HCM Property Management

MONTHLY NEWSLETTER – AUGUST 2026



Late-Summer Rental Market Update

Southern California Rental Market – Continued Strength

The rental market remains strong in August across Southern California, with continued demand from families, professionals, and those planning moves before the fall season.

- Steady interest in well-maintained, move-in ready properties.
- Low inventory in desirable areas keeps rents competitive.
- Active tenant searches continue through late summer.

Strategic pricing and property readiness can help you attract qualified tenants and minimize vacancy time.



Pricing & Market Strategy

With strong demand still in the market, it's a good time to:

- Review comparable rents to ensure you're aligned with current trends.
- Highlight property features that appeal to late-summer renters.
- Be flexible with lease start dates to attract more qualified applicants.

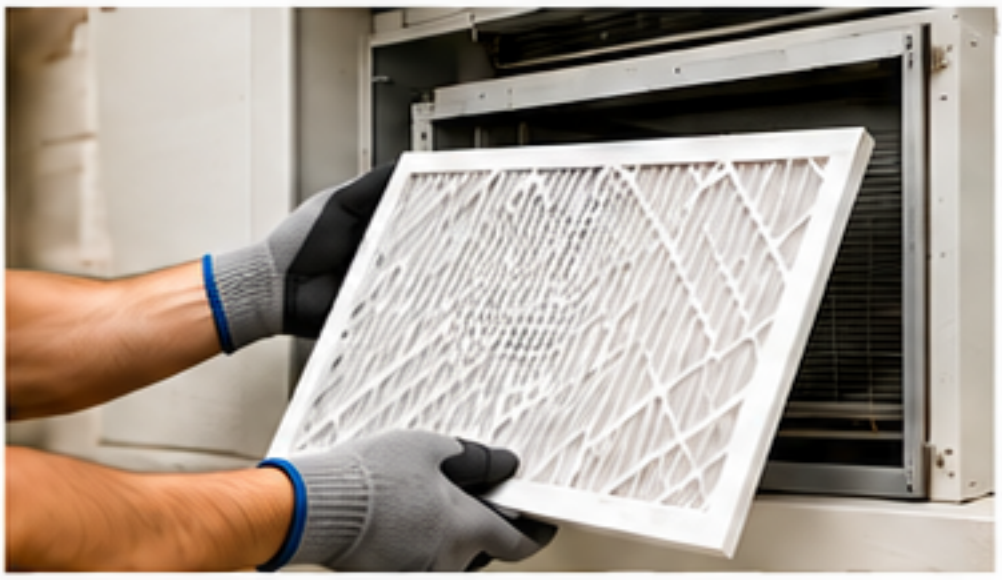
Maintenance Focus – End of Summer Checklist

Before the fall season arrives, take time to:

- Service and clean HVAC systems.
- Inspect roofs, gutters, and drainage.
- Check exterior areas and landscaping for seasonal upkeep.



Maintenance Focus – Late-Summer HVAC Care



Proper HVAC care and filter maintenance keep your property efficient, comfortable, and ready for the remaining summer heat.

Pro Tip:

Replace air filters regularly (typically every 1–3 months) to improve air quality and system life.

Legislative & Compliance Update

As leasing activity continues, it's important to stay compliant with California regulations:

- Fair housing compliance.
- Required lease disclosures and updates.
- Timely notices and documentation.

Staying current helps protect both owners and tenants.



Mortgage & Investment Outlook

Mortgage rates remain relatively stable, providing continued opportunities for property owners and investors across Southern California.

For owners, this means:

- Favorable conditions for long-term investment.
- Opportunities to expand or optimize your portfolio.



Owner Tip of the Month
Plan Ahead for the Fall Season

Use August to complete maintenance, review lease terms, and set your property up for a smooth transition into fall.

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