



LOS ANGELES COUNTY
**CONSUMER &
BUSINESS AFFAIRS**

Serving Los Angeles County Since 1976

PRICE GOUGING

JANUARY 2025 WINDSTORMS & WILDFIRES EMERGENCY

February 10, 2026

LOOKING BACK



Wildfires & Displacement

The Eaton and Palisades Fires caused historic housing loss. The unprecedented impact and extent of the destruction created an urgent and specific demand for housing.

18,000+

Structures impacted by
wild fires

12,300+

Residential units estimated lost
to January 2025 wild fires

32,000+

Average of residents displaced
by wild fires

ENFORCEMENT

Total Complaints

1,885

Complaints received by
DCBA since Jan. 7, 2025



85%
Rental
Gouging

15%
Other

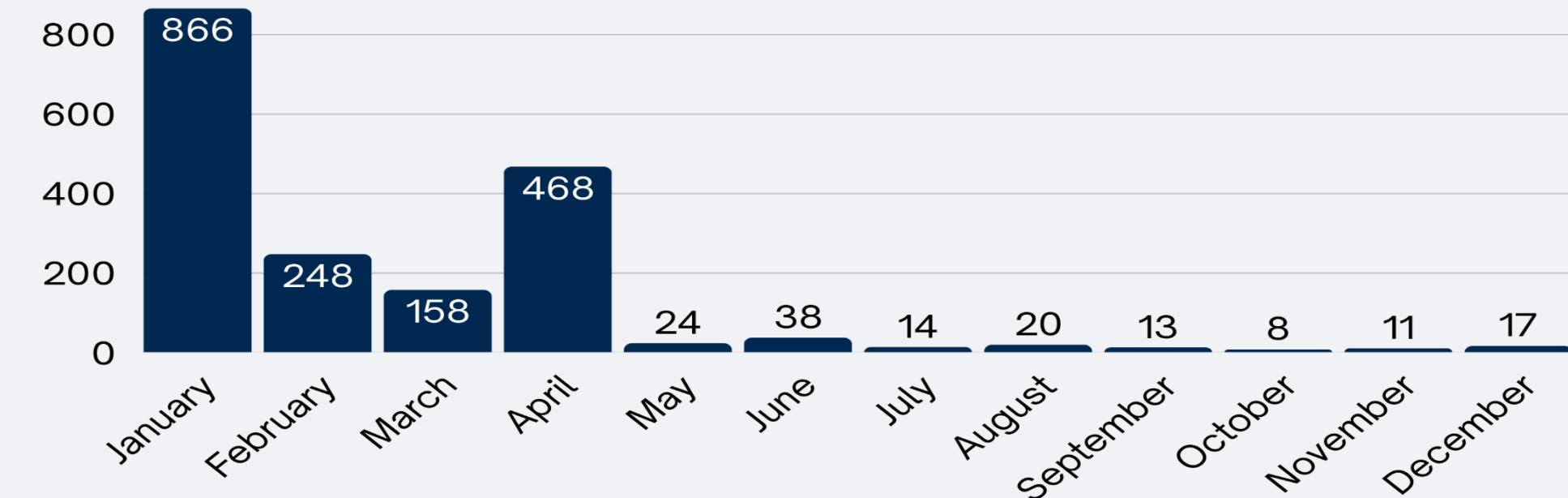
2K+ CEASE-AND-DESIST NOTICES

\$335K+
RESTITUTION

260+ CASES
REFERRED

DCBA referrals to law enforcement for
potential civil or criminal prosecution

Complaints Opened by Month



EXPANDED ENFORCEMENT

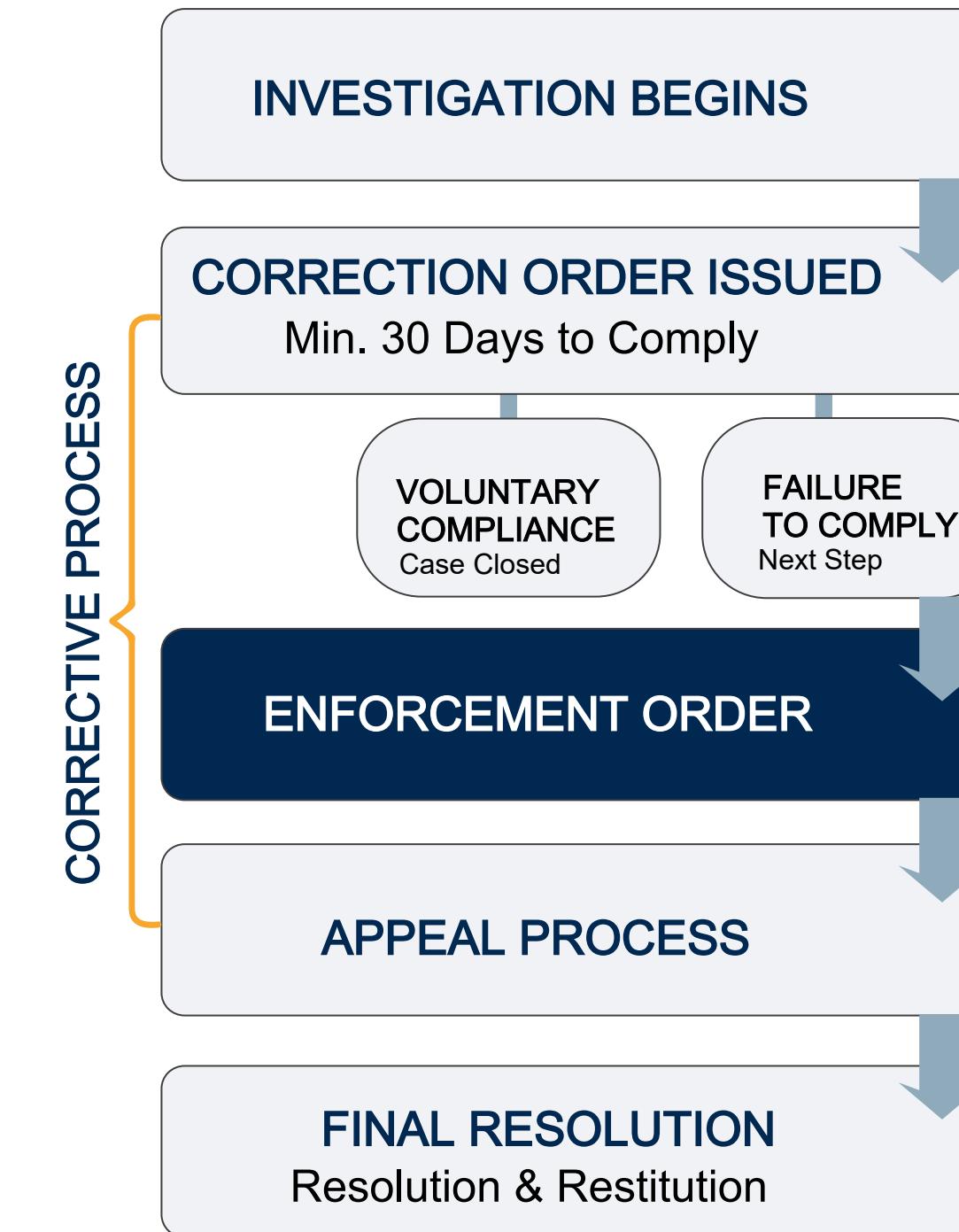


Key BOS Actions

February: Increased civil penalties from 10k to 50k during emergency

September: Expanded DCBA's ability to impose administrative fines

Enforcement Protocol & Due Process



PUBLIC AWARENESS & OUTREACH



Outreach and Enforcement

- Comprehensive multilingual, multimedia outreach campaign & earned media
- Cross departmental collabs to amplify messaging
- Strong Digital, Social, and Online Engagement
- Education at awareness events:
 - Town Halls, Community Events, Webinars
- Targeted Consumer and Landlord Education
- Proactive Business and Partner Outreach



DON'T ADD TO THE PAIN

Increasing the price of some goods, services, and rental housing by over 10% after a disaster is price gouging.

LEARN ABOUT PRICE GOUGING

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社区利益重于利润

灾后，将某些商品、服务或租赁住房的价格提高超过10%，属于哄抬物价行为。

进一步了解哄抬物价相关信息

点击此处 



NO HAGA MÁS DAÑO.

Aumentar el precio de ciertos productos, servicios o alquileres en más de un 10% después de un desastre se considera aumento abusivo de precios.

