



**KARCH REALTY MEDIA DESK
OFFICIAL PRESS QUOTE SHEET & EXPERT SOUND BITES**

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Target Markets: El Segundo, Redondo Beach, Hermosa Beach

CATEGORY 1: SOUTH BAY COASTAL REAL ESTATE & RENOVATION TRAPS (TITLE 24 / SB 721)

"Traditional coastal home upgrades are hitting a major regulatory wall in 2026. Between mandatory Title 24 Energy Code alterations and strict Los Angeles County compliance rules for exterior elevated elements (SB 721/326), minor maintenance projects now trigger whole-home compliance upgrades. Homeowners who approach renovations piecemeal face mid-project permit delays and unexpected capital costs."

"The modern South Bay luxury buyer no longer evaluates property solely on square footage or ocean views. High-performance features—such as battery micro-grids, heat pump HVAC infrastructure, and non-combustible marine-grade exterior framing—are becoming baseline requirements for long-term equity preservation in high-risk coastal microclimates."

CATEGORY 2: 100% DIGITAL, PAPERLESS REAL ESTATE OPERATIONS & ZERO-WASTE BUSINESS

"Creating a 100% digital, paperless business model isn't just an environmental statement—it's a massive operational advantage. By eliminating physical direct mail and manual processing, we provide substantial value to our Real Estate audience- not only by removing trash mail from neighborhood mailboxes, we also deliver real savings over our competitors by cutting out the ever-increasing price of postage- that cost our competitors would simply pass along to their future customers."

"Zero-waste business operations in real estate demonstrate that environmental responsibility and premium client service go hand in hand. When you remove printed physical bloat from the real estate business, clients get faster closings, better security, a cleaner footprint, and substantial cost savings."

CATEGORY 3: SOUTH BAY HOUSING MARKET SHIFTS & BUYER DEMOGRAPHICS

"We are observing a distinct shift in South Bay demographics. Mature homeowners looking to downsize want a seamless, stress-free, fully digital sale process that frees up their equity without administrative burden. Simultaneously, younger, upsizing families are actively seeking climate-resilient, energy-independent homes that lower long-term operating costs."

"In today's housing market, sustainability isn't a buzzword—it is the foundation of long-term property value, structural comfort, and climate resilience across our coastal communities."



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