandated local program, and asserts that these changes are of statewide concern, affecting all cities, including charter cities. **Support – Set for a Hearing in Senate Local Government on April 22nd.**



Sabrina Cervantes

**SB 1155 (Smallwood-Cuevas) Eviction Protections During Federal Government Shut-downs.**

The bill would protect federal employees or contractors from eviction due to nonpayment of rent during a government shutdown, extending protections 30 days post-shutdown. It prohibits landlords from charging late fees and requires courts to



Lola Smallwood-Cuevas

pause eviction actions during the specified time. Tenants must provide documentation to landlords or courts, and deferred rent must be paid within 30 days after receiving their first paycheck with backpay. **Oppose – Set for a Hearing in Senate Judiciary on April 21st.**

**SB 1160 (Durazo) Eviction Data Reporting.**

The bill proposes that the Judicial Council collect and publicly share eviction data, reporting it to the Legislature. Additionally, courts must supply monthly information on unlawful detainer cases, aggregated by ZIP Code, to be made available via a public records request.

**Oppose – Passed Senate Judiciary and Set for a Hearing in Senate Appropriations on April 20th.**



Maria-Elena Durazo

**SB 1243 (Durazo) Eviction Ban for Immigrants.**

The Tenant Protections for Immigrant Families Act of 2026 (effective until Jan 1, 2030) temporarily bars landlords from starting or continuing unlawful detainer (eviction) actions against residential tenants whose income, ability to obtain income, or financial support was disrupted by immigration enforcement, until 180 days after those enforcement activities end. To trigger protections a tenant must give the landlord a signed "detention-related hardship" declaration (false statements carry up to a \$1,500 civil fine); courts must stay pending evictions if the tenant submits documentation showing such hardship prevented payment of the alleged unpaid rent. The bill broadens the definition of "immigration enforcement activities," defines "detention-related hardship" to include loss of income/support and increased costs, and requires 3-day cure/quit notices to include a statement that a tenant who delivers the signed hardship declaration within 15 days cannot be evicted for noncompliance. Landlords are prohibited from charging late fees, interest, penalties, or selling/assigning debts arising from detention-related hardship, and tenant screening or housing providers may not treat such debts as a negative factor in rental decisions. The Judicial Council must update court forms to implement these rules; the law sunsets on January 1, 2030. **Oppose – Set for a Hearing in Senate Judiciary on April 21st.**



  
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Existing 3 units, recent up-zoning may allow development of up to 10 market-rate units.  
[233WestQuinto.com](http://233WestQuinto.com)

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

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**SB 1296 (Durazo) Pet Mandates in Rental Property Advertisements and Applications.** Existing law prohibits landlords from requiring tenants to declaw or devocalize their pets as a condition for renting. The proposed bill mandates landlords to clearly include their pet policy in advertisements and rental applications. This policy must detail any breed and weight restrictions. Prospective tenants must acknowledge receipt of this policy. Furthermore, if a landlord charges an application fee without first disclosing the pet policy, they must refund the fee to the applicant. **Oppose – Set for a Hearing in Senate Judiciary on April 28th.**

#### 2026 Legislative Deadlines

- 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 the 11/3 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

## Accessory Dwelling Units

### ADU Handbook

Updated January 2026.

### Technical Assistance and Enforcement Letters Dashboard

HAW letter issued, searchable by jurisdiction, date, housing law, and more.

### Accessory Dwelling Unit Portal

Submit technical assistance requests and potential violations for review.

The California Department of Housing and Community Development (HCD) has released an updated edition of its Accessory Dwelling Unit (ADU) Handbook, reflecting recent changes to State ADU Law effective January 1, 2026.

The updated Handbook is your comprehensive guide to understanding ADU and Junior ADU (JADU) regulations in California, and is intended for homeowners, developers, local agencies, advocates, and legal professionals navigating the permitting process. Access the Updated ADU Handbook <https://www.hcd.ca.gov/sites/default/files/docs/policy-and-research/adu-handbook-update.pdf>.

Key topics include:

- Updated and Added Government Code Sections. Additionally, Government Code section 66333.5 was added.
- JADU Owner Occupancy.
- Local Ordinance Requirements.
- Application Requirements.
- Applications in the Coastal Zone.
- Reasonable Restrictions.
- Objective Standards
- Size Limitations.
- Fees.
- Expanded HCD Authority.
- JADUs and Fire Sprinklers.
- Unit Combinations.
- Certificate of Occupancy.