CONOZCA MÁS SOBRE EL AUMENTO ABUSIVO DE PRECIOS

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Price Gouging Case Studies



What we saw:

	Example Location/Sector	Price Charged	Outcome
Large Family Units	Los Angeles (SD1) 4BR Rental	\$13,500	Violation corrected \$103,891 Restitution
Mid -Range Rentals	Altadena (SD5) 3BR rental	\$8,000	Violation corrected \$2,000 Restitution
Furnished / Short -Term Units	Los Angeles (SD1) Furnished 3BR	\$12,500	Violation corrected \$64,376 restitution
Non -compliant Owner	Culver City (SD2) Rental housing	\$18,500	Investigation ongoing
Essential Consumer Goods	Countywide Air purifiers	\$259.99 (from \$144.99)	Price corrected but investigation ongoing

EMERGENCY PROTECTIONS IN EFFECT

State Protections:

Expire February 7, 2026

Unless Extended

County Protections:

Expire February 27, 2026

Unless Extended



What's Prohibited

- Price increases beyond legal limits during a declared emergency
- Applies to:
 - Hotels & Motels
 - Rental Housing & Short-Term Rentals
 - Care Facilities
 - Emergency and Cleanup Services
 - Construction & Rebuilding
- Maximum increase: 10% above pre-emergency rates

STATE LAW

- Applies to units not rented or advertised within one year before emergency
- Rental price capped at 160% of HUD Fair Market Rent (FMR)
- Most recently extended: January 6, 2026

COUNTY AUTHORITY

- State law allows local discretion
- LA County increased the cap to 200% of HUD FMR
- Began: October 21, 2025
- Most recently extended: January 13, 2026

WHEN PROTECTIONS LAPSE: WHAT REMAINS



Remaining Consumer Protections

- **Unfair Competition Law**
Bus. & Prof. Code, § 17200
- **False Advertising Law**
Bus. & Prof. Code, § 17500
- **Consumer Legal Remedies Act**
Civil Code §§ 1750 et seq
- **Rent Stabilization and Tenant Protections Ordinance**
Los Angeles County Code § 8.52
- **Mobilehome Rent Stabilization and Mobilehome
Owner Protections**
Los Angeles County Code § 8.57
- **Tenant Protection Act (AB 1482)**
Civil Code §§ 1947.2, 1947.12, 1947.13



WHERE ARE SURVIVORS TODAY?

“As of mid- December, only **12-13%** of destroyed homes in Altadena & the Palisades were permitted to rebuild...”

-Milken Institute



Recovery is far from complete.

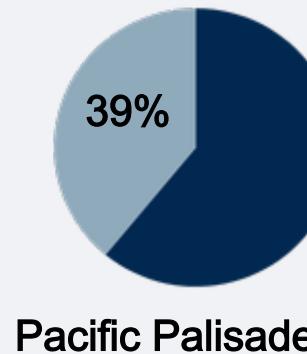
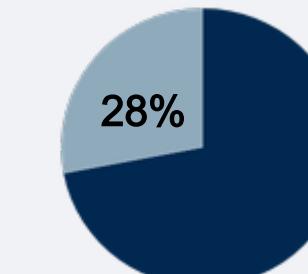
Still Displaced



Over 7 in 10 residents of Altadena and Pacific Palisades have not returned to their homes.

Coverage

Residents with only 0-6 months of coverage remaining



Survivors Financially Underwater

- 63% report net losses over \$ 100,000,
- ~50% of survivors are **>\$300,000 in the red**,
- 48% have depleted a significant portion of their savings,
- 43% have taken on debt to survive the aftermath

LESSONS LEARNED



Rental Housing is the Primary Pressure Point

Displaced renters and homeowners alike are pushed into the rental market, where pressure and consumer harm are greatest .

Early Visible Enforcement Works

Cease -and -desist helps correct violations quickly and prevents escalation.

Delayed Reporting

Insurance coverage and fear of retaliation suppresses early complaints.

Confusion Drives Some Violations

Complex baseline rules create compliance gaps that still harm consumers .

Local Administrative Authority Matters

Jurisdictions with direct enforcement tools resolve cases faster than those relying solely on prosecution.

Market Stability Can Be Misleading

Past disasters show countywide stability can mask localized and future price spikes as supports expire and rebuilding lags.



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THANK YOU

Questions?