

# 11 Units | Santa Monica | 4.56% Assumable Loan

1311 Euclid St, Santa Monica, CA 90404



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LAAA TEAM

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marcusmillichap.com



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RENTAL INFORMATION  
CALL 747-277-1871

1371

UCLA Medical Group



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SECTION 1

# Executive Summary

OFFERING SUMMARY

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INVESTMENT HIGHLIGHTS

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# OFFERING SUMMARY



Listing Price  
**\$5,450,000**



Cap Rate  
**5.06%**



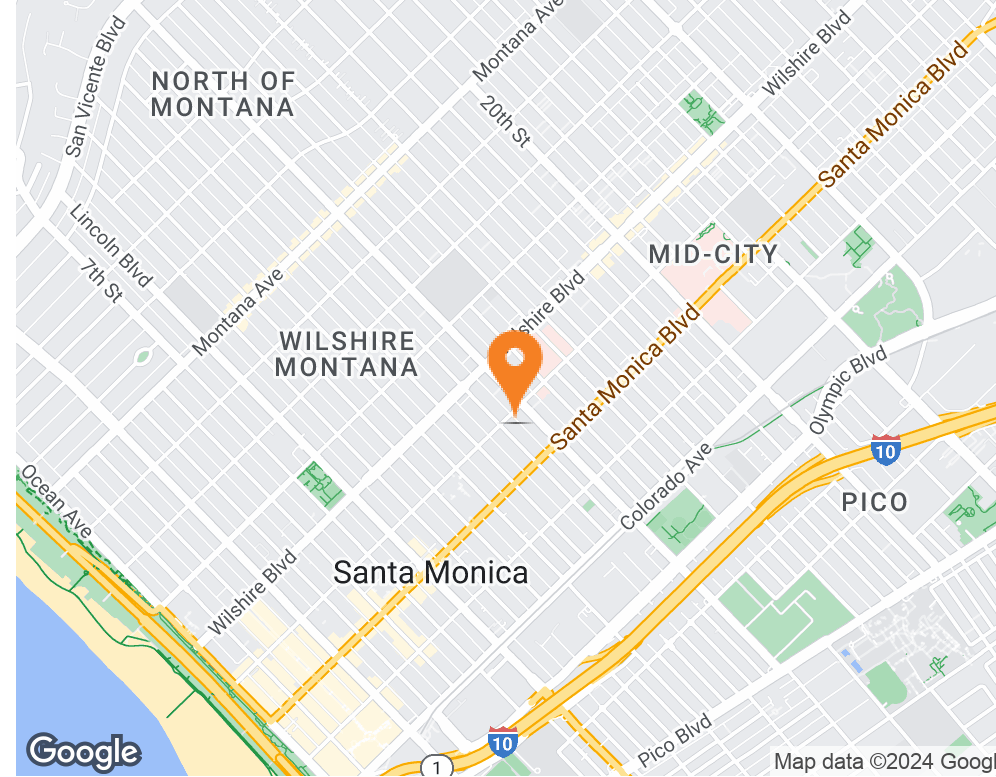
# of Units  
**11**

## FINANCIAL

Listing Price	\$5,450,000
Down Payment	53% / \$2,900,000
NOI	\$275,805
Cap Rate	5.06%
Total Return	5.53%
Price/SF	\$524.85
Rent/SF	\$3.24
Price/Unit	\$495,455

## OPERATIONAL

Gross SF	10,384 SF
# of Units	11
Lot Size	0.17 Acres (7,405 SF)
Year Built	1968





# 1311 EUCLID ST

## 1311 Euclid St, Santa Monica, CA 90404

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### INVESTMENT OVERVIEW

The LAAA Team of Marcus & Millichap is proud to present 1311 Euclid Street, a 11 unit multifamily property in Santa Monica, CA. Built in 1968, this 10,384 square foot property sits on a 0.17 acre lot and it boasts a strong unit mix of three 1 bed/1 bath, two 2 bed/1 bath, two 2 bed/2 bath, and three 3 bed/2 bath units. The subject property resides less than one and a half miles from the beaches of Santa Monica and hubs for shopping, entertainment, restaurants, and nightlife for beach city locals.

The property offers ample carport parking at the rear alley and side of the building. To enhance the quality of living for residents, the property features a smoke-free environment, security systems, cable ready, storage spaces, laundry facilities, stainless steel appliances, controlled access, walk-in closets, patios and balconies.

The property is also being offered with an attractive assumable loan with a \$2,550,000 remaining balance at a 4.56% interest rate fixed through 2027. This offers lower overall costs to a buyer in our current higher-rate environment.

The City of Santa Monica has undergone a remarkable transformation in recent years, emerging as a thriving hub for technology companies and attracting a wave of young, skilled professionals seeking dynamic job opportunities. With its vibrant ecosystem of startups, established tech giants, and a supportive community, Santa Monica has become a magnet for innovation, driving economic growth and reshaping the city's landscape.

One of the driving forces behind Santa Monica's tech boom is its strategic location within the broader tech-rich region of Silicon Beach. This proximity to renowned institutions like the University of California, Los Angeles (UCLA) and a host of venture capital firms has created an environment ripe for collaboration and investment. Tech companies of all sizes, from nimble startups to industry titans, have recognized the advantages of setting up shop in Santa Monica, leading to the establishment of a diverse and dynamic tech scene that will help sustain the city's continued growth.

### INVESTMENT HIGHLIGHTS

11 Units | Built 1968

Value Add Opportunity in Santa Monica

Approximately 19% Upside Potential in Rents

Assumable Loan at 4.56% Interest Rate

Ample Parking On-Site

Very Walkable | 85 Walk Score

SECTION 2

# Property Information

AMENITIES

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REGIONAL MAP

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LOCAL MAP

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AERIAL MAP

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## UNIT AMENITIES

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- Quartz Countertops
- Brand New Appliances
- Washer & Dryer In-Unit
- Microwave Hoodrange
- Shaker Cabinets
- Balconies

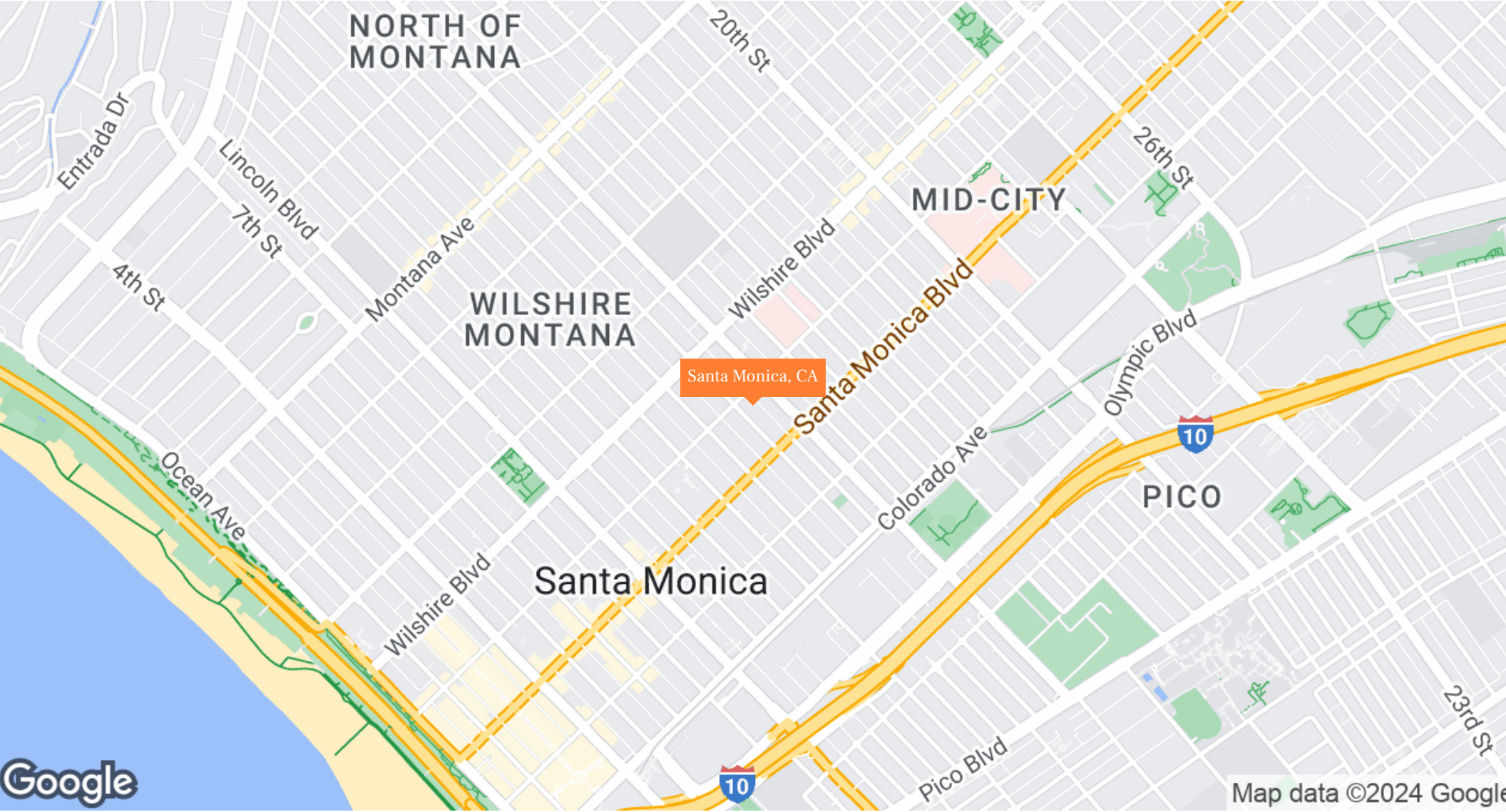
## COMMON-AREA AMENITIES

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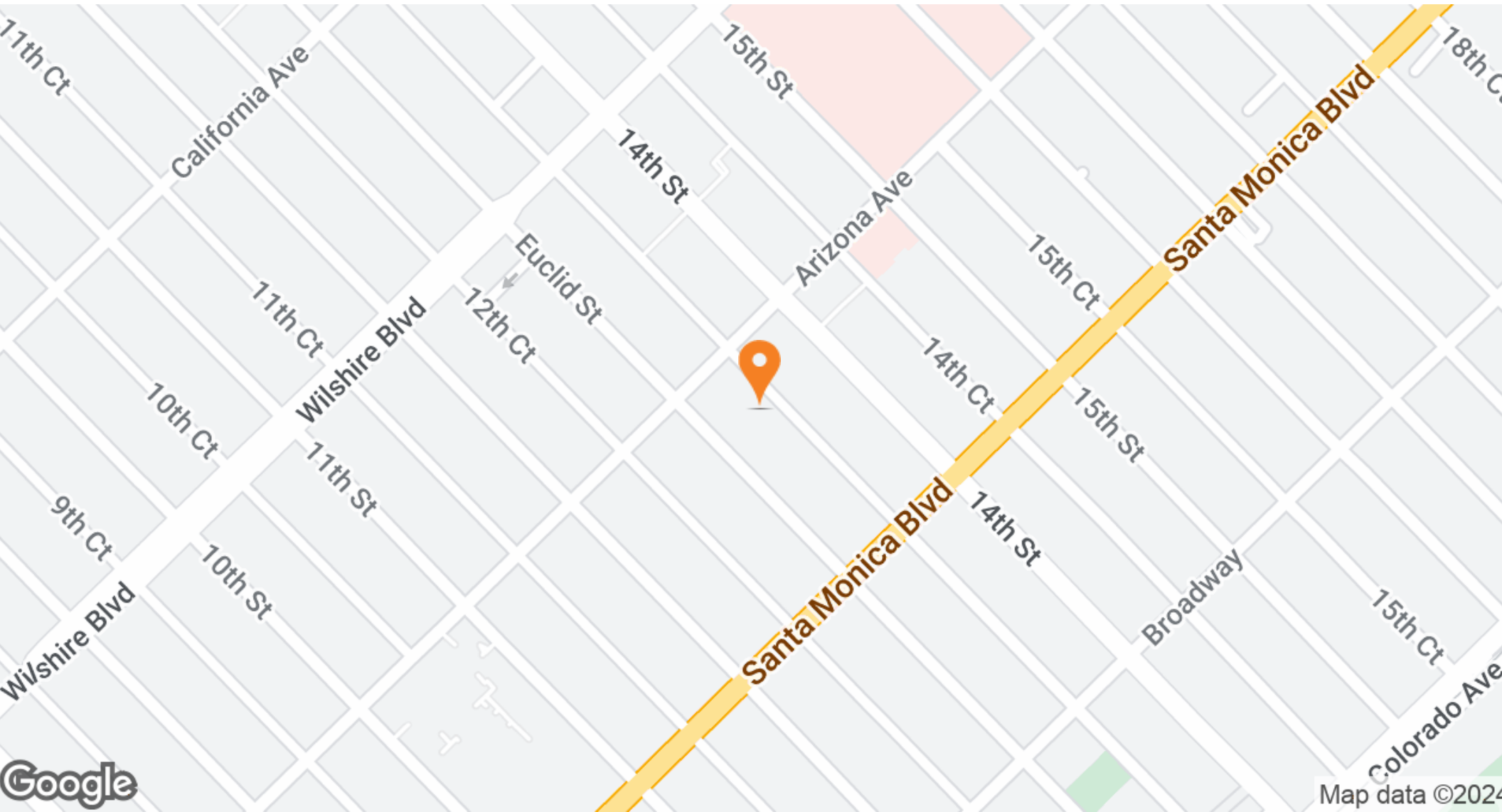
- Laundry Facilities
- Controlled Access
- Laundry Service
- Less Than 1.5 Miles from Santa Monica Beach



