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Spring | 2021

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In this issue

The RHA was founded as a trade association in 1967 under the name Apartment Owners Association of Southern Alameda County. Today we are known as the Rental Housing Association (RHA) - Serving Southern Alameda County with over 650 rental property owners and operator members strong. Our members provide over 39,000 rental homes in Alameda County. RHA is an affiliated chapter of the California Apartment Association and is their exclusive service provider in Southern Alameda County.

THE RENTAL HOUSING ASSOCIATION OF SOUTHERN ALAMEDA COUNTY

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Executive Director

Robert O. Robledo

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Rental Housing Association of Southern Alameda
County

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Good and Bad
For the Apartment Industry

President's Message

Ralph Watkins III
President, RHA

Dear Members and Associates,

My name is Ralph Watkins. I am the new President of the Rental Housing Association of Southern Alameda County (RHA). I am both honored and proud to have been named President of the RHA and will strive to provide continued support at all levels for our Members and Landlords in the Southern Alameda County Area.

My company Watkins Real Estate (WRE) was founded in 1973 by my father. I took over active management of the business in 2005. Since that time WRE have grown the property management side of our business over 7 fold. We are focused on providing solid housing for tenants and sound advice for our owner clients.

As President of the RHA I intend to work with local government to collaborate and ensure the landlords voice is heard and considered with any new housing legislation to provide thoughtful and mutually beneficial alternatives to existing legislation, as well as timely distribution of important information that has an impact on housing and landlords.

This is to allow individuals, property managers and corporate entities that manage property the ability to remain compliant and reduce risk in an ever changing, diverse and multi layered legislative and legal environment.

Make a concerted effort to reach out to potential new members to provide current information and support to minimize risk. Due to the current legislative environment there are many pitfalls that can have

devastating consequences for the landlord that makes a misstep. This is more prevalent today than any time in the past.

I truly believe there are many positive changes coming to the housing industry in the coming years and will work hard as an advocate to see those changes come to fruition.

Recently there has been another change at the RHA. We now have a new Executive Director, Robert Robledo and new Director of Membership, Sandie Moore. I would like to welcome both on board and look forward to working with them to achieve our common goals and provide the highest level of service to our membership.

In conclusion I am again honored to serve as your President. Please contact Robert, Sandie or me with any questions, commentary or support you may have or need. We can be reached through the RHA office and will always respond as quickly as possible to any inquiries.

Sincerest regards,

Ralph Watkins

Board President

Rental Housing Association
Southern Alameda County



Executive Director's Message

Robert Robledo
Executive Director, RHA



Who would have guessed that I would come on-board as your new Executive Director and we would be right in the middle of a pandemic? Who would have guessed I would look for a new opportunity, and be granted the confidence of the RHA board of directors to lead this amazing organization? Who would have guessed that I would start this new adventure, only to find out I can only meet members virtually due to COVID-19 restrictions? Certainly not me or ANY of us.

Most of you know my name is Robert Robledo, and I'm your new Executive Director of the Rental Housing Association of Southern Alameda County (RHA). I was hired back in November 30, 2020, to replace outgoing Executive Director Bill Mulgrew. Bill will surely be missed, and I'm thankful that he had the opportunity to introduce me to the movers and shakers in the East Bay. I still have many of you to meet, and I look forward to doing that as soon as COVID-19 restrictions are lifted more.

So much has happened in these last few months. To start off, I hope you will all help me welcome our new Director of Membership Sandie Moore (be sure to catch her story in this newsletter). She brings a strong background in customer service, membership services, and event/program development.

Obviously we continue to work on and get information out regarding the California Rental Assistance Program (SB 91), which builds upon AB 3088. Here in Alameda County I am happy to report that our members are eligible for 100% reimbursement of past rent owed (same timeframe of April 2020-March 31, 2021) and this program launched on March 17, 2021. This program does not cover the cities of Fremont and Oakland, as they are running the state program. As of this writing, both of those cities are set to start their program on April 1, 2021 or a few days after. We at RHA encourage you to apply for this funding at <https://www.ac-housingsecure.org/> as soon as possible. I am not clear how long this will continue, but please watch information from your RHA for updates.

Finally, we are excited to launch our new and improved website and CMS system. Please visit our website at <https://www.rhasouthernala.com/>.

This was on the top of my list to accomplish in my first four months. Branding, marketing and networking are priority items for me, as well as creating engaging events, programs, and benefits that help our members be more prepared to

manage their properties and to help you build your ROI. Please feel free to give me any feedback on our new and improved website at robert@rhosource.com, or feel free to call me on my cell at 408-464-6992.

We at RHA are here to assist you in being as productive as possible, while advocating for your rights in our industry. I will give you a little hint, as we continue to get vaccinated and things continue to progress more toward back to "operations as normal", we are assessing the situation and making preparations for in-person events. This will probably not occur until the third or fourth quarter of this year, but it is one of my goals to accomplish before we end 2021.

