East Bay Property Management Fees: What You Pay, What You Get, and What to Watch Out For



Quick answer: Property management fees in the East Bay typically run 6–10% of monthly rent for ongoing management, plus a tenant placement fee when a new tenant is placed. All East Bay Properties charges 6–8% monthly and a placement fee — that’s it. No setup fee, no maintenance markup, no lease renewal fee, no cancellation penalty. Two fees, clearly stated before we start.

Key Facts: AEBP Fee Structure at a Glance

Fee type	AEBP rate	What it covers
Monthly management fee	6–8% of collected rent	Rent collection, maintenance coordination, compliance tracking, owner accounting, 24/7 tenant communication
Tenant placement fee — managed clients	50% of one month’s rent	Listing, LISA AI pre-screening, showings, full application processing, lease preparation
Tenant placement fee — placement only	75% of one month’s rent	Same full-service placement for owners who self-manage ongoing but want professional leasing
Setup fee	**None**	—
Maintenance markup	**None**	Vendor costs passed through at actual invoice amount
Lease renewal fee	**None**	Renewals handled as part of monthly management
Cancellation penalty	**None**	30-day written notice, no fee
Eviction coordination fee	At cost	Rare; coordinated through qualified Oakland and Berkeley landlord-tenant attorneys

What 6–8% looks like in dollars:

Monthly rent	6% fee	8% fee

$2,200 (Emeryville 1BR)	$132/mo	$176/mo
$2,800 (Oakland 2BR)	$168/mo	$224/mo
$3,400 (Berkeley 2BR)	$204/mo	$272/mo
$4,200 (Rockridge 3BR)	$252/mo	$336/mo

Most East Bay landlords are surprised how small this number is. On a $2,800/month Oakland unit at 8%, the monthly fee is $224 — less than one day's rent. On a $3,400 Berkeley unit at 6%, it's $204.

How Property Management Fees Are Structured

Property management companies use three basic fee models. Knowing the difference matters more than the percentage itself.

Percentage of collected rent (most common)

The PM earns a percentage of rent actually collected each month. If the unit is vacant, they earn nothing. This aligns the PM's incentive directly with yours — they want the unit occupied and rent paid on time.

This is the model AEBP uses.

Flat monthly fee

A fixed dollar amount regardless of whether rent is collected. Simple, but it creates a misaligned incentive: a PM earning a flat $250/month on a vacant unit still gets paid. Vacancy doesn't hurt them the way it hurts you.

Hybrid / tiered

Some companies charge a flat fee up to a rent threshold, then a percentage above it. Can work for higher-rent properties; read carefully to understand what triggers each tier and how vacancy is handled.

What's Typically Included — and What's Billed Separately

This is where fee comparisons break down. A 7% fee that includes everything is almost always cheaper than an 8% fee with a long menu of add-ons. Always ask what's in the management fee before comparing percentages.

What AEBP includes in the monthly management fee

- Rent collection and ACH disbursement to owner
- 24/7 maintenance intake in English and Spanish
- Maintenance coordination with licensed, insured vendors (no markup — ever)
- Annual RAP registration coordination (Oakland properties)
- Allowable rent increase calculation and notice preparation
- Lease compliance monitoring and renewal coordination
- Monthly financial statements and AppFolio owner portal access (24/7)
- Tenant communication and dispute resolution
- Move-in and move-out inspection documentation per AB 2801
- Fair Chance Housing and Just Cause eviction compliance guidance

What is billed separately — at cost, no markup

- Actual vendor invoices for maintenance and repairs
- Attorney fees for eviction proceedings (rare; coordinated through qualified counsel)
- City permit fees for required inspections or registrations where applicable

Common add-on fees to watch for at other companies

These are not inherently wrong — but they should be disclosed before you sign, and their absence should be confirmed in writing:

Fee type	Typical range at other firms	Red flag threshold
Maintenance markup	10–20% above invoice	Any undisclosed markup
Lease renewal fee	$150–$350 per renewal	Over $400, or charged for month-to-month extensions
Vacancy fee	$50–$150/month	Charged during extended vacancy on a percentage-fee contract
Inspection fee	$75–$150/visit	More than twice per year as a standard charge
Early termination penalty	1–2 months of management fees	Any penalty clause — 30 days written notice should be sufficient
Eviction coordination markup	15–25% above attorney cost	Any markup, disclosed or not
Statement / admin fee	$10–$25/month	Charged separately from management fee

Why East Bay PM Fees Reflect More Than Just Time

Property management in Oakland, Berkeley, and Emeryville involves a compliance layer that simply doesn’t exist in most California markets. This matters when you’re comparing fee

quotes — a company charging less may simply be doing less.

Oakland

Oakland's Rent Adjustment Program requires annual registration by March 1 for every covered unit. Miss it and your rent increases are unenforceable for that cycle. The Annual General Adjustment (AGA) for Oakland is set independently of California's statewide AB 1482 cap — applying the statewide cap to an Oakland RAP-covered unit when the actual allowable increase is lower is one of the most common and expensive mistakes we inherit from self-managing landlords. See our East Bay rent increase guide for a full comparison by city.

