

HCM Property Management Monthly Newsletter - June 2025



Southern California Rental Market Trends – Mid-Year Check-In

As we reach the halfway point of 2025, the SoCal rental market continues to show strength despite a changing economic backdrop. Here's what we're tracking:

Average Rent: Statewide, rent averages \$2,790, but in high-demand areas like Orange and Los Angeles Counties, rates for single-family homes are often significantly higher.

Leasing Velocity: Well-priced and well-maintained homes are leasing 12–15% faster than this time last year.

Tenant Preferences: Tenants are showing a stronger preference for updated interiors, energy-efficient appliances, and smart home features.

💡 **Insight:** Owners investing in modest upgrades like paint refresh, updated fixtures, and landscaping are seeing shorter vacancy periods and stronger rental applications.



Legislative Watch: Mid-Year Reminders for Landlords

Staying compliant is key to minimizing liability and maximizing rental income. Here's what's important this June:

AB 12 (Security Deposit Cap): Effective July 1, landlords may not collect more than one month's rent as a security deposit on most units, even furnished ones.

AB 2493: If using application fees, remember: choose first-come, first-qualified or refund fees within 7 to 30 days if applicants are denied.

Rent Caps Reminder: Increases remain limited to 5% plus inflation (max 10%) under statewide rent control.

HCMPM Featured Listings

280 Tank

Irvine, CA 92618

3 beds 3.5 baths 2,031 sqft



3 Southwind

Aliso Viejo, CA 92656

2 beds 3 baths 1,291 sqft



27102 Vallemont Rd

Lake Forest, CA 92630

4 beds 2 baths 1,164 sqft



June Maintenance Priorities – Get Ahead of Summer Strain

Preventative care now saves costly repairs later. This month, focus on:

Roof & Gutter Check: Early signs of sun damage and debris buildup should be addressed before monsoon season begins.

AC Performance Audit: Units that haven't been serviced since last year may underperform—leading to tenant complaints or higher utility bills.

Exterior Paint & Siding: UV exposure can cause wear; inspect and touch up as needed to preserve your investment.

✦ **Reminder:** Maintenance is not just about avoiding repairs—it's about retaining tenants longer. Properties that feel cared for are far more likely to keep long-term, responsible renters.

Owner Tip of the Month: Tracking Turnover Costs

Do you know how much each vacancy is costing you? From lost rent to cleaning and touch-up expenses, the true cost often ranges between \$1,500 and \$4,000 per turnover. Reducing vacancy time by even one week can preserve a significant chunk of income.

🎯 **Quick Tip:** Keep a running record of turnover costs this year—it's a valuable metric to review at tax time and when planning for long-term ROI.



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