

The Backus Bulletin

"Your Management, Your Way"

March 2025

Important notice to our City of Salinas property owners:

As you know, we are frantically attempting to change the new rental laws that went into effect January 1, 2025. There is a group of Property Managers that we are working with and here is the latest communication:

We are reaching out with an important update regarding our collective efforts to address the Salinas Rent Stabilization Ordinance and the next steps we need to take as a community.

The legal team at Neilsen and Merksamer has completed their review of the ordinance. While they did not identify clear legal grounds for an immediate lawsuit, they noted that applying Just Cause provisions to single-family homes could be legally challenged. However, even if this section were overturned, the rest of the ordinance would remain in effect. Additionally, pursuing legal action could be costly.

That's why we are focusing on working with the new City Council to push for changes now before considering legal action.

We urgently need your help. The City views property managers as businesses, not as individual owners like you. To make a real impact, we need you—the actual property owners—to show up and speak out. We need to keep the pressure on City Council members, the Mayor, the City Manager, and the City Attorney. Share how this ordinance has affected your ability to rent units in Salinas. Be specific and highlight the increasing costs of utilities, insurance, repairs, and other expenses that make it harder to provide housing.

City Contacts:

Mayor Dennis Donohue – mayor@ci.salinas.ca.us

Councilmember Jose Luis Barajas (District 1) – district1@ci.salinas.ca.us

Councilmember Tony Barrera (District 2) – district2@ci.salinas.ca.us

Councilmember Margaret D'Arrigo (District 3) – district3@ci.salinas.ca.us

Councilmember Gloria De La Rosa (District 4) – district4@ci.salinas.ca.us

Councilmember Andrew Sandoval (District 5) – district5@ci.salinas.ca.us

Councilmember Aurelio Salazar (District 6) – district6@ci.salinas.ca.us

City Manager Rene Mendez – citymanager@ci.salinas.ca.us

City Attorney Christopher A. Callihan – cityattorney@ci.salinas.ca.us



Backus Properties
P.O. Box 1089
Salinas, CA 93902
(831) 455-2052
Fax: (831) 455-2087

Contact us:

Sally Backus, MPM
Broker

Bill Backus
Associate Broker
Sales

Michele Backus
Property Manager

Cindy Vargas
Property Manager

Jana Whitlock
Property Manager

Mary Lynn Pinto
Property Manager

Daisy Puente
Asst. Property Manager

Cyndie Scott
Admin. Asst.

Celeste Serrano
Admin. Asst.

Sally Ann Mejia
Bookkeeper

Will Backus
Admin. Asst.

Daniel Pinto
Admin. Asst.

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

Announcements & Services

ON-LINE STATEMENTS

Contact your property manager Michele Backus mbackus@backuspm.com or Cindy Vargas cvgargas@backuspm.com if you would like to receive online statements.

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 sales. You will be in good hands with Bill as he is in the top 1% of all Real Estate Agents in Monterey County. Just call and ask for Bill and he will help you with your Real Estate needs. There is no obligation.



BACKUSPM.COM

You may use whatever words you want, but here is a suggestion to get you started. Remember, you can cut and paste so you don't have to retype each email.

Dear Mayor Donohue,

I own several rental properties in Salinas, and have for many years. While perhaps not the best investment, I have always felt I was part of the growth and stability of Salinas and would be helpful in my retirement. However, the recent law changes have caused me to re-think my position. The rent I receive supports my retirement. At the least, it must grow with my cost of living. Also, if I must sell the property, paying three times the monthly rent to the tenant is untenable. I am a good landlord; my properties are well maintained, and rents are fair. How is the city going to increase rental availability if they are punishing the good landlords and forcing them out of the market?

Sincerely,
Joe Blow