Be well and continue to #WearYourMask, practice #Socialdistancing guidelines, and #getvaccinated when it's your turn.

Robert Robledo is a lifetime resident of the Bay Area and a product of local public schools. He graduated from San Jose State University with his Bachelor's in Communication Studies, which has enabled him to utilize his skillset to drive various communities with different points of view towards partnerships. He is a long time leader in the business community, and has worked closely with C-Level executives, non-profits, elected officials, and other business leaders for over 20 years (both in the East Bay and Silicon Valley). Robert is a connector when it comes to networking out in the community. As a strong brand ambassador, Robert has considerable experience serving on boards, commissions, and other non-profits. He is a graduate of the Latino Board Leadership Academy (class of 2015) operated by the Hispanic Foundation of Silicon Valley, and in August 2017 was awarded the Leadership in Business Award from California Assembly Member Ash Kalra (27th Assembly District). He currently serves as a board of governor member at the Silicon Valley Capital Club, and participates on various councils. When he is not hard at work generating brand awareness or networking, he loves to travel, is an avid gym goer, enjoys golf, wine tasting, hiking, hanging out at the Silicon Valley Capital Club, and other outdoor activities.

Rental Housing Association Events Calendar

2021

Until updated by RHA, all events are currently scheduled to be **virtual**.

For CCRM courses listed below, those will be held every Wednesday from **6pm - 9pm**

CCRM RATES

Member Rate	\$90
Non-Member Rate	\$125

APRIL

07 CCRM-Liability and Risk Management (PMR105)

13 Smoke-Free Multi-Unit Housing in Unincorporated Alameda County
12pm - 1pm **Free**

14 CCRM-Budget Development and Implementation (PMR106)

21 CCRM-Fair Housing (PMR107)

27 Utility Management during COVID-19 and Beyond
12pm - 1pm **Free**

28 CCRM-Professional Skills for Supervisors (PMR108)

MAY

12 Networking Basics and how the Pandemic will change events in the Future
12pm - 1pm **Free**

JUNE

02 CCRM-Preparing to Rent (PMR100)

09 CCRM-Renting the Property (PMR101)

16 CCRM-Beginning and Maintaining the Tenancy (PMR102)

23 CCRM-Renewal of Tenancy and End of Tenancy (PMR103)

30 CCRM-Maintenance Management (PMR104)

JULY

07 CCRM-Liability and Risk Management (PMR105)

14 CCRM-Budget Development and Implementation (PMR106)

21 CCRM-Fair Housing (PMR107)

28 CCRM-Professional Skills for Supervisors (PMR108)

AUGUST

Watch for upcoming events

SEPTEMBER

01 CCRM-Preparing to Rent (PMR100)

08 CCRM-Renting the Property (PMR101)

15 CCRM-Beginning and Maintaining the Tenancy (PMR102)

22 CCRM-Renewal of Tenancy and End of Tenancy (PMR103)

29 CCRM-Maintenance Management (PMR104)

OCTOBER

06 CCRM-Liability and Risk Management (PMR105)

13 CCRM-Budget Development and Implementation (PMR106)

20 CCRM-Fair Housing (PMR107)

27 CCRM-Professional Skills for Supervisors (PMR108)

NOVEMBER

Watch for upcoming events

DECEMBER

Watch for upcoming events

Screening During and After COVID-19

As important as ever

By:
Sean Rhinesmith,
Operations Manager
National Tenant Network

Successfully navigating the COVID-19 pandemic as a housing provider has been as challenging as it has ever been. Due to COVID-19 related tenant protections from all levels; Federal, State and Local, it is imperative to do your due diligence as a landlord to mitigate as much as possible any losses due to this economically devastating event. Although most tenants are just trying to get through these times with as little financial damage as possible, there are some that are taking advantage of new legal protections and the overall state of affairs; trying to just “get in” to a property knowing it is very difficult and costly for a housing provider to remove them. Consequently, it is imperative to do as robust screening as possible before moving your applicant in to your property. Here are a few elements of a “robust” screening process:

1. Establish a defined Acceptance Criteria – and stick to it! Credit, Tenant Performance, and Employment requirements are established to protect the viability of the rental property. If it means holding out a bit to find an acceptable applicant it most definitely will save you heartache in the long run.
2. Properly scrutinize and vet both your applicant and the applicant’s references. Research information provided on the application and cross reference with public sources, especially the references. Always call the PREVIOUS LANDLORD. Use 411.com, Spokeo, Core Logic Real Quest or the County Recorder to make sure the information checks out. Verifications and references can be purchased online or provided by a “friend”, so be careful!
3. Analyze the paystubs provided. Applicants can easily purchase paystubs and W-2 templates online and fill them out. Ask for multiple months of paystubs and make sure all line items add up and check out. Look for small irregularities like rounding errors, accruals and proper check number sequences. When verifying ask if the reference can “certify” the paystub.