For questions or to request technical assistance, please visit HCD's ADU Portal <https://www.hcd.ca.gov/building-standards/adu>.

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## **Legal Victory for Housing Providers** *Mandated Relocation Payments Overturned*

CalRHA is pleased to share that our local affiliate, the Apartment Association of Greater Los Angeles (AAGLA), has secured a decisive victory on behalf of rental housing providers in a legal challenging involving two local ordinances.

Specifically, the California Court of Appeals, District 2 invalidated a City of Los Angeles ordinance that required rental housing providers to pay substantial relocation fees in certain circumstances, while upholding a second ordinance prohibiting owners from initiating eviction proceedings until the amount of unpaid rent reached one full month of fair market rent.

The facts of the case follows. AAGLA filed suit against the City of Los Angeles challenging two ordinances that had been in effect since March 27, 2023:

**Relocation Assistance Ordinance (No. 187764):** This ordinance forced rental housing providers to pay substantial relocation fees whenever they implemented a lawful rent increase above a specified amount on units exempt from rent stabilization even if the tenant chose to voluntarily vacate. The California Court of Appeals, District 2 ruled in AAGLA's favor, finding the ordinance was preempted by the Costa-Hawkins Rental Housing Act, which specifically authorizes providers to raise rents on non-rent-controlled units to fair market value. This ordinance is now overturned.

**Threshold Ordinance (No. 187763):** AAGLA also challenged the ordinance requiring that unpaid rent reach one full month's HUD fair market rent before an owner could initiate eviction proceedings. The Court upheld this ordinance, likening it to "just cause" eviction regulations. AAGLA is evaluating options for further appeal.

Read more here:

[https://mcusercontent.com/93b0e40a0eef3c752f07be2b2/files/72ca12c7-7de7-b7a2-0696-e3bc9cdd910a/AAGLA\\_Press\\_Release\\_Re\\_LA\\_City\\_Decision\\_Re\\_Tenant\\_Protctions\\_4.17.26\\_.01.pdf](https://mcusercontent.com/93b0e40a0eef3c752f07be2b2/files/72ca12c7-7de7-b7a2-0696-e3bc9cdd910a/AAGLA_Press_Release_Re_LA_City_Decision_Re_Tenant_Protctions_4.17.26_.01.pdf)



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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.



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**Coastal Housing Partnership** hosts a Rental Listing Site for Landlords/Property Managers. This site is FREE for local landlords to post their residential rental listings in Santa Barbara 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 [www.rentals.coastalhousing.org/](http://www.rentals.coastalhousing.org/) for more information and to register for the site.



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## NAA EVENT: Apartmentalize

National Apartment Association



### Apartmentalize 2026

Wednesday through Friday, June 17-19, 2026  
Ernest N. Morial Convention Center New Orleans, LA

**Apartmentalize** is the rental housing industry's ultimate gathering, bringing together apartment housing professionals from across the country and around the world. It's a can't-miss event boasting world-class speakers, expert-led education sessions, suppliers demonstrating the latest products and services, and lots of networking!

#### Registration

Only NAA members in good standing will receive the published NAA member rate. The non-member rate will be applied to all registrations that do not include a NAA member number. All membership status questions should be directed to 833-86-MY-NAA.

**Full Conference.** Get access to everything, including: General Sessions, Education Sessions, NAA Exposition, Welcome Reception, Networking Events, including Thursday Night Concert & NAA Excellence Awards

NOTE: One-Day Registration is not available for purchase by Non-Exhibiting Suppliers. Expo Only Passes are not available for purchase by Non-Exhibiting Suppliers.

#### Exhibit at Apartmentalize 2026

NAA members will be asking their Members of Congress to pass these bills during the Advocate Conference on March 25.

Exhibitors love **Apartmentalize**, where they can raise brand awareness, forge new business relationships and grow their pipeline with quality leads from industry decision-makers.

**Apartmentalize** is rich with decision-makers and experienced industry leaders. Please email [exhibits@naahq.org](mailto:exhibits@naahq.org) to learn about the Apartmentalize 2025 Attendee Demographics and get a clearer picture of the attendee profile view the floor plan and reserve booth space.

#### Education

Innovative learning formats and open spaces help you customize your experience to your needs and interests.

**General Sessions.** Hear from three accomplished general session speakers who will inspire, motivate and entertain you with stories from outside of the industry. Thursday General Session speaker will be announced as they are confirmed. Keep an eye out for announcements!