REGIONAL MAP // 1311 Euclid St

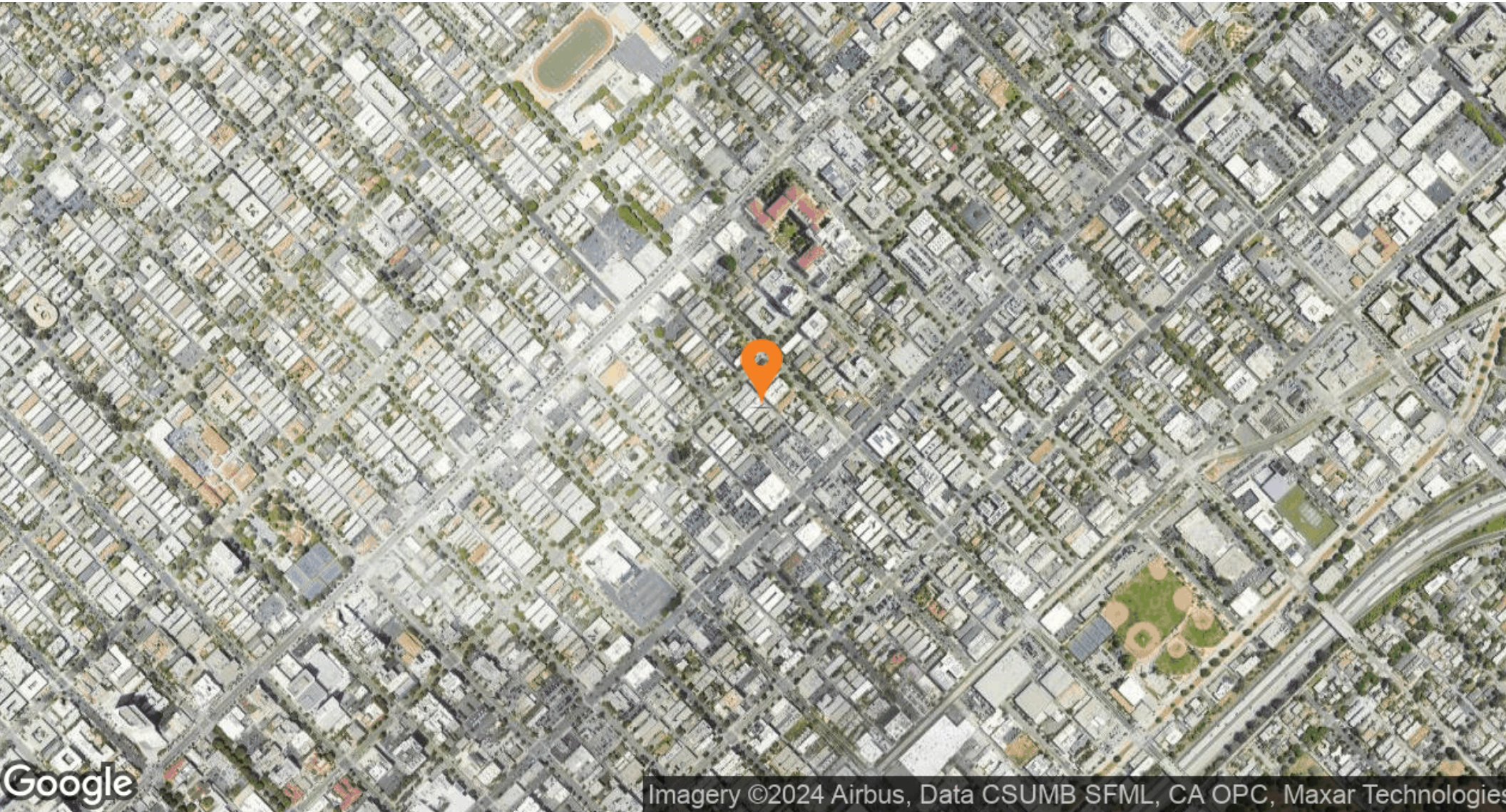


1311 Euclid St // LOCAL MAP



AERIAL MAP // 1311 Euclid St

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SECTION 3

# Financial Analysis

FINANCIAL DETAILS

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## 1311 Euclid St // FINANCIAL DETAILS

As of April,2024

UNIT	UNIT TYPE	Square Feet	CURRENT Rent / Month	CURRENT Rent / SF/ Month	POTENTIAL Rent / Month	POTENTIAL Rent/ SF/ Month
1	1 Bed / 1 Bath	700	\$2,939	\$4.20	\$3,150	\$4.50
2	2 Bed / 2 Bath	1,000	\$2,139	\$2.14	\$3,700	\$3.70
3	1 Bed / 1 Bath	700	\$1,392	\$1.99	\$3,150	\$4.50
4	3 Bed / 2 Bath	1,100	\$3,971	\$3.61	\$4,100	\$3.73
5	2 Bed / 2 Bath	1,000	\$3,499	\$3.50	\$3,700	\$3.70
6	2 Bed / 1 Bath	800	\$2,995	\$3.74	\$3,550	\$4.44
7	3 Bed / 2 Bath	1,100	\$3,839	\$3.49	\$4,100	\$3.73
8	1 Bed / 1 Bath	700	\$3,090	\$4.41	\$3,150	\$4.50
9	3 Bed / 2 Bath	1,100	\$3,000	\$2.73	\$4,100	\$3.73
10	2 Bed / 2 Bath	1,000	\$3,700	\$3.70	\$3,700	\$3.70
11	2 Bed / 1 Bath	800	\$3,053	\$3.82	\$3,550	\$4.44
<b>Total</b>		<b>Square Feet: 10,384</b>	<b>\$33,617</b>	<b>\$3.24</b>	<b>\$39,950</b>	<b>\$3.85</b>

## FINANCIAL DETAILS // 1311 Euclid St

UNIT TYPE	# OF UNITS	AVG SQ FEET	RENTAL RANGE	Current			POTENTIAL		
				Average Rent	Average Rent / SF	Monthly Income	AVERAGE RENT	AVERAGE RENT / SF	MONTHLY INCOME
1 Bed / 1 Bath	3	700	\$1,392 - \$3,090	\$2,474	\$3.53	\$7,421	\$3,150	\$4.50	\$9,450
2 Bed / 1 Bath	2	800	\$2,995 - \$3,053	\$3,024	\$3.78	\$6,048	\$3,550	\$4.44	\$7,100
2 Bed / 2 Bath	3	1,000	\$2,139 - \$3,700	\$3,113	\$3.11	\$9,338	\$3,700	\$3.70	\$11,100
3 Bed / 2 Bath	3	1,100	\$3,000 - \$3,971	\$3,603	\$3.28	\$10,810	\$4,100	\$3.73	\$12,300
TOTALS/WEIGHTED AVERAGES	11	944		\$3,056	\$3.24	\$33,617	\$3,632	\$3.85	\$39,950
GROSS ANNUALIZED RENTS				\$403,407			\$479,400		

## 1311 Euclid St // FINANCIAL DETAILS

INCOME	Current		Pro Forma	NOTES	PER UNIT	PER SF
Rental Income						
Gross Potential Rent	479,400		479,400		43,582	46.17
Loss / Gain to Lease	(75,993)	15.9%	0		0	0.00
Gross Current Rent	403,407		479,400		43,582	46.17
Physical Vacancy	(12,102)	3.0%	(14,382)	3.0%	(1,307)	(1.39)
<b>TOTAL VACANCY</b>	<b>(\$12,102)</b>	<b>3.0%</b>	<b>(\$14,382)</b>	<b>3.0%</b>	<b>(\$1,307)</b>	<b>(\$1)</b>
Effective Rental Income	391,305		465,018		42,274	44.78
Other Income						
Utility Bill-Back	9,251		9,251	[1]	841	0.89
All Other Income	3,058		3,058	[2]	278	0.29
<b>TOTAL OTHER INCOME</b>	<b>\$12,309</b>		<b>\$12,309</b>		<b>\$1,119</b>	<b>\$1.19</b>
<b>EFFECTIVE GROSS INCOME</b>	<b>\$403,614</b>		<b>\$477,327</b>		<b>\$43,393</b>	<b>\$45.97</b>
<b>EXPENSES</b>	<b>Current</b>		<b>Pro Forma</b>	<b>NOTES</b>	<b>PER UNIT</b>	<b>PER SF</b>
Real Estate Taxes	65,400		65,400	[3]	5,945	6.30
Insurance	6,164		6,164	[4]	560	0.59
Utilities - Electric	1,915		1,915	[5]	174	0.18
Utilities - Water & Sewer	17,024		17,024	[6]	1,548	1.64
Utilities - Gas	2,835		2,835	[7]	258	0.27
Trash Removal	4,670		4,670	[8]	425	0.45
Repairs & Maintenance	5,500		5,500	[9]	500	0.53
Landscaping	1,775		1,775	[10]	161	0.17
SCEP Fee	747		747	[11]	68	0.07
Pest Control	575		575	[12]	52	0.06
RSO Fee	426		426	[13]	39	0.04
General & Administrative	1,650		1,650	[14]	150	0.16
Licenses & Permits	2,983		2,983	[15]	271	0.29
Management Fee	16,145	4.0%	19,093	4.0%	1,736	1.84
<b>TOTAL EXPENSES</b>	<b>\$127,809</b>		<b>\$130,758</b>		<b>\$11,887</b>	<b>\$12.59</b>
EXPENSES AS % OF EGI	31.7%		27.4%			
<b>NET OPERATING INCOME</b>	<b>\$275,805</b>		<b>\$346,569</b>		<b>\$31,506</b>	<b>\$33.38</b>

Notes and assumptions to the above analysis are on the following page.

### NOTES TO OPERATING STATEMENT

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- [1] Owner provided T12 Financials
- [2] Owner provided T12 Financials
- [3] 1.20% of the purchase price
- [4] Owner provided T12 Financials
- [5] Owner provided T12 Financials
- [6] Owner provided T12 Financials
- [7] Owner provided T12 Financials
- [8] Owner provided T12 Financials
- [9] \$500 per unit
- [10] Owner provided T12 Financials
- [11] Owner provided T12 Financials
- [12] Owner provided T12 Financials
- [13] Owner provided T12 Financials
- [14] \$150 per unit
- [15] Owner provided T12 Financials
- [16] 4.0% of the gross income

## 1311 Euclid St // FINANCIAL DETAILS

### SUMMARY

Price	\$5,450,000	
Down Payment	\$2,900,000	53%
Number of Units	11	
Price Per Unit	\$495,455	
Price Per SqFt	\$524.85	
Gross SqFt	10,384	
Lot Size	0.17 Acres	
Approx. Year Built	1968	

### RETURNS

	Current	Pro Forma
CAP Rate	5.06%	6.36%
GIM	13.11	11.08
Cash-on-Cash	4.13%	6.57%
Debt Coverage Ratio	1.77	2.22

### FINANCING

	Loan Assumption
Loan Amount	\$2,550,000
Loan Type	New
Interest Rate	4.56%
Amortization	30 Years
Year Due	2027

Loan information is subject to change. Contact your Marcus & Millichap Capital Corporation representative.