Although there has been a partial-moratorium on Unlawful Detainer filings since the pandemic began, these filings are historically an integral part of an effective screening process. National Tenant Network has always maintained its own comprehensive database of Eviction filings and previous Tenant Performance. These important pieces of information are acquired directly from the courts as well as reported to NTN

from our subscribers and serve as crucial information while effectively evaluating your applicants. NTN is a trusted and approved screening provider for RHA-Southern Alameda and can help you develop and implement these effective screening processes to protect you, and your properties through these challenging times.

If you would like to discuss effective screening practices please reach out to the RHA offices or National Tenant Network.

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www.ntnonline.com
800-800-5602
sean@ntnonline.com



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Meet our Board Members

This section will highlight the

Rental Housing Association of Southern Alameda County Board of Director members

In this issue we are pleased to feature
Carl Fox
and
Sean Rhinesmith

Carl Fox,
Broker/Owner

Mission Property Management Co., Inc.



Carl is responsible for all aspects of business operations. He manages company portfolio of approximately 350 rental properties valued at \$300+ million dollars. Hiring and training of all property management employees. Responsible for employee human resource duties including: employee benefits, reviews, payroll and ongoing training. Responsible for management and control of trust fund, as well as management and control of annual rent roll of over \$6 million dollars. Orchestrate maintenance and repairs of approximately \$600,000 annually. Facilitated real estate sales of \$7.3 million dollars in 2017. Proficient at “renovating and flipping” homes for sale. Experienced at “1031 Exchange” sale process.

- City of Fremont Rent Review Board member since inception in 2018.
- “Crime Free Multi-Housing Program” City of Fremont, April, 2017
- “California Certified Residential Manager” CA Apartment Association, December 2016

Sean Rhinesmith,
Operations Manager
National Tenant Network

Sean graduated from CSU Sacramento where he received his Bachelor of Science Degree in Business and Marketing. He owned and operated a small business for 10 years before joining National Tenant Network in 2006 as Operations Manager and has extensive knowledge of the housing provider industry and related compliance requirements, including court systems, public records reporting and Fair Housing. Sean specializes in working with rental housing owners, property managers, and investors on their screening processes and procedures, assists housing professionals in identifying and reducing their exposure to high risk tenants while operating within the confines of California and Federal Law.



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Sandie Moore
Director of Membership
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MEET SANDIE MOORE

Sandie has a strong background in customer service, billing, and membership development. She was a previous small business owner for seven years, and then moved onto working in the non-profit world. There she gained first hand knowledge of legislation and its impacts on businesses, kept up to date with regulatory compliance imposed by local state and federal guidelines, and honed her membership and customer service craft. Sandie has already hit the ground running—researching various city and county ordinances to assist our members, offering her creative insights into marketing materials, and exploring other revenue opportunities for our RHA.

“I would say my greatest strength is working with people and striving to provide the best customer service I can to members so that we can gain a mutual trust and satisfying relationship.” Sandie enjoys spending her free time on home projects with her husband, hiking, yoga, and spending as much time with her family as possible.

Possible Tax Changes — **Good and Bad** — for the Apartment Industry

Powered by Livable

While campaigning for office, President Joe Biden proposed numerous tax law changes that, if enacted, would have significant impacts on the multifamily industry. The biggest potential change is the end of 1031 exchanges, also known as like-kind exchanges, which Biden has proposed eliminating.

Capital gains rates may also be on the table. Currently, the capital gains tax rate for assets held over one year maxes out at 20 percent, but Biden has proposed increasing this rate to 39.6 percent for taxpayers earning over \$1 million. Capital gains for those in this higher tax bracket would effectively become taxed at the same rate as income.

The president is also seeking to impose significant tax increases on income derived from investment and management of multifamily real estate, as well as diminish the ability of individuals to transfer assets to heirs on a tax-free basis.

However, the Biden administration is also likely to bring forward proposals to increase affordable housing, which

would be welcomed by the industry. He wants to expand the Low-Income Housing Tax Credit by \$10 billion and add \$5 billion a year for a renter's tax credit limiting rent to 30 percent of one's income, for those who make too much to qualify for Section 8.

Super Saver Tip of the Month

With so many people entertaining outdoors, having a clean, well-lit outdoor space has never been more important to attract quality tenants. Luckily most modern outdoor fixtures can utilize CFL or LED lights that save a lot of energy, especially when lights stay on for hours at a time. Bare spiral CFLs can be used in decorative enclosed fixtures that both look nice and protect bulbs from the weather. For more utilitarian exposed fixtures that can still withstand the elements, CFLs and LEDs are both available as flood lights. Look for features like automatic daylight shut-off and motion sensors to make sure lights are only going on when needed.



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Pay the green,
not the red

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