

# rental. Housing

EAST BAY RENTAL HOUSING ASSOCIATION | SEPTEMBER/OCTOBER 2021 | \$9.95

**BUILD**  
THE CASE  
FOR ADUS

**UNITE**  
ALLIES IN OUR  
COMMUNITY

**CONSERVE**  
EASY WAYS TO  
SAVE ENERGY  
& WATER

doing well  
*by* doing good



**EBRHA**  
EAST BAY RENTAL  
HOUSING ASSOCIATION

SERVING ALAMEDA AND CONTRA COSTA COUNTIES





# LOCAL KNOWLEDGE, LOCAL ADVOCACY, LOCAL SUPPORT, **WHEN YOU NEED IT.**

**EAST BAY RENTAL HOUSING ASSOCIATION (EBRHA)** is a nonprofit trade organization representing owners and managers of apartments, condominiums, duplexes, single-family homes and other types of rental housing. EBRHA members range in size from small investors with just one property to large property management companies that own or manage hundreds of units.

Our membership consists of more than 1,500 rental housing owners, property managers, attorneys and other service contractors. Altogether, EBRHA represents over 30,000 rental units and serves over **25 cities throughout Alameda and Contra Costa counties.**

## INTRODUCING NEW **EBRHA MEMBERSHIP LEVELS**

EBRHA is thrilled to present new membership levels tailored to your specific needs!

- **Starter: Tier 1**  
(0-3 Units, First-Time Buyer)
- **Intermediate Provider: Tier 2**  
(4-20 Units, up to 3 Properties)
- **Advanced Provider: Tier 3**  
(21-50 Units, up to 10 Properties)
- **Enterprise Pro: Tier 4**  
(51+ Units, over 10 Properties)

*More information on our expanded suite of member benefits and services coming soon!*

*Questions? Contact [sales@ebrha.com](mailto:sales@ebrha.com).*

## **MEMBERSHIP BENEFITS**

- Property management advice by phone or in person
- Renter screening service  
(application/report fees apply)
- Annually updated legal forms, including forms online 24/7
- Monthly workshops on new laws, rental agreements, security deposits, legal notices, fair housing, rent control and more
- Vendor directory of local businesses that offer exclusive member discounts
- Annual Trade Expo and monthly networking mixers
- Monthly educational membership meetings
- Community outreach and education
- Local and state lobbying
- An active and growing Legal Action Fund and Political Action Committee
- Subscription to *Rental Housing and Units*
- Membership with the National Apartment Association and CalRHA



3664 GRAND AVENUE • SUITE B • OAKLAND, CA 94610

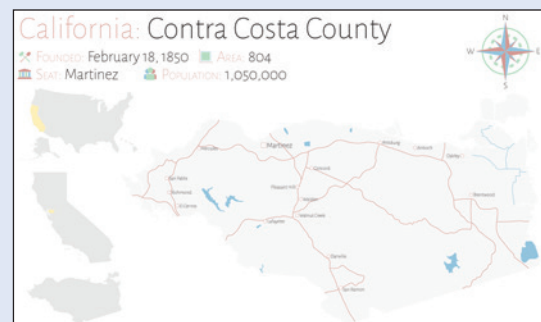
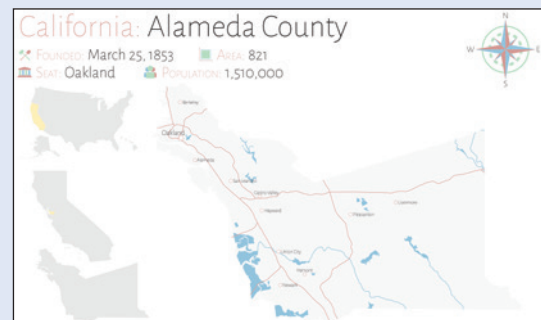
# WHY SHOULD YOU RENEW YOUR EBRHA MEMBERSHIP? ASK YOURSELF:

1. Has managing rental property expectations/relationships been a challenge in recent months?
2. Are there unit vacancies you need to fill right now?
3. Is it difficult to constantly navigate all the housing legislative changes?
4. Are you worried about the protection of your property rights?
5. Do you have at-risk renters who have been paying rent reliably this year?
6. Have any of your renters not paid rent OR are they paying reduced rent?
7. Are you unsure who's defending your business interests?
8. Are you concerned about the health of your rental housing business in 2021?

If you answered **“YES”** to any of the questions above, then EBRHA is a partner you can't afford to be without. Membership provides these benefits:

- ✓ Helps you navigate complex housing laws to ensure you're on the right path.
- ✓ Provides the latest forms and information for legal compliance and risk mitigation.
- ✓ Stays on top of relief resources and programs to help your business remain viable.
- ✓ Amplifies your voice and stories when it matters the most.
- ✓ Educates members and the community on rental housing best practices.
- ✓ Helps you keep long-term residents happy and safe through uncertain times.
- ✓ Bridges the gap between housing providers and policymakers.
- ✓ Advocates as a community for property owner rights.
- ✓ Offers on-call support and monthly events to help you succeed, one step at a time.

## DID YOU KNOW? EBRHA SERVES ALAMEDA AND CONTRA COSTA COUNTIES



EBRHA IS RIGHT BY YOUR SIDE. RENEW YOUR MEMBERSHIP  
ONLINE AT [EBRHA.COM](https://EBRHA.COM) -> MEMBER PORTAL OR CONTACT [MEMBERSHIP@EBRHA.COM](mailto:MEMBERSHIP@EBRHA.COM)



# Contents

SEPTEMBER/OCTOBER 2021



## Features

### **24 BUILDING PARTNERSHIPS**

Teamwork creates value beyond profitability.

### **28 ADUS MAKE GOOD NEIGHBORS**

Myths and facts about ADUs. *Courtesy of Villa*





## STAY CONNECTED WITH EBRHA

Call: 510.893.9873

Membership Questions: [membership@ebrha.com](mailto:membership@ebrha.com)

Visit: [ebrha.com](http://ebrha.com)

Share Your Feedback: [editor@ebrha.com](mailto:editor@ebrha.com)

Advertise: [sales@ebrha.com](mailto:sales@ebrha.com)

Read: [issuu.com/rentalhousing](http://issuu.com/rentalhousing)

Learn: [ebrha.com/faq](http://ebrha.com/faq)

Ask: [ebrha.com/submit-your-questions](http://ebrha.com/submit-your-questions)

Participate: [web.ebrha.com/events](http://web.ebrha.com/events)

## GET SOCIAL

 [@ebrha\\_rentrospect](https://www.instagram.com/ebrha_rentrospect)

 [facebook.com/EastBayRentalHousingAssociation](https://www.facebook.com/EastBayRentalHousingAssociation)

 [@EastBayRHA](https://twitter.com/EastBayRHA)

## EAST BAY RENTAL HOUSING ASSOCIATION

Volume XXIII Number 17 | Sept/Oct 2021

### EBRHA OFFICE

3664 Grand Ave., Suite B, Oakland, CA 94610

TEL 510.893.9873 | FAX 510.893.2906

[ebrha.com](http://ebrha.com)

### CHIEF EXECUTIVE OFFICER

Derek Barnes

[aemail@ebrha.com](mailto:aemail@ebrha.com) | 510.893.9873 ext. 407

### OFFICE MANAGER/MEMBERSHIP COORDINATOR

Shani Brown

[shani@ebrha.com](mailto:shani@ebrha.com) | 510.893.9873 ext. 406

### MARKETING COMMUNICATIONS AND MEDIA RELATIONS MANAGER

Ash Sukumar

[communications@ebrha.com](mailto:communications@ebrha.com) | 510.893.9873 ext. 404

### SALES AND MEMBER RELATIONS MANAGER

Danielle Baxter

[sales@ebrha.com](mailto:sales@ebrha.com) | 510.893.9873 ext. 403

### MEMBER SPECIALIST

Helen Bowen

[reception@ebrha.com](mailto:reception@ebrha.com) | 510.893.9873 ext. 408

### EBRHA OFFICERS

PRESIDENT Wayne C. Rowland

FIRST VICE PRESIDENT Luke Blackledge

SECOND VICE PRESIDENT Irina Gelfenbeyn

TREASURER Chris Moore

SECRETARY Brent Kernan

### EBRHA BOARD OF DIRECTORS

Wayne C. Rowland, Luke Blackledge, Chris Cohn,

Irina Gelfenbeyn, Brent Kernan, Carmen Madden,

Chris Moore, Fred Morse, Joshua Polston,

Jack Schwartz, Aaron Young

### PUBLISHED BY

East Bay Rental Housing Association

### PUBLISHER

Derek Barnes

### ADVERTISING

Danielle Baxter

[sales@ebrha.com](mailto:sales@ebrha.com) | 510.893.9873 ext. 403

### EDITOR

Suzanne Ennis

### ART DIRECTOR

Bree Montanarello

### COPY EDITOR

Gillian Glover



**EBRHA**  
EAST BAY RENTAL  
HOUSING ASSOCIATION

**NAA**  
NATIONAL APARTMENT ASSOCIATION  
We Lead the Way Home

*Rental Housing* (ISSN 1930-2002-Periodicals Postage

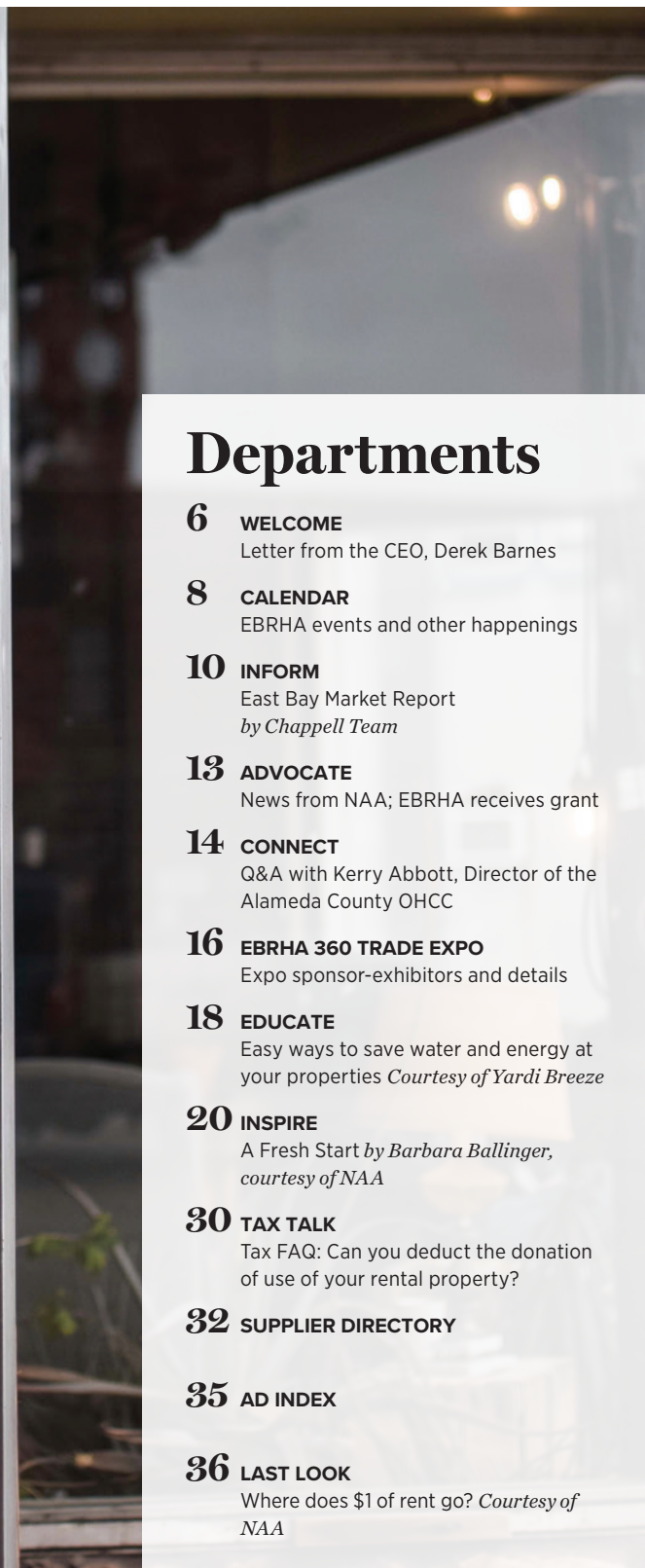
Paid at Oakland, California. POSTMASTER: Send address changes to **RENTAL HOUSING, 3664 Grand Ave., Suite B, Oakland, CA 94610.**

*Rental Housing* is published bimonthly for \$9.95 per issue by the East Bay Rental Housing Association (EBRHA), 3664 Grand Ave., Suite B, Oakland, CA 94610.