# OF UNITS	UNIT TYPE	SQFT/UNIT	SCHEDULED RENTS	MARKET RENTS
3	1 Bed / 1 Bath	700	\$2,474	\$3,150
2	2 Bed / 1 Bath	800	\$3,024	\$3,550
3	2 Bed / 2 Bath	1,000	\$3,113	\$3,700
3	3 Bed / 2 Bath	1,100	\$3,603	\$4,100

### OPERATING DATA

		Current		Pro Forma
Gross Scheduled Rent		\$403,407		\$479,400
Less: Vacancy/Deductions	3.0%	\$12,102	3.0%	\$14,382
Total Effective Rental Income		\$391,305		\$465,018
Other Income		\$12,309		\$12,309
Effective Gross Income		\$403,614		\$477,327
Less: Expenses	31.7%	\$127,809	27.4%	\$130,758
Net Operating Income		\$275,805		\$346,569
Cash Flow		\$275,805		\$346,569
Debt Service		\$156,139		\$156,139
Net Cash Flow After Debt Service	4.13%	\$119,666	6.57%	\$190,431
Principal Reduction		\$40,702		\$42,598
<b>TOTAL RETURN</b>	<b>5.53%</b>	<b>\$160,368</b>	<b>8.04%</b>	<b>\$233,028</b>

	Current	Pro Forma
Real Estate Taxes	\$65,400	\$65,400
Insurance	\$6,164	\$6,164
Utilities - Electric	\$1,915	\$1,915
Utilities - Water & Sewer	\$17,024	\$17,024
Utilities - Gas	\$2,835	\$2,835
Trash Removal	\$4,670	\$4,670
Repairs & Maintenance	\$5,500	\$5,500
Landscaping	\$1,775	\$1,775
SCEP Fee	\$747	\$747
Pest Control	\$575	\$575
RSO Fee	\$426	\$426
General & Administrative	\$1,650	\$1,650
Licenses & Permits	\$2,983	\$2,983
Management Fee	\$16,145	\$19,093
<b>TOTAL EXPENSES</b>	<b>\$127,809</b>	<b>\$130,758</b>
Expenses/Unit	\$11,619	\$11,887
Expenses/SF	\$12.31	\$12.59

SECTION 4

# Sale Comparables

SALE COMPS MAP

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SALE COMPS SUMMARY

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CAP RATE CHART

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GRM CHART

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PRICE PER SF CHART

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PRICE PER UNIT CHART

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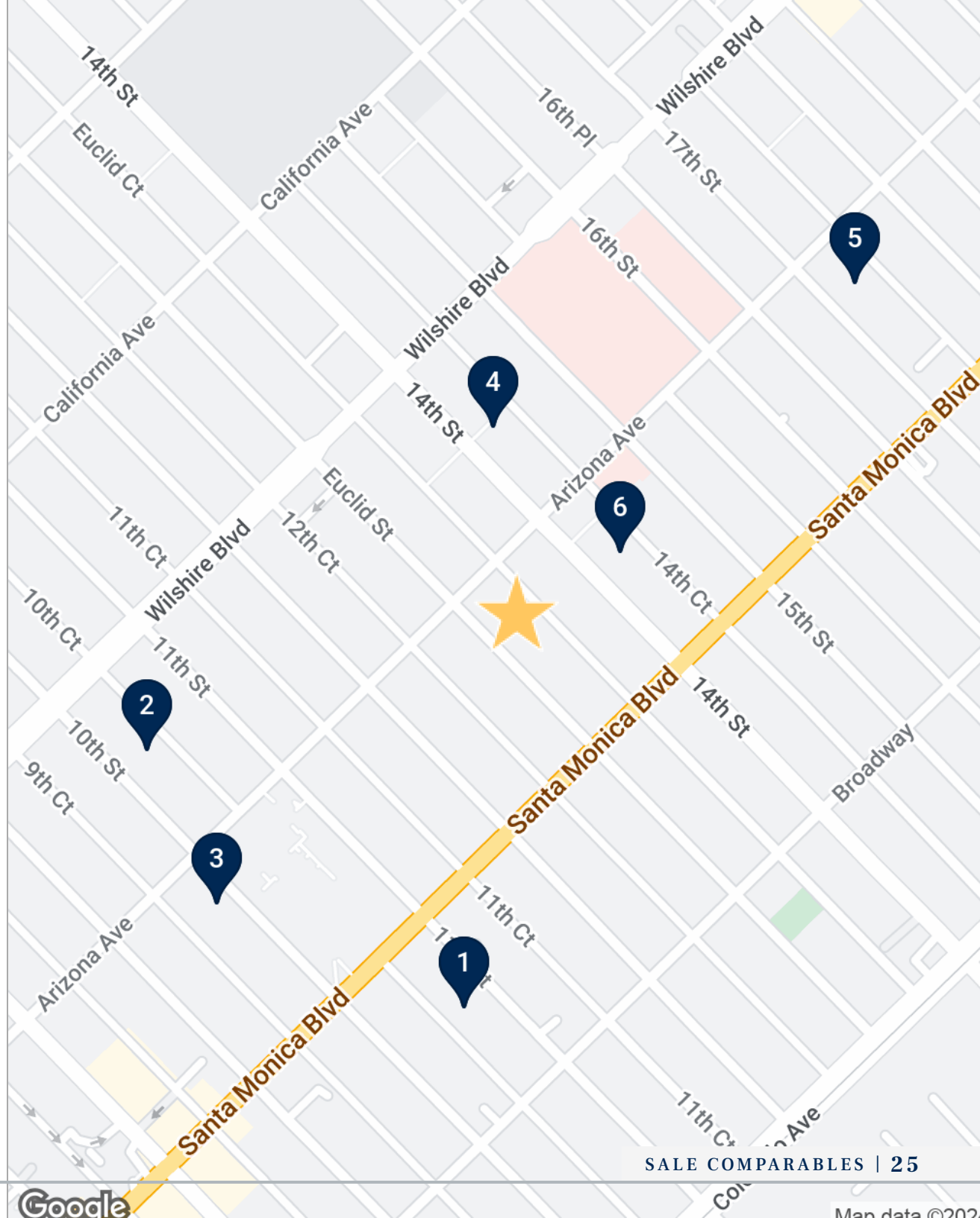
SALE COMPS

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# SALE COMPS MAP

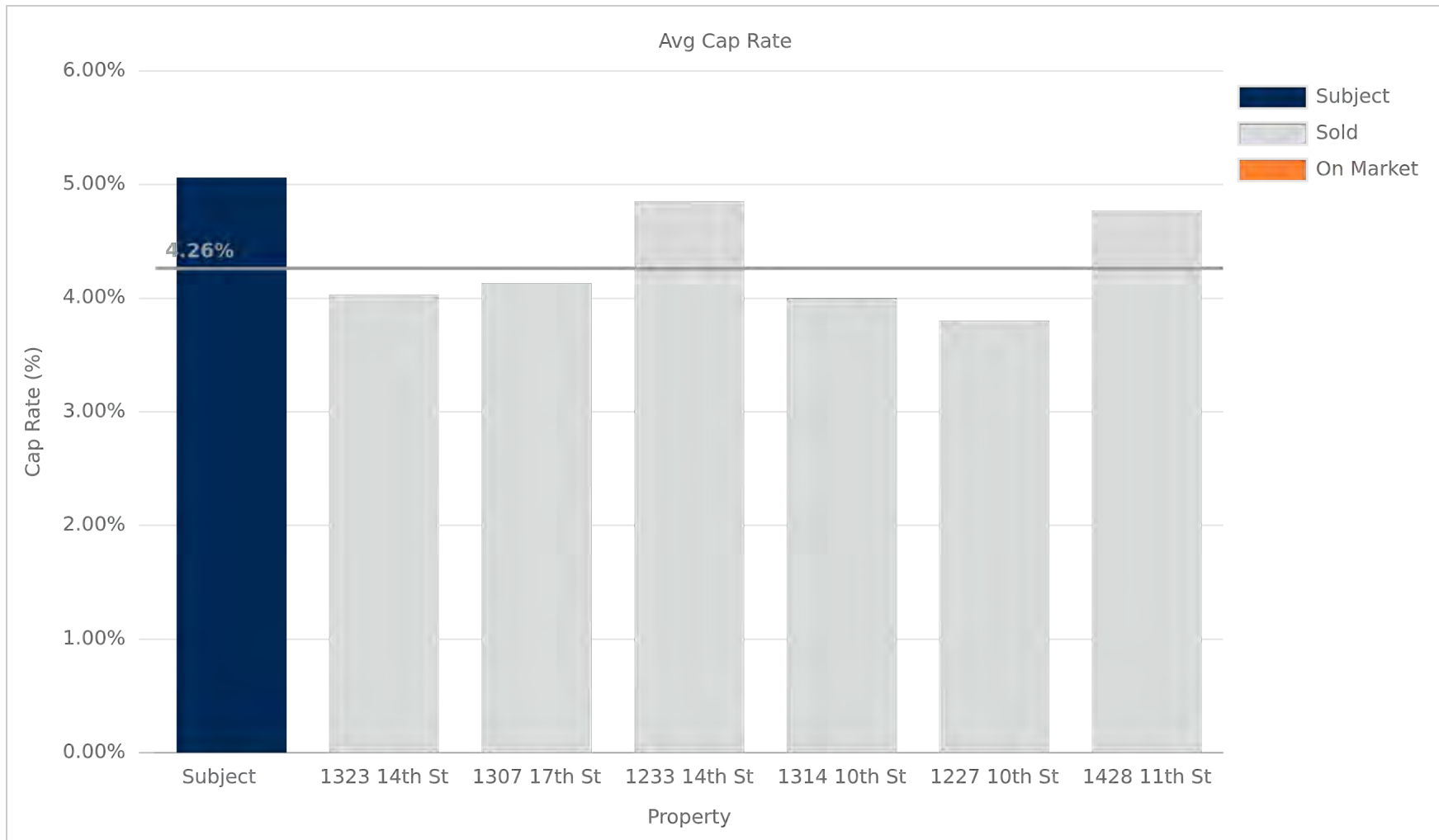
- ★ 1311 Euclid St
- 1 1428 11th St
- 2 1227 10th St
- 3 1314 10th St
- 4 1233 14th St
- 5 1307 17th St
- 6 1323 14th St