#### Daymond John

Wednesday General Session  
Speaker - Star of ABC's Shark Tank

- Founder/CEO of FUBU
- Presidential Ambassador for Global Entrepreneurship
- Star of ABC's Shark Tank
- CEO of The Shark Group
- The People's Shark

Thursday General Session Speaker announcement coming soon.

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Friday General Session Speaker –  
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Winner

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**Education Sessions.** Choose from over 90 sessions throughout the conference spanning a multitude of topics including Maintenance, Operations, Leasing, Affordable Housing, Marketing, Leadership and Industry Trends. With over 250 industry experts, you'll find a solution for every day of the week!

**Express Education,** our 30-minute interactive sessions, take place in a dedicated space in the NAA Exposition. Get great storytelling, answers to your questions and quick, understandable insights that are easy to apply.

**Fishbowl Sessions** are meant to be more intimate, allowing for more active participation from all attendees, breaking down the separation between 'panelist' and 'audience'. A chair is left open on the panel to allow for attendees to step into the conversation.

#### **FAQs**

Our most frequently asked questions about Apartmentalize.

**Can I receive Continuing Education Credits for attending Apartmentalize?** Eight (8) Continuing Education Credits (CECs) are available for credential holders who attend Apartmentalize. The CECs will NOT be automatically added to your account.

Following the conference, upload a copy of your registration confirmation or a photo of your Apartmentalize badge to your PACE account to receive the eight CECs required for credential renewal.

**What is in the Exposition?** The NAA Exposition brings together top professionals and supplier partners eager to network and share ideas on how to stay competitive in today's growing market. It is another name for an exhibit hall.

**How do I access Sessions information?** Materials for

**What do I wear?** We do not have a specific dress code, but here are some tips:

- Business casual attire is acceptable and widely practiced.
- Be sure to bring layers as the meeting rooms can get chilly.
- Wear comfortable shoes. You'll be racking up that step count!

**What should I bring?**

- Laptop or iPad to take notes, or the old-school method – with a notebook and pen.
- Business cards are a must. With all the networking opportunities, you can never have enough, so keep them with you at all times.
- A reusable water bottle is helpful for staying hydrated. Cold water is always a good idea.

**Are there helpful hints for networking?**

- Plan your conference schedule before you arrive in New Orleans. This will give you more time to interact and engage with other attendees.
- Do you have a colleague attending the meeting? Ask them to guide you through and introduce you to fellow attendees.
- Attend as many social events and receptions as you can. The energy of Apartmentalize keeps going and it's a great way to meet other rental housing professionals.
- Show up for sessions early. You'll score a great seat and have time to mingle with the other attendees around you.

**How do I plan my schedule?**

NAA also offers myNAA Planner, which works in conjunction with the NAA app and enables you to plan ahead and determine which education sessions will provide the best return on investment. Create your own schedule based on the sessions that you're most interested in and the companies you want to visit in the NAA Exposition. myNAA Planner will be available in May 2026.

If you're not already on Facebook, LinkedIn, X (formerly Twitter) or Instagram, get on and follow the conference hashtag at #Apartmentalize and the National Apartment Association (or @NAAHQ) for regular updates.



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## Rental Owner Updates

### AMENITIES WON'T SET YOU APART!

Amenities alone won't set you apart, creating an experience will set you apart. Stop making the mistake that just having a great rental is enough to get applicants to want to lease from you. In many cases, that is NOT enough.



You need to create an impactful showing and an awesome leasing experience!

Here are a couple of simple tips: At the open house, provide refreshments, maximize the lighting, deep clean the property before hand, smile, repeat the person's name, add a citrus scent to the rooms, and have music lightly playing that matches the prospect's favorite type of music. You may say that's a bit much. My question for you is: How long has your home sat empty?

Come to our upcoming Landlord Convention and learn from Laura Bruyere, a leasing specialist and featured instructor at our upcoming Landlord Convention, several ways to add to the leasing experience. She will also teach and reveal some of the biggest marketing and leasing mistakes landlords make, as she shares updated methods. She will share on a multitude of innovative strategies and best practices, which will include the following topics:

- Marketing Mistakes and Ads that Fail: how you can make yours shine
- How independent landlords can have a professional online presence (Super easy)

I have a 20 year tenant that has been smoking heavily. The whole time, the walls are pretty bad. Actually, every surface is very bad.