*Rental Housing* is not responsible for the return or loss of submissions or artwork. The magazine does not consider unsolicited articles. The opinions expressed in any signed article in *Rental Housing* are those of the author and do not necessarily reflect the viewpoint of EBRHA or *Rental Housing*. This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering legal, accounting or other professional services. If legal service or other expert assistance is required, the services of a competent person should be sought. Acceptance of an advertisement by this magazine does not necessarily constitute any endorsement or recommendation by EBRHA, express or implied, of the advertiser or any goods or services offered. Published bimonthly, *Rental Housing* is distributed to the entire membership of EBRHA. The contents of this magazine may not be reproduced without permission. Publisher disclaims any liability for published articles. Printed by Bay Central Printing Company. ©2021 by EBRHA. All rights reserved.

# Contents

SEPTEMBER/OCTOBER 2021



## Departments

- 6 WELCOME**  
Letter from the CEO, Derek Barnes
- 8 CALENDAR**  
EBRHA events and other happenings
- 10 INFORM**  
East Bay Market Report  
*by Chappell Team*
- 13 ADVOCATE**  
News from NAA; EBRHA receives grant
- 14 CONNECT**  
Q&A with Kerry Abbott, Director of the Alameda County OHCC
- 16 EBRHA 360 TRADE EXPO**  
Expo sponsor-exhibitors and details
- 18 EDUCATE**  
Easy ways to save water and energy at your properties *Courtesy of Yardi Breeze*
- 20 INSPIRE**  
A Fresh Start *by Barbara Ballinger, courtesy of NAA*
- 30 TAX TALK**  
Tax FAQ: Can you deduct the donation of use of your rental property?
- 32 SUPPLIER DIRECTORY**
- 35 AD INDEX**
- 36 LAST LOOK**  
Where does \$1 of rent go? *Courtesy of NAA*



# Members' Corner

Elliot A.

*"I love all the valuable education and support I receive when I participate in workshops presented by EBRHA leadership. I feel like I have a trusted partner. EBRHA has provided true leadership on complicated issues faced by rental property owners. EBRHA's rental housing forms are invaluable too—well worth the price of membership!"*

Ellen T.

*"I joined EBRHA due to a specific COVID-era challenge. I appreciate the organization's legal knowledge and legislative advocacy. I also got good leads from their Supplier Directory's law office list. EBRHA feels like a friendly, evenhanded and supportive organization. I would recommend the association to any property owner looking for information and resources."*

Kit C.

*"I find the rental housing forms and political advocacy support provided by EBRHA highly valuable."*

Noemi Z.

*"My renter stopped paying the rent during the eviction moratorium after she lost her job. As small property owners, we were very affected. Fortunately, with EBRHA's guidance, we were able to apply early for the Emergency Rental Assistance Program. I received one-on-one assistance from EBRHA staff, which reassured me about the application. After four months of waiting, we received the payment for the back rent. We are very grateful and happy to be part of EBRHA."*

Tomoko N.

*"Member Services staff are knowledgeable—they help educate new members like me with kindness and patience."*

Bill M.

*"I find EBRHA's rental housing forms and timely updates very helpful. The association has added value to my property ownership journey by fighting for my interests as a housing provider."*

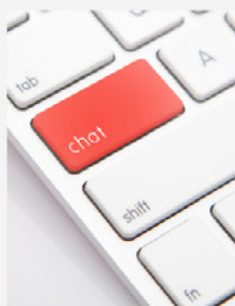
Lawrence B.

*"As an EBRHA member, I get important information regarding rental matters without delay, especially in the current climate. The association helps me manage my rental property ownership as a business."*



**EBRHA**  
EAST BAY RENTAL  
HOUSING ASSOCIATION

**CHECK OUT OUR LATEST WEBSITE  
UPDATES ON EBRHA.COM!**



**NEW CHAT  
FEATURE!**  
[EBRHA.COM](https://www.ebrha.com)



**TIMELY RENTAL  
HOUSING NEWS**  
[EBRHA.COM/BLOG](https://www.ebrha.com/blog)



**UPDATED  
HOUSING PROVIDER  
RESOURCES**  
[EBRHA.COM/PROPERTY-  
OWNER-RESOURCES](https://www.ebrha.com/property-owner-resources)



**EASY-TO-USE  
JOIN FORMS**  
[EBRHA.COM/JOIN](https://www.ebrha.com/join)

**THIS COULD BE YOUR AD SPACE!**  
LEARN MORE AT [EBRHA.COM/ADVERTISING](https://www.ebrha.com/advertising)

# Welcome

A LETTER FROM EBRHA CEO



Derek Barnes

*"Each of us holds the gift of generosity fueled by an innate need to engage in philanthropy—to love humankind."*

What has EBRHA done for the community and me lately? If you've asked yourself this question recently, I invite you to read on to gain a broader perspective of why an EBRHA membership is so vital. If you already had an answer to this question, the following pages will be filled with confirmation that will inspire, uplift and activate you more.

In light of all the societal needs and priorities revealed over the last 18 months, EBRHA's staff consistently asked, "What problems can we help solve today?" We challenge ourselves to think about housing and community problems in new ways that embrace more innovative thinking to go beyond the traditional role of a trade association. Asking this question repeatedly, we discover more and more ways to positively impact many stakeholders in our housing ecosystem and the broader community.

Each of us holds the gift of generosity fueled by an innate need to engage in philanthropy—to love humankind (Greek translation). Advancing the lives of others is an incredible responsibility. Providing safe, accessible and affordable homes is what we do as housing providers, which creates stability for millions of people across the Bay Area. The exponential impact is priceless. When people have stable living environments, they thrive and can extend their unique gifts to others around them. It creates a never-ending cycle and ripple effect of people doing well and doing good.

Through membership dues, EBRHA continues improving core infrastructure, developing a variety of new programs to support its members, and bringing our diverse communities together. Here are a few 2021 highlights:

- Aligning with sister associations like Berkeley Property Owners Association (BPOA) to unite members to stop poorly conceived legislation like TOPA in Berkeley.
- Piloting new programs, then partnering with Alameda County, to assist rental housing owners/operators and their renters with applying to the Emergency Rental Assistance Program (ERAP).
- Doubling monthly education programs to keep EBRHA members and our broader community informed to navigate adverse legislation and a statewide eviction moratorium.
- Producing a 2021 Trade Expo to showcase over 30 exhibitors, suppliers, and vendors, while providing access and networking opportunities for our members and guests.

EBRHA remains committed to expanding support to the broader community. Our 2021 mantra, "Community Forward," is at the heart of our mission, and we will continue to push EBRHA into new areas that support communities within Alameda and Contra Costa counties. We are also very grateful for the opportunity to raise money during our Trade Expo silent auction to support East Bay nonprofits like Bay Area Community Services (BACS), ECHO Housing and SHELTER, Inc.

What more can EBRHA do is greatly dependent on our members' contributions, engagement and activism. The more active you are as a member, the more we can do as a collective force to create change. Sharing your knowledge, experiences, support and feedback is fundamental in preserving a healthy and vibrant organization. As a nonprofit trade association, our challenge is continually finding ways to engage our members to be the best providers of rental housing, advocates and stewards in our community.

In this issue, we'll explore ways others help the housing ecosystem thrive, and we'll tune into opportunities where different modes of philanthropy can be an antidote to solve some of the most significant problems that we face as housing providers in the communities we are here to serve.

*"Unity is strength. ... When there is teamwork and collaboration, wonderful things can be achieved."*

~Mattie Stepanek



GENEROUS **CHANGE** SERVICE **JUSTICE**  
FAIR **EQUITABLE** ACCOUNTABILITY  
**INNOVATION** PROGRESS **COMMUNITY**  
ENGAGEMENT **INCLUSION** DIVERSITY  
**UNITY** EQUALITY **IMPACT** PHILANTHROPIC  
**LEADERSHIP** SHARE **DIGNITY** ADVOCACY

---

## EBRHA NEEDS YOU!

Many organizations and people talk about being “mission driven.” At EBRHA, that’s at our core and drives who we are in the communities we serve.

With 1,600 members who own/operate over 36,000 rental units that provide housing for more than 100K people across Alameda and Contra Costa counties, EBRHA is the largest trade association in the East Bay. Our members are industry suppliers, vendors, service providers and people who manage rental properties in 25 cities between the two counties. We’re proud to have served the communities of the East Bay for over 80 years.

We’re only as good as our members’ engagement and participation. EBRHA seeks dynamic individuals to join our board of directors.

## WHAT WILL YOU STAND FOR?

Do you want to drive change, have impact, or leverage your network? As an EBRHA Board Member, you can be at the table, sharing great ideas while expanding your industry knowledge and helping others. Here’s your opportunity to make a difference in our community of housing providers.

If you have an interest in applying your unique talents, here’s a chance to put your interests, skills, knowledge and network to great use. We’re seeking individuals with PR, marketing/communications, technology, finance, sales and business development, lobbying or legal experience. If you check any of these boxes, we’d love to hear from you.

**Ready to take your EBRHA engagement to a whole new level?** Send us an email at [boardgov@EBRHA.com](mailto:boardgov@EBRHA.com), and tell us how you’d like to make a difference.

## \* NON-EBRHA EVENTS

\* SEPTEMBER 2 2-4 PM  
& SEPTEMBER 16 6-8 PM

Informational Workshop  
Presented by  
[alamedarentprogram.org/  
workshops-clinics](http://alamedarentprogram.org/workshops-clinics)

## \* SEPTEMBER 6

Labor Day

SEPTEMBER 8  
2-3:30 PM

Owner Obligations With  
ESL Renters  
Presented by attorney  
Brent Kernan

SEPTEMBER 9  
NOON-1 PM

Expo Supplier/Vendor  
3E Event: Expo, Education,  
Expectations

SEPTEMBER 14  
2-3:30 PM

The Roundtable  
Presented by EBRHA Board  
President Wayne Rowland

SEPTEMBER 17  
10 AM-NOON

Member Meeting  
Breeze Products for Prop-  
erty Owners and Managers  
presented by Melissa Man-  
nini of Yardi; ACHHD Lead  
Safety & Available Grants  
presented by Soni Johnson

SEPTEMBER 23  
2-3:30 PM

The Forum  
Presented by industry expert  
Dan Lieberman

SEPTEMBER 29  
1-5 PM

EBRHA 360 Trade Expo  
See pages 16-17 for details

OCTOBER 5  
2-3:30 PM

Tax Veracity  
Presented by  
Geraldine Serrano

\* OCTOBER 7 2-4 PM &  
OCTOBER 21 6-8 PM

Informational Workshop  
Presented by  
[alamedarentprogram.org/  
workshops-clinics](http://alamedarentprogram.org/workshops-clinics)

## \* OCTOBER 11

Indigenous Peoples Day

OCTOBER 12  
2-3:30 PM

The Roundtable  
Presented by EBRHA Board  
President Wayne Rowland

\* OCTOBER 13  
10-11:30 AM

Evictions in  
Berkeley webinar  
Presented by the City of  
Berkeley Rent Stabilization  
Board. [cityofberkeley.info/  
Rent\\_Stabilization\\_Board/  
Home/Landlord\\_and\\_  
Tenant\\_Workshops\\_  
Seminars.aspx](http://cityofberkeley.info/Rent_Stabilization_Board/Home/Landlord_and_Tenant_Workshops_Seminars.aspx)

