

Dear Fellow AE's,

On June 2, San Diego voters will consider Measure A, a residential vacancy tax that would charge property owners as much as \$15,000 per year if they do not use their home in the manner that the City Council in San Diego wants them to. The Council placed this measure on the ballot with no real scrutiny or public input and in the last week before the deadline to place measures on the primary ballot.

**Before we give you more details, let's get to the ask!**

Last week the CAR IMPAC Trustees authorized PSAR to conduct an InterBoard Solicitation. They recognized that if we don't defeat Measure A this June in San Diego, potentially dozens of jurisdictions in California could see similar fights.

**That's why we're asking you to participate in our InterBoard solicitation and contribute to our campaign out of your local IMPAC funds. And we're hoping you can move fast!**

Specifically, can you tell us:

1. What is your local process to approve participation in an InterBoard Request? Can you approve by email, or do you need to hold a meeting?
2. Do you have a meeting scheduled in the next week or two, and/or can you schedule a special meeting?
3. If you need us or our campaign team to make a presentation to your Board or a Committee, we hope you'll schedule us ASAP.

Any amount will help us, but we are hoping you can contribute as much as possible to help us beat the very concept of a residential vacancy here. We believe that will mean that you and other local Associations won't have to.

**Past InterBoard solicitations have raised over \$200,000 (with contributions as small as \$500 and in some cases over \$25,000.) We're hoping to break that record. And as mentioned, we're hoping to get your approval in the next two weeks at the latest, as voting starts on May 4<sup>th</sup>!**

Now, here's the details:

Measure A is an affront to property rights, a huge invasion of privacy, and a distraction from real solutions to address San Diego and California's housing affordability crisis. While its proponents claim it will lower housing costs, it is really just a money grab from the City Council desperately trying to find money anywhere after years of failure to address their mismanagement of the budget.

The San Diego Association of REALTORS® (SDAR) and the Pacific Southwest Association of REALTORS® (PSAR) came together quickly to lead the fight against this measure, hiring a top campaign team and developing a plan to fight back.

And we've won early victories! We filed a strong ballot argument against the measure with a diverse coalition of signers; found a good friend to file a lawsuit against the City's ballot materials and won a court challenge forcing them to delete and change biased, false, and misleading statements; and held a powerful campaign launch media event that got great coverage and framed the debate. With NAR's assistance on polling, we have charted a clear path to victory, if we can fund our campaign.

But now, it's crunch time. Voters will receive their ballots in just 30 days. San Diego is a big city, and it's expensive to campaign here. The beneficiaries of more money in City coffers are expected to spend millions to pass Measure A.

Both our Associations have put into the campaign a significant share of our local IMPAC dollars. We've received healthy support from NAR and CAR IMPAC dollars. We're even raising money directly from the targeted homeowners. **But our campaign is still at least \$300,000 short of what we think it will take to win.** That's where you come in! Please, contribute to our InterBoard request as soon as possible so we can tell our campaign team that the plan is fully funded.

We'll follow up soon, but please respond and help us understand how we can help you say "YES" to our request as quickly as possible.

Sincerely,

George Ching

GAD, PSAR

Chris Brown

Senior GAD, SDAR

P.S. – Again, you should care very much about this fight. As this article in the LA Times indicates, this fight against the scourge that is a residential vacancy tax is coming to a head in San Diego. If it passes here, cities and counties up and down California will see an opportunity to grab money from homeowners to paper over their own fiscal mismanagement:

<https://www.latimes.com/california/story/2026-04-08/owners-keep-thousands-of-san-diego-homes-vacant-despite-high-rents-they-could-soon-be-taxed>

*But the renewed interest in San Diego could help usher in another wave of local measures targeting empty homes — especially in progressive cities in Southern California where there hasn't yet been much movement on the idea.*

*Phillips said he could see L.A. building off San Diego's momentum should the proposed law pass...*

Measure A is truly an attack on the promise our members made to their clients when they facilitated the purchase of a home in San Diego – that same promise REALTORS® in your community made as well – that when you purchase a home, it is for your purpose and enjoyment, not a cold "housing unit" that exists to serve the government's interests. Help us defeat this horrible policy, hopefully once and for all, in San Diego and by extension in the whole state!