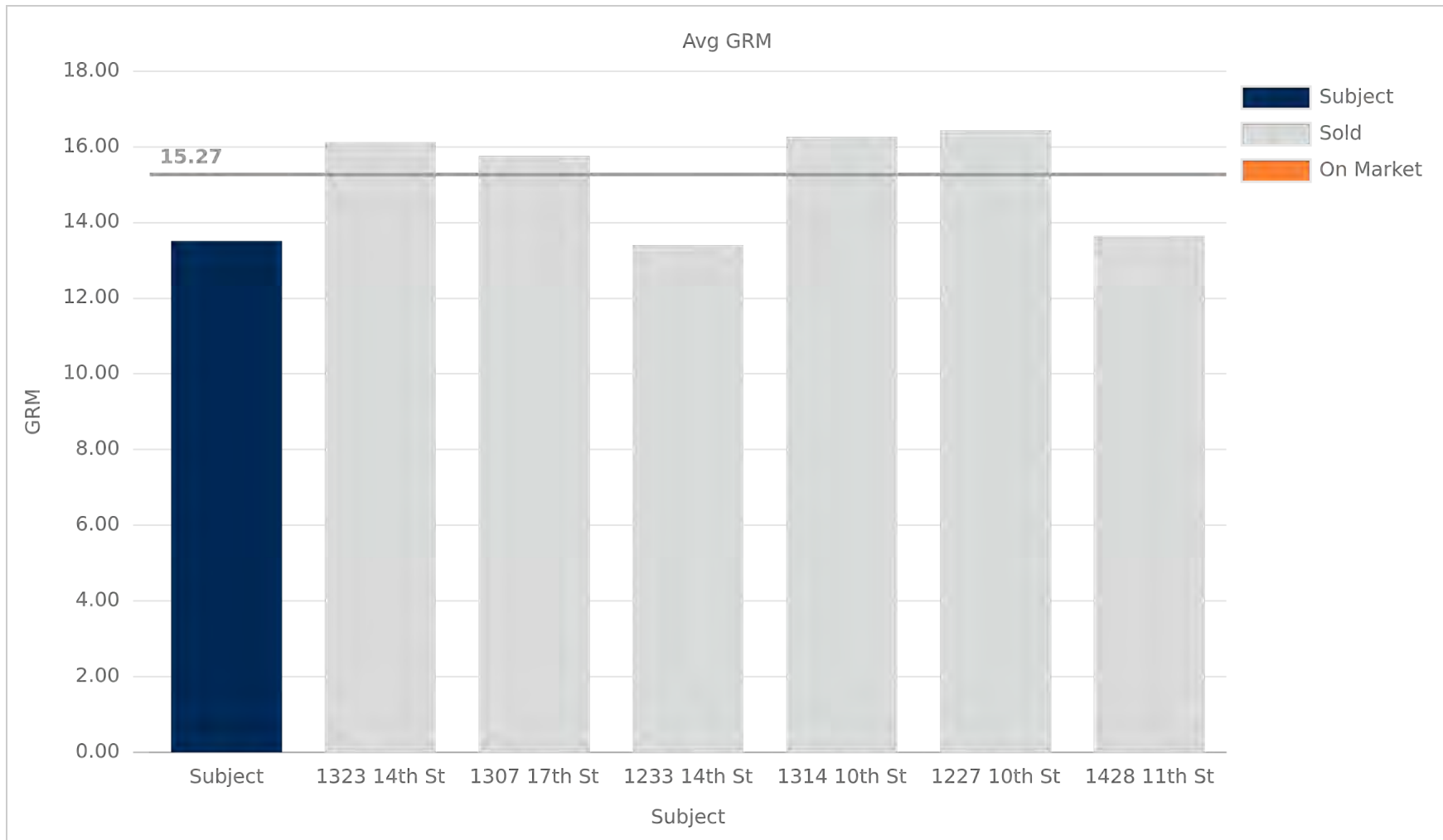
## SALE COMPS SUMMARY // 1311 Euclid St

	SUBJECT PROPERTY	PRICE	BLDG SF	PRICE/SF	LOT SIZE	PRICE/UNIT	CAP RATE	# OF UNITS	CLOSE
	<b>1311 Euclid St</b> 1311 Euclid St Santa Monica, CA 90404	\$5,450,000	10,384 SF	\$524.85	0.17 AC	\$495,455	5.06%	11	On Market
	SALE COMPARABLES	PRICE	BLDG SF	PRICE/SF	LOT SIZE	PRICE/UNIT	CAP RATE	# OF UNITS	CLOSE
	<b>1428 11th St</b> 1428 11th St Santa Monica, CA 90401	\$3,000,000	7,280 SF	\$412.09	0.17 AC	\$300,000	4.77%	10	01/01/2024
	<b>1227 10th St</b> 1227 10th St Santa Monica, CA 90401	\$3,500,000	7,248 SF	\$482.89	0.17 AC	\$583,333	3.80%	6	09/23/2023
	<b>1314 10th St</b> 1314 10th St Santa Monica, CA 90401	\$3,100,000	5,387 SF	\$575.46	0.17 AC	\$442,857	4.00%	7	06/20/2023
	<b>1233 14th St</b> 1233 14th St Santa Monica, CA 90404	\$2,580,000	5,408 SF	\$477.07	0.17 AC	\$322,500	4.85%	8	01/06/2023
	<b>1307 17th St</b> 1307 17th St Santa Monica, CA 90404	\$3,078,000	4,004 SF	\$768.73	0.26 AC	\$439,714	4.13%	7	11/01/2022
	<b>1323 14th St</b> 1323 14th St Santa Monica, CA 90404	\$5,900,000	10,065 SF	\$586.19	0.17 AC	\$536,363	4.03%	11	05/12/2022
	<b>AVERAGES</b>	<b>\$3,526,333</b>	<b>6,565 SF</b>	<b>\$550.41</b>	<b>0.18 AC</b>	<b>\$437,461</b>	<b>4.26%</b>	<b>8</b>	<b>-</b>

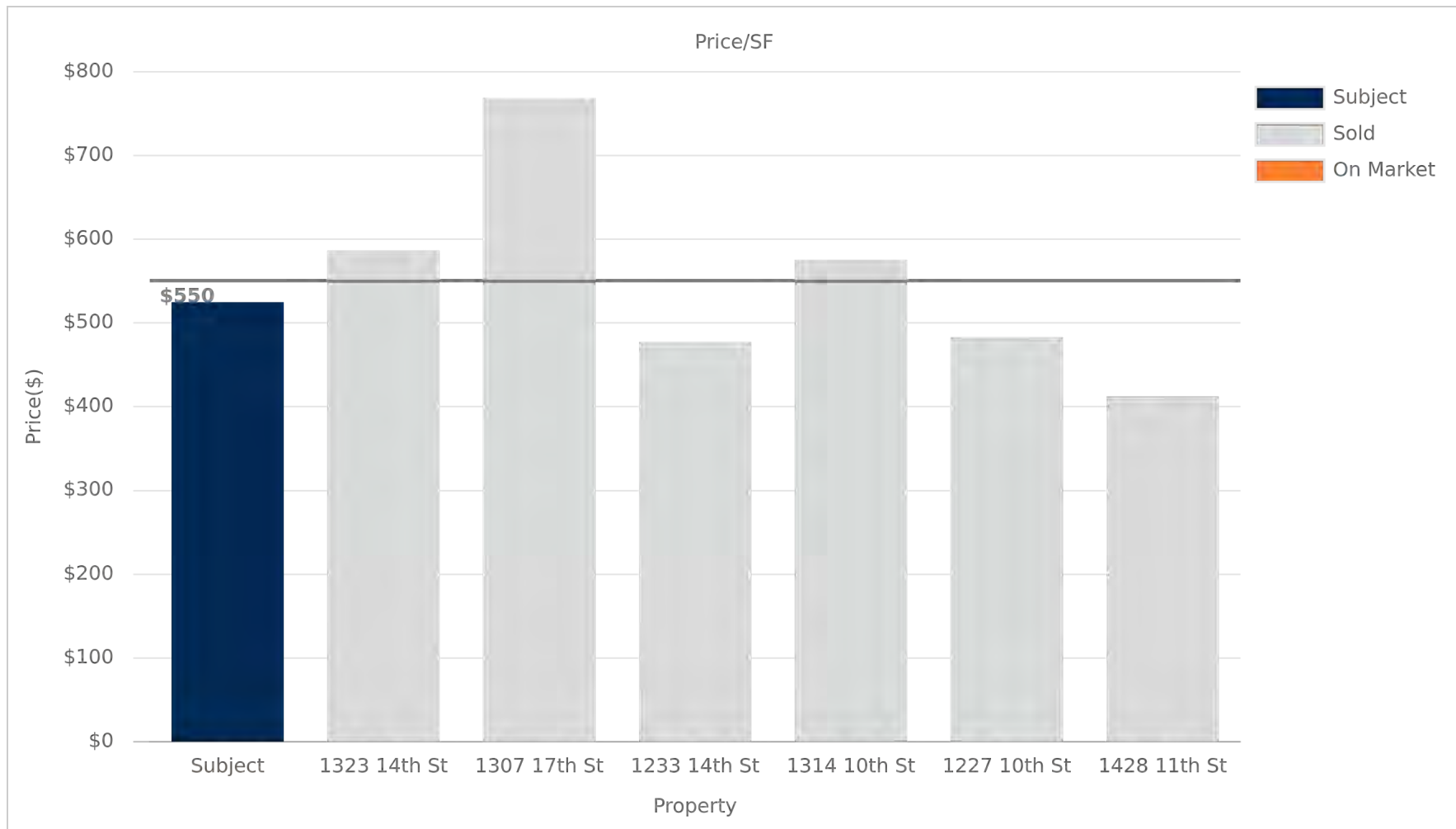
## 1311 Euclid St // CAP RATE CHART



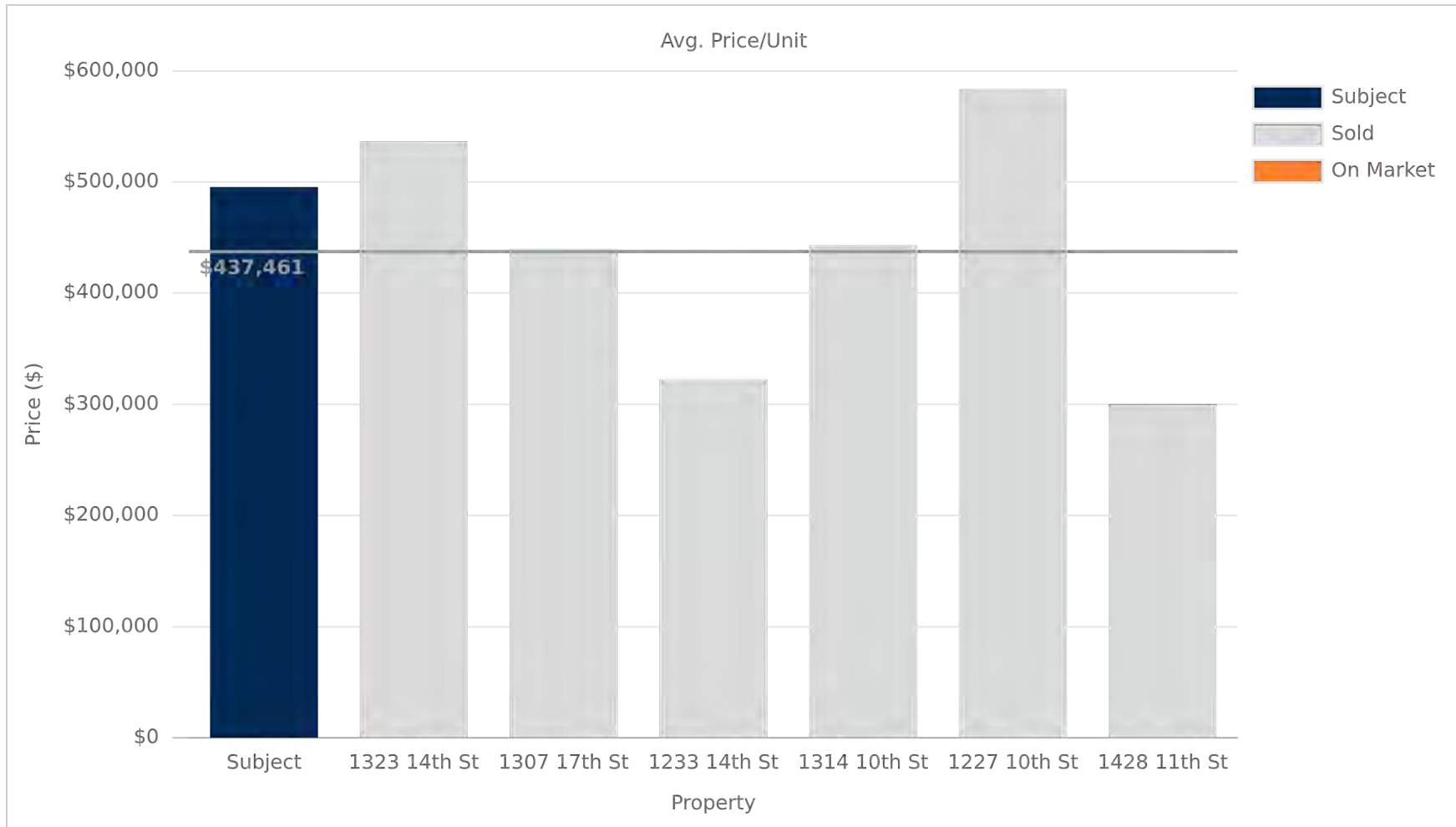
# GRM CHART // 1311 Euclid St



# 1311 Euclid St // PRICE PER SF CHART



# PRICE PER UNIT CHART // 1311 Euclid St



## 1311 Euclid St // SALE COMPS



**★ 1311 Euclid St**  
1311 Euclid St, Santa Monica, CA 90404

Listing Price:	\$5,450,000	Price/SF:	\$524.85
Property Type:	Multifamily	GRM:	13.51
NOI:	\$275,805	Cap Rate:	5.06%
Occupancy:	-	Year Built:	1968
COE:	On Market	Number Of Units:	11
Lot Size:	0.17 Acres	Price/Unit:	\$495,455
Total SF:	10,384 SF		

UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
1 Bed / 1 Bath	3	30.0	700	\$2,474	\$3.53
2 Bed / 1 Bath	2	20.0	800	\$3,024	\$3.78
2 Bed / 2 Bath	2	20.0	1,000	\$2,819	\$2.82
3 Bed / 2 Bath	3	30.0	1,100	\$3,603	\$3.28
<b>TOTAL/AVG</b>	<b>10</b>	<b>100%</b>	<b>900</b>	<b>\$2,991</b>	<b>\$3.32</b>



**1 1428 11th St**  
1428 11th St Santa Monica, CA 90401

Sale Price:	\$3,000,000	Price/SF:	\$412.09
Property Type:	Multifamily	GRM:	13.64
NOI:	\$143,100	Cap Rate:	4.77%
Occupancy:	-	Year Built:	1958
COE:	01/01/2024	Number Of Units:	10
Lot Size:	0.17 Acres	Price/Unit:	\$300,000
Total SF:	7,280 SF		

UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
1 Bed / 1 Bath	6	60			
2 Bed / 1 Bath	4	40			
<b>TOTAL/AVG</b>	<b>10</b>	<b>100%</b>	<b>0</b>	<b>\$0</b>	

Marcus & Millichap listing.