OCTOBER 19  
2-3:30 PM

Waste Management/  
EBMUD  
Presented by Dan Neumann  
of Waste Management/  
Eileen Nastor-Rodriguez

OCTOBER 22  
2-3:30 PM

Member Meeting  
Presented by EBMUD

OCTOBER 28  
2-3:30 PM

Member Meeting  
Presented by Abode,  
City of Alameda Homeless,  
BACS, City of Berkeley  
Homeless/BESO

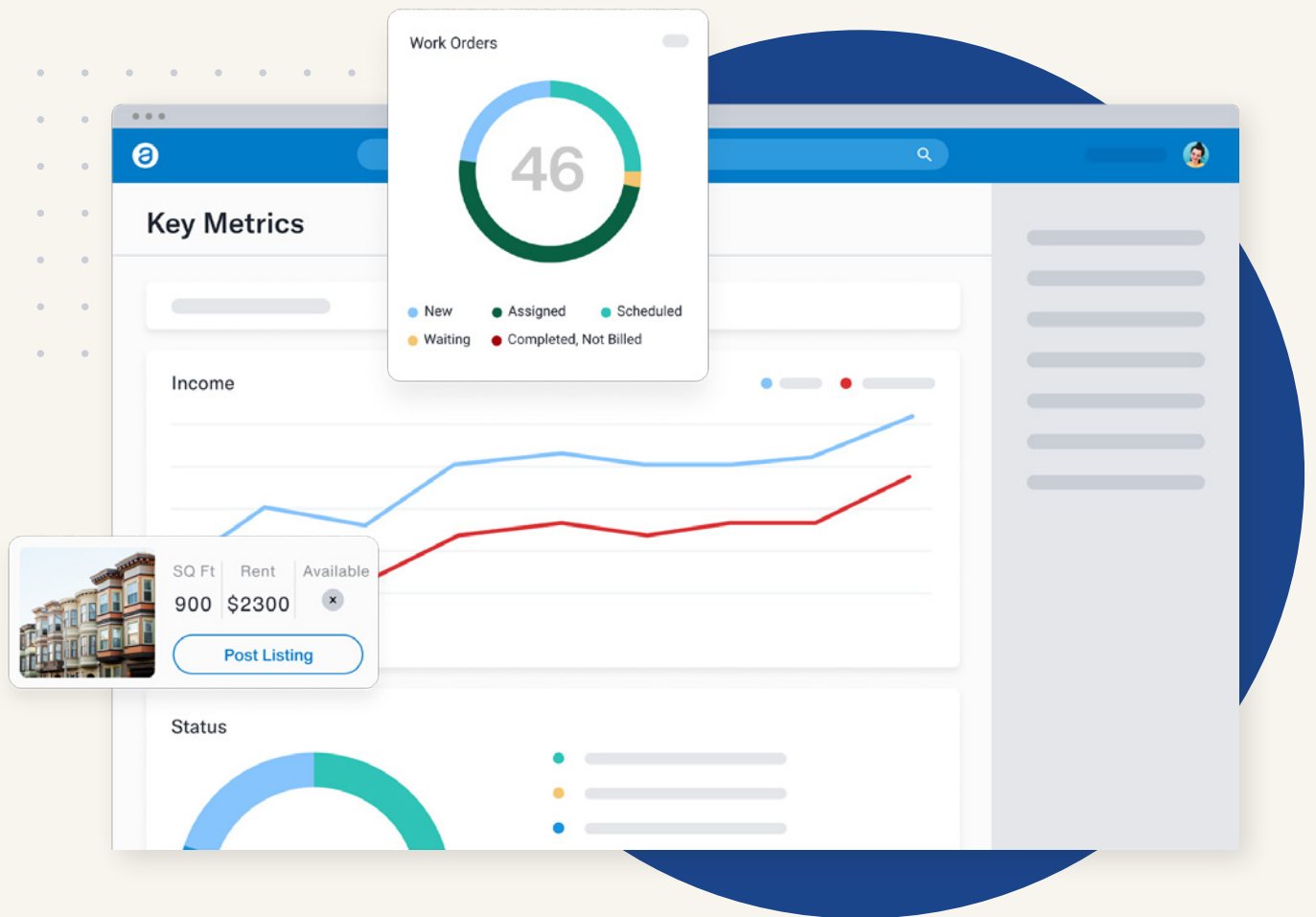
## SAVE THE DATE!

EBRHA board membership  
elections are in November.  
Interested in running?  
Find details on p. 7 and  
application materials on  
[ebrha.com](http://ebrha.com).

TO PITCH AN EVENT FOR  
OUR CALENDAR, EMAIL  
[EDITOR@EBRHA.COM](mailto:EDITOR@EBRHA.COM)



# Modernize your business with one powerful platform



Finally, property management software that gives you the clarity to focus on what matters most. Intuitively designed to delight your residents and staff. Smartly automated so you have the time to run your business and scale your vision.

[appfolio.com](https://appfolio.com)

# Inform

INDUSTRY NEWS & MARKET TRENDS



## EAST BAY MARKET REPORT

*by Chappell Team*



**W**ith improved COVID-19 risk-management, demand to spend life in the Bay Area has gone up. Multifamily assets are stabilizing after a tough year, and the East Bay recovery is outpacing that of San Francisco (for now). Sales, price-per-unit valuations and vacancy rates improved from COVID lows, albeit with the tradeoff of 10-15% rent reductions. Many investors learned hard lessons about taking a long-term perspective to residential income assets.

Thankfully, the chapter on 'COVID Shock' has appeared to close, but a series of choose-your-own-adventure plot twists await for different Bay Area submarkets. Narratives related to inflation, interest rates, tax reform, work-from-home trends and local/state/federal policy all present new opportunities to acquire or liquidate respective under- or over-valued assets.

Beginning with the top line, a look into the Zumper Rent Report as of July 28 shows that San Francisco still holds the top spot as the nation's most expensive rental market with a \*median\* rent of \$2,720 for a one-bedroom, down 15% from the previous year and up 2.6% from the previous month. Oakland sits at the seventh spot with a \*median\* one-bedroom rent of \$2,000, down 9.9% from the previous year, with no change from the previous month.

There are a number of takeaways from these statistics. First, market price reductions tend to harm the least patient (or least capitalized) owners who filled vacancies during periods of low demand/pricing. Second, the median is the middle value observed, so owners who were patient and took time to 'turn' or renovate units have had the rare opportunity to adjust the renter profile and reposition for higher future rents. Third, sellers should not fill all vacancies before a sale, as potential buyers may see opportunities to invest in vacancies. Fourth, buyers will be wise to view multiple years of rent roll data and rates/concessions negotiated during leases that started during low-demand times.

A good illustration of owners seizing rent growth opportunities is 350 Hanover, a 19-unit listing our team brought to market in June. Ten days after the original listing, it received multiple offers above its asking price of \$6.25M. In addition to excellent capital expenditures, the owners and property managers wisely converted extra space (e.g., dining rooms) into additional bedrooms for six of the units. We modeled a revenue growth scenario in the offering memorandum with both market rent increases and six more conversions. Reaching out to our clients with this investment thesis provided a healthy demand for 15-plus showings in the first two weeks.

If you don't have the luxury of large unit layouts and have considered trading into buildings that reduce exposure to certain risks, you've likely tracked the work-from-home trend. Will the migration patterns of highly paid technology company employees reverse? Pre-pandemic, the Bay Area was the hub for employees of top companies like Google, Apple and others. Over the last year and a half, however, the typical workday for these employees has been quite different from the past—no commute and lots of virtual meetings.

After a year and a half of working from home, many are ready for a return to the aisles of pingpong breaks and catered lunches. But policies vary. Google, for example, has always created a pleasant work environment for its employees, and it is encouraging them to return to the office. However, an internal survey suggests that most Google employees would prefer to continue working from home. Despite this analysis of employee preference, post-pandemic, Google (which has pushed its voluntary work-from-home plan to October) expects that 60% of its employees will be in an office three days per week, 20% will work in new office locations and 20% will work from home, according to an article on fastcompany.com. This difference in opinion between employee and employer seems to be a trend. The rise of the delta variant has thrown another curveball, with many employers hesitant to sign new leases with the uncertainty ahead, keeping vacancies high in the office sector.

In June, Apple told workers they should return to the office at least three days per week beginning in September. Some employees pushed back and even quit because of the lack of flexibility and freedom to choose for themselves. Due to rising COVID-19 cases, however, Apple reportedly has also pushed back its return-to-office date to October.

Uber will no longer be requiring employees to return to the workplace fulltime and developed a 'hybrid model' instead. According to the fastcompany.com article, Uber will allow employees to work from home two days per week but will expect them to be in the office the other three. There is a potential that these plans will become the concrete future of work. But it's hard to imagine deep connections to form among ambitious professionals without steady in-person interaction and the serendipity that comes with proximity.

If Bay Area owners are betting on a slower recovery and are considering a 'flight to quality,' there can be merit to preserving principal and sacrificing margins for risk hedges. For example, reducing margins can be traded for qualities such as optionality or a new renter profile that may deliver higher margins down the line. In Berkeley, a



14-unit property at 2410 Dwight (listed at \$3.75M, 5.6% cap rate in May) demonstrated multiple risk hedges despite Berkeley's lower operating margins (higher fees, etc.). First, the building is three blocks south of the best public school in the country, so it has a stable source of demand. Second, student turnover provides an excellent inflation hedge, as owners can raise prices with rising costs. Third, this building has two units that are in between renovations, so the owner monetized them as monthly rentals, generating income without locking them up via a renter. Within 10 days of being on the market, the property hosted 17 tours, and the owners of 2410 Dwight received five offers.

## 2-4 UNITS

For 2-4 unit multifamily buildings in Oakland, Berkeley and Alameda, markets in Q2 2021 posted a two-year high of 160 transactions, closed totaling \$191M in value. Extraordinarily, sales of 2-4 units in Oakland more than doubled from \$58M in Q1 2021 to \$126M in Q2 2021 while Berkeley nearly doubled from \$26M in Q1 2021 to \$47M in Q2 2021. Alameda rose from \$10.1M in Q1 2021 to a two year high of \$17.3M in sales in Q2 2021. So far, Q3 2021 is showing no signs of slowing.

## 5+ UNITS

In the commercially financed portion of the market, we're eager to see if the East Bay will continue its 10-year trend of being more stable and faster-growing in value than San Francisco. As reported in our last quarterly market update, the 10-year trend in price-per-unit valuations has been growing at 8.1% per year in the East Bay, while San Francis-

co has seen 5.9% over the same period. The change in price-per-unit valuations from Q1 2021 to Q2 2021 showed signs of this possibly changing, as price-per-unit values grew from \$602K to \$624K in SF, a 3.6% improvement, while in the East Bay this grew from \$381K to \$392K, a 3% increase. The East Bay remains more stable as vacancy dropped from 8.1% to 7.3%, compared to San Francisco's drop from 10.2% to 8.6%. For both regions, sales volumes were relatively flat or modest compared to past quarters.

Looking ahead, we are eager to see how pronounced inflation trends will be, as inflation has been historically managed by increasing federal reserve policies that effectively raise interest rates. Despite continued purchasing of assets and a near-zero federal funds rate target, more and more Federal Reserve leaders have mentioned 2022 as the beginning of potential rate hikes. A rate hike would effectively raise the returns of all assets across risk levels, effectively lowering values of all assets, as asset/wealth managers would sell riskier assets to buy less risky assets and theoretically generate the same rate of return. Additionally, we are looking for market trends related to the eviction moratorium that President Biden has extended to October 3, as this prevents asset owners from managing renter risks. When the slower summer months fade away, the fall/winter quarters look set to offer important new data points that can support or weaken our long-term investment views.

