

Conejo Simi Moorpark Association of REALTORS® Hot Issues: Open House Sign Sticker Requirement



OPEN HOUSE SIGN STICKER REQUIREMENT - OPPOSED

Conejo Simi Moorpark Association of REALTORS® opposes a city's requirement to purchase stickers for open house signs. The city's rationale for selling stickers is that it would indicate that the sign has been approved. All other signs on public right of ways are deemed not approved and subject to being removed; causing the owner of the sign to try and retrieve them from the city offices.

CSMAR

Conejo Simi Moorpark Association of REALTORS® (CSMAR) boundaries contain five cities: Thousand Oaks, Simi Valley, Moorpark, Westlake Village, Agoura Hills; in two counties: Ventura and Los Angeles. We also have three Municipal Advisory Councils areas: Oak Park, Santa Rosa Valley, and Casa Conejo. A great deal of coordination is required in dealing with overlapping rules, regulations, and ordinances which may affect real estate and property rights. Our Board of Directors has adopted Position Papers on issues which affect real estate the most. We believe it is important to articulate our positions on these issues to our roughly 2,000 members, citizens, and those in civic leadership positions.

WHY CSMAR IS OPPOSED

- Most companies have spent considerable funds in order to design a good recognizable sign. Defacing signs with stickers does not convey the professional presentation that is desired.
- If multiple cities required stickers for each open house sign, they would significantly detract from the purpose of the sign.
- Currently, sticker fees are on an annual basis adding marketing costs without any benefit.
- If the requirement for a sticker was to show approval of the sign, then the fee should be a onetime fee. Requiring an annual fee indicates revenue generation rather than approval of open house signs.