## SALE COMPS // 1311 Euclid St



**2 1227 10th St**  
1227 10th St Santa Monica, CA 90401

Sale Price:	\$3,500,000	Price/SF:	\$482.89
Property Type:	Multifamily	GRM:	16.43
NOI:	\$133,000	Cap Rate:	3.80%
Occupancy:	-	Year Built:	1976
COE:	09/23/2023	Number Of Units:	6
Lot Size:	0.17 Acres	Price/Unit:	\$583,333
Total SF:	7,248 SF		

UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
2 Bed / 2.5 Bath	2	33.3			
3 Bed / 2.5 Bath	4	66.7			
TOTAL/AVG	6	100%	0	\$0	



**3 1314 10th St**  
1314 10th St Santa Monica, CA 90401

Sale Price:	\$3,100,000	Price/SF:	\$575.46
Property Type:	Multifamily	GRM:	16.26
NOI:	\$124,000	Cap Rate:	4.00%
Occupancy:	-	Year Built:	1960
COE:	06/20/2023	Number Of Units:	7
Lot Size:	0.17 Acres	Price/Unit:	\$442,857
Total SF:	5,387 SF		

UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
1 Bed / 1 Bath	5	71.4			
2 Bed / 1 Bath	2	28.6			
TOTAL/AVG	7	100%	0	\$0	



## 1311 Euclid St // SALE COMPS



**4 1233 14th St**  
1233 14th St Santa Monica, CA 90404

Sale Price:	\$2,580,000	Price/SF:	\$477.07
Property Type:	Multifamily	GRM:	13.4
NOI:	\$125,130	Cap Rate:	4.85%
Occupancy:	-	Year Built:	1952
COE:	01/06/2023	Number Of Units:	8
Lot Size:	0.17 Acres	Price/Unit:	\$322,500
Total SF:	5,408 SF		

UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
1 Bed / 1 Bath	6	75			
2 Bed / 1 Bath	2	25			
<b>TOTAL/AVG</b>	<b>8</b>	<b>100%</b>	<b>0</b>	<b>\$0</b>	



**5 1307 17th St**  
1307 17th St Santa Monica, CA 90404

Sale Price:	\$3,078,000	Price/SF:	\$768.73
Property Type:	Multifamily	GRM:	15.75
NOI:	\$127,121	Cap Rate:	4.13%
Occupancy:	-	Year Built:	1923
COE:	11/01/2022	Number Of Units:	7
Lot Size:	0.26 Acres	Price/Unit:	\$439,714
Total SF:	4,004 SF		

UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
1 Bed / 1 Bath	7	100			
<b>TOTAL/AVG</b>	<b>7</b>	<b>100%</b>	<b>0</b>	<b>\$0</b>	

Marcus & Millichap listing.

## SALE COMPS // 1311 Euclid St



**6** 1323 14th St  
1323 14th St Santa Monica, CA 90404

Sale Price:	\$5,900,000	Price/SF:	\$586.19
Property Type:	Multifamily	GRM:	16.12
NOI:	\$237,770	Cap Rate:	4.03%
Occupancy:	-	Year Built:	1964
COE:	05/12/2022	Number Of Units:	11
Lot Size:	0.17 Acres	Price/Unit:	\$536,363
Total SF:	10,065 SF		

UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
1 Bed / 1 Bath	5	45.5			
2 Bed / 2 Bath	6	54.5			
TOTAL/AVG	11	100%	0	\$0	

Marcus & Millichap listing.

SECTION 5

# Lease Comparables

RENT COMPS MAP

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RENT COMPS SUMMARY

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RENT BY BED CHART

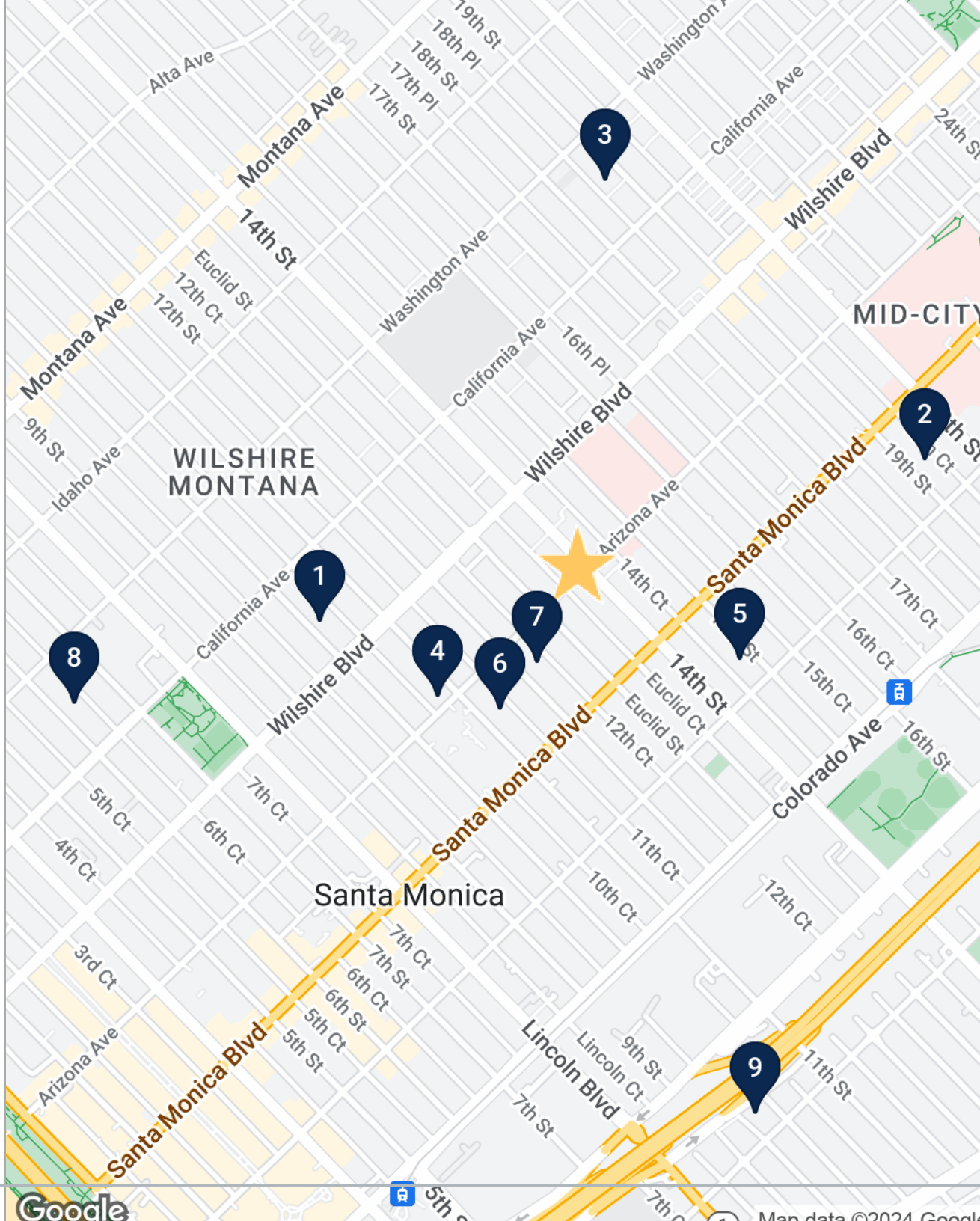
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RENT COMPS



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# RENT COMPS MAP

- ★ 1311 Euclid St
- 1 Villa Cordova
- 2 1433 19th St
- 3 1028 19th St
- 4 1252 11th St
- 5 1444 15th St
- 6 1323 11th St
- 7 1317 12th St
- 8 1033 6th St
- 9 1750 10th St



