

# HCM Property Management Monthly Newsletter - August 2025



## Southern California Rental Market — August Snapshot

While rents cooled slightly across most urban markets, Ventura and coastal submarkets remain strong. Owners in these areas can hold steady on pricing, while metro landlords may consider modest adjustments paired with upgrades to stay competitive.

### Median Rents

**Los Angeles:** \$2,089 (slight Month over Month decline, down 0.9% Year over Year)

**Orange County:** \$2,500 (down 0.7% Month over Month, up 0.3% Year over Year)

**Riverside / San Diego:** Flat to modest softening

**Ventura:** up 1.7% Month over Month and 3.0% Year over Year



## Legislative & Regulatory Updates

**Security Deposits (AB 12):** As of July 2025, capped at one month's rent (applies even to furnished units).

**Rent Caps (AB 1482):** Annual rent increases limited to 5% + inflation, max 10%. In LA, CPI adjustments brought the 2025 cap to 8.0%.

**Rent Reporting (AB 2747):** Landlords must offer tenants the ability to report on-time rent payments to credit bureaus at lease signing and annually.

**Eviction Notices & Gas Appliances:** Notices must list issue/expiration dates clearly. Landlords should also prepare for Rule 1146.2, which phases out certain gas appliances.

**Action:** Review lease templates, update rent increase notices, and set up systems for optional rent reporting.

# HCMPM Featured Listings



172 Keeper  
Irvine, CA 92618

[Schedule Viewing](#)



30 Briarglen  
Irvine, CA 92614

[Schedule Viewing](#)



9 Goldenbush  
Irvine, CA 92604

[Schedule Viewing](#)

## Repairs & Preventative Maintenance — August Focus

### What Tenants Value Most

**Immediate Comfort:** Hot water, plumbing, and A/C failures affect livability and must be handled urgently.

**Appliance Reliability:** Fridges, washers, and dishwashers directly impact tenant routines, delays here reduce satisfaction.

**Structural Integrity:** Issues like roof leaks can wait a few days for scheduling but ignoring them multiplies costs through water damage and mold.



### Strategic Owner Insights

**Retention Advantage:** Tenants are 25–30% more likely to renew when urgent repairs are resolved within 48 hours.

**Preventive vs. Reactive:** A \$150 HVAC tune-up can prevent a \$7,500 replacement; resealing bathrooms avoids \$3,000+ in water damage repairs.

**Documentation Matters:** Photos, receipts, and logs protect landlords against disputes while proving compliance with California habitability laws.

**Bottom Line:** Tenants don't expect perfection—they expect urgency, communication, and care. Responsive owners protect property value and reduce turnover, which can cost \$1,500–\$4,000 per vacancy.

## Mortgage Market Insights — August 2025

**Rates at 10-Month Low:** The 30-year fixed mortgage average dipped to 6.56%, the lowest since late 2024 (AP News).

**Rent vs. Buy Gap:** Buying a mid-tier California home now costs \$2,000 more per month than renting (Reuters).

**Refinance Potential:** If rates fall closer to 6.3% by 2026, many borrowers could save \$240/month on refinances (Investopedia).

**Impact for Owners:** High borrowing costs keep renters in place longer supporting demand for quality rentals. For marketing and renewals, emphasize renting as the smarter financial option.





## **TIRED OF DEALING WITH BAD TENANTS?**

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property management*

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