Stained. Do I need two coats of primer? What kind would you recommend? I try to buy from Home Depot .  
Jason, PA



*If they are out..*

*Washing everything with TSP. . .replacing furnace filters. . .airing out . . .use ozone machine.*

*And then, I'd ask Sherwin Williams on this one. Historically, I'd use oil based Kilz to "seal it in". Then, I'd realize that it might still smell a bit.*

*- Ray, PA*

*Zinser BIN is the go to for odor sealing, but you still need to go clean everything with TSP as noted above.*

*- Jason, VA*

*Clean it all. Then get something to help with the odor like OdorXit or Pure Ayre. Spray, let it sit for a while to eat the odor causing stuff. Ozone machine when not going to be in there.*

*I used oil Kilz on an apartment where a smoker stayed for a few years. By the time I got ready to rent it the smell had worked it's way back thru the primer and two coats of paint.*

*Clean it until you can run a rag wet with the cleaner over the wall and get nothing on it. (I use Awesome) Same with ceilings. Heck, wash the floors as well, I know I did.*

*Then start the treatment. Ozone, good spray to absorb. Then you can prime it. I used BIN on the last place that suffered from smoke and skank. I sealed the floors, walls, ceilings, doors, trim, etc.*

*Then I figured out that the smell was coming from under the baseboard where the gap was for the carpet. I had removed the carpet, pad and tack strips already.*

*I pulled the trim off, sealed behind it and sealed the back of the trim. Then it was finally gone.*

*This was by far the worse smelling place I have ever owned. I only have a couple people who still smoke,*

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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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*but no new ones are allowed.*

*If it is just a faint smell the cleaning should take care of it, then seal the place up. My suggestion is to clean and deodorize the place then let it sit while you work on other things to see if the smell returns. Nothing worse then getting ready to show a place and the smell creeps back in. Whether it be smoke, pets or just dirty feet.*

*- Zero, IN*

*Cig Smoke destroys a home more than Cat Pee, and if you've ever had floors destroyed by Cat Pee, you know that is saying something. But Cig Smoke by its very nature invades every corner and crevice of a home from attic to basement, every outlet and light socket, behind baseboards, in and on cabinets etc.*

*Also, when washing anything covered in nicotine: remember liquid nicotine is a POTENT poison. Don't do it without hazmat protection.*

*- WMH, NC*

*Since TSP burns my hands, I would recommend either gloves or using a wet mop and mop bucket. When the walls stop streaking brown tar - it is clean enough.*

*Oil kills should work - unless it is going onto a water-based pain surface*

*- Ray-N-Pa, PA*

*You need a shellac-based primer: Zinsser BIN. Oil-based won't work. But must clean first w/TSP.*

*- Robin, WI*

## **MULTIPLE INTEREST**

How do you handle when you have multiple ppl show interest in a unit. Example person A, B, C, D.... in the order they showed interest, like literally the same day.

Do you process A, then wait for that to fall thru and then move on to the next person, etcetera, etcetera. Or do you process all simultaneous and see who flushes out first.

I've been doing A 1st, and if they fall thru, move on.. but then I've been losing out on the subsequent ones ( "while the iron is hot" ). I've been trying to be understanding of costs. I use a verification service that does all the background, income, etc checks. Its like \$45. I've been trying to avoid people paying for that and losing out. But I'm thinking of changing my motive of operations.



*I have every prospective contact sent an email with the application and animal policy in PDF and links to the website and a link to the pre-qualification questions in a google form and if they want to view the house. If they get past the questions, then they can book time on my calendar to see the property. I don't worry about the applications until I have my application fee and a complete application. . .The first thing I do is run a credit check. IF it is a single family house and it is below 650 they get a disqualification letter and email. Next is money. They need to net 3 x the rent. From their pay stubs, do they make 3x? From there it is calling past landlords, friends, work etc.*

*I work all applications at the same time. I offer it to the 1st person that meets all the criteria. They have 48 hours to sign a lease or I am on to the next one. Everyone who applies will get a letter and email telling them why they were denied - even if it is just "another application was accepted and lease signed before yours was completed".*

*I used to hate wasting people's money with the credit check but decided it was the quickest way to find out if they were hardy enough to move forward in the application process.*

*- Bonanza, NC*

*I still usually get multiple applicants on the day of/after an open house which I process as a batch. I don't process in the order received. The key is to not be discriminatory in establishing who is most qualified. But at the same time, don't hold the application so long without processing that the applicant moves on.*

*Some of my criteria is pass/fail (such as 6 months on current job), if they fail these then they are ejected. Then I assign points. For instance, someone who has been on the same job for 7 months gets 1 point, someone on the same job for 3 years gets 2 points. Same with income and other criteria. I then process the applicants based on total points scored. I feel confident that I could beat any discrimination suit with this documentation.*

*- MikeA, TX*

Everyone talks about  
the pain of change

Nobody calculates  
the cost of doing nothing

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our management makes a difference.