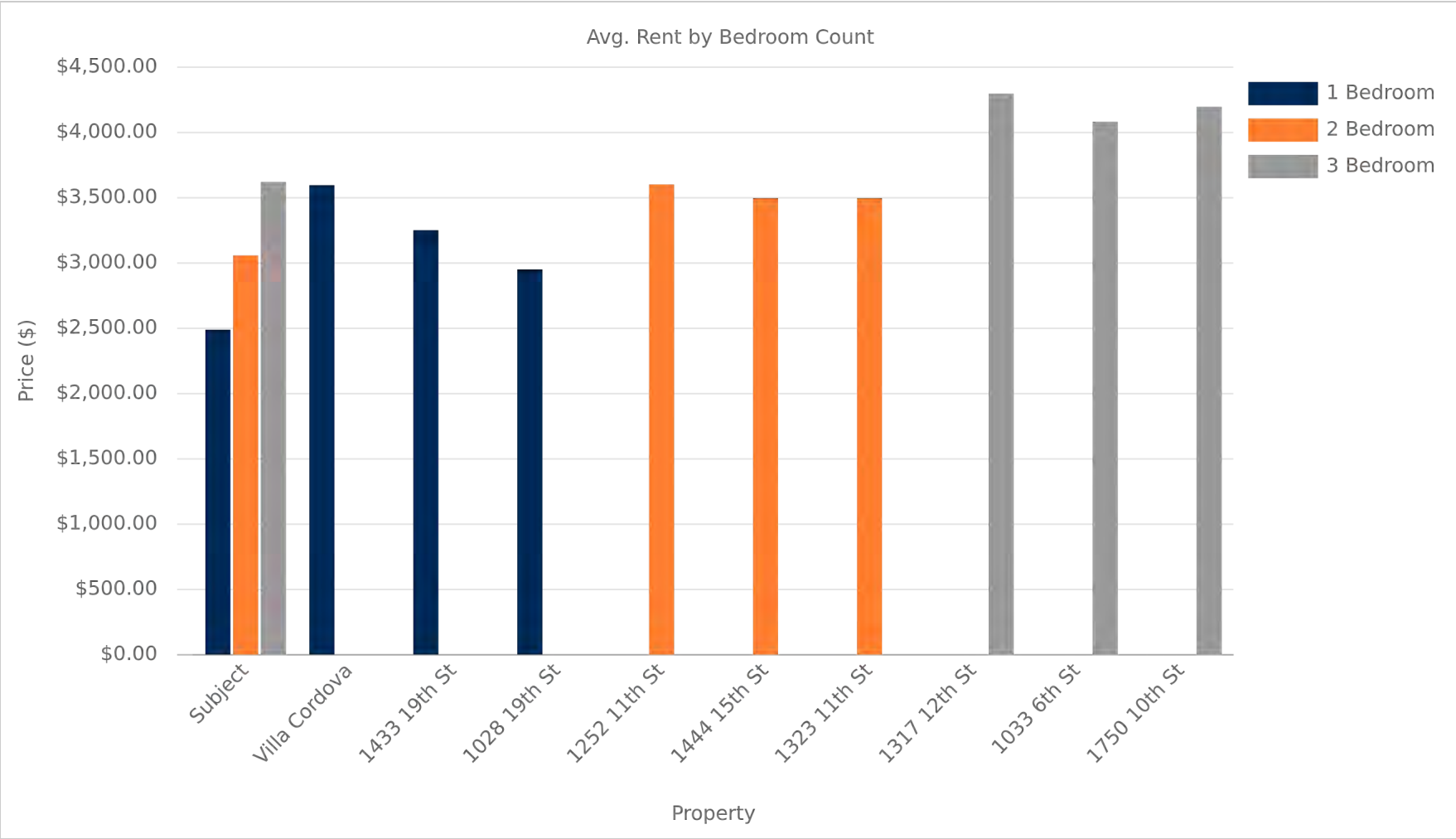
## 1311 Euclid St // RENT COMPS SUMMARY

	SUBJECT PROPERTY	RENT/SF	AVAILABLE SF	LOT SIZE	# OF UNITS
	<b>1311 Euclid St</b> 1311 Euclid St Santa Monica, CA 90404	\$3.24	10,384 SF	0.17 AC	11
	RENT COMPARABLES	RENT/SF	AVAILABLE SF	LOT SIZE	# OF UNITS
	<b>Villa Cordova</b> 1133 10th St Santa Monica, CA 90403	\$5.99	20,338 SF	0.34 AC	21
	<b>1433 19th St</b> 1433 19th St Santa Monica, CA 90404	\$3.82	2,853 SF	0.17 AC	4
	<b>1028 19th St</b> 1028 19th St Santa Monica, CA 90403	\$4.10	720 SF	0.46 AC	16
	<b>1252 11th St</b> 1252 11th St Santa Monica, CA 90401	\$3.27	1,100 SF	0.34 AC	23
	<b>1444 15th St</b> 1444 15th St Santa Monica, CA 90404	\$3.50	8,207 SF	0.17 AC	7
	<b>1323 11th St</b> 1323 11th St Santa Monica, CA 90401	\$3.50	7,098 SF	0.17 AC	10

## RENT COMPS SUMMARY // 1311 Euclid St

	SUBJECT PROPERTY	RENT/SF	AVAILABLE SF	LOT SIZE	# OF UNITS
7	<b>1317 12th St</b> 1317 12th St Santa Monica, CA 90401	\$3.58	1,200 SF	0.17 AC	10
8	<b>1033 6th St</b> 1033 6th St Santa Monica, CA 90403	\$3.40	43,557 SF	0.52 AC	34
9	<b>1750 10th St</b> 1750 10th St Santa Monica, CA 90404	\$4.00	7,921 SF	0.17 AC	7
	<b>AVERAGES</b>	<b>\$3.91</b>	<b>10,333 SF</b>	<b>0.28 AC</b>	<b>15</b>

1311 Euclid St // RENT BY BED CHART



## RENT COMPS // 1311 Euclid St

**★ 1311 Euclid St**  
1311 Euclid St, Santa Monica, CA 90404

 11 Units |  Year Built 1968



UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
1 Bed / 1 Bath	3	30.0	700	\$2,474	\$3.53
2 Bed / 1 Bath	2	20.0	800	\$3,024	\$3.78
2 Bed / 2 Bath	2	20.0	1,000	\$2,819	\$2.82
3 Bed / 2 Bath	3	30.0	1,100	\$3,603	\$3.28
<b>TOTAL/AVG</b>	<b>10</b>	<b>100%</b>	<b>900</b>	<b>\$2,991</b>	<b>\$3.32</b>

**1 Villa Cordova**  
1133 10th St, Santa Monica, CA 90403

 21 Units |  Year Built 1970



UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
1 Bed / 1 Bath	1	100	600	\$3,595	\$5.99
<b>TOTAL/AVG</b>	<b>1</b>	<b>100%</b>	<b>600</b>	<b>\$3,595</b>	<b>\$5.99</b>



## 1311 Euclid St // RENT COMPS

**2** 1433 19th St  
1433 19th St, Santa Monica, CA 90404

 4 Units |  Year Built 1956



UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
1 Bed / 1 Bath	1	100	850	\$3,250	\$3.82
TOTAL/AVG	1	100%	850	\$3,250	\$3.82

**3** 1028 19th St  
1028 19th St, Santa Monica, CA 90403

 16 Units |  Year Built 1947



UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
1 Bed / 1 Bath	1	100	720	\$2,950	\$4.10
TOTAL/AVG	1	100%	720	\$2,950	\$4.10

## RENT COMPS // 1311 Euclid St

**4** 1252 11th St  
1252 11th St, Santa Monica, CA 90401

 23 Units |  Year Built 1973



UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
2 Bed / 2 Bath	1	100	1,100	\$3,600	\$3.27
TOTAL/AVG	1	100%	1,100	\$3,600	\$3.27

**5** 1444 15th St  
1444 15th St, Santa Monica, CA 90404

 7 Units |  Year Built 1962



UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
2 Bed / 1.5 Bath	1	100	1,000	\$3,495	\$3.50
TOTAL/AVG	1	100%	1,000	\$3,495	\$3.50

## 1311 Euclid St // RENT COMPS

**6** 1323 11th St  
1323 11th St, Santa Monica, CA 90401

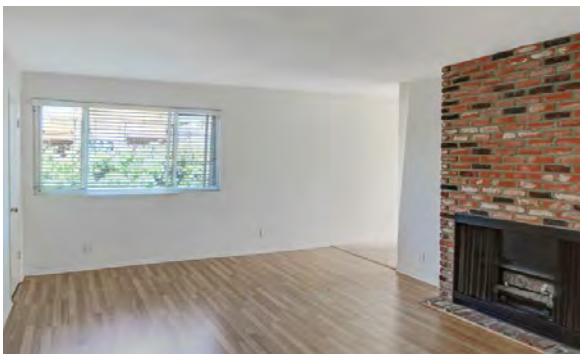
 10 Units |  Year Built 1958



UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
2 Bed / 1 Bath	1	100	1,000	\$3,495	\$3.50
TOTAL/AVG	1	100%	1,000	\$3,495	\$3.50

**7** 1317 12th St  
1317 12th St, Santa Monica, CA 90401

 10 Units |  Year Built 1973



UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
3 Bed / 2 Bath	1	100	1,200	\$4,295	\$3.58
TOTAL/AVG	1	100%	1,200	\$4,295	\$3.58

## RENT COMPS // 1311 Euclid St

**8** 1033 6th St  
1033 6th St, Santa Monica, CA 90403

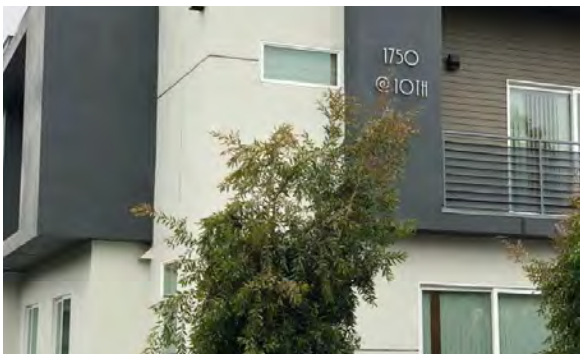
 34 Units |  Year Built 1970



UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
3 Bed / 2 Bath	1	100	1,200	\$4,080	\$3.40
TOTAL/AVG	1	100%	1,200	\$4,080	\$3.40

**9** 1750 10th St  
1750 10th St, Santa Monica, CA 90404

 7 Units |  Year Built 2016



UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
3 Bed / 2 Bath	1	100	1,050	\$4,195	\$4.00
TOTAL/AVG	1	100%	1,050	\$4,195	\$4.00

SECTION 6

# Market Overview

MARKET OVERVIEW

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DEMOGRAPHICS

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Marcus & Millichap  
LAAA TEAM



## LOS ANGELES

The Los Angeles-Long Beach metro is located entirely within Los Angeles County, covering 4,751 square miles. The county encompasses 88 incorporated cities and numerous unincorporated areas. It is bordered on the east by San Bernardino County, on the north by Kern and Ventura counties, on the west by the Pacific Ocean and on the south by Orange County. The area is home to 10.1 million residents. The city of Los Angeles accounts for more than 4 million people. The Los Angeles coastline stretches along 81 miles of world-famous beaches. The Santa Monica and San Gabriel mountains are located in the county, with the highest point at Mount San Antonio reaching more than 10,000 feet.

### METRO HIGHLIGHTS



#### ECONOMIC CENTER

Los Angeles is the entertainment capital of the world, as well as a leading international trade and manufacturing center.



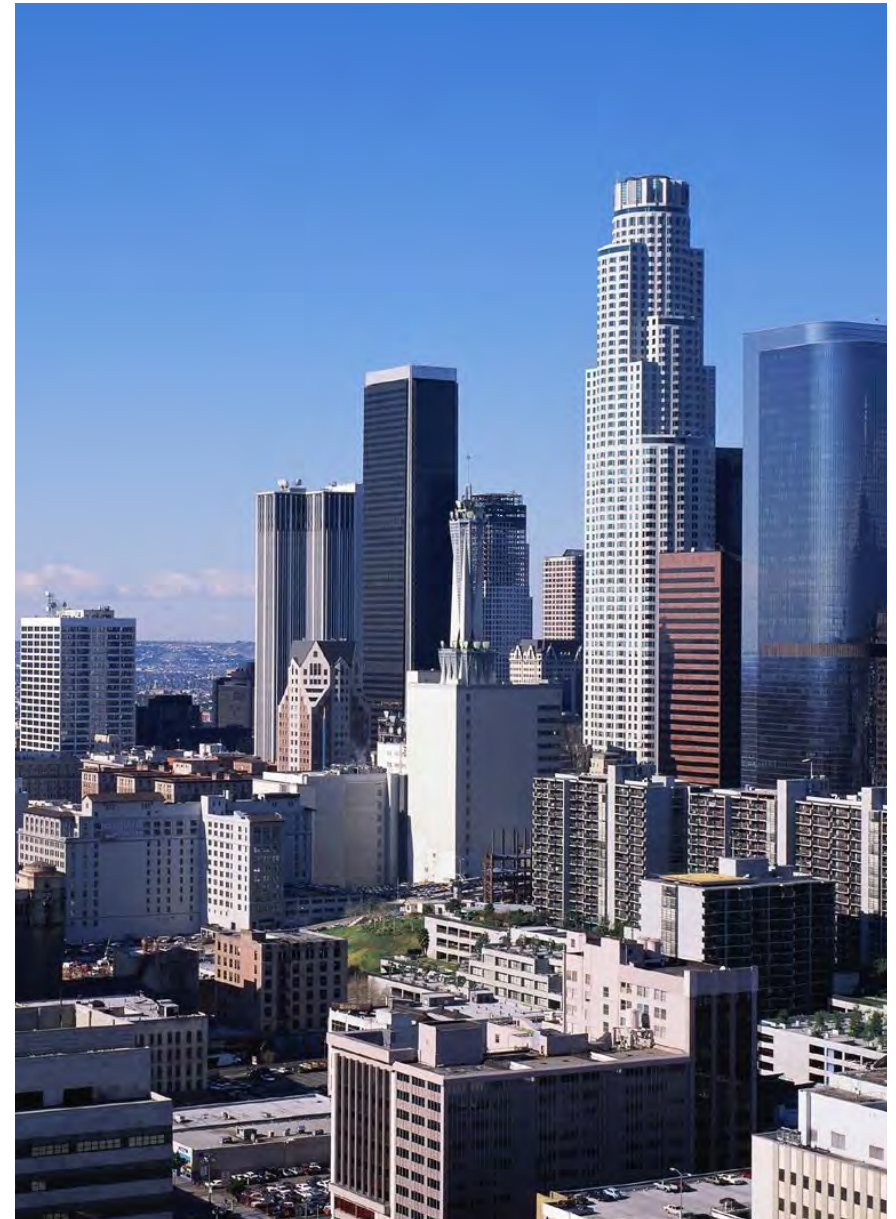
#### PROMINENT PORT ACTIVITY

The Port of Los Angeles and the Port of Long Beach are two of the largest and busiest ports in the nation, making the metropolitan area a key link in the international supply chain.



