



SCRHA
Southern California
Rental Housing Association

COVID-19 Crisis Impacts Rental Housing Industry; New Resources Help Owners Assist Tenants

*Southern California Rental Housing Association Prepares, Educates
Industry Professionals on Coronavirus Crisis Issues*

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SAN DIEGO (March 26, 2020) – The global response to the virus known as COVID-19 has led to significant changes in the rental housing industry for owners, managers and tenants. The Southern California Rental Housing Association (SCRHA) is taking a leadership role in preparing and educating those in the industry about the unique issues created by the coronavirus crisis including occupational health guidelines for working with quarantined or sick residents and information on foreclosure relief, eviction bans and much more.

By monitoring up-to-the-minute developments and providing education and advocacy, SCRHA helps ensure that rental housing owners and managers are well prepared for these new challenges – and supports their efforts to assist residents in this time of crisis. Recognizing that the crisis is having an immediate impact on the rental housing industry, SCRHA is also taking the unusual step of making certain coronavirus resources available to non-members, free of charge.

"This is an extraordinary time for our industry and the nation as a whole. For this reason, the Southern California Rental Housing Association has stepped up to provide real-time guidance for all rental property owners and managers on the coronavirus crisis," said SCRHA Board President Kendra Bork. "As the situation evolves, SCRHA is actively monitoring local, state and national developments to advocate for our industry and inform our members. All rental housing owners are impacted by this pandemic and at the same time many of our tenants are facing the same challenges including income reductions or health concerns."

New SCRHA resources include:

- A new resource portal for rental property owners and managers: [Guidance for Dealing with COVID-19](#)
- [Frequently Asked Questions](#)
- New [COVID-19 Hardship Consideration Form](#)
- White paper (available for [download](#))

SCRHA's team provides expert insight and guidance on legislative developments at the local, state and federal levels regarding rents, evictions, legal protections and potential sources of aid for owners and tenants. The new resources developed by



SCRHA for rental property owners and managers will equip them to be able to comply with new laws addressing these new challenges and to assist their residents at this critical time.

“We realize that there is no one-size-fits-all approach during this emergency. We must balance the needs of our tenants, the community and our own rental property businesses in an environment that is very new and changing rapidly,” Bork continued. “That’s why SCRHA has added a special page on our website with resources and the latest updates - to continue our tradition of being a trusted resource for advocacy and education in the rental housing industry.”

ABOUT:

The Southern California Rental Housing Association (SCRHA) is the region’s leading trade association serving the rental housing industry. We provide education and advocacy to individuals and companies who own, manage, or provide services to the rental housing industry throughout Southern California.

For nearly 100 years, Southern California Rental Housing Association has been one of the nation’s leading apartment associations and has provided members and the industry with education and training, networking opportunities, and critical legislative advocacy.