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# Santa Barbara Happenings



Terry A. Bartlett - Reetz, Fox & Bartlett LLP

## City of Santa Barbara Met with Lawsuit Over Temporary Rent Freeze.

The Santa Barbara Rental Property Association, along with four property owners, have sued the city over the temporary rent freeze. The lawsuit claims the temporary ordinance is unconstitutional and lacks the potential for property owners to apply for exemptions related to emergencies or hardships. The city is concurrently moving forward with their permanent rent stabilization ordinance process.

The lawsuit claims that concerns from property owners were largely ignored during ordinance hearings, noting that some council members visibly laughed or rolled their eyes towards the property owner's comments. The suit also alleges that property owners need a way to seek allowance to raise rent based on economic or emergency situations, something that the ordinance does not allow. Economic projections disclosed in the lawsuit show that the four property owners represented in the suit will expect to suffer a financial loss this year due to the inability to raise rent.

## New Santa Barbara Commuter Train Services.

Starting on May 4th, southcoast commuters will now have access to a round-trip Amtrak Pacific Surfliner train that will run through Santa Barbara County. The routes run from Los Angeles and San Luis Obispo counties but will now include stops in Santa Barbara County. The train runs 365 days a year, stopping in Carpinteria, Santa Barbara, Goleta, Lompoc, and Guadalupe. It will arrive in San Luis Obispo by 11:00 a.m., returning to Los Angeles by 6:00 p.m.

Riders in Santa Barbara or Goleta can expect to pay \$50 for 10 rides or a \$150 monthly pass.



Image independent.com

## Mayor Randy Rowse Decides Not to Run for Re-Election.

Current Mayor of Santa Barbara Randy Rowse announced that this will be his last year at City Hall, as he will not seek re-election for the upcoming term. After serving nine years on the city council, Mayor Rowse ran, won, and held his position as Mayor starting in November of 2021. Rowse said his decision to step down was for personal reasons, not pointing to any specific issue at hand.

Mayor Rowse stated a few goals he hopes to accomplish before his term is finished. At the top of his list is opening State Street to vehicles, followed by resolving the rent control issue, and finally solving generic financial issues plaguing the city. Mayor Rowse has yet to endorse a future candidate.

## Santa Barbara County Releases Pre-Approved ADU Designs.

Sets of Pre-Approved ADU construction designs are now available for free on the county website. The designs are standardized plans that match the county's building code, size, and height allowed pursuant to the zoning standards. The plans are specifically available for property owners in unincorporated parts of Santa Barbara County only. The program contains designs ranging from 480 square foot to nearly 1000 square foot ADU's. It also includes traditional and modern designs, such as California ranch, Mediterranean, and Farmhouse. This program can save property owners up to \$25,000 by avoiding creating and approving their own designs.



Image edhat.com

## San Francisco Gas Prices Surpass \$8 Per Gallon for Diesel: Is Santa Barbara Next?

San Francisco is now the first city in the United States to ever pass \$8 per gallon of diesel. With the national average for gasoline at \$4.10 a gallon, and diesel at \$5.58, it is no wonder why California's averages are over a dollar more expensive for both.



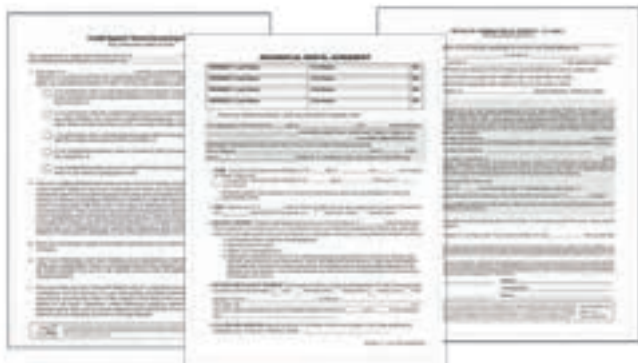
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## SBRPA Rental Property News Magazine and Website

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



Visit our website ([www.sbrpa.org](http://www.sbrpa.org)) where you can find digital copies of our magazine, legal forms, blogs, member resources, and event details & registrations.