The Just Cause for Eviction Ordinance (Measure EE) requires documented grounds before any removal action. TOPA — the Tenant Opportunity to Purchase Act — requires specific notices on every sale. Oakland's Fair Chance Housing Ordinance governs the sequence of application screening. Each of these has its own deadline, documentation requirement, and penalty for non-compliance. See our Oakland property management page for a full compliance calendar.

Berkeley

Berkeley has its own Rent Stabilization Ordinance with its own AGA, its own registration requirements, and its own petition process. The Berkeley Rent Board operates independently of Oakland's RAP. A PM who manages Oakland properties but hasn't worked extensively in Berkeley may not know the differences — and they are significant. Berkeley's AGA is 1.0% for 2026 and rises to 2.5% on January 1, 2027 (calendar-year cycle); applying Oakland's 2.3% or California's 8.8% (both August 2026 – July 2027) to a Berkeley-covered unit produces a different result with real exposure. Our Berkeley property management page covers what's required city by city.

Emeryville

Emeryville has no local rent cap of its own — AB 1482's statewide rate applies (8.8% for the August 1, 2026 – July 31, 2027 Alameda County period). But Emeryville does have a Just

Cause for Eviction Ordinance that governs all terminations, and a procedural requirement — written notice to the Emeryville City Clerk within 10 days of serving any termination notice — that catches landlords off guard. Our Emeryville property management page has the full picture.

From our files: We've onboarded properties from self-managing landlords and from other PM companies who were applying the wrong annual allowable increase in each of these cities. The exposure compounds — on a $2,400/month unit, an overage of even 1% is $1,608/year, and Oakland RAP petitions are public record. That kind of unresolved exposure can surface during a future sale and complicate closing.

The Real Math: What Self-Managing Actually Costs

Property management fees look like a line-item cost until you account for what they replace.

Time cost

The Harris Poll PM Trends Report 2026 (n=500 small landlords) found that self-managing landlords spend an average of 5–7 hours per month per property on management tasks — not including time spent on a maintenance emergency, a tenant dispute, or a lease renewal. At a conservative $50/hour opportunity cost, that's $250–$350/month in time on a single unit. For most East Bay landlords, the management fee costs less than the time.

Compliance risk cost

A single missed RAP registration in Oakland means rent increase notices for that cycle are invalid. A defective 3-Day Notice restarts the eviction clock — potentially adding 6 weeks to a timeline. A deposit deduction that doesn't meet California's documentation requirements under AB 2801 (effective 2025, requiring timestamped photographic documentation at move-in and move-out) can result in a penalty of two times the deposit amount.

These are not rare events. They are the most common thing that goes wrong for self-managing landlords in a high-compliance environment — and the cost of each one typically exceeds a full year of management fees. For a full picture of what's changed in California landlord law recently, see our 2026 landlord compliance guide.

Vacancy cost

ShowMojo's 2025 platform data puts the national median time on market at 5.1 weeks, and that counts only the listing period, before make-ready time is added. Owners surveyed for the same report estimated their typical vacancy at about 3 weeks. (PM Trends Report 2026) Every week of vacancy on a $2,800/month Oakland unit is $646 in lost rent. Professional leasing — listing preparation, 3D tours, AI pre-screening through LISA, and responsive showing coordination — typically shortens vacancy meaningfully. One fewer week of vacancy on a $2,800 unit saves more than a full year of management fees at 6%.



The real cost of self-managing isn't the hours. It's the one thing you didn't know you had to do — and what it costs when you get it wrong.

An Honest Answer: When Hiring a PM Doesn’t Make Sense

We own rental property in the East Bay. We understand this math from both sides.

If you have one property, minimal debt service on it, live close by, and genuinely enjoy the operational side of landlording, self-managing can work. The compliance requirements in Oakland and Berkeley are learnable. The time investment is manageable for a single uncomplicated unit.

The calculation changes when:

- You have more than one unit, or units in different cities with different ordinances
- You live more than 30 minutes from your property (California law requires 24-hour emergency maintenance response — see our repair timeline guide)
- Your property is subject to Oakland or Berkeley rent control, where RAP, AGA calculations, Just Cause, and Fair Chance compliance create compounding risk
- You’ve already had one compliance issue and recognize how much you didn’t know
- Your time is genuinely worth more than the fee

The owners who hire us after years of self-managing almost never cite the fee as their reason for switching. They cite the thing that finally went wrong — the RAP petition they didn’t see coming, the 3-Day Notice that had to be re-served, the deposit dispute that cost more than the deposit itself. The management fee rarely costs more than the first real mistake.

How AEBP Structures Its Fees — and Why

We charge 6–8% monthly and a placement fee. That’s the whole list.

The percentage range reflects property type and location complexity — an Emeryville condo with a straightforward lease is different from a Berkeley fourplex in a fully rent-controlled building where every increase requires Rent Board documentation. We tell you the specific

rate before we start, and we don’t change it without your agreement. For owners bringing multiple properties or units under management at once, we occasionally negotiate a portfolio rate — ask us and we’ll put a specific proposal together.

