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Two New Apartment Associations Now Open in Riverside County

The Rental Housing Coalition – Southern Riverside & the Rental Housing Coalition – Desert Cities provide a range of services to property owners, managers and suppliers

Two new apartment associations are serving rental property owners, managers and suppliers in Riverside County.

The Rental Housing Coalition – Southern Riverside, and the Rental Housing Coalition – Desert Cities were launched in the spring as part of the San Diego County Apartment Association (SDCAA) network.

The Rental Housing Coalition – Southern Riverside serves Hemet, Menifee, Murrieta, Murrieta Hot Springs, Temecula, Winchester and other nearby communities. The Rental Housing Coalition – Desert Cities serves Indian Wells, Indio, La Quinta, Mecca, Palm Desert, Palm Springs, Rancho Mirage and other nearby communities.

Alan Pentico is executive director of both organizations; Pentico also is SDCAA’s executive director.

“I take great pride in our organizations’ ability to provide property owners, managers and suppliers with the resources to run their businesses smoothly and profitably,” Pentico said. “We offer benefits and services designed to help with day-to-day management issues, as well as infrequent operational challenges.

“We are very excited about serving the rental housing in Riverside County. It is a great market with some excellent properties.”

Fairfield Residential is a longtime SDCAA member that recently joined the Rental Housing Coalition – Southern Riverside. It owns and manages [Dakota Apartments](#) in Winchester.

“Being involved in the SDCAA and seeing its many successes for so many years I knew it was important to join the Rental Housing Coalition,” said Stacy Wells, vice president at Fairfield Residential. “I have always wanted the onsite teams in the Inland Empire to have the same benefits and experiences that the San Diego teams currently have, and now that’s the case. I am very pleased that everyone now has the same access to a wealth of benefits to help with



day-to-day operations. And the rental industry will certainly benefit from the advocacy we now have in that region.”

Gables Residential also has been a longtime SDCAA member that recently joined the Rental Housing Coalition – Southern Riverside. It owns and manages [Gables Oak Creek](#) in Wildomar, [Gables Alta Murrieta](#) in Murrieta, and [Tuscany Ridge](#) and [Solana Ridge](#) in Temecula

“As a longtime member of SDCAA, we were thrilled to join the Rental Housing Coalition,” said Susan Whitney, area vice president at Gables Residential. “Combining territories will not only make a stronger rental housing association, but it will allow SDCAA to further support our communities and associates. This is a favorable change for our communities and for our residents.”

Member benefits include:

- **InfoLink Resident Screening Services** - Access to high-quality credit reports, eviction records, criminal background checks and more.
- **Operational Advice** - Unlimited consultations with experts who can answer questions about tenancy and policy.
- **Legislative Advocacy** - At the local, state and national levels of government.
- **Professional Development** - Access to online educational opportunities.
- **Industry News** - Communications on current news, laws and trends that affect the way people manage rentals.
- **Discounted Products & Services** - Member-only discounts through Partnership Discount Program.
- **Engagement Activities** - Members enjoy networking opportunities at local, regional and national events.

Please visit www.rhcsoriverside.org and www.rhcdesertcities.org to learn more.

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