

Fremont Landlord Education Meetings



October 24, 2018

Agenda

1. Who is the RHA
2. What We Do
3. Local Market Trends
4. Laws in Neighboring Cities
5. Proposition 10
6. Your Questions and Suggestions

Who Is The RHA?

- Chartered in 1967 as The Apartment Owners Association of Southern Alameda County - a Chapter of the CAA. Still a Chapter today.
- 1991 – Rental Housing Owners Association of So. Alameda County
- 2009 - Rental Housing Association of Southern Alameda County
- 544 Members, Industry Partners and Friends from San Leandro to Fremont and out to Livermore.
- Represent approx. 24,600 rental housing units

Our Mission

To preserve and enhance the future of the rental housing industry in the communities we serve, and to promote the ethical treatment of residents and applicants while protecting our members' business investments.

Your RHA Staff



Bill Mulgrew
Executive Director



Caryl Mahar
Director of Marketing

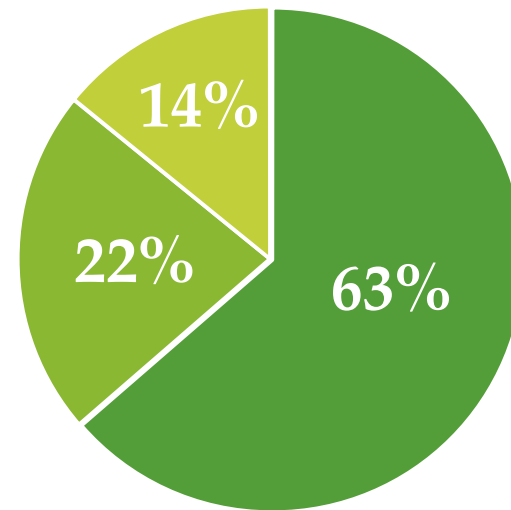


Isabel Giacoman
Member Services

Membership

Who are our Members?

% of Members by Unit Count



■ 1 to 50 Units ■ 51-500 Units ■ 500 + Units ■

What We Do

Standards and Ethics

- Fair Housing
- Ethical Ownership and Management
- Compliance with Local Ordinances
- Community Citizenship
- Court-Compliant Forms/Notices

Education

- Professional Certifications
- Issues-specific seminars
- Networking with Peers/How-to

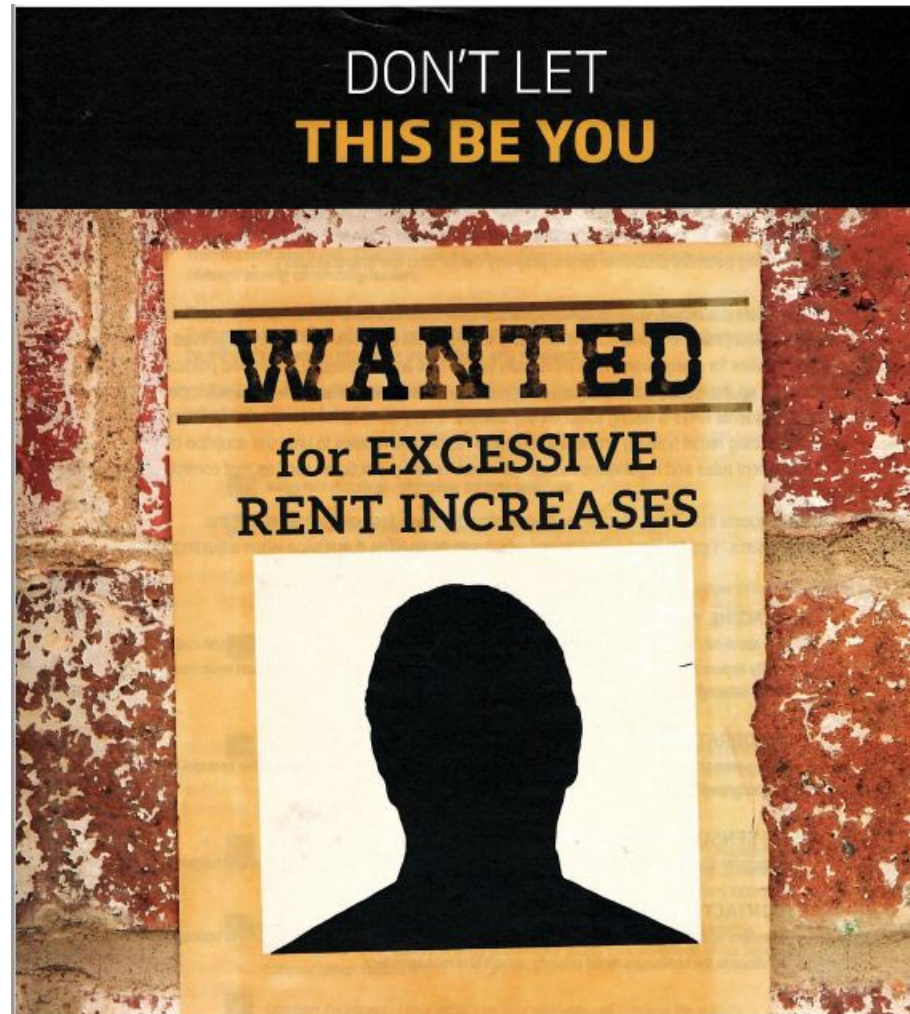
Advocacy

- Supply, Supply, Supply
- Successfully self-regulating
- Retention of rights
- Peer-to-Peer Counseling

Real-Time help and assistance

- Advice
- Guidance
- Planning
- Information

Peer-to-Peer Counseling



What you do...

...affects many

Local Trends and Issues – Rents*

Asking Rents in Fremont – 2Q 2018

Studio: \$1,677

1BR: \$2,050

2BR: \$2,468

3BR: \$2,954

Median Rent: \$2,256

Local Trends and Issues – Rents*

Effective Rent Trends in Fremont (% incr)

2Q 2016: \$2,136

2Q 2017: \$2,138 +0.1%

2Q 2018: \$2,208 +3.2%

Average 2-year increase = 1.65%

Local Trends and Issues – Vacancies*

Vacancy Trends in Fremont (% incr)

2Q 2016: 2.5%

2Q 2017: 2.4% -0.1%

2Q 2018: 3.0% +0.6%

Note: A “healthy” rate is 4% - average unit is vacant 2 weeks per year

Situation in other Cities

- Hayward – Rent Control (and decontrol)
- San Leandro – Rent Review, Tenant Relo
- Union City – Rent Review, Tenant Protections
- Alameda County – Rent Review

Proposition 10 – Repeal of Costa Hawkins Act

- What is Costa-Hawkins?
- Repeal means there are no state restrictions on cities/counties implementing rent control
- SFDs and properties built after 1996
- Cities favor local control

No Matter What Happens...

- ...have a conversation (even written) with your renters
- ...don't panic and raise rents – any changes will take a while to implement
- ...make it a practice to double required notice periods
- ...remember that what you do truly matters and will affect others
- ...call on the RHA for information and advice.

Thank you for all you do!!!

What questions do you have?

