



# PRICE GOUGING

JANUARY 2025 WINDSTORMS & WILDFIRES EMER

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  
wildfires

**12,300+**

Residential units estimated lost  
to January 2025 wildfires

**32,000+**

Average of residents displaced  
by wildfires

# ENFORCEMENT

Total Complaints

1,885

Complaints received by  
DCBA since Jan. 7, 2025



85%  
Rental  
Gouging

15%  
Other

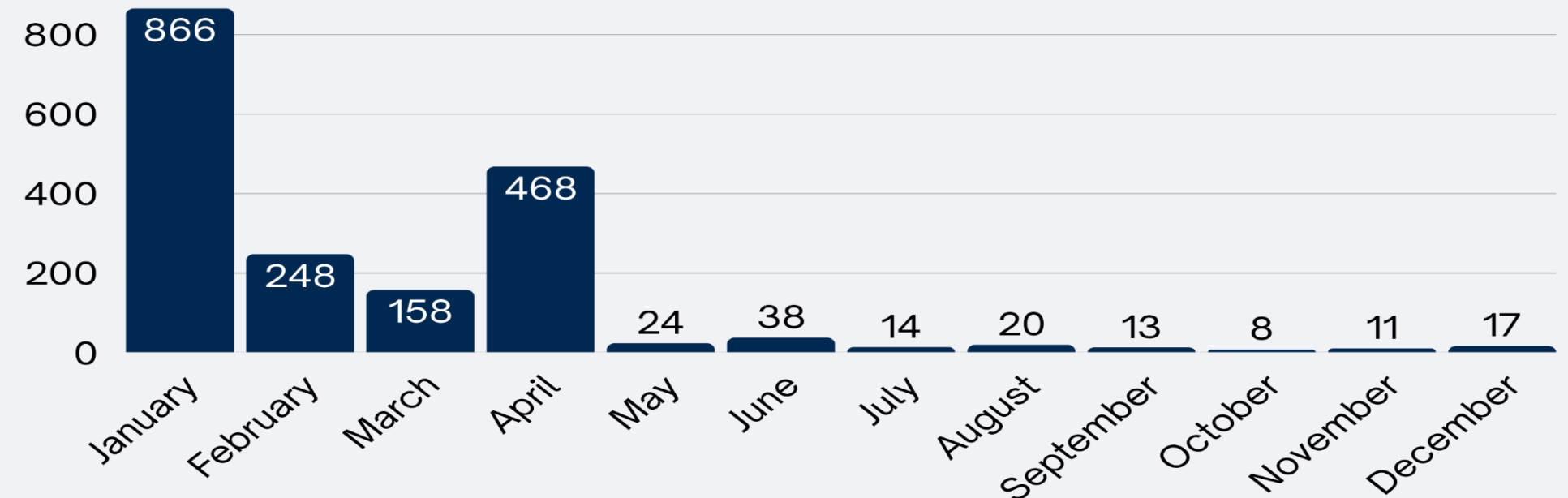
2K+ CEASE-AND-  
DESIST NOTICES

\$335K+  
RESTITUTION

260+ CASES  
REFERRED

DCBA referrals to law enforcement for  
potential civil or criminal prosecution

## Complaints Opened by Month



# EXPANDED ENFORCEMENT

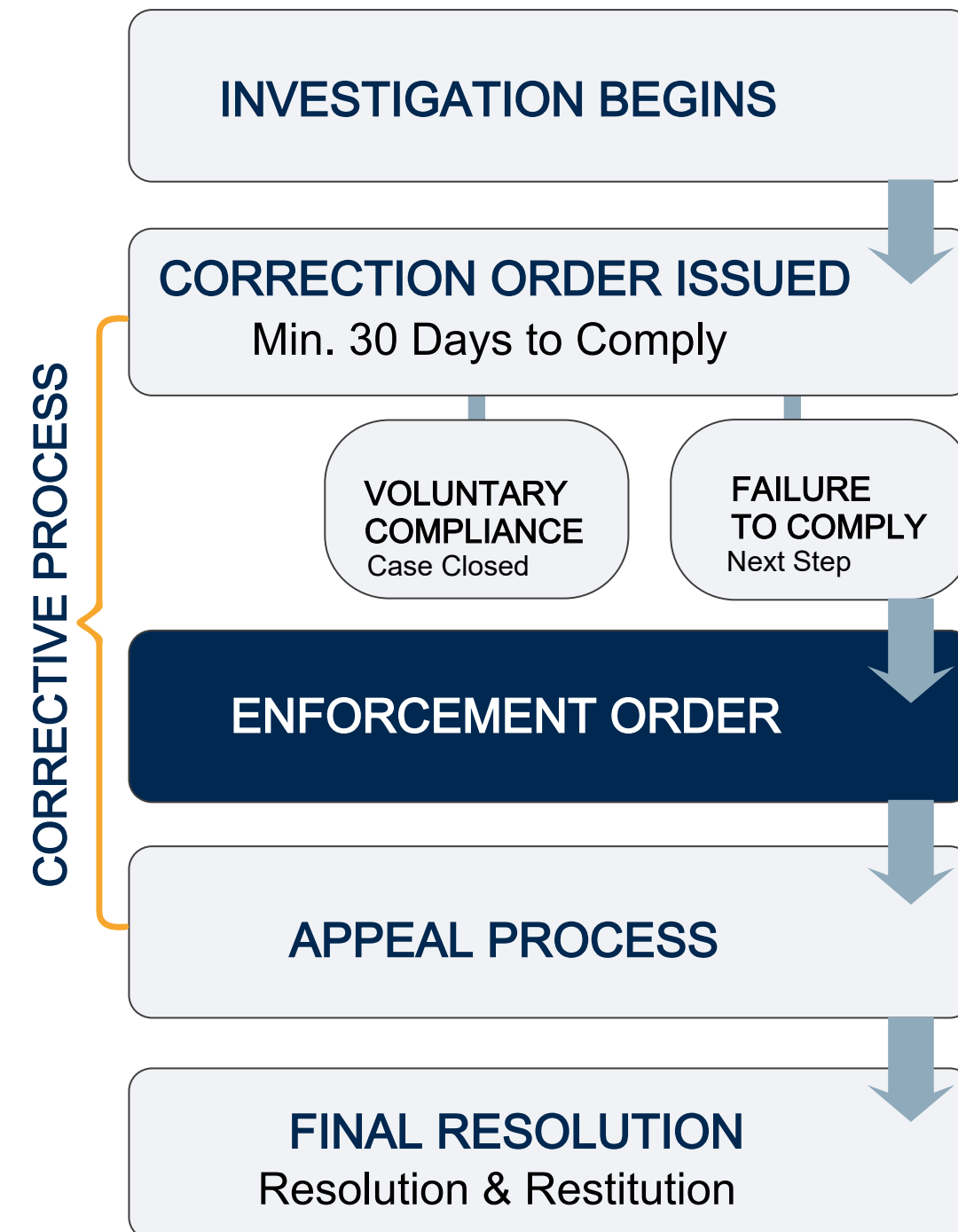


## Key BOS Actions

**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**

LOS ANGELES COUNTY  
CONSUMER & BUSINESS AFFAIRS



**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

LOS ANGELES COUNTY  
CONSUMER & BUSINESS AFFAIRS



**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**

LOS ANGELES COUNTY  
CONSUMER & BUSINESS AFFAIRS





# 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.

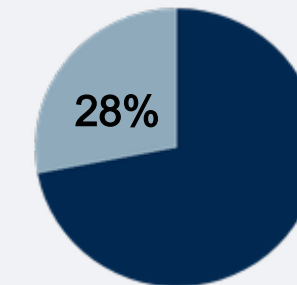
### Still Displaced



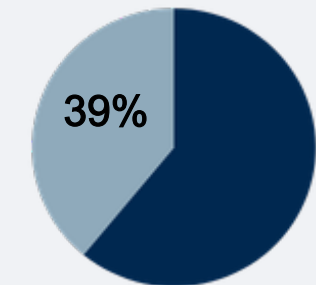
Over 7 in 10 residents of Altadena and Pacific Palisades have not returned to their homes.

### Coverage

Residents with only 0-6 months of coverage remaining



Altadena



Pacific Palisades

### 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.



# THANK YOU

## Questions?