*Chappell Team has been serving the East Bay multifamily market for 16+ years helping clients acquire, dispose, trade and evaluate multifamily properties. Please reach out for any of your commercial real estate needs.*



# Advocate

LEGISLATION, ADVOCACY & POLICY UPDATES



## SCOTUS Strikes Down CDC Eviction Moratorium; NAA Lawsuit Continues

**O**n August 26, the U.S. Supreme Court ruled 6-3 to strike down the U.S. Centers for Disease Control and Prevention's federal eviction moratorium. NAA President and CEO Robert Pinnegar shared the news with NAA members via email.

Pinnegar cautioned, however, that "the SCOTUS ruling only applies to the CDC's federal eviction order, not any additional moratoria enacted at the state or local levels." He urged NAA members to continue to follow all state and local laws and regulations and consult trusted local counsel for

clarification as needed.

Pinnegar further stated that "the ruling specified that a federal moratorium could only be implemented through Congressional action—NAA continues to advocate against such a move ahead of Congress' September return, and the possibility of an eviction moratorium bill passing through both the House and Senate is slim." NAA has long argued that the CDC's order was unlawful and overreaching, and that it's critical to focus on the most sustainable path forward of full rental assistance funding and streamlined distribution. It reiterated both

sentiments in an August 26 statement about the ruling, adding, "Though the moratorium is lifted, it is important to remember that billions in debt remain on renters' records and housing providers' shoulders."

To recover those losses, NAA continues its lawsuit seeking more than \$26 billion in damages for rental housing providers harmed by the CDC's order. Read about that lawsuit at [naahq.org/CDC-eviction-moratorium-lawsuit](https://naahq.org/CDC-eviction-moratorium-lawsuit).

### EBRHA RECEIVES ALAMEDA ERAP GRANT

Big news! EBRHA has received a \$75k grant from the Alameda County Emergency Rental Assistance Program (ERAP) in order to help distribute the county's allocation of federal and state emergency rental assistance funds.

As Outreach Ambassadors and Application Assistance Coordinators, EBRHA will provide general outreach and extended ERAP application assistance to association members, rental housing providers and their renters.

Preparation for providing drop-in, virtual and phone assistance is underway. Meanwhile, to make an appointment for rent relief assistance, contact EBRHA staff at [acerap@ebrha.com](mailto:acerap@ebrha.com) or 510.347.8333.

For more information about the ERAP program, and to check your application status and upload documents to the Alameda County Housing Secure ERAP's new community portal, please call 211, or visit the official ERAP website at [ac-housingsecure.org](https://ac-housingsecure.org).

# Connect

COMMUNITY RESOURCES & OUTREACH



**Kerry Abbott** (above) is the Director of the Alameda County Office of Homeless Care and Coordination ([homelessness.acgov.org](http://homelessness.acgov.org)), which coordinates the work of the Health Care Services Agency and its county partners and works collaboratively with the cities and nonprofit agencies throughout the county. Abbott has assisted people who are homeless for more than 25 years in supportive housing programs, policy development and program oversight. From 2016-2019, she served as the Deputy Director of the Department of Homelessness and Supportive Housing in San Francisco, helping build the agency in its inaugural three years. Then, the Alameda County Board of Supervisors established the Office of Homeless Care and Coordination in 2019 to oversee the ongoing development of a robust, integrated and coordinated system of homelessness and housing services in Alameda County. Abbott was the first employee. Rental Housing spoke to Abbott about the causes of homelessness in our region and how rental housing providers can be part of the solution.

## ***Please share some statistics about people experiencing homelessness in Alameda County.***

More than 8,000 people are homeless in Alameda County each night, and 79% of these individuals are unsheltered (on the street, in tents or in vehicles). The majority of people (80%) currently experiencing homelessness in Alameda County lived here before losing their home.

Homelessness disproportionately impacts people of color. In Alameda County, Black and Indigenous people are homeless at a rate four times higher than in Alameda County's general population, and more than double the rate among people in poverty.

## ***What are the most common causes of homelessness in the East Bay?***

People lose their housing for many reasons. In Alameda County we have seen that the most prevalent conditions leading to homelessness are economic factors such as job loss, followed by eviction or foreclosure and rent increase. People living on a fixed income, such as seniors, are often limited in their ability to afford rising rental costs. Unmet mental and physical health needs are also factors that can lead to homelessness. These are also conditions that are exacerbated by experiencing homelessness. We know that a person's health and well-being are more likely to improve when they are housed and able to meet their basic needs.

## ***What are some common misconceptions about those who are unhoused?***

Stereotypes exist about unhoused residents when, in fact, homelessness affects a broad range of people in Ala-

meda County. These residents range from single adults (the largest population of people experiencing homelessness) to families with children, people under 25, people fleeing domestic violence, seniors, veterans and people with disabilities. People are often surprised to find out that someone experiencing homelessness has been a former homeowner, a teacher or a business owner. Often there is an assumption that people become homeless because of bad choices, substance abuse, or because they prefer to be unhoused—when it is the rising cost of housing that leaves many people in unstable housing situations.

Another assumption is that the only people experiencing homelessness are those we see in public or in the media—sleeping in tents, etc. The reality is that many unhoused people are sleeping in emergency shelters, in their cars and in other places that are out of view.

## ***To what extent do evictions account for homelessness?***

This is difficult to document since most people who become homeless might be staying with friends or family as the result of past eviction. Additionally, many people leave their housing situations when served with a notice to avoid having an eviction on their record.

## ***How about lack of adequate housing stock in the region?***

Lack of available and affordable housing is definitely driving our county's housing and homelessness crisis. While this is a large and complicated dynamic, I want to highlight that I believe we can increase our ability





Fairmont Navigation Center Tiny Homes, located in the unincorporated area of Alameda County, serves to help people experiencing homelessness transition into permanent housing and achieve stability and self-sufficiency.

to house people experiencing homelessness if more property owners engaged in programs that match available units with people who have vouchers and subsidies to help cover their housing costs. These programs are a win-win. Property owners are guaranteed on-time monthly rental payments, and renters are supported by a social service agency and provided with a safe and stable place to call home.

***Can you share a few innovative approaches to eradicating homelessness in Alameda County?***

The COVID-19 pandemic turned things upside down, and people experiencing homelessness—without a safe and stable place to shelter in place—are at a particularly high risk of exposure to the virus. In Alameda County, Project Roomkey made it possible to provide temporary shelter for the most vulnerable populations of people experiencing homelessness in local hotels and motels. Project Roomkey has shown unprecedented success in helping to shelter and provide stability to unhoused people by connecting them with needed care and services. To date, we have permanently housed over 970 of our Project Roomkey participants. We could house more if we had additional units where participants could use their

housing vouchers and subsidies. This is where our rental housing provider incentive programs help!

California's Homekey program provided funds to Alameda County and the City of Oakland to purchase hotels, motels, and even some larger houses to convert to permanent housing for people who were homeless. The state will have new funding for Homekey this year, and we hope to see additional projects that will help us quickly increase needed housing units in our county.

***Are there opportunities for housing providers to team up with your office to help fight the problem?***

Absolutely. One of our most pressing needs is to increase the number of safe and stable housing units that are available to people experiencing homelessness. Many people seeking housing have housing subsidies and vouchers to help pay for housing, but are unable to find available units to rent. We hope that more property owners in Alameda County will learn about the incentive programs that are available to help match people in need of housing with available units. These important programs guarantee that monthly rent is paid on time, offer comprehensive support services to renters, maintain a dedicated staff to

work with property owners and offer additional financial incentives for participating property owners. Tenancies established through these programs have demonstrated great success, and we encourage anyone interested in learning more to give us a call at 510.777.2100 or to reach out via email at [ACHomes@acgov.org](mailto:ACHomes@acgov.org).

***What about other ways that rental housing providers can help while still protecting their business interests?***

Leading with curiosity and compassion is a great start! Offering some flexibility in screening for rental history is a big help. If people come with guaranteed rental assistance and ongoing support, maybe the standards can be a little bit different. Supporting affordable housing projects in the neighborhood. Welcoming newcomers. Even having conversations about what we can do is a start!

We would love any suggestions or support that your membership can offer to help spread the word about our need for housing, and this wonderful opportunity to help the community and fill a vacant unit! We are happy to answer questions about how the programs work and provide references from others that have participated in the programs.

# Meet Our Sponsor-Exhibitors

EXPO SPONSOR-EXHIBITORS BY LEVEL

## GOLD



## SILVER



Burnham Brown  
California Strategic Advisors

California Waste Solutions  
PFN Insurance Services

## BRONZE

Axis Construction  
Beacon Properties  
Contemporary Information Corporation  
Edrington & Associates  
First Foundation Bank

Greener Roofing Solution  
Luther Burbank Savings  
R&S Overhead Garage Door, Inc.  
Seville Property Management  
State Farm Insurance - Kelly Lux

State Farm Insurance - Jain Williams  
Swords to Plowshares  
Trash Scouts  
W. Charles Perry & Assoc.  
West Coast Premier Construction

# THANK YOU



# Trade Expo

TICKETS ON SALES THROUGH SEPTEMBER 29 » EBRHA 360 TRADE EXPO 2021



Join us on **Wednesday, September 29, 1-5 PM**, at the **Sequoiah Country Club** in Oakland for our 14th Annual EBRHA 360 Trade Expo. The spectacular Sequoiah golf course is the perfect backdrop for housing providers, suppliers and vendors to interact, share rental housing best practices and understand the latest policies impacting rental property owners and managers. The venue features expansive indoor and outdoor spaces, making it ideal for safe interaction and social distancing. *Members may attend in-person or virtually.*

## Tickets

- Get your tickets at [ebrha.com](http://ebrha.com) or call 510.893.9873
- EBRHA Members: **\$40 before 9/15** by logging into our online portal. Tickets are **\$60 after 9/15**
- Members may also purchase additional guest tickets for **\$40**
- Nonmembers: **\$95 before 9/15; \$125 after**

## Benefits

Discover new solutions to rental housing challenges, expand your network of like-minded professionals, and elevate your knowledge on current rental housing policies and practices, all under one roof in an action-packed Trade Expo event.

## WHAT'S INCLUDED?

### Networking & Relationship Building

Access to our expansive indoor-outdoor expo floor, featuring a comprehensive list of suppliers and vendors serving the East Bay rental housing community. Quality one-on-one time with a variety of exhibitors, including attorneys, insurers, contractors, builders, remodelers, lenders, community partners and others.

## Innovation & Discovery

Ample opportunities to connect with top local suppliers and industry peers and stay abreast of cutting-edge rental housing products/services and new business management solutions.

## Education & Advocacy

Educational programming covering technology and innovation in the rental housing industry, resident screening strategies, legislation updates and more.

## Collaboration & Leadership

Opportunities to interact with and learn from EBRHA leadership and housing industry experts.

## Food & Beverages

Seasonal menu and refreshments, plus local wine and beer tasting.

## Added Attractions

Exclusive silent auction event to support local charities, plus event prizes and giveaways.

***Don't miss out on this one-of-a-kind EBRHA 360 Trade Expo experience!***

HERO IMAGES/ADOBE STOCK



LEARN MORE AT [EBRHANOW.COM/EXPO](http://EBRHANOW.COM/EXPO)  
510.893.9873 | [MEMBERSHIP@EBRHA.COM](mailto:MEMBERSHIP@EBRHA.COM) | [EBRHA.COM](http://EBRHA.COM)

# Educate

TIPS & HOW-TOS



## It's Easy Being Green

*There are many ways to save water and energy at your properties. Share this list with your residents and encourage them to be as green as possible.*

*Courtesy of Yardi Breeze*

### **1. Offer energy-efficiency kits to welcome new residents**

A move-in kit is always a great way to welcome new renters on their first day. It sets a positive tone that can carry over to all future interactions. An energy-efficiency kit goes even further, showing your residents that you're there to help them lower their bills and environmental impact. Kits can contain energy-efficient lightbulbs, low-flow showerheads, smart thermometers, etc.

