

Elevator Pitch

This elevator pitch is intended for use during conversations with lawmakers, potential allies and the media.

Rent control sounds like a quick fix, but it's actually [ineffective and even harmful](#).

Rent control reduces the supply of housing, discourages new housing construction and makes it harder for renters to find an apartment. It also reduces property values and tax revenue for vital services, like public schools and first responders. On top of all that, rent control does nothing to make housing more affordable. In fact, studies have shown that it accelerates gentrification and displacement, and over time, it makes rents rise faster than they would without rent control.

The only way to keep cities affordable for working-class families is to ensure that the supply of housing keeps pace with growing demand for housing. To do that, both local and state governments must work together and remove unnecessary barriers to adding more supply. Outdated zoning laws and onerous permitting requirements create delays and drive up the cost of housing. Unless we address these issues, we will never build the [4.3 million new apartments by 2035](#) just to keep pace with demand.

We need a wide variety of housing – from single-family homes and duplexes to new apartments and townhomes. That's the only way to ensure there are homes of all shapes and sizes for families to live where they want to live.

We also need targeted subsidies to provide immediate relief to families to vulnerable families who need it.

Finally, we need to learn from the mistakes of cities like San Francisco and New York. Those cities have rent control already, and yet they're two of the most expensive cities in the country. We shouldn't repeat their mistakes in [CITY OR STATE].