## Join today!

Online under Members → Join SBRPA or call the office 805-687-7007 and ask for an application.

## Santa Barbara Happenings from page 35

Santa Barbara gas prices are behind but closely reflect San Francisco's prices and are continually growing. California's failed "green" policies, efforts to lock out oil production statewide and close refineries along with the reliance on imported fuels from Asia are the biggest factors for the high prices.

California has the refineries, but due to the political blame put on oil companies, they are largely inoperative. It seems time to scale back these "green" policies.

### Two New Neighboring Projects Brings More Housing to Goleta.

Two new residential projects will bring a total of 50 units to the Goleta valley. Opening at 80 North Patterson Avenue, the two-story complex will bring a mix of affordable and market rate units, totaling 23 studio apartments. The units will also contain some furnishings, solar panels, windows, awnings, and overhangs. New residents will receive new beds, tables, chairs, dressers, utensils, and cooking items, but are still welcome to bring their own items. The development will have a community center, outdoor seating areas, a shared kitchen, laundry room, bike lockers, and 19 parking spaces. Lack of parking is a serious flaw in this project.



80 N Patterson, image Noozhawk.com

27 more units will open this month at 5317 Calle Real, containing a mix of one-story units and two-story townhouse units. These units are considered luxury due to the included amenities, such as full washers and dryers, mountain views, and the location. The price of rent per unit is estimated to be \$3,500-\$4,500 per month. The complex includes a lawn area, bocce ball court, barbecues, and a playground. Every unit will have two parking spaces for themselves.



5317 Calle Real, image Noozhawk.com

### SB City Reducing Single-Family Home Project Review Process.

The city has unanimously voted to approve a new process to approve single-family homes. The process will reduce the number of minor projects sent to the

Single-Family Design Board, simplifying the approval process for homeowners. The new rules outline that a project will some projects will no longer need the Single-Family Design Board to review their plan. A project's materials and design must match the existing style. The new rules also add new zoning standards for home improvements like porches, decks, fences, balconies, hedges, and more. Porch standards were a heavy focus by the ordinance committee. Now, the rules state that a new porch can encroach up to 10 feet into the front yard, so long as it is 5 feet from the property line. It can also be 16 feet wide by 10 feet deep. If it is wider than 16 feet, it can be up to the width of the building and 6 feet deep. Homeowners can also use their garage as an extra living space. Around 221 projects a year require review with the Single-Family Design Board. With these new rules, 54 of these projects could bypass this review.

### Rent Control: Why it Fails, Courtesy of New York.

Under Zohran Mamdani, New York is implementing rent control policies that focus on limiting rent increases, expanding tenant protections, and increasing the government's hand in the action. While rent control does keep costs down for some existing tenants, it does not keep the cost down for property owners and landlords. Maintenance expenses, property taxes and insurance costs continue to rise every year. This ultimately causes owners to take their property off the market entirely and puts up barriers to new housing construction. So, the rental housing supply diminishes, mainly harming renters and tenants.

Overall, rent control removes landlord flexibility, especially harming small/family landlords. In turn, this hurts tenants and renters looking for housing as the market becomes even more restrictive. This certainly isn't exclusive to New York. Unfortunately, these policies are now coming to our front door as well.

### Draft State Street Master Plan Now Available for Comment.

The City has released the Draft State Street Master Plan for public review. Community members are encouraged to review the Draft State Street Master Plan and Draft State Street Master Plan Appendices and participate in the upcoming City Council meeting, or submit a comment.

Now is the time to share your feedback to support the final design. Your participation matters, as you know downtown best. Written comments may be emailed to the city at [StateStreetMasterPlan@SantaBarbaraCA.gov](mailto:StateStreetMasterPlan@SantaBarbaraCA.gov).

Restore State Street to its former glory. Open State Street to vehicle traffic.

*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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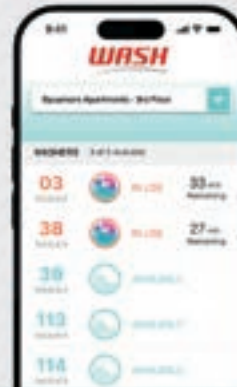


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