#### JOB AND POPULATION GROWTH

A desirable climate, proximity to the ocean and recreational opportunities attract companies and residents to the sizable metro.



## TRANSPORTATION

- The region has well-established and interconnected transportation systems by road, rail and sea, allowing access to most of the world's markets.
- Various interstate routes make the area accessible nationwide. This list includes interstates 5, 10, 15, 110, 210, 215, 405 and 710.
- Amtrak and Metrolink provide passenger rail service. Freight rail lines servicing the county include Union Pacific and BNSF.
- The expanding light rail network provides increased access to in-town travel.
- LAX is one of the busiest airports in the nation. Other commercial airports serving the county include Long Beach, Burbank and Palmdale.
- Alameda Corridor, a 20-mile railroad express line, facilitates port activity, connecting the two local ports to the transcontinental rail network east of downtown.



MORE THAN  
**15.6**

MILLION TEU CONTAINERS ARE SHIPPED THROUGH THE PORTS OF LOS ANGELES AND LONG BEACH ANNUALLY, RANKING THEM FIRST AND SECOND IN THE NATION.



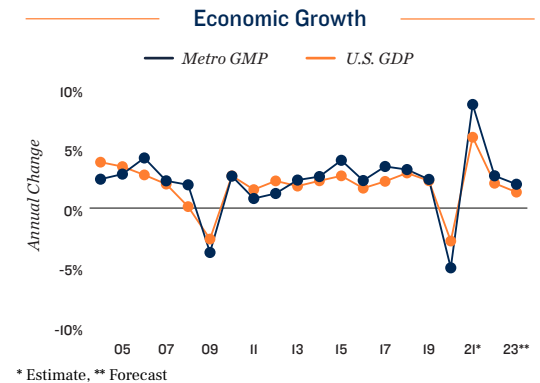


## ECONOMY

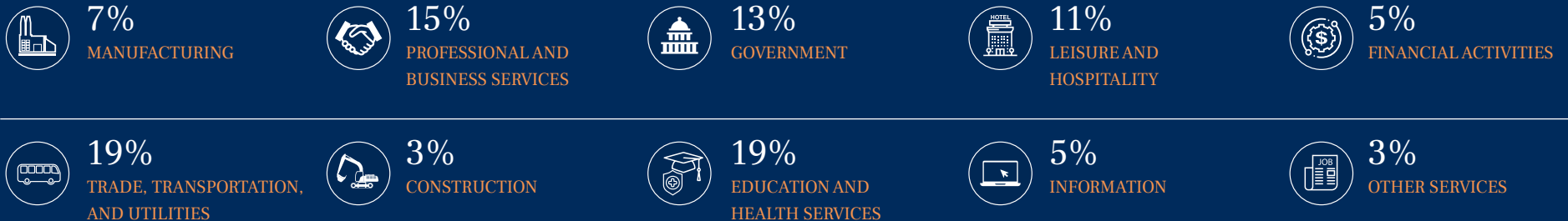
- The motion picture/entertainment industry is one of the most high-profile sectors of the economy.
- The gross metropolitan product is expected to grow at a pace faster than the United States rate this year.
- Nine Fortune 500 companies are currently headquartered in the metro.
- A significant aerospace presence exists in the South Bay, led by employers that include Boeing, Northrop Grumman, Raytheon Technologies Corp. and SpaceX.
- Employers across a variety of industries employed nearly 4.6 million individuals at the onset of 2023.
- The metro’s two ports make the area a major player in the domestic supply chain, fueling demand for warehouse and distribution space.

### MAJOR AREA EMPLOYERS

- Kaiser Permanente
- Northrop Grumman Corp.
- The Boeing Co.
- Kroger Co.
- Cedars-Sinai Medical Center
- University of California, Los Angeles
- Target Corp.
- Amazon
- Home Depot
- Providence Health & Services



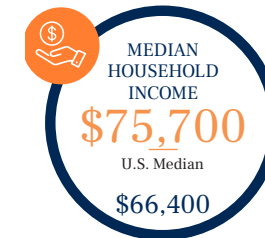
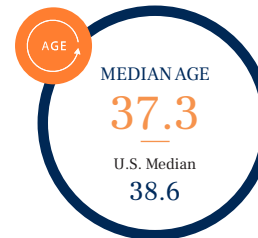
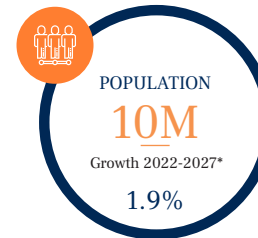
### SHARE OF 2022 TOTAL EMPLOYMENT



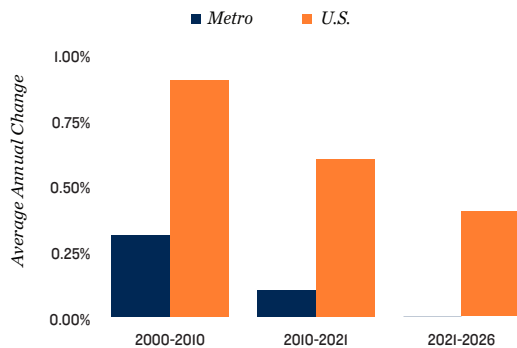
## DEMOGRAPHICS

- The population of roughly 10.1 million people makes Los Angeles County the most populous metropolitan area in the U.S.
- More than 192,000 new residents are expected through 2027, translating into roughly 78,000 households formed during the period.
- A median home price that is more than twice that of the U.S. average translates to a homeownership rate that is well below the national level.
- Approximately 30 percent of residents ages 25 and older have attained at least a bachelor's degree. More than 10 percent also hold a graduate or professional degree.

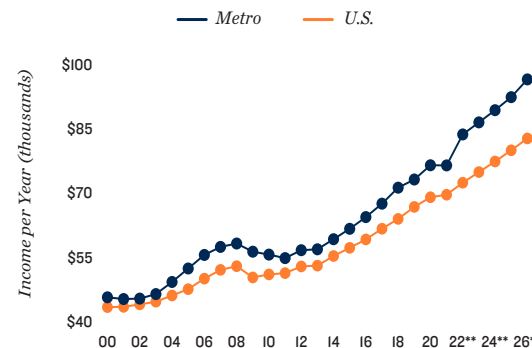
### QUICK FACTS



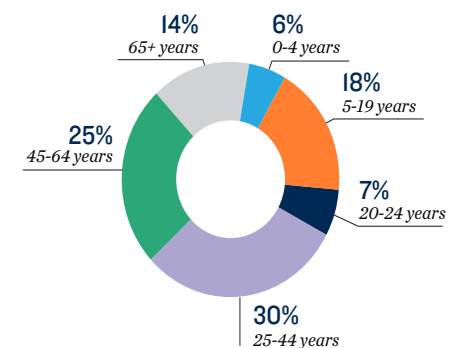
Population Growth



Median Household Income



2022 Population by Age



\* Forecast

Sources: Marcus & Millichap Research Services; BLS; Bureau of Economic Analysis; Experian; Fortune; Moody's Analytics; U.S. Census Bureau

## QUALITY OF LIFE

The Los Angeles region enjoys pleasant weather, with sunshine throughout the year. Bounded by mountains and the Pacific Ocean, the temperature rarely rises above 85 degrees or falls below 40 degrees, and rainfall is minimal most years. During winter and early spring, it's possible to swim in the ocean and ski on the mountains during the same day.

There are almost 60 institutes of higher learning in the county, including one campus of the University of California system and six California State University campuses. Private institutions, such as Caltech, the Claremont Colleges, Occidental College and the University of Southern California, along with a number of community colleges, are also included in this count.

A number of professional and college teams are located in the area. Cultural venues include Walt Disney Concert Hall, Dorothy Chandler Pavilion, the Hollywood Bowl, Warner Bros. Studios, the Huntington Library, the Museum of Art, and the Natural History Museum of Los Angeles County.

**\$820,000**

MEDIAN HOME PRICE



**100+**

MUSEUMS



**81**

MILES OF SHORELINE

### SPORTS

Baseball	<b>MLB</b>	LOS ANGELES DODGERS
Football	<b>NFL</b>	LOS ANGELES RAMS
Basketball	<b>NBA</b>	LOS ANGELES LAKERS
Hockey	<b>NHL</b>	LOS ANGELES KINGS
Soccer	<b>MLS</b>	LOS ANGELES GALAXY
Basketball	<b>NBA</b>	LOS ANGELES CLIPPERS
Football	<b>NFL</b>	LOS ANGELES CHARGERS
Soccer	<b>MLS</b>	LOS ANGELES FC

### EDUCATION

- UNIVERSITY OF CALIFORNIA, LOS ANGELES
- UNIVERSITY OF SOUTHERN CALIFORNIA
- CALIFORNIA INSTITUTE OF TECHNOLOGY
- LOYOLA MARYMOUNT UNIVERSITY
- CALIFORNIA STATE UNIVERSITY, LOS ANGELES
- CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
- PEPPERDINE UNIVERSITY

### ARTS & ENTERTAINMENT

- LOS ANGELES ZOO & BOTANICAL GARDENS
- LOS ANGELES COUNTY MUSEUM OF ART
- NATURAL HISTORY MUSEUM OF LOS ANGELES COUNTY
- THE GREEK THEATRE

Sources: Marcus & Millichap Research Services; BLS; Bureau of Economic Analysis; Experian; Fortune; Moody's Analytics; U.S. Census Bureau

# DEMOGRAPHICS // 1311 Euclid St

POPULATION	1 Mile	3 Miles	5 Miles
<b>2027 Projection</b>			
Total Population	46,926	205,122	454,602
<b>2022 Estimate</b>			
Total Population	45,617	201,108	443,625
<b>2010 Census</b>			
Total Population	42,723	192,168	418,286
<b>2000 Census</b>			
Total Population	39,334	186,015	401,207
<b>Daytime Population</b>			
2022 Estimate	79,513	287,809	641,137
<b>HOUSEHOLDS</b>			
<b>2027 Projection</b>			
Total Households	25,655	103,147	214,848
<b>2022 Estimate</b>			
Total Households	24,853	100,919	208,908
Average (Mean) Household Size	1.8	1.9	2.0
<b>2010 Census</b>			
Total Households	23,291	96,299	197,004
<b>2000 Census</b>			
Total Households	21,496	94,434	190,548
Growth 2022-2027	3.2%	2.2%	2.8%
<b>HOUSING UNITS</b>			
<b>Occupied Units</b>			
2027 Projection	27,929	113,531	235,611
2022 Estimate	27,015	110,687	228,341
Owner Occupied	4,993	33,385	72,800
Renter Occupied	19,859	67,533	136,108
Vacant	2,162	9,768	19,433
<b>Persons in Units</b>			
2022 Estimate Total Occupied Units	24,853	100,919	208,908
1 Person Units	51.7%	44.1%	41.2%
2 Person Units	30.8%	33.0%	34.0%
3 Person Units	10.3%	11.9%	12.3%
4 Person Units	5.1%	7.5%	8.5%
5 Person Units	1.3%	2.2%	2.6%
6+ Person Units	0.7%	1.2%	1.5%

HOUSEHOLDS BY INCOME	1 Mile	3 Miles	5 Miles
<b>2022 Estimate</b>			
\$200,000 or More	19.2%	22.9%	23.1%
\$150,000-\$199,999	12.0%	11.7%	11.3%
\$100,000-\$149,999	16.4%	17.7%	17.7%
\$75,000-\$99,999	11.2%	11.5%	11.2%
\$50,000-\$74,999	11.6%	11.3%	11.8%
\$35,000-\$49,999	5.4%	6.2%	6.7%
\$25,000-\$34,999	5.0%	4.8%	4.7%
\$15,000-\$24,999	6.8%	5.3%	5.1%
Under \$15,000	12.3%	8.6%	8.4%
Average Household Income	\$145,259	\$163,544	\$163,575
Median Household Income	\$94,335	\$105,282	\$104,888
Per Capita Income	\$79,883	\$82,447	\$77,852
<b>POPULATION PROFILE</b>			
<b>Population By Age</b>			
2022 Estimate Total Population	45,617	201,108	443,625
Under 20	12.5%	14.6%	16.3%
20 to 34 Years	25.7%	24.6%	26.8%
35 to 39 Years	9.7%	9.4%	8.7%
40 to 49 Years	15.0%	14.9%	13.6%
50 to 64 Years	19.1%	19.0%	17.5%
Age 65+	18.1%	17.5%	17.2%
Median Age	41.2	40.8	38.9
<b>Population 25+ by Education Level</b>			
2022 Estimate Population Age 25+	37,932	162,835	337,929
Elementary (0-8)	2.6%	3.0%	3.2%
Some High School (9-11)	2.3%	2.4%	2.7%
High School Graduate (12)	10.8%	9.1%	9.2%
Some College (13-15)	14.5%	13.3%	13.9%
Associate Degree Only	5.1%	4.7%	4.7%
Bachelor's Degree Only	37.5%	39.8%	38.1%
Graduate Degree	27.1%	27.8%	28.2%
<b>Population by Gender</b>			
2022 Estimate Total Population	45,617	201,108	443,625
Male Population	48.2%	48.9%	48.7%
Female Population	51.8%	51.1%	51.3%



### POPULATION

In 2022, the population in your selected geography is 443,625. The population has changed by 10.6 percent since 2000. It is estimated that the population in your area will be 454,602 five years from now, which represents a change of 2.5 percent from the current year. The current population is 48.7 percent male and 51.3 percent female. The median age of the population in your area is 38.9, compared with the U.S. average, which is 38.6. The population density in your area is 5,648 people per square mile.



