

San Diego County Apartment Association Joins National Apartment Association and a Southern California Lobbying Coalition, Adding Federal Representation and Enhancing Member Services.

SAN DIEGO, CA (Dec. 14, 2010) – The San Diego County Apartment Association (SDCAA) has announced that they will not renew their contract for state representation with the California Apartment Association (CAA). This action was taken after the CAA implemented massive increase in their service charge for legislative advocacy. The SDCAA is now affiliated with the National Apartment Association (NAA).

Starting in 2011, the CAA Board of Directors voted to drastically increase the cost of their services. SDCAA members in San Diego would have received up to a 30 percent increase in their membership dues for the same level of representation. This has resulted in the SDCAA's Board discontinuing its lobbying agreement with the CAA and joining forces with a block of over 16,500 (including the SDCAA's members) rental property owners and managers in Southern California. The California affiliates of the NAA which are part of the Golden State Apartment Association and coordinate their lobbying effort in Sacramento are an emerging force in the State. With the addition of the SDCAA to this group they are now the largest lobbying block on behalf of the rental housing industry in California.

This move has allowed the SDCAA to increase the level of services provided to the members at no additional cost. The services that the SDCAA will now be able to provide include:

- Local, State and Federal Lobbying
- Legal Defense and Regulatory Compliance
- California Compliant Rental Forms (available in printed pads or on-line)
- Call-in Operational Advice
- Operational Advice White Papers
- Resident Screening Services
- On-line Learning (80 available courses)
- Professional and Legal Compliance Courses
- Industry Research (historical market vacancy and rental rate trends)
- *RentalOwner* and *Units* magazines (the monthly publications of the SDCAA and NAA)
- The *Advisor* and *Industry Insider* e-newsletter (monthly e-mail of the SDCAA and NAA)
- Networking Events

Additionally, members will continue to receive key legislative information, Legislative Updates and *Calls-to-Action* as needed. The SDCAA will continue to provide key risk management information on a timely basis.

With all this the members of the SDCAA will receive enhanced services for the same costs. Bob Kevane, SDCAA President stated *"The members I've spoken to personally are thrilled at the change. After 40 years of membership, I have never been more optimistic toward the future of the SDCAA."*

In its 91st year of service, the San Diego County Apartment Association (SDCAA) is one of Southern California's leading trade organizations providing resources to more than 2,400 individuals and companies that own, manage or service approximately 140,000 rental units throughout San Diego County.