If anything in the kit requires instal-

lation, it's better to have that done in advance, but let renters know what new amenities you added before they moved in. They'll love to hear about them!

### **2. Switch to low-flow showerheads**

Low-flow devices help save water and energy at your properties. A standard showerhead may use up to five gallons of water per minute. A low-flow device may use only two gallons per minute. Showerheads are inexpensive upgrades that begin to pay off immediately.

### **3. Run laundry machines and dishwashers at the same time**

Water heaters use more energy heating up water than they do keeping it hot. That means you can save water and energy (and money too!) by running multiple appliances at the same time. The water heater will have to work a little harder to keep up with the demands of two or more appliances, but it will only have to do that once. (This one doesn't apply to multifamily residences with on-site or off-site laundry facilities.)



***Pro tip: It's better to do one full load of laundry by itself than a half-load timed with the dishes.***

#### **4. Keep grass a little longer than usual**

Did you know that long grass holds moisture better than short grass? That means longer grass doesn't need to be watered as often. Adjust lawnmower blades, or request your landscaper to do so. Some cities, neighborhoods and housing associations have limits on grass length, so be sure not to exceed that length.

And remember, grass that gets too tall is a welcome sight for mama rabbits and other small mammals. Baby bunnies are cute, but it's not so cute when you have to stop mowing until your uninvited furry creatures leave the nest. (Also, animals tend to tear out chunks of lawn when making their dens.)

#### **5. Unplug electronics when not in use**

This is one of the simplest ways to save energy at your properties, but it's also one of the trickiest to remember. After all, people are busy, and we use quite a few electronics. If your residents had to plug and unplug individual devices before each use, they'd probably go crazy. That's why smart power strips are so useful. They also eliminate vampire loads, which is electricity that is "drained" (hence, vampire) when a device is plugged in but not in use.

#### **6. Place mirrors to "bounce" sunlight into different rooms**

You don't need as many lights as you think to have well-lit units. Even when natural sunlight is available, some rooms have dark spots that require additional light. In some cases, mirrors can be strategically placed to catch sunlight and bounce it from mirror to mirror.

***Pro tip: Bright walls also help reflect light.***

#### **7. Keep air vents free of blockages**

If air can't circulate efficiently, your heater and A/C will work harder than normal to adjust the temperature. Residents should make sure that fur-

niture, shelves, boxes, toys, etc. do not obstruct vents.

#### **8. Don't rinse dishes before putting them in the dishwasher**

Dishwashers come with effective drains, and newer models are especially effective at blasting off grease and stuck-on particles. It's common for people to rinse their dishes before putting them in the dishwasher, but this is usually an unnecessary use of water. Instead, scrape plates with a dish-safe brush.

#### **9. Save energy at your properties with more efficient appliances**

If you manage older or unrenovated properties, you could be spending a small fortune on energy bills. Modern appliances use significantly less electricity, and they're much more efficient than older models. Specifically, look for Energy Star certified air conditioners, refrigerators, washers, dryers, light bulbs, water heaters, dishwashers, heat pumps and other appliances. They can help you and your residents save money and use less energy.

#### **10. Keep your freezer full**

Full freezers absorb cold air, so the unit uses less energy to keep food cold. That's as good an excuse to stock up on frozen pizzas as we've ever heard.

#### **11. Don't use the heat dry function on dishwashers**

The drying function on dishwashers isn't necessary, and it can raise your electric bill. If water spots annoy you or you have a fancy event coming up and don't want spotty glassware, there are other ways to clean cloudy glass. (The dishwasher isn't the best way to remove water spots, anyway.)

#### **12. Unplug mobile devices once they're charged**

When charging phones, tablets and laptops, there's no need to keep them plugged in once they're at 100%. In fact, doing so just increases your electric bill and strains the device's battery. Save energy by unplugging devices until they fall to about 25% power.



***Pro tip: Try not to let your electronics with lithium-ion batteries fall to 0% charge. It's bad for them and ultimately requires more energy to get them charged back up.***

#### **13. Lower the maximum water temperature**

Default water heater temperature is often 140-170 degrees. That's really hot! Lower the maximum to 120 degrees to save energy at your properties. And don't worry: Many modern dishwashers are able to independently boost temperatures above 140 degrees in order to sterilize dishes.

#### **14. Charge electric vehicles at night**

Electricity is cheaper at night, and an electric vehicle is probably going to be a resident's highest consumer of electricity. If they have garages and personal chargers, encourage them to charge their vehicles during off-peak hours.

#### **15. Weatherize or winterize windows and doors**

Always seal the edges of windows, because those gaps make it easy for indoor air to escape and outdoor air to leak in. It's especially important to winterize manufactured homes because they're prone to air leaks.

*This article is excerpted from "51 Ways To Save Water & Energy At Your Properties," originally posted July 17, 2020 at [yardibreeze.com/blog/2020/07/51-ways-to-save-water-energy-at-your-properties](https://yardibreeze.com/blog/2020/07/51-ways-to-save-water-energy-at-your-properties).*

# Inspire

DESIGN TRENDS



## A Fresh Start

*Existing apartments are being revamped to signal the end of the pandemic and increase occupancy.*

***By Barbara Ballinger, courtesy of NAA***



**A**fter a year and a half of isolating in apartments and keeping a safe, social distance from neighbors, the lower coronavirus numbers have spurred residents to step out more to breathe fresh air and socialize. Developers, property managers and design professionals are using the change as a catalyst to update their communities' shared spaces and apartments and convey a new beginning.

While many choices depend on price point, resident demographics and climate, common denominators feature increased interest in sustainable, durable and healthier materials; more colorful palettes beyond gray (which endures); workstations because not everyone is back at their office; and strong Wi-Fi throughout a property.

Staying within a budget and maintaining value over a longer time frame are key, says Meghann Van Dorn, LEED AP ID+C, Director of Interior Design at The Architectural Team (TAT) in Chelsea, Massachusetts. Finding ways to stand out to compete are high on priority lists, too. "The key is to understand what competitors offer, which helps guide how far you need to go," says Mary Cook, whose eponymous Chicago-based firm focuses on commercial interior design.

However, the biggest overarching trend at present may be striving for an aesthetic and ambiance that mimics a hotel. "The idea is to provide a lifestyle that suggests a self-contained world, so residents don't have to venture out," says architect Victor Body-Lawson of New York-based Body Lawson Associates.

The following improvements represent the new norms, followed by those that have lost cachet, according to design professionals working to make apartment communities stand out from the crowd.

## WHAT'S IN: WAYS TO SPARK INTEREST

**Energy efficiency.** Whether a building seeks LEED or other green certifications, reducing energy costs for management and residents is a prime goal, which also can keep everyone healthier and meet more city mandates. Strategies include installing better insulation, solar panels, geothermal systems, geofencing, windows with a higher R-value (a measure of how well a barrier resists the conductive flow of heat) and Energy Star appliances. "Most residents pay for their electricity, so this is of great interest," says Body-Lawson.

Interest in conservation extends to developers adding more car charging stations as some car manufacturers plan to focus solely on electric vehicles, says Diana Pittro, Executive Vice President of Chicago-based RMK Management.

In a related change, smart features are included to program elevators so they improve traffic flow and optimize energy use, Body-Lawson says. Smart features are also featured in apartments so residents can remotely control lighting, electronics, HVAC and entry, says Kelly Naylor, Director of Interior Design

and Senior Partner at Minneapolis-based BKV Group.

**Color.** Living in an apartment no longer means being surrounded by a sea of neutral beige, white, gray and "griege." "Blues, greens and taupes are popular since more will take a chance on color," says Van Dorn. At the same time, gray is trending warmer, she says. Naylor sees lighter and brighter colors emerging, which helps smaller apartments feel larger.

**Kitchen cabinets.** Rather than typical Shaker-style boxes, cabinets have a thinner profile with a slab front often constructed from tambour wood for a classic, modern look, Van Dorn says. "We're just starting to see this, but it reflects interest again in wood tones," she says. Some upper cabinets are replaced by wooden shelves for a custom look. Another trend is a return to two-toned cabinetry—light cabinets above with dark ones below or upper cabinets with a horizontal wood grain for contrast, says Cook. Having two colors or materials breaks up a monotone look and suggests a custom design, says Body-Lawson. In some developments, brighter blues and greens are tested in smaller areas—on an island or along a backsplash, Naylor says.

**Kitchen islands.** They've gotten larger because of all the tasks that take place at them. [This also allows] room for storage, a towel rack and seating for stools, Cook says. But Naylor [clarifies] that they're not one-size-fits-all but [instead are] in proportion to the overall kitchen size.

**Natural materials.** Before wood became a more precious commodity, it was showing up in cabinetry, paneling and furniture—especially midcentury designs, says Body-Lawson. Throughout the pandemic, this was part of a trend toward greater interest in natural materials for a layered effect, to soften spaces, add warmth and promote nature, biophilic design and wellness.

Natural stone showed up in kitchens, bathrooms and lobbies, says Nancy Ruddy, architect and co-founder of New York-based CetraRuddy. Wall coverings are made from fibers and leathers that lend a cozy vibe, and cork is turning up on both walls and floors, especially in common spaces like hallways and lounges. Ceilings get more attention, too, from wood and other materials that add warmth and "attitude," Ruddy says. They also help baffle noise.

**Hardware.** Metal remains the most popular material for hardware, with a satin/brushed stainless steel finish a top choice, Van Dorn says. Polished chrome is also popular, overtaking polished stainless because it feels more residential and elegant, Ruddy says. But also in the running are oil-rubbed bronze, matte black and brass pulls, she says. The variety available has led to more mixing, says Naylor. At the same time, Ruddy cautions, "We have done black and gold, but developers worry that in 10 years, those will look dated."

**Walk-in showers.** These days, they're the first choice for a bathroom, especially when space is at a premium. To



conserve water, walls are outfitted with a simple shower-head rather than the formerly popular oversized rain heads, Ruddy says. A solid material for the wall is also preferred to tile to avoid dirty grout lines. A second bathroom usually includes a shower-tub combination.

**Quartz countertops.** Quartz, a manufactured material, has overtaken granite in popularity in the last decade because it's considered more durable, healthy and attractive without the imperfections of granite, plus it offers more contemporary colors, says Body-Lawson. The most popular version is a white base with pronounced gray veining, often used along a backsplash for a unified look, Van Dorn says. Many developers view its use as an upgrade because of the look and its seamlessness. But as an alternative, Ruddy also likes to use recycled glass and other eco-friendly materials.

**Tilework.** If tiles are preferred—often because they're a more economical solution, geometric and hexagonal shapes might be used along kitchen and shower walls and fireplace surrounds, which can add a personalized accent, Van Dorn says. These days, designers favor different-colored grouts that can connote a subtle or bold look, Naylor says.

**Lighting.** The current look is two large lights or one long linear fixture above a kitchen island, Van Dorn says. More recessed lights are installed in an entry and bathroom, but backlit vanity mirrors are also used, which eliminate the need for overhead lights, Cook says. "It's a cleaner look and Bluetooth-friendly," she says. All lamps (or bulbs) are LED.

**Flooring.** The most popular choices are engineered hardwood in a wider plank and porcelain or luxury vinyl tile (LVT). Both endure wear well, come in various colors and are made to be installed fast and constructed so they reduce noise when walked on, says Body-Lawson. Whichever is

preferred, a trend is to use the same choice throughout an apartment, Ruddy says.

**Toilets.** Comfort-height toilets—from 16 to 18 inches—instead of the traditional 15-inch height are favored in new buildings and remodels, says Van Dorn.

**Closets.** Shelving solutions are installed that allow residents to customize by adding brackets, drawers, more shelves and other components, says Cook.

**Flex spaces.** More sliding walls and barn and pocket doors rather than swinging doors transform how rooms can be altered without major structural changes, Ruddy says. Some designs also feature partial walls, which proved useful during the pandemic to block views and muffle noise while many worked from home in open-plan layouts.

