HCM Property Management

MONTHLY NEWSLETTER – JULY 2026



Mid-Summer Rental Market Update

Southern California Rental Market – Strong Summer Demand

The rental market in Southern California remains active in July, driven by continued summer relocations, job changes, and families settling in before the new school year.

- Steady demand for well-maintained, move-in ready properties.
- Shorter vacancy periods across most areas.
- Continued interest from both local and out-of-state renters.

Properties with competitive pricing and great presentation continue to perform best this season.



Pricing & Market Strategy

With high summer activity, a strategic approach to pricing is essential:

- Review comparable rents in your area to stay competitive.
- Highlight property features that appeal to summer renters.
- Be flexible with lease terms when appropriate to attract qualified tenants.

Maintenance Focus – Summer Essentials

Keep your property in top shape during the peak of summer:

- Monitor and service HVAC systems.
- Check for water leaks and high-usage areas.
- Maintain landscaping and outdoor spaces.



Maintenance Focus – Mid-Summer HVAC Performance



Taking care of your property now can prevent costly repairs during peak summer months.

Pro Tip:

Keep filters clean and schedule HVAC service to ensure efficient cooling and tenant comfort.

Legislative & Compliance Update

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

- Fair housing compliance.
- Updated lease and addendum requirements.
- Timely notices and proper documentation.

Staying current helps protect both owners and tenants.



Mortgage & Investment Outlook

Mortgage rates remain elevated but stable, continuing to support long-term rental demand across Southern California.

For owners, this means:

- Ongoing opportunities to add to your portfolio.
- Continued strength in tenant demand and rental pricing.



Owner Tip of the Month
Mid-Year Property Check-In

Use July to review your property's performance, maintenance needs, and rental pricing to stay ahead for the rest of the year.

HCM Property Management

Your Southern California Rental Experts

Orange County | Los Angeles | Riverside | San Bernardino