

DON'T LET
THIS BE YOU

WANTED

By the City of Alameda
for **EXCESSIVE**
RENT INCREASES



California Apartment Association, East Bay

www.caanet.org
(800) 967-4222



An Important Message from **California Apartment Association**

Prevent Rent Control in Alameda

In response to claims of large rent increases and renters who feel their rents have increased beyond acceptable levels, local renters have been demanding City Hall take action and are urging the adoption of rent control in Alameda.

The City of Alameda recently adopted a stronger mediation program to review rent increases. A group of local rental property owners and renters spent many hours working with the City of Alameda to develop a program that aimed to balance the needs of managing a rental property with those of the residents who rent their home.

CAA believes this mediation program will be an effective tool to help address the concerns we've all heard about residents who are concerned that rising rents have forced them out of the city where they have lived with their families for many years. Rental property owners working together, following the current laws, and employing a dose of sensitivity and practicality can reduce the calls for measures like rent control—a policy that has failed to produce affordable and well maintained housing.

BE PRACTICAL - BE SENSITIVE

- Try to keep annual rent increases to reasonable levels, rent increases greater than 10% on an existing resident are not reasonable.
- Give more notice to increase rents or terminate tenancies than is legally required—A 90 day notice for a rent increase in a tight market is the responsible thing to do.
- Work with residents to discuss plans to improve or renovate a property before you begin work.
- Recognize the benefits of long term residents and be sensitive to residents with financial hardships
- When buying a new property, use caution when increasing rents on existing residents

CONTACT THE CALIFORNIA APARTMENT ASSOCIATION

Rental owners who have problems, questions, or concerns, or are in need of advice, should call CAA's Landlord Helpline to understand the solutions to the challenges rental property owners face and ensure compliance with Alameda's rent mediation ordinance.

Together we can provide quality housing, ensure rental owners operate a successful business, and prevent the government from further regulating the rental housing industry.



ALAMEDA RENT MEDIATION - PREFERABLE TO ALAMEDA RENT CONTROL



Though the Alameda Rent Review Ordinance is far reaching and a change in your business operations, this ordinance is preferable to a City of Alameda Rent Control ordinance---wherein your rents would be controlled by the government.

Your compliance with the City of Alameda Rent Review Ordinance is important to the industry, to your rental housing business and it is the law. Understand the City of Alameda Rent Review Ordinance (visit www.caanet.org/Alameda).

IT IS IMPORTANT THAT ALL ALAMEDA RENTAL PROPERTY OWNERS:

- 1** Keep rent increases reasonable for your residents — more than a 10% increase in this market is not reasonable.
- 2** Provide residents predictability and the opportunity to plan ahead.
 - a. Provide at least 60 days, preferably 90 days, notice for rent adjustments;
 - b. Consider adopting a policy of one annual rent adjustment;
 - c. If renovations require terminating tenancies, offer longer than 60 day notices to vacate, and other assistance as appropriate.
- 3** Attach a sensitively written letter to your notice of rent adjustment.
 - a. Point out increased operational costs such as taxes and utilities;
 - b. Share information about upcoming or recent improvements to the property that made the community a nicer and safer place to call home.
- 4** When residents ask to discuss their rent increase with you or the property manager, be knowledgeable of their rent history. Be willing to listen to them openly and consider special arrangements for hardship cases such as residents who are on fixed incomes.
- 5** Be responsive if your residents request mediation and be willing to enter into the City's mediation process.
- 6** Consider the impact of your actions on your residents and consider the public's perception of your property and the rental housing industry.
- 7** Understand the City of Alameda Rent Review Ordinance (visit www.caanet.org/alameda).



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RESIDENTS' BILL OF RIGHTS

As members of the California Apartment Association, we take pride in providing quality rental homes for our residents. We value our residents and recognize our partnership with them in maintaining the rental housing industry. We believe residents should be aware of their rights in this partnership. Therefore, know that,

- A Resident has the right to be treated fairly and equitably when applying for, living in, and vacating a rental residence.
- A Resident has the right to be given notice prior to any entrance into a rental residence by a rental property owner or manager, except in an emergency.
- A Resident has the right, upon written request to the rental property owner or manager, to a prompt response to requests for repairs.
- A Resident has the right to a written notice from the rental property owner or manager prior to any rent adjustment.
- A Resident has the right to the return of any security deposit that may have been collected by the rental property owner or manager and a good faith accounting of any charges against that deposit within 21 days after the rental residence has been vacated.



CAA CODE OF ETHICS

We, the members of the California Apartment Association, recognize our duty to the public and to those individuals who choose to reside in rental housing. Being ever mindful of the increasing role of the rental housing industry in providing homes, we have united ourselves for the purpose of improving the services and conditions of the rental housing industry. Therefore we adopt this Code of Ethics as our guide in dealing with all people and encourage all members of the rental housing industry to abide by these ethical principles.

- We conduct ourselves in an honest and ethical manner at all times to better the communities of which we are a part.
- We comply with all laws and regulations applicable to the rental housing industry.
- We adhere to all fair housing principles.
- We respect the rights and responsibilities of our residents and diligently respond to their requests.
- We believe that every resident is entitled to the quiet enjoyment of a safe and habitable residence.
- We strive to conserve natural resources and to preserve the environment
- We believe in the importance of continuing education for rental housing owners, managers, and residents.
- We maintain an equitable and cooperative relationship among the members of this association and with all others who may become a part of this industry in order to further the interest of all members of this association.