**Hallways and front doors.** To convey the feeling of an upscale hotel, more emphasis is placed on how a corridor is decorated, with a focus on a variety of light fixtures, new carpet designs, wall colors and dressed up residents' doors with a nice doorbell, number and maybe accent material. "It's part of a building's branding," Van Dorn says.

**Remote workspaces.** These are showing up both in units and in shared spaces by maximizing existing footprints. In apartments, designers are extending a kitchen counter and adding shelves above; building in a shelf for a desk in a large closet with solid surface material that's easy to clean; or creating a desk in a hallway or nook, says Ruddy. In shared spaces, tiny areas are fashioned for meetings or calls—sometimes as small as a phone booth, while larger spaces work well for Zoom meetings and collaborative gatherings. More furnishings selected have built-in outlets for easy connectivity, Ruddy says.

**Lobbies and more.** As part of the trend of making apartment lobbies resemble hotels, more iconic classic furniture



pieces are included that add character, often in different neutral fabrics, colors and patterns, plus pops of color, says Ruddy. “They add freshness, and in seven years or so, new pillows or accent chairs can refresh the groupings again,” she says.

Banquettes are used to mimic a coffee shop feel, Van Dorn says. More bars and fireplaces are installed for additional sitting and meetup areas, so residents have an alternative to [entertaining] at home, says Body-Lawson. Reception desks are also given a do-over with colorful stone surfaces rather than just white, Ruddy says. Adjoining spaces are also viewed through a hospitality lens, including healthy food pantry options, curated retail and more pet spaces, Naylor says. Pittro also sees more game areas for golf simulation, billiards, foosball and chess.

**Touchless products.** These took on greater importance in common areas during the pandemic and continue to be favored, specifically in restrooms with soap dispensers and hand dryers and in communal kitchens with faucets that operate with sensors instead of touch, Van Dorn says.

**Package rooms.** They got bigger than the former walk-in closet, as residents began ordering items more frequently and often in larger quantities, says Cook.

**Outdoor amenities.** No longer does having just one area suffice, whether the building is affordable or market rate. A panoply of passive and active areas is included if space and budget permit: yoga and movie lawn areas, bark parks, a pool, multiple grilling stations, hammocks, pingpong, quiet garden areas to meditate and read, and variations based on regional interests, Cook says.

**Lending DIY “libraries.”** As part of re-entry to socializing, buildings are setting aside areas where residents can access tools and supplies they might not own or connect over common interests such as bicycling with rooms outfitted for storage, repair and just talking, says Naylor.

**Illuminated exteriors.** Adding LED or neon-style lights to an exterior so that it glows and changes colors helps buildings literally stand out and reinforce their branding, says Body-Lawson. “These are permanent features, not installed seasonally or at holidays,” he says. As an example, he cites The Arches’ towers in the Bronx, New York.

## WHAT’S OUT:

### 12 FEATURES FALLING OUT OF FAVOR

**Granite countertops.** As they became pervasive, they lost appeal to other materials with fresher looks and enhanced microbial properties. “There is so much commodity granite—four or five that are used throughout multifamily buildings, and many tired of them,” Naylor says.

**Pendant trio.** Three lights above a kitchen island have become a cliché, so fresh fixtures and in different numbers are the new norm.

**Bathtubs.** They’re not completely gone because there

often may be a combination shower-tub in a second bathroom or a freestanding elongated tub in more luxurious units, but they’re not a first choice.

**Shower gadgets and gizmos.** Body sprays and big rain heads are no longer as prominent or sought-after as water conservation spreads, Van Dorn says.

**Patterned and mosaic backsplashes.** While originally eye-catching, they lost appeal with a move toward simplicity, Ruddy says.

**Low vanities.** Instead of 30 inches to 32 inches high, which requires bending, vanities are going up higher.

**Earth colors.** They became muddy and tiresome, with more wanting a splash of bright, fresh color.

**Wall-to-wall carpet.** For health reasons, carpet is out, and engineered wood or luxury vinyl tile (LVT) are in. Both are constructed to muffle sounds, and some developers install soundproof barriers under flooring.

**Movie theaters.** Naylor says they are too specific and can’t be used for other purposes; they also waste square footage.

**Mail rooms.** Again, too specific, and new oversized package/storage rooms offer the function.

**Keys.** These are becoming dinosaurs as access and entry move online, thanks to apps, Pittro says.

**Basement laundry rooms.** [An in-unit washer/dryer is] no longer a “nice to have” amenity—it’s a must,” says Pittro.

## NEW APARTMENT BUILDINGS ‘THINK’ DIFFERENTLY

The developers who are merchant builders and their property managers may think differently about the designs, materials and products in their new buildings. They build to sell their assets once they’re fully occupied, and their inspiration is not hotels but single-family houses, says Steve Hallsey, Managing Director of Atlanta-based Wood Partners. These days, his company, which currently builds in 18 states, is putting in stone and granite on countertops and backsplashes, bigger islands and a wine fridge in the kitchen, as much storage as they can accommodate throughout the unit, balconies—and bigger is better—a bathtub and shower in the main bathroom and a shower in a second bathroom. Wood Partners is also adding more common area office spaces with doors so people can leave their units to work virtually. “The next move most of our residents make is to a single-family home,” he says. The company also is increasing the size of its units—two bedrooms are pushing up to 900 square feet from 860, and it’s not building as many studios after finding they were vacated the fastest of its unit types.

*This article originally appeared in the Aug./Sept. 2021 issue of units, the magazine of the National Apartment Association. Find it online at [naahq.org](http://naahq.org).*



# Building Partnerships

Through their roles as housing providers, business operators and neighbors, rental property owners have the power to create value beyond profitability in their communities while bolstering their own bottom lines. The key? Teamwork. Meet five local organizations working with rental housing providers to lift communities and address social issues in the East Bay.



An Oakland building owner greets a technician with the Association for Energy Affordability. Below: A multifamily property owner in Hayward who completed building upgrades through BayREN



# BAYREN

Local Governments Empowering Our Communities

## BAYREN

**Who is it?** BayREN is a group of local governments that implements energy savings programs throughout the nine Bay Area counties.

### How does it work with rental property owners?

BayREN's Bay Area Multifamily Building Enhancements program, led by Alameda County's StopWaste, offers cash rebates and no-cost energy consulting for multifamily properties that undertake energy and water upgrades. The program assists in planning energy-saving improvements (including such systems as heating and cooling, water heating, and gas-to-electric conversions) designed to save 15% or more of a building's energy and water usage and provides \$750 per unit in rebates to help pay for the upgrades. The program is open to multifamily properties with five or more dwelling units in the nine-county Bay Area, including Alameda and Contra Costa counties. Properties with less than five units may be eligible for BayREN's Home+ program, and are also encouraged to apply.

**Where can you learn more?** [bayren.org](http://bayren.org)







## SHELTER, INC.

**Who is it?** This Concord-based organization, which serves low-income residents of Contra Costa, Solano and Sacramento counties, aims to break the cycle of homelessness and provide affordable housing.

### How does it work with rental property owners?

Property managers and owners are instrumental in SHELTER, Inc.'s mission to prevent and end homelessness. Through the Master Lease Program, they can rent directly to SHELTER, Inc., which offers guaranteed on-time rent, a guaranteed one-year minimum lease, guaranteed damage repair, renter screening and a dedicated property specialist who is responsible for property inspections and tenancy monitoring. Property owners and managers can work with SHELTER, Inc. to find good renters for their properties and then rent to those people directly, some of whom may receive rental assistance from SHELTER, Inc.

Where can you learn more? [shelterinc.org](http://shelterinc.org)



From top: Recent SHELTER, Inc. events (2); BACS partners with United Sikhs to provide food; BACS coordinates services for released inmates

## BAY AREA COMMUNITY SERVICES

**Who is it?** Oakland-based Bay Area Community Services (BACS) provides innovative behavioral health and housing services for teens, adults, older adults and their families across Northern California.

**How does it work with rental property owners?** Through its housing fund, BACS provides incentives and support to help rental property owners in the community to fill their units with people in need, and open up new units to help solve the housing crisis. It provides permanent and time-limited rental assistance, transitional and ongoing renter support, mediation for owner/renter relationships and a 24/7 hotline for housing emergencies.

Where can you learn more? [bayareacs.org](http://bayareacs.org)







Clockwise from left: Residents, board members and staff at HCEB's 20th-anniversary celebration; ECHO Housing's Cherisse Baptiste (left) accepts a Fair Housing Proclamation; fair housing training at ECHO

## HCEB

**Who is it?** HCEB (Housing Consortium of the East Bay), based in Oakland and serving Alameda and Contra Costa counties, creates programs for our unhoused neighbors. It also develops and manages deeply affordable rental units for individuals with special needs, such as intellectual and developmental disabilities, mental health issues, physical disabilities and histories of incarceration. Its services include housing navigation, resident service coordination and third-party property management.

**How does it work with rental property owners?** HCEB reports that its housing navigators are always looking to connect with rental property owners. HCEB cannot develop enough housing for everyone it serves, and it works closely with partner rental housing providers to secure housing and support its clients in their new homes.

**Where can you learn more?** [hceb.org](http://hceb.org)



## ECHO HOUSING

**Who is it?** ECHO Housing, a Hayward-based nonprofit incorporated in 1965, provides support services—including education, counseling, conciliation and mediation services—to aid in the prevention of homelessness and promote equal access in housing throughout Alameda, Contra Costa and Monterey counties.

**How does it work with rental property owners?** ECHO believes that education is a necessary component of its work and an essential tool for all members of the housing industry. It provides fair housing and rental housing rights and responsibilities education and counseling to rental housing providers, and it conducts monthly Regional Fair Housing Training webinars, which can be accessed through its website. It also provides one-on-one counseling to housing providers on rental housing issues, and conducts conciliation and mediation between housing providers and their renters to assist them in working out their difficulties and coming to a mutually satisfactory resolution.

**Where can you learn more?** [echofairhousing.org](http://echofairhousing.org)





# ADUs

## *Make Good Neighbors*

*Courtesy of Villa*



**O**pponents of accessory dwelling units are seeking to stem the tide as local governments increasingly turn to ADUs as a viable solution to dire housing shortages. Here, we'll examine some of the biggest ADU myths—and additional ways that ADUs can have positive impacts on communities.



***Myth #1: ADUs cause overcrowding.***

**Facts:** In 1970, the average newly built single-family home size was 1,500 square feet, and the average household size was 3.6 people. In 2020, the averages are 2,261 square feet and 2.5 people. (1) That's 30% fewer people in 50% bigger spaces today than 50 years ago! Clearly, there's more than enough room. And an ADU is a single-family home, not a high-rise or a tenement. Claiming that ADUs cause overcrowding is like saying a three-car garage isn't big enough.

Moreover, city planners consider infill—turning unused lots in developed areas into housing, offices, etc.—a much better solution to population growth than urban sprawl. See some of the reasons below.

***Myth #2: ADUs ruin the character of neighborhoods.***

**Facts:** This argument is classist and anti-equity at heart. It can also have a subconscious or conscious racial-profiling aspect. Truth is, many customers purchase their ADU to house family members, boosting a sense of community and stability. Where ADUs are used as low-income housing, they help to reduce homelessness, allow people in service jobs (who are the backbone of a thriving community) to afford to live there, and boost both equity and goodwill.

***Myth #3: ADUs are ugly and shoddy.***

**Facts:** An ADU can be just as beautiful and high-quality as a primary home; just look at Villa's models. And while the quality of illegally built units may run the gamut, every legal home must be built to rigorous state or local government construction standards. In fact, Villa's models exceed federal standards. Most detached ADUs are built in backyards anyway, and have minimal visual impact from the street.