### EMPLOYMENT

In 2022, 252,120 people in your selected area were employed. The 2000 Census revealed that 83.0 percent of employees are in white-collar occupations in this geography, and 17.1 percent are in blue-collar occupations. In 2022, unemployment in this area was 6.0 percent. In 2000, the average time traveled to work was 22.6 minutes.



### HOUSEHOLDS

There are currently 208,908 households in your selected geography. The number of households has changed by 9.6 percent since 2000. It is estimated that the number of households in your area will be 214,848 five years from now, which represents a change of 2.8 percent from the current year. The average household size in your area is 2.0 people.



### HOUSING

The median housing value in your area was \$1,000,000 in 2022, compared with the U.S. median of \$250,735. In 2000, there were 67,704 owner-occupied housing units and 122,843 renter-occupied housing units in your area. The median rent at the time was \$856.



### INCOME

In 2022, the median household income for your selected geography is \$104,888, compared with the U.S. average, which is currently \$66,422. The median household income for your area has changed by 99.2 percent since 2000. It is estimated that the median household income in your area will be \$120,819 five years from now, which represents a change of 15.2 percent from the current year.

The current year per capita income in your area is \$77,852, compared with the U.S. average, which is \$37,200. The current year's average household income in your area is \$163,575, compared with the U.S. average, which is \$96,357.



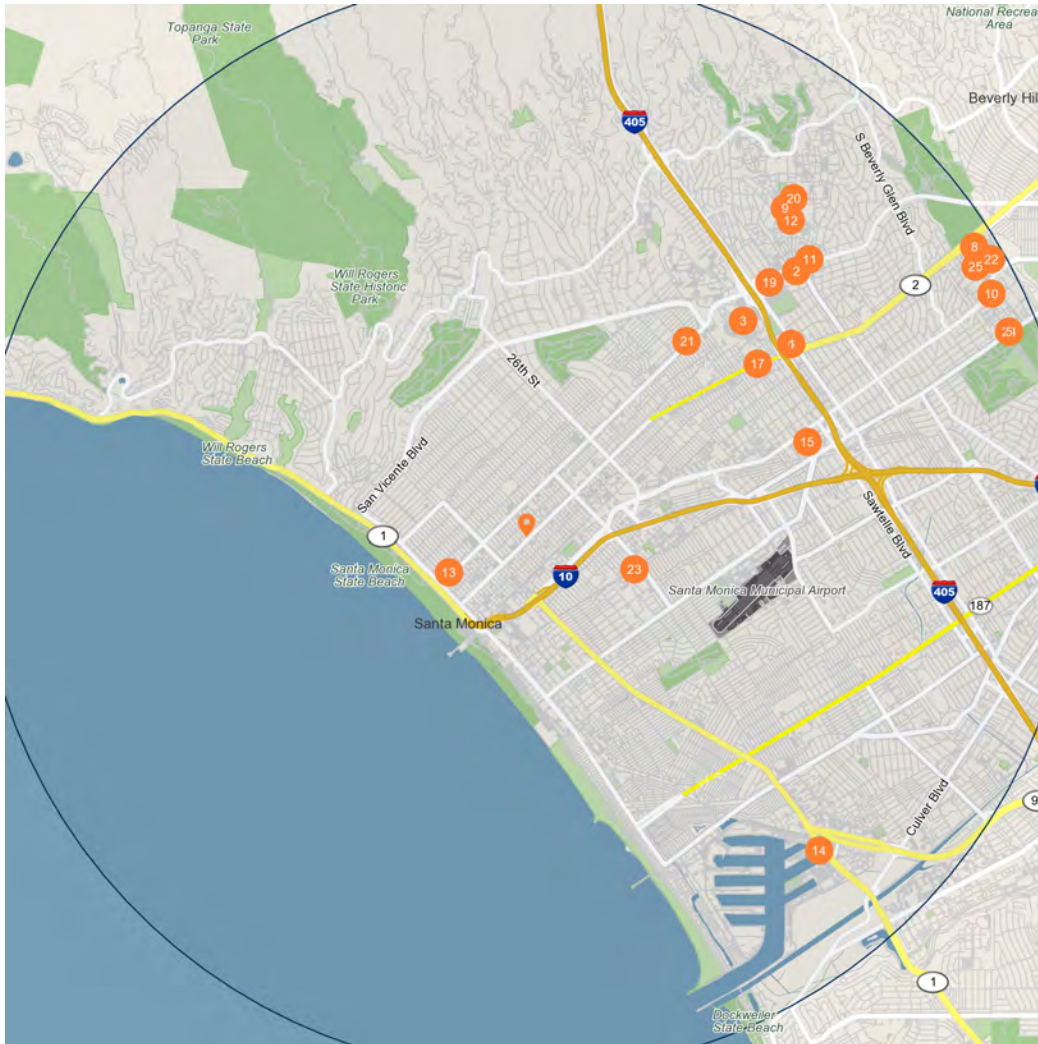
### EDUCATION

The selected area in 2022 had a higher level of educational attainment when compared with the U.S. averages. 28.2 percent of the selected area's residents had earned a graduate degree compared with the national average of only 12.3 percent, and 38.1 percent completed a bachelor's degree, compared with the national average of 19.7 percent.

The number of area residents with an associate degree was lower than the nation's at 4.7 percent vs. 8.4 percent, respectively.

The area had fewer high-school graduates, 9.2 percent vs. 27.1 percent for the nation. The percentage of residents who completed some college is also lower than the average for the nation, at 13.9 percent in the selected area compared with the 20.4 percent in the U.S.

# DEMOGRAPHICS // 1311 Euclid St

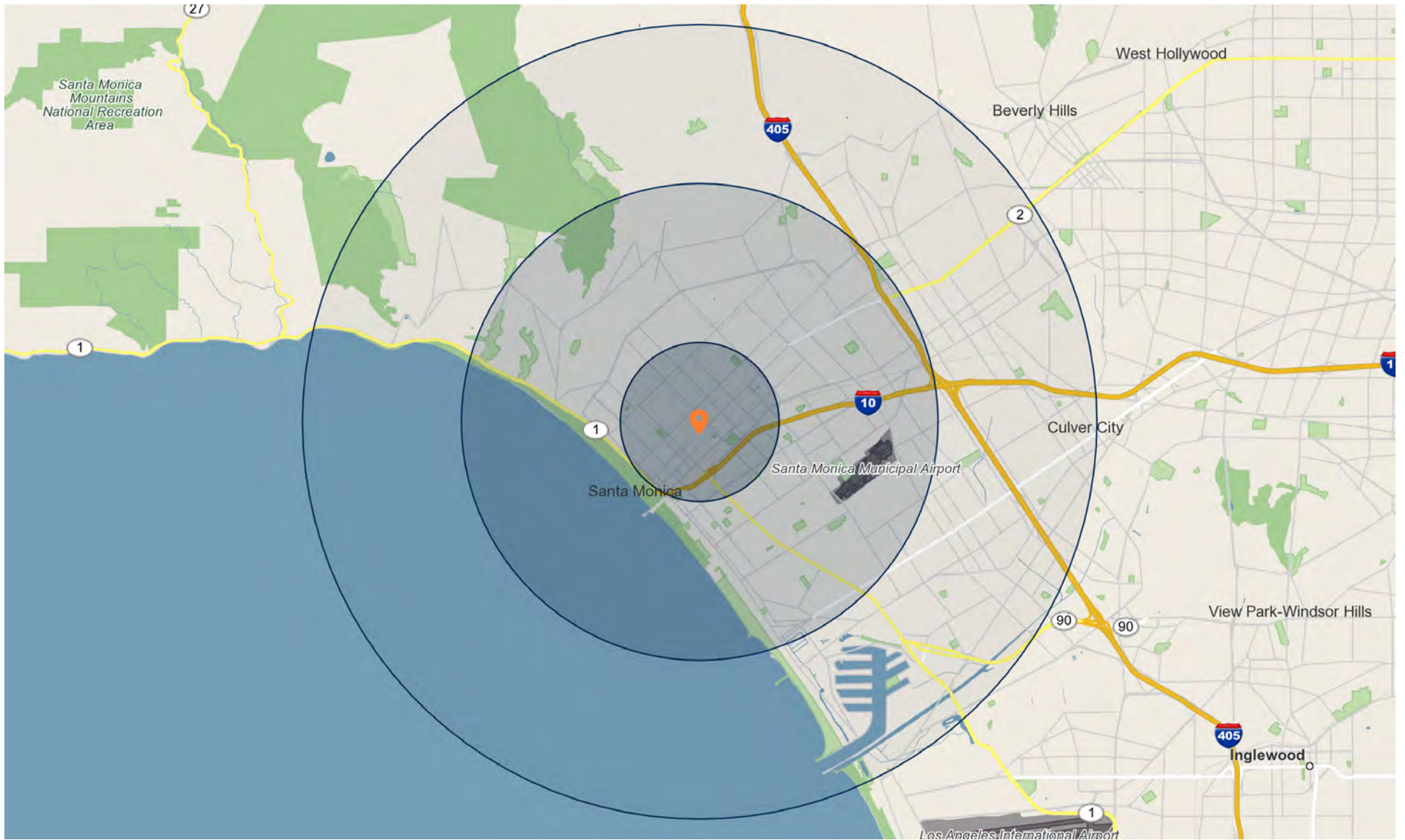


## Major Employers

## Employees

1	Green Equity Investors IV LP	15,000
2	Ucla Health System Auxiliary	11,154
3	Veterans Health Administration-West Los Angeles V A Med Ctr	4,374
4	Veterans Health Administration-Greater Los Angeles Health	4,050
5	Twentieth Cntury Fox Japan Inc-News Corp - Fox	4,000
6	Gold Parent LP	3,400
7	Sony Pictures Entrmt Inc-Sony Pictures Studios	3,000
8	Career Group Inc-Fourthfloor Fashion Talent	2,100
9	University Cal Los Angeles-Ronald Reagan UCLA Medical Ctr	2,056
10	Fox Inc-Home Entertainment Div	2,000
11	P-Wave Holdings LLC	1,961
12	University Cal Los Angeles-Ucla Medical Center	1,850
13	Clearlake Capital Partners	1,832
14	Cfhs Holdings Inc-Centinela Frman Rgonal Med Ctr	1,746
15	Wonderful Company LLC	1,583
16	Wonderful Agency	1,583
17	Gateway Mercury Holdings LLC	1,501
18	Gores Radio Holdings LLC	1,351
19	Executive Office of US Gvrnmen	1,350
20	Associated Students UCLA-Ucla Mdcn SC Phrmclgy	1,198
21	Intrepid Inv Bankers LLC	1,115
22	Alvarez Mrsal Bus Cnsltng LLC	1,106
23	Santa Monica Cmnty College Dst	1,100
24	Twenteth Cntury Fox HM Entrmt	1,000
25	SunAmerica Inc-SunAmerica	1,000

# 1311 Euclid St // DEMOGRAPHICS









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