



The Trusted Voice of San Diego Real Estate

Dear Councilmember Lightner;

Thank you for your request to clarify the San Diego Association of REALTORS® submission to the City Council at Regulatory Relief Day on November 14th, 2011.

SDAR's suggestions on Regulatory Relief Day sought to encourage the City Council, when considering energy regulatory policies, to implement those policies through voluntary programs.

Voluntary programs to implement energy policies have consistently proven to more cost effective and efficient for the regulators to implement policy, more efficient for industry, and most productive for the citizens over point-of-sale mandates.

SDAR and our membership continue to work diligently to enhance our community through energy efficient tools and best practices. We look forward to continuing our partnership with the City for a better San Diego.

Thank you for your consideration and if I can provide any additional information, please feel free to contact me at 858-715-8012 or jmarks@sdar.com.

Sincerely,

Jordan Z. Marks
Director of Government Affairs
San Diego Association of REALTORS®