***Myth #4: ADUs are bad for the environment because they create heat islands.***

**Facts:** ADUs tend to be much smaller than the average single-family home, and the environmental benefits of smaller homes dwarf the disadvantages of any heat islands created. Study after study shows that smaller homes use less of the earth's resources in countless ways, from fewer trees cut down to less oil and gas used. In fact, one writer specializing in ADUs estimates that "a detached ADU of 700 square feet will have a long-term climate change impact that is 50 percent less than a 'standard-sized' house of 2,262 square feet." (2)

Infill housing in particular helps the environment because (a) it reduces car and other transportation use, which in turn reduces both traffic and exhaust emissions that are toxic to people and the planet; and (b) it's built on already developed land, rather than in greenfield areas.

***Myth #5: ADU residents drain community resources.***

**Facts:** Residents pay taxes that go to supporting and improving infrastructure, schools, and parks. Residents also buy goods and services from local businesses, keeping employment levels stable, money recirculating locally, and the community thriving. According to a UC Berkeley study:

A \$100,000 ADU generates an additional \$80,000 of indirect and induced spending in the economy, and if most purchases are made locally, each ADU creates one year-long local job. Thus, construction of 4,000 ADUs locally would mean 4,000 local jobs.<sup>3</sup>

In turn, local businesses donate more to local charities than national businesses do.<sup>4</sup> And infill reduces commuting distances, which lowers transportation costs—so people have more money to spend locally. All in all, more residents means more community resources.

***Other myths***

There's also simply no evidence to support the assertions that ADUs increase crime, bring down property values, generate more garbage, and the like. While this form of housing hasn't been studied extensively yet, we highly recommend reading the 13-part series posted at [accessorydwellingunits.org/2014/06/04/adu-research-and-policy-introducing-a-12-part-series](https://accessorydwellingunits.org/2014/06/04/adu-research-and-policy-introducing-a-12-part-series). It examines with a level head many topics surrounding ADUs.

You can also check out these nationwide advocacy organizations: **YIMBY Action:** [yimbyaction.org](https://yimbyaction.org), **National ADU Association:** [aduinfor.org](https://aduinfor.org), **ADU Coalition:** [aducoalition.org](https://aducoalition.org)

Learn more about Villa's ADUs and find more informative blog posts at [villahomes.com](https://villahomes.com).



**Sources** (1) U.S. Census Bureau (2) [accessorydwellingunits.org/2014/07/09/are-adus-green-housing/](https://accessorydwellingunits.org/2014/07/09/are-adus-green-housing/) (3) [frameworks.ced.berkeley.edu/2011/accessory-dwelling-units/](https://frameworks.ced.berkeley.edu/2011/accessory-dwelling-units/) (4) [ced.msu.edu/upload/reports/why%20buy%20local.pdf](https://ced.msu.edu/upload/reports/why%20buy%20local.pdf)

# Tax Talk

TAX FAQ



***Q: Can I deduct the donation of use of my rental property from my taxes?***

**A:** According to the IRS, “generally, you can’t deduct a charitable contribution of less than your entire interest in property. ... A contribution of the right to use property is a contribution of less than your entire interest in that property and isn’t deductible.”

Publication 526, “Charitable Contributions For Use in Preparing 2020 Returns,” offers two examples. The first states, “You own a 10-story office building and donate rent-free use of

the top floor to a qualified organization. Because you still own the building, you have contributed a partial interest in the property and can’t take a deduction for the contribution.”

The second example offered by the IRS offers a nuance to the rule. It reads, “Mandy White owns a vacation home at the beach that she sometimes rents to others. For a fundraising auction at her church, she donated the right to use the vacation home for 1 week. At the auction, the church received and accepted a bid from Lauren Green equal

to the fair rental value of the home for 1 week.

Mandy can’t claim a deduction because of the partial interest rule. Lauren can’t claim a deduction either, because she received a benefit equal to the amount of her payment.”

Read about the exceptions at [irs.gov/pub/irs-pdf/p526.pdf](https://irs.gov/pub/irs-pdf/p526.pdf), and consult a CPA for advice tailored to your situation.

*Disclaimer: This article is intended for general information purposes only and does not constitute legal or tax advice.*



# SAVE THE DATE

SEPTEMBER 29  
1-5 PM

*EBRHA 360 Trade Expo*



**WEST COAST PREMIER  
CONSTRUCTION, INC.**

**GENERAL & SEISMIC RETROFIT  
SOFT STORY CONTRACTORS**

LICENSE 797467

**(510) 271-0950    [www.wcpc-inc.com](http://www.wcpc-inc.com)**

FOR INQUIRIES, PLEASE CONTACT HOMY SIKAROUDI, PHD, PE

**CONFORM TO SOFT STORY APARTMENT BUILDING SEISMIC ORDINANCE  
OAKLAND, ALAMEDA, SAN FRANCISCO, & BERKELEY**

- SUCCESSFUL TRACK RECORD OF SEISMIC RETROFITTING NUMEROUS SOFT-STORY APARTMENT BUILDINGS IN THE BAY AREA.
- YEARS OF EXPERIENCE IN COST-EFFECTIVE SEISMIC RETROFIT DESIGN AND CONSTRUCTION - ALL UNDER ONE COMPANY.
- GUARANTEED APPROVAL OF ENGINEERING AND CONSTRUCTION IN CONFORMANCE TO SOFT STORY ORDINANCE.
- SCREENING, EVALUATION, ENGINEERING, CONSTRUCTION, CITY SIGN-OFF
- 22 PLUS YEARS OF EXPERIENCE WITH OVER 500 SEISMIC RETROFITS COMPLETED. A DESIGN-BUILD COMPANY.



## Upgrade Your Bathrooms with a New Acrylic Bath or Shower Enclosure System in One Day\*! \* in most cases

Subway  
Tile  
Pattern



**TUB ENCLOSURE**  
(Optional corner caddies)



**SHOWER ENCLOSURE**



**BARRIER-FREE SHOWER SYSTEM**

- One Day Installation
- No grout to trap mold & mildew
- Integrated soap dish
- Interlocking leak proof corner seams
- Reinforced, molded acrylic panels, 3/4" thick, that look like ceramic tile with simulated grout lines

**CALL FOR A FREE ESTIMATE OR VISIT OUR SHOWROOM  
OPEN WEEKDAYS 9-4:30**



**AMERICAN  
BATH  
ENTERPRISES, INC.**

**26247 Research Rd, Hayward, CA  
510-785-2600**

**Toll Free: 888-228-4925**

**[www.AmericanBathind.com](http://www.AmericanBathind.com)**

American Bath Enterprises, Inc. manufactures all of its acrylic products, but is not a licensed contractor. All of the installations work shall be performed by licensed contractors experienced in the installation of the products of American Bath Enterprises.

# Suppliers

EBRHA SUPPLIER DIRECTORY

## ACCESSORY DWELLING UNITS

**Adapt Dwellings, Inc.**  
Chris Paizis | 510.319.9045

**Villa**  
Erik Preston | 510.318.1005

## ACCOUNTING & TAX

**Martin Friedrich, CPA**  
510.895.8310  
besttaxcpa.com

## AFFILIATIONS

**ALN Apartment Data**  
800.643.6416  
alndata.com

## APPRAISERS

**Watts, Cohn & Partners, Inc.**  
Mark Watts | 415.777.2666

## ASSOCIATIONS

**Hamilton Families**  
Mayo Lunt | (415) 321-2612

## ATTORNEYS — EVICTIONS/ PROPERTY OWNER DEFENSE

**Barth Calderon LLP**  
Paul Hitchcock | 714.704.4828

**Bornstein Law**  
Daniel Bornstein | 415.409.7611  
bornstein.law

**Burnham Brown**  
Charles Alfonzo | 510.835.6825  
burnhambrown.com

**The Law Offices of Alan J. Horwitz**  
Alan J. Horwitz | 510.839.2074  
alanhorwitzlaw.com

**Law Offices of Brent Kernan**  
Brent Kernan | 510.712.2900  
bkernan@aol.com

**The Shepherd Law Group**  
Michael Shepherd | 510.531.0129  
theshepherdlawgroup.com

## ATTORNEYS — LAND USE/ CONDO CONVERSION

**Law Offices of John Gutierrez**  
John Gutierrez | 510.647.0600, x2  
jgutierrezlaw.com

**Richards Law**  
John Richards | 925.231.8104  
richards.legal.com

## ATTORNEYS — REAL ESTATE/CORP.

**Burnham Brown**  
Charles Alfonzo | 510.835.6825  
burnhambrown.com

**Jack Schwartz, Attorney at Law**  
Jack Schwartz | 650.863.5823  
jwsjr1220@comcast.net

**Law Offices of John Gutierrez**  
John Gutierrez | 510.647.0600, x2  
jgutierrezlaw.com

## BANKING/LENDING

**First Foundation Bank**  
Michelle Li | 510.250.8133  
ff.inc.com

**Pacific Western Bank**  
Kara Mooney | 301.272.6628

## BUILDING SUPPLIES & REMODELING

**American Bath Enterprises, Inc.**  
Lynda Clark | 415.968.1625  
habitatadu.com

**APT Maintenance**  
Keith Berry | 510.747.9713  
aptmaintenanceinc.com

**Sincere Home Decor**  
Karen Au-Yeung | 510.268.1167  
sincerehomedecor.com

## CONSTRUCTION

**APT Maintenance**  
Keith Berry | 510.747.9713  
aptmaintenanceinc.com

**Axis Construction**  
Dawn Alonzo | 925.400.3997  
axisconstruction.com

**KMK Contracting & Property Services**  
Kevin Knobles | 925.292.8667  
kmkcontracting.com

**SGDM, LLC.**  
Henry Mak | 415.688.9869  
hmak@sgdmlc.com

## DOORS & GATES

**R & S Overhead Garage Door**  
Sean Boatright | 510.483.9700, x14  
rsdoors.com

## ELECTRICIANS

**Complete Electric**  
Clay Bartley | 510.325.7462  
complete.electric.org

## FINANCIAL PLANNING

**California Strategic Advisors**  
Ron Kingston | 916.447.7229

**Luther Burbank Savings**  
Stephanie Penate | 310.616.0353

**Wilkinson Wealth Management**  
Steven Wilkinson | 510.625.1400  
WilkinsonWealthManagement.com

## FLOOR COVERINGS

**Bay Area Contract Carpets, Inc.**  
Ken Scott | 510.613.0300  
bayareacontractcarpets.com

## GOVERNMENT AGENCIES

**Oakland Housing Authority**  
Leased Housing | 510.874.1500  
oakha.org

## HUMAN RESOURCES MANAGEMENT

**Avitus Group**  
Lance Harris | 925.827.0680  
avitusgroup.com

## INSPECTIONS

**Edrington & Associates**  
Steve Edrington | 510.749.4880  
edringtonandassociates.com

## INSURANCE

**Commercial Coverage**  
Paul Tradelius | 415.436.9800  
comcov.com

**Kelly Lux — State Farm Insurance**  
Kelly Lux | 510.521.1222  
kelly.lux.gjcg@statefarm.com

**Pacific Diversified Insurance**  
Richard Callaway | 925.788.5558  
rcallaway@pdins.com

## INTERCOMS & ACCESS CONTROLS

**R & S Overhead Garage Door**  
Sean Boatright | 510.483.9700, x14  
rsdoors.com

## LEAD, MOLD & PEST MANAGEMENT

**Alameda County  
Healthy Homes Dept.**  
Larry Brooks | 510.567.8282  
larry.brooks@acgov.org or aclppp.org

## LITIGATION SUPPORT SERVICES

**Edrington & Associates**  
Steve Edrington | 510.749.4880  
edringtonandassociates.com

## PAINTERS

**Majestic Painters**  
Nick Capurro | 925.336.0526

## PROPERTY MAINTENANCE

**A+ Cleaners LLC**  
Angel Cornejo | 415.416.5291

**APT Maintenance**  
Keith Berry | 510.747.9713  
aptmaintenanceinc.com

**Greener Roofing Solution of CA**  
John Regan | 925.899.6383

## PROPERTY MANAGEMENT

**All County Bay Area Property  
Management**  
Perry Harmon | 510.900.5400  
allcountymbayarea.com

**Beacon Properties**  
Aaron Young | 510.428.1864  
beaconbayarea.com

**Crane Management**  
Kit Crane | 510.918.2306  
cranemanagment.net

**The Enterprise Company**  
William McLetchie | 510.444.0876  
theenterpriseco.com

**Kasa Properties**  
Tania Kapoor Mirchandani  
415.377.9452  
tania@kasaproperties.com

**Lapham Company**  
Jon M. Shahoian | 510.594.7600  
laphamcompany.com

**Seville Real Estate  
and Management**  
Maya Clark | 510.244.1289  
sevillepropertymanagement.com

**Vision Property Management**  
Frank Thomas | 510.926.4104  
vpmpropertymanagement.com

## PROPERTY MANAGEMENT SOFTWARE

**AppFolio**  
John Hogg | 866.648.1536

**Yardi Systems**  
800.866.1124  
yardi.com

## PROPERTY OPERATION MANAGEMENT

**Tci Building Services**  
Scott Isacksen | 510.877.0526  
tcibuildingservices.com





# SINCERE HOME DECOR

Family Owned and Operated Since 1988

We offer VIP Pricing for Rental Housing Members



IN STOCK --- Apartments, Rental Units, Single Family Homes, & Investment Properties



