HCM Property Management

MONTHLY NEWSLETTER – JANUARY 2026



Year in Review & New Year Opener

Looking Back at 2025

The past year brought meaningful changes to Southern California's rental market:

- Continued legislative updates impacting landlords.
- Higher mortgage rates keeping renters in place longer.
- A market shift from rapid growth to greater stability and selectivity.

Through it all, well-maintained and professionally managed properties consistently outperformed the broader market.



What 2026 Is Shaping Up to Look Like

As we enter the new year, a few trends stand out:

- Rental demand is expected to remain stable, especially for quality homes.
- Pricing strategy and tenant experience will matter more than aggressive increases.
- Compliance and documentation will continue to play a major role in risk management.

Opportunity: 2026 favors owners who plan ahead rather than react.

Maintenance Focus – Start the Year Strong

January is a great time to:

- Review upcoming lease renewals.
- Plan maintenance and upgrades early.
- Set clear pricing and retention strategies.



Maintenance Focus – Start the Year Strong



January is the perfect time to review key areas of your property and set a strong foundation for the year ahead.

Pro Tip:

Small adjustments now can have a big impact over the next 12 months.

Legislative & Compliance Update

Stay informed and compliant with California regulations in the new year:

- Review any local or state housing updates.
- Ensure required lease disclosures are up to date.
- Prepare for any 2026 compliance changes.

Staying compliant helps protect both owners and tenants.



Mortgage & Investment Outlook

While rates may fluctuate throughout the year, affordability challenges are expected to persist. This continues to support long-term rental demand and reinforces the value of strong tenant relationships.



Owner Tip of the Month
A Proactive Year Always Wins

The most successful rental properties in 2026 will belong to owners who plan renewals early, stay ahead of maintenance, keep compliance top of mind, and focus on long-term value.

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Your Southern California Rental Experts

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