We don’t mark up maintenance costs. The licensed plumber we call for your property is the same one we call for our own — and you pay exactly what they invoice, no markup, no handling fee. We’ve reviewed contracts from other companies where a stated management fee of 6% is accompanied by a 15–20% markup on all maintenance work. On a property with $4,000/year in typical repairs, that’s $600–800 in annual cost that doesn’t appear anywhere in the management fee quote. Ask every PM you interview whether they mark up maintenance. The answer tells you a great deal about how they think about their clients.

We don’t charge a lease renewal fee because keeping a good tenant in place is one of the most valuable things we do for an owner — it shouldn’t cost you money when it goes right.

We don’t charge a cancellation penalty because we’d rather earn your business month to month than hold it through a contract clause.

Two fees. Clearly stated. Nothing hidden in the maintenance line.

Frequently Asked Questions

Do you charge a different rate for rent-controlled properties?

Not a separate surcharge, but rent-controlled properties in Oakland and Berkeley involve more compliance work — RAP registration, AGA calculations, Just Cause documentation, Rent Board filings — and that’s reflected in where within the 6–8% range we land for a specific property. We price the complexity honestly upfront rather than charging a base fee plus add-ons.

Do you offer discounts for owners with multiple properties?

Yes, on a case-by-case basis. If you're bringing multiple units or properties under management at once, we're happy to discuss a rate that reflects that. Contact us and we'll put a specific proposal together.

What's your tenant placement fee, and when is it charged?

For owners whose property we manage on an ongoing basis: 50% of one month's rent, charged when a new tenant signs a lease and takes possession. For owners who want professional placement only — we place the tenant but the owner manages ongoing: 75% of one month's rent.

Either way, the fee covers listing preparation, professional photos, LISA AI pre-screening, showings, full application processing (credit, income, rental history, Fair Chance-compliant background check), and lease preparation. It is not charged at renewal for a continuing tenant.

Are there any fees I might not expect?

No. Beyond the management fee and placement fee, the only costs are actual vendor invoices for maintenance and attorney fees in the rare event of formal eviction proceedings — both passed through at cost with documentation. No setup fee, no inspection fee, no admin fee, no statement fee, no markup of any kind.

What happens to my property's funds if I cancel the management agreement?

California requires a full accounting and return of all owner funds within a specific timeframe after termination. We provide itemized accounting, transfer all trust account funds promptly, and send written notice to your tenants introducing the change. The process is documented and clean. We've onboarded from managers who didn't handle this correctly — we know what it looks like when it goes wrong.

Do you manage properties outside Oakland, Berkeley, and Emeryville?

Yes — we manage properties throughout the East Bay including Richmond, Alameda, Piedmont, El Cerrito, and parts of the Oakland hills. Contact us to confirm if your specific location is in our service area.

How do I know my property is being managed when I don't hear from you?

Your AppFolio owner portal gives you real-time access to financial statements, maintenance work orders, lease documents, and inspection reports 24/7. No news is genuinely good news in property management — it means nothing has required your attention. We reach out when something needs a decision from you; you can check in whenever you want.

What to Ask Before Signing With Any Property Manager

These are the questions that surface the most important information — based on the contracts we've reviewed when onboarding properties from other companies:

1. **Do you mark up maintenance costs?** Ask for a yes or no, then ask for the percentage if yes.
2. **What is your termination clause?** Thirty days written notice with no penalty is the standard. Anything longer or with a fee warrants scrutiny.
3. **Do you hold a California real estate broker license?** Required by law to manage property for a fee in California. Ask for the license number and verify it at the DRE license lookup.
4. **Who handles my property day-to-day — a named property manager, or a shared queue?**
5. **How do you calculate the allowable rent increase for an Oakland RAP-covered unit?** This question alone separates companies with genuine Oakland experience from those without it. See our East Bay rent increase guide to understand what the right answer looks like.
6. **What is your tenant placement fee, and is it charged at lease renewal?**

7. **How do you handle maintenance requests after hours?** California law requires a 24-hour response to urgent repairs — see our repair timeline guide for what's legally required.

Get a Free Rental Analysis

We'll review your property, your current lease, and the applicable compliance requirements for your city — and give you a specific fee quote and an honest assessment of whether professional management makes financial sense for your situation.

Schedule a Free Consultation →

Sources: California AB 2801 — Tenant Protection: Security Deposits (2025) | California AB 1482 — Tenant Protection Act of 2019 | Oakland Rent Adjustment Program | Berkeley Rent Stabilization Board | PM Trends Report 2026: Harris Poll owner survey (n=500 small landlords) and ShowMojo platform days-on-market data (2025)

All East Bay Properties is a licensed California real estate broker (CalDRE #01516255) serving Oakland, Berkeley, Emeryville, Richmond, Alameda, and the surrounding East Bay. This page reflects our current fee structure as of 2026. All specific fee quotes are provided in writing before any agreement is signed.

Source: https://dev.alleastbayproperties.com/property-management-services/property-management-fees-east-bay/