HCM Property Management

MONTHLY NEWSLETTER – MARCH 2026



Spring Leasing Season Begins

Southern California Rental Market – Spring Leasing Begins

March marks the beginning of the strongest leasing season of the year. Activity is picking up as tenants prepare for spring and summer moves.

- Increased inquiry volume on rental listings.
- Faster response times from prospective tenants.
- Strong demand for updated, move-in-ready homes.

Properties with clean presentation, strong curb appeal, and competitive pricing are beginning to move significantly faster.



Leasing Strategy – Timing Matters

March is the ideal time to review:

- Upcoming lease expirations.
- Rental pricing compared to nearby competition.
- Whether minor upgrades could justify stronger renewals.

As inventory increases heading into spring, pricing strategy becomes more important.

Maintenance Focus – Exterior & Curb Appeal

Spring is a great time to focus on:

- Landscaping cleanup and irrigation checks.
- Exterior paint touchups.
- Pressure washing walkways and entry areas.
- Fence and gate inspections.



Maintenance Focus – Exterior & Curb Appeal



Spring is an excellent time to inspect landscaping, irrigation systems, exterior surfaces, and entryways. Addressing minor issues early helps maintain curb appeal and prepare properties for increased leasing activity.

Pro Tip:
Well-maintained exteriors create stronger first impressions and help properties stand out in rental listings.

Legislative & Compliance Update

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

- Fair housing compliance.
- Application timelines.
- Lease and renewal notices.

Proper documentation helps protect both owners and tenants.



Mortgage & Investment Outlook

Mortgage affordability remains challenging, continuing to support long-term rental demand.

For owners, this means:

- Strong retention opportunities.
- More stability in qualified tenants.



Owner Tip of the Month
Spring Preparation Creates Summer Results

The decisions you make in March—from pricing to maintenance—can directly impact your property's performance this summer.

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