



**The New Reality of Selling Real Estate in L.A. After the L.A. Fires.
Why Experience Matters Now More Than Ever in 2025
A special message from Derrick Ruiz**

Selling real estate in Los Angeles and Southern California has always been a unique challenge. The region's political climate, coupled with ever-changing regulations and laws, and market fluctuations, creates complexities that demand expertise and adaptability. However, following the recent fires and the ongoing insurance crises in California, the real estate landscape has become very challenging.

Now, more than ever, the experience and knowledge of your real estate broker can mean the difference between a successful sale and a prolonged, stressful process.

The Challenges Sellers Face Today

The L.A. fires have introduced a new layer of complexity for property owners. Insurance challenges across the state are making transactions more complicated and less predictable. And if you are selling a rental property, tenant-friendly laws, rent control regulations, and heightened legal requirements can be daunting for even seasoned property owners. Hiring a broker with deep knowledge of rent control, tenant laws, cash for keys, skill in dealing with tenants and the L.A. Housing Department, and other strategies is essential. Even just selling your home is more complex due to increased laws, insurance difficulties, and disclosure requirements that can complicate the situation, especially if you are in a hillside area or a wildfire prone location.

Why Experience Matters

This is not a market for agents who are lightly experienced or lack deep problem-solving skills. Brokers must have a track record of successfully navigating through tough situations, like market crashes, natural disasters, and black swan events like covid and the recent L.A. fires, while remaining proactive and forward-thinking. Plus, a real estate broker's ability to address complex real estate issues and make critical strategic recommendations is more important now than ever before. For example:

Navigating tenant laws: If your property is tenant-occupied, your broker needs expertise in rent control, dealing with tenants, cash-for-keys negotiations, and the myriad of L.A Housing Department laws and regulations designed to protect tenants, so you don't run afoul of these laws when selling your property.

Understanding probate laws: If you are selling a probate property, it requires in-depth knowledge of court procedures and specific legal nuances that the California Probate Court system requires.

Leveraging tax strategies: Sellers must be aware of tax strategies that can reduce or eliminate capital gains taxes, ensuring they maximize their returns. There are things in the tax code that can help property sellers, and I work with an amazing tax planners that can certainly help you keep more money in your pocket when you sell your building or your home.

What Sets Me Apart

With 39 years of real estate experience, I've weathered two massive downturns, the 1994 Northridge earthquake, the COVID-19 crisis, and now the aftermath of the devastating LA fires. My longevity in the business is a testament to my problem-solving skills, adaptability, and dedication to my clients.

What I bring to the table:

- A robust network: Over the years, I've cultivated relationships with attorneys, contractors, architects, CPAs, tax planners, and other professionals. This extensive network ensures my clients have access to the best resources when tackling any challenge.
- Tailored solutions: I'm always exploring new ideas, technologies, and approaches to address my clients' needs in an ever-changing market.
- Proactive problem-solving: I pride myself on being able to navigate even the most complex real estate problems. My focus is on delivering results and ensuring a smooth process for my clients.

A Broker You Can Trust

The current real estate climate in Los Angeles requires a broker who is both experienced and innovative. Whether you're dealing with tenant-occupied properties, navigating probate laws, or managing the uncertainties of insurance, I have the expertise and tools to guide you through the process. My commitment to my clients goes beyond just closing a sale—I strive to provide clarity, solutions, and peace of mind in what can be a stressful time. If you're considering selling your property in Los Angeles, now is the time to partner with a seasoned professional who understands the challenges and knows how to overcome them. Let's work together to achieve the results you're looking for, no matter how tough the market may seem. Thanks.

Derrick Ruiz