



November 3, 2025

County Board of Supervisors
1600 Pacific Highway
San Diego, CA 92101

RE: PROTECTING RESIDENTIAL RENTAL APPLICANTS AND TENANTS FROM PRICE GOUGING AND FEE EXPLOITATION

Dear County Supervisors,

As representatives of San Diego's housing and business communities, we write to express our strong opposition to any further regulations targeting the housing industry, including the proposed Price Gouging and Fee Exploitation Ordinance scheduled for consideration. Our coalition represents rental housing providers, builders, developers and small business owners, mom and pop landlords and commercial real estate developers.

While our organizations support price transparency, this proposal goes far beyond that goal. By imposing new caps and restrictions on legitimate fees, it would discourage transparency rather than enhance it. These unnecessary regulations would not reduce the cost of housing—they would simply add punitive administrative burdens and undermine property owners' ability to recover legitimate operational expenses.

This proposal does not build a single unit of housing, nor does it reduce rent for a single San Diegan. It offers no data-driven justification for new regulations, especially when state legislation already addresses these issues. Our coalition is concerned about the growing patchwork of local ordinances across the county, which creates confusion for both housing providers and tenants trying to understand their rights and responsibilities in each jurisdiction. The proposed ordinance introduces several

provisions that diverge from state law and would create significant challenges if implemented. Pending legislation addresses this exact issue.

This ongoing pursuit of piecemeal regulations appear to represent part of an ever-mounting attack on the housing industry. Continued layering of local rules without meaningful stakeholder input threatens the long-term viability of San Diego's rental housing market and discourages investment at a time when the region desperately needs more housing, not more regulation.

We urge the Board of Supervisors to reject this proposal and instead focus on policies that expand housing supply, reduce regulatory barriers, and encourage collaboration between the public and private sectors. Our coalition remains committed to working with the county on solutions that protect tenants, promote transparency, and ensure a healthy, sustainable housing market for all San Diegans.

Sincerely,

Melanie Woods, California Apartment Association

Molly Kirkland, Southern California Rental Housing Association

Lori Holt Pfeiler, Building Industry Association of San Diego County

Craig Benedetto, NAIOP San Diego

Taylor Thompson, North San Diego County REALTORS Association

Richard D'Ascoli, Pacific Southwest Association of REALTORS

Chris Anderson, Greater San Diego Association of REALTORS

Justine Murray, San Diego Regional Chamber of Commerce

Julie Paule, Western Manufactured Housing Communities Association

From: [Melanie Woods](#)
To: [MontgomerySteppe, Monica](#); [Anderson, Joel](#); [Desmond, Jim](#); [Lawson-Remer, Terra](#); [BOS, District1Community](#)
Cc: [FGG, Public Comment](#); [Worlie, Paul](#); [Shanley, Roarke E](#); [Elledge, Meghan](#); [Wyatt, Donte T](#); [Gretler, Darren M](#)
Subject: [External] California Apartment Association Item 15: Price Gouging And Fee Exploitation
Date: Monday, November 3, 2025 3:15:32 PM

Good afternoon Board of Supervisors,

On behalf of the California Apartment Association, please see the attached letter regarding Item 15, the price gouging and fee exploitation ordinance.

Sincerely,

[Melanie Woods](#) Vice President, Local Public Affairs

California Apartment Association
mwoods@caanet.org 619-219-5147

CAA Services: [Events and Education](#) [Insurance](#) [Tenant Screening](#)

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Subject: [External] California Apartment Association Letter - Item 15: Price Gouging And Fee Exploitation
Date: Monday, November 3, 2025 3:27:44 PM
Attachments: [California Apartment Association - Item 15 Opposition Letter.pdf](#)

Good afternoon Board of Supervisors,

On behalf of the California Apartment Association, please see the attached letter regarding Item 15, the price gouging and fee exploitation ordinance.

Sincerely,

[Melanie Woods](#) Vice President, Local Public Affairs

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mwoods@caanet.org 619-219-5147

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Cc: [FGG, Public Comment](#); [Worlie, Paul](#); [Shanley, Roarke E](#); [Elledge, Meghan](#); [Wyatt, Donte T](#); [Gretler, Darren M](#)
Subject: [External] Recall: California Apartment Association Item 15: Price Gouging And Fee Exploitation
Date: Monday, November 3, 2025 3:29:36 PM

Melanie Woods would like to recall the message, "California Apartment Association Item 15: Price Gouging And Fee Exploitation".