



Monthly Newsletter

December 2012

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California West is presently testing the new MLS system to see whether it is an effective new way to advertise rental properties.

Advertising rentals on the Multiple Listing Service.

The local Association of Realtors recently added a feature to their Multiple Listing Service (“MLS”) which allows property managers to advertise properties for rent using that system.

In essence, the MLS is a proprietary system that allows Realtors to share property listing information with each other. Realtors commonly use the MLS to advertise properties for sale.

In some markets the MLS is also a popular way to advertise rental properties. In those markets the MLS is an excellent resource because there are Realtors who specialize in helping tenants find rental properties. Presently, that is not true on the Central Coast.

California West is testing the new MLS system to see whether it is an effective new way to advertise rental properties.

We are skeptical about how well the MLS will advertise lower income properties because those tenants are usually not in contact with Realtors who can monitor the MLS.

We also question the MLS’ ability—at least in the short run—to obtain tenants willing to sign long term leases on higher end properties. The only people in this area who are typically engaging a Realtor are people looking to buy a property. Generally speaking, those types of people only want a short term rental. Most of our clients want a more long term commitment.

The bottom line is that, although its true worth as an advertising tool has yet to be proven, California West is experimenting with this new feature at no extra cost to our clients.

Carbon Monoxide Devices

As of July 1, 2011 the Carbon Monoxide (CO) Poisoning Prevention Act (SB 183) requires all single family homes with an attached garage or a fossil fuel source to install carbon monoxide alarms within the home. Owners of multi-family leased or rental dwellings, such as apartment buildings, are required to comply with the law by **January 1, 2013**.

*An ounce of prevention now
may help avert costly repairs
later . . .*

California West will be posting notices and installing CO alarms in the few remaining units which have yet to be fitted with these devices over the final weeks of the year to bring all properties in compliance with the law.

Exterior Maintenance

The rainy season is here just in time for the holidays and now is the time to think about exterior maintenance. Roofs and gutters require regular maintenance to function properly; valleys and gutters become clogged with debris and the seals around roof penetrations (plumbing and HVAC jacks) may deteriorate over time. Consider having a roof/gutter inspection performed to identify any deferred maintenance items which need to be addressed. An ounce of prevention now may help avert costly repairs later as well as extending the life of roofing systems and gutters.

Occupancy rates by city.

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City	Occupancy
ARROYO GRANDE	94.6% Occupied
ATASCADERO	100.0% Occupied
CAYUCOS	100.0% Occupied
GROVER BEACH	98.1% Occupied
GUADALUPE	100.0% Occupied
LOS OSOS	100.0% Occupied
MORRO BAY	100.0% Occupied
NIPOMO	97.5% Occupied
OCEANO	98.1% Occupied
PISMO BEACH	100.0% Occupied
SAN LUIS OBISPO	98.7% Occupied
SANTA MARIA	100.0% Occupied
SHELL BEACH	96.2% Occupied
TOTAL	98.1% Occupied