

The Backus Bulletin

"Your Management, Your Way"

June 2026

Protect Salinas

To help prepare and educate our owners, this month's newsletter will provide an overview and summary of the information regarding the Salinas Rental Stabilization Ordinance. The website was created to help voters better understand the proposed measures and make informed decisions in the November election.

The website can be found at: <https://protectsalinasresidents.com>

A lack of knowledge and understanding about what is truly at stake is one of the main reasons the Salinas ordinance remains in place. Many people are unaware that the ordinance primarily affects small landlords, who typically own between one and four properties. If the goal is to address concerns related to large corporate property owners, it may be surprising to learn that only approximately 10–15% of property owners in Salinas are corporations.

Category	Share	Estimated Units
Small Landlords (1–4 units) Mom-and-pop owners	60-70%	13,800– 16,100
Mid-size Landlords (5–50 units) Regional property managers	20-30%	4,600 - 6,900
Large Corporate (50+ units) Institutional investors	10-15%	2,300 —3,450

Sources: City of Salinas Housing Element & Rent Stabilization Analysis; U.S. Census Bureau (ACS); National Rental Housing Finance Survey; California Housing Partnership.

The website does have a fundraising page that allows owners to help finance the repeal of the Salinas ordinances.

<https://www.efundraisingconnections.com/c/ProtectSalinas>

As the November election approaches, we encourage all voters to take the time to review the available information, understand the potential impacts of the ordinance, and make an informed decision based on the facts. Staying informed is the best way to ensure that your vote reflects your values and priorities for the future of Salinas.



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Office Hours: Mon-Fri 9am-4:30pm

Announcements & Services

THINKING OF BUYING OR SELLING?

If you are thinking of buying or selling, we can assist you. We specialize in residential and multi-residential units and are experienced in conventional sales, purchases as well as short sales. **Just call and ask for Bill and he will help you with your Real Estate needs.** There is no obligation.

Check out your property value today!

ON-LINE STATEMENTS

Contact your property manager if you would like to receive online statements.

BACKUSPM.COM



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If you have an opportunity, we encourage you to visit the website. It contains a variety of informative resources, including fact-versus-fiction information and additional materials that may be valuable to both property owners and residents.

It is important that we remain engaged and continue to make our voices heard as efforts move forward to address and improve the ordinances currently in place.

As the election approaches, we will provide additional information and updates for your review.

Should you have any questions in the meantime, please do not hesitate to contact your property manager.