Series	Origin	Lead Time	Door & Color	Pricing*	Warranty	Box Construction	Available Sizes
<u>Designer Special</u>	Asia	Ready for Pickup	1	\$(3K~5K)	1 Year Limited	1/2" Plywood Framed	Check Website
<u>Signature Special</u>	Asia	Ready for Pickup	4	\$\$\$(4K~6K)	1 Year Limited	1/2" Plywood Framed	Check Website
<u>Revolution</u>	Asia	Ready for Pickup	7	\$\$\$\$(5K~7K)	5 Year Limited	3/4" Plywood Full Access	Check Website



Express Ship --- Multi-Unit Projects, Apartments, Motels, Rental Units, & Investment Properties



Series	Origin	Lead Time	Door & Color	Pricing*	Warranty	Box Construction	Available Sizes
<u>PROJECT SERIES</u>	Assembled In USA	Within 2 Weeks	6	\$(3K~5K)	1 or 5 Years Limited	1/2" Plywood Framed	Check Website



Please Contact **Keith Chan** (Division Manager)  
**510-773-9612** Keith.Cha@sincerehomedecor.com

**THERE IS MORE!!!** ONLINE EXTENDED MONTHLY SPECIALS

Over 100+ Special Items in Every Category. Please visit [www.SincereHomeDecor.com](http://www.SincereHomeDecor.com) for details.



Santa Clara - South San Francisco - Oakland Downtown - Oakland Jack London Square

[www.SincereHomeDecor.com](http://www.SincereHomeDecor.com)

# supplier directory



## REAL ESTATE BROKERS & AGENTS

### CBRE

Keith Manson | 510.874.1919  
cbre.com

### Coldwell Banker Commercial

Henry Ohlmeyer | 925.831.3390  
coldwellbanker.com

### Deena Owens, Realtor

Deena Owens | 510.225.5810  
owensrealestate.com

### Edrington & Associates

Steve Edrington | 510.749.4880  
edringtonandassociates.com

### Lapham Company

Tsegab Assefa | 510.594.0643  
laphamcompany.com

### Lee & Associates

Commercial Real Estate  
Michael Lopus | 925.239.1424  
mlopus@lee.associates.com

### NAI Northern California. VP

John Caronna | 415.531.5225  
jcaronna@nainorcal.com

### NAI Northern California

Grant Chappell | 510.336.4721  
nainorcal.com

### Newmark Knight Frank

Mike Colhoun | 415.273.2177  
arausa.com

### The Pinza Group

Steven Pinza | 510.725.4775  
pinzagroup.com

### The Prescott Company

David Weglarz | 510.398.1027  
theprescottcompany.com

### Seville Real Estate and Management

Maya Clark | 510.610.7699  
homesbyseville.com

### Tyler Clark

925.788.5952  
compass.com/agents/tyler-clark

### Ukiyo Realty

Nicholas Bruce | 510.575.0550

## RENTAL SERVICES

### ReLISTO

Eric Baird | 415-237-1819  
clicks.weblinkinternational.com

## ROOFERS

### Fidelity Roof Company

Doug Kellor | 510.547.6330  
fidelityroof.com

### Frank Fiala Roofing

Frank Fiala | 510.582.6929  
ffialarroofing.com

### General Roofing Company

Michael Wakerling | 510.536.3356  
generalroof.com

## SEISMIC ENGINEERING & CONSTRUCTION

### SGDM, LLC.

Henry Mak | 415.688.9869  
hmak@sgdmlc.com

### West Coast Premier Construction, Inc.

Homy Sikaroudi | 510.271.0950  
wcpc.inc.com

## TENANT SCREENING SERVICE

### Contemporary

Information Corp. (CIC)  
Dan Firestone | 888.232.3822  
continfo.com

### Intellirent

Cassandra Joachim | 415.849.4400

## TOWING SERVICE

### Pro Towing

Daniel Russo | 510.533.9600

## UTILITY BILLING AND MANAGEMENT

### Livable

Daniel Sharabi | 415.799.5100  
bayareabinsupport.com

## WASTE & RECYCLING MAINTENANCE

### Bay Area Bin Support

Nancy Flame | 888.920.BINS  
bayareabinsupport.com

### Trash Scouts

510.788.0462  
trashscouts.com

## Activate Your Voice

### EBRHA ON YOUR SIDE

Have you experienced a situation or ruling that you feel infringed on due process as a property owner? We constantly hear about outcomes that are just plain wrong. EBRHA collects member experiences in order to make changes to a broken and biased system. Tell us your story today at [ebrha.com](http://ebrha.com).

### GRAND JURY COMPLAINTS

This investigative body looks at complaints received from citizens alleging mistreatment by officials, suspicion of misconduct, or government inefficiencies. To file a complaint, send an email to [grandjury@acgov.org](mailto:grandjury@acgov.org)

### ATTORNEY COMPLAINTS

The Office of Chief Trial Counsel reviews complaints of unethical conduct by attorneys licensed to practice in California (this includes Rent Board hearing officers and tenant attorneys engaged in suspicious misconduct). To file a complaint, go to [calbar.ca.gov](http://calbar.ca.gov), find the "Quick Links" on the left side, and then click on "Attorney Complaints" and complete the application.



# Beacon Properties

East Bay Property Management &  
Brokerage Services Since 1990

- We add value to buildings
- Experienced and informed
- Fully computerized
- Integrity and care

**Aaron A. Young,**  
President/Broker

466 40th Street  
Oakland, CA 94609  
Tel 510-428-1864  
[Aaron@BeaconBayArea.com](mailto:Aaron@BeaconBayArea.com)  
[www.BeaconBayArea.com](http://www.BeaconBayArea.com)



**Multi-Family  
Commercial Property  
General Liability**

**925.788.5558**

**[rcallaway@pdins.com](mailto:rcallaway@pdins.com)  
[hosprop.com](http://hosprop.com)**

*Planned  
insurance programs  
since 1906*

**LICENSE# OK07568**

ebrha.com

## ad index

### PRODUCTS & SERVICES

#### **BUILDING SUPPLIES & REMODELING**

American Bath Enterprises, Inc. . . . . p. 31  
Sincere Home Décor . . . . . p. 33

#### **SEISMIC ENGINEERING AND CONSTRUCTION**

West Coast Premiere Construction... p. 31

#### **INSURANCE**

Pacific Diversified Insurance . . this page

#### **PROPERTY MANAGEMENT & SALES**

Beacon Properties . . . . . this page  
Appfolio . . . . . p. 9

#### **RENT ADJUSTMENT PROGRAM**

Oakland Rap . . . . . p. 37

#### **WASTE MANAGEMENT**

Bay Area Bin Support . . . . . back cover

Acceptance of an advertisement by this magazine does not necessarily constitute any endorsement or recommendation by EBRHA, express or implied, of the advertiser or any goods or services offered.

**What happens when you don't advertise?**

**NOTHING**

**Advertise in  
RENTAL HOUSING  
magazine to reach owners  
and managers of 30,000+ rental units.**



**EBRHA**  
EAST BAY RENTAL  
HOUSING ASSOCIATION

**For more details go to:  
[WWW.EBRHA.COM/ADVERTISING](http://WWW.EBRHA.COM/ADVERTISING)**

# Last Look

DOLLARS AND SENSE



There exists a misconception that rental housing owners enjoy large margins and can continue operating in the absence of rent payments. With so much discussion around rent payments during COVID-19, the rental housing industry would like to explain the breakdown of \$1 dollar of rent.

—*Courtesy of NAA*

- Only 9 cents of every \$1 is returned to owners, including the many apartment owners who are themselves small businesses and rely on this revenue to make ends meet, and investors, which include public pensions and 401(k) plans, on which many Americans rely—whether or not they reside in rental housing.
- Approximately 39 cents of every \$1 pays for the mortgage on the property. Roughly two-thirds of the apartment industry have private lenders and are ineligible for federal mortgage forbearance via the CARES Act. This is a critical expense, as mortgage foreclosures put all residents at risk of losing their housing.
- 10 cents of every \$1 is spent on capital expenditures, including roof and HVAC replacement and other important repairs that help ensure quality housing for America's 40 million rental housing residents.
- 27 cents of every \$1 covers payroll expenses,

including paying employees who operate and maintain the property.

- 14 cents of every \$1 goes to property taxes, which in turn supports the community through financing for schools, teachers, emergency services and other important local needs.

*Source: National Apartment Association 2019 Survey of Operating Income & Expenses in Rental Apartment Communities; U.S. Census Bureau 2015 Rental Housing Finance Survey; Real Capital Analytics; Redstone Residential*





Rent Adjustment Program  
Housing & Community Development  
250 Frank H. Ogawa Plaza Suite 5313  
Oakland, CA 94612  
oaklandca.gov/RAP  
rap@oaklandca.gov  
(510) 238-3721

# City of Oakland Rent Adjustment Program

## \*Announcements\*

### **CPI**

Effective July 1, 2021, to June 30, 2022, the CPI is 1.9%.

Contemplating a rent increase above the CPI? Contact the Rent Adjustment Program.

### **Security Deposits**

### **Workshop**

Date: 10/13/21

Time: 12:30PM – 2:00PM

RSVP: [tinyurl.com/rapworkshop12](https://tinyurl.com/rapworkshop12)

Please join us for your rights and responsibilities on security deposits. Topics will include a discussion of security deposits, deductions, timing, & resources to resolve disputes.

---

### **Eviction Portal**

The City of Oakland Rent Adjustment Program's Eviction Portal is now live at [www.oaklandca.gov/RAP](http://www.oaklandca.gov/RAP)! Property owners may file copies of eviction notices within 10 days after it is served on the tenant. The public may view citywide eviction data and trends.



**Know Your Rights!**  
Tenants & Property Owners  
Contact an Oakland Housing Counselor

City of Oakland (510) 238-3721 | [www.OAKLANDCA.gov/RAP](http://www.OAKLANDCA.gov/RAP)



## **Bay Area Bin Support PROVIDES WASTE SOLUTIONS**

Locally-owned, Bay Area Bin Support wants to relieve your trash issues. We bring your waste containers out to the curb on collection day, clean up your trash enclosures and notify you of any missed pickups or other issues. Other services include on-demand junk hauling for illegal dumping on your property, pressure washing of your trash rooms and enclosure areas, trash management for properties with onsite compactors and more!

- Push & Pull Service
- Junk Hauling
- Trash Room Cleaning
- Cardboard Breakdown
- Compactor Service
- Doorstep Collection Valet
- Overflow Management
- Trash Area Pressure Wash



Now serving San Francisco,  
East Bay, Tri-Valley, Peninsula  
and the South Bay

**CONTACT** Phone (888) 920-BINS (2467)  
[www.bayareabinsupport.com](http://www.bayareabinsupport.com)



Bay Area  
Bin Support

**Commercial / Multifamily / Apartment Communities**