



Paid for by California Apartment Association
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WARNING!

URGENT MESSAGE FOR LOS ANGELES LANDLORDS

YOUR PROPERTY. YOUR LIVELIHOOD. AT RISK.
DON'T LET CITY HALL MAKE IT WORSE.

CITY HALL FROZE YOUR RENTS. THEY BLOCKED EVICTIONS. NOW THEY WANT MORE...

For years, the City of Los Angeles has made it harder and harder to own and operate rental housing. From COVID-era rent freezes to eviction moratoriums to an ever growing list of costly regulations, fees, and red tape, landlords have paid the price out of their pockets and are getting crushed.

ACT NOW!

TELL THE CITY
COUNCIL TO
STOP TARGETING
HOUSING
PROVIDERS



NOW, THE CITY COUNCIL IS PROPOSING EVEN STRICTER RENT CONTROL, MAKING IT HARDER TO KEEP UP WITH INFLATION AND EVER RISING MAINTENANCE COSTS, AND IT'S GETTING MORE DIFFICULT TO BUILD NEW HOUSING. THESE POLICIES COULD:

- Cap rent increases below inflation
- Impose more red tape and paperwork
- Penalize small landlords
- Deter new housing development

ENOUGH IS ENOUGH! IT'S TIME TO SPEAK UP.

PROTECT YOUR PROPERTY RIGHTS! OPPOSE LA'S EXTREME RENT CONTROL!