

HCM Property Management Monthly Newsletter - July 2025



SoCal Rental Market Snapshot – High Season Activity

As the summer leasing season peaks, Southern California's rental market is seeing strong momentum, particularly for well-located, move-in-ready homes:

- **Active Demand:** Inquiries per listing rose 20% in July, driven by families seeking to move before the school year and young professionals relocating for Q3 jobs.
- **Rental Rates:**
 - **Orange County:** Median rent stands at \$3,310, up 4.6% year-over-year.
 - **Los Angeles County:** Currently averaging \$3,095, with steady month-over-month growth.

Vacancy Rates: Tight inventory persists—vacancy rates hover at 5.2%, with lower supply in the single-family segment.

Insight: Listings with energy-efficient appliances, central A/C, and curb appeal are leasing 35% faster than outdated or poorly maintained properties.



Compliance Updates – What Landlords Must Know in July

A few timely reminders and mid-year regulatory considerations to stay compliant and informed:

SB 267 - Source of Income Protections: Housing providers must treat government and housing vouchers (like Section 8) as equal to income. Discrimination based on source of rent payment can now result in fines.

Heat Notification Requirements (Local Jurisdictions): In certain SoCal cities, landlords are now required to notify tenants of cooling resources or provide access if indoor temperatures exceed set thresholds. Check with your local city code.

Action Step: If you haven't updated your lease agreements or application process this year, now is the time. HCM can help you stay audit-ready and reduce risk.

HCMPM Featured Listings



172 Keeper
Irvine, CA 92618

[Schedule Viewing](#)



30 Briarglen
Irvine, CA 92614

[Schedule Viewing](#)



9 Goldenbush
Irvine, CA 92604

[Schedule Viewing](#)

July Maintenance Focus – Beat the Heat, Avoid Emergencies

Summer is when small issues turn into big ones. Stay ahead with this checklist:

HVAC Systems: If you haven't serviced your air conditioning yet this year, do it now. Dirty filters or overworked compressors lead to tenant complaints and costly failures.

Smart Thermostats: If your property doesn't have one, consider upgrading tenants love them and utility bills go down.

Fire Prevention: Clear brush, dead vegetation, and trim trees, especially in high-risk wildfire areas.

✦ **Note:** Proactive maintenance in July reduces emergency calls and builds tenant goodwill. Plus, it helps protect your investment during peak heat.

OC Market Snapshot: July 2025

Attached



Detached



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WITH BAD TENANTS?**
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property management*
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