



13312 WOODBRIDGE ST  
Sherman Oaks, CA 91423



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13312 WOODBRIDGE ST  
Sherman Oaks, CA  
ACT ID ZAA0120185

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# INVESTMENT OVERVIEW





## EXECUTIVE SUMMARY

VITAL DATA				
			CURRENT	PRO FORMA
Price	\$1,425,000			
Down Payment	45% / \$641,250	CAP Rate	3.73%	6.33%
Loan Amount	\$783,750	GRM	15.74	10.94
Loan Type	Proposed New	Net Operating Income	\$53,170	\$90,134
Interest Rate / Amortization	3.75% / 30 Years	Net Cash Flow After Debt Service	1.50% / \$9,614	7.26% / \$46,578
Price/Unit	\$285,000	Total Return	3.75% / \$24,026	9.60% / \$61,539
Price/SF	\$397.49			
Number of Units	5			
Rentable Square Feet	3,585			
Year Built	1945			
Lot Size	0.15 acre(s)			

UNIT MIX		
NUMBER OF UNITS	UNIT TYPE	APPROX. SQUARE FEET
1	Studio / 1 Bath	
1	1 Bed / 1 Bath	
2	2 Bed / 1 Bath	
1	2 Bed / 1.5 Bath	
5	Total	3,585



PROPOSED FINANCING	
First Trust Deed	
Loan Amount	\$783,750
Loan Type	Proposed New
Interest Rate	3.75%
Amortization	30 Years
Loan Term	5 Years
Loan to Value	55%
Debt Coverage Ratio	1.22

## MAJOR EMPLOYERS

EMPLOYER	# OF EMPLOYEES
Yf Art Holdings Gp LLC	10,600
Ticketmaster Entertainment LLC	4,390
Kaiser Permanente	3,000
Victory Studio	2,953
Ols Hotels & Resorts	2,045
Walt Disney Company	2,002
Mann Theaters	2,000
Universal City Studios Prod	2,000
Homebridge Financial Services	1,700
V P H	1,600
Triton Media	1,500
Bonanza Productions Inc	1,000

## DEMOGRAPHICS

	1-Miles	3-Miles	5-Miles
2018 Estimate Pop	24,533	199,483	545,115
2010 Census Pop	22,685	187,660	517,024
2018 Estimate HH	12,271	91,039	221,932
2010 Census HH	11,251	84,638	207,745
Median HH Income	\$85,507	\$74,276	\$67,202
Per Capita Income	\$71,062	\$56,036	\$46,789
Average HH Income	\$142,006	\$122,544	\$114,487

## INVESTMENT OVERVIEW

Marcus & Millichap is pleased to present this 5 unit apartment building located at 13312 Woodbridge Street in Sherman Oaks, California. The property has an excellent unit mix of 1- Studio / 1 Bath, 1- 1 Bed / 1 Bath, 2- 2 Bed / 1 Bath, and 1- 2 Bed / 1.5 Bath units. The Offering is situated on a 6,599 square foot lot with 3,585 square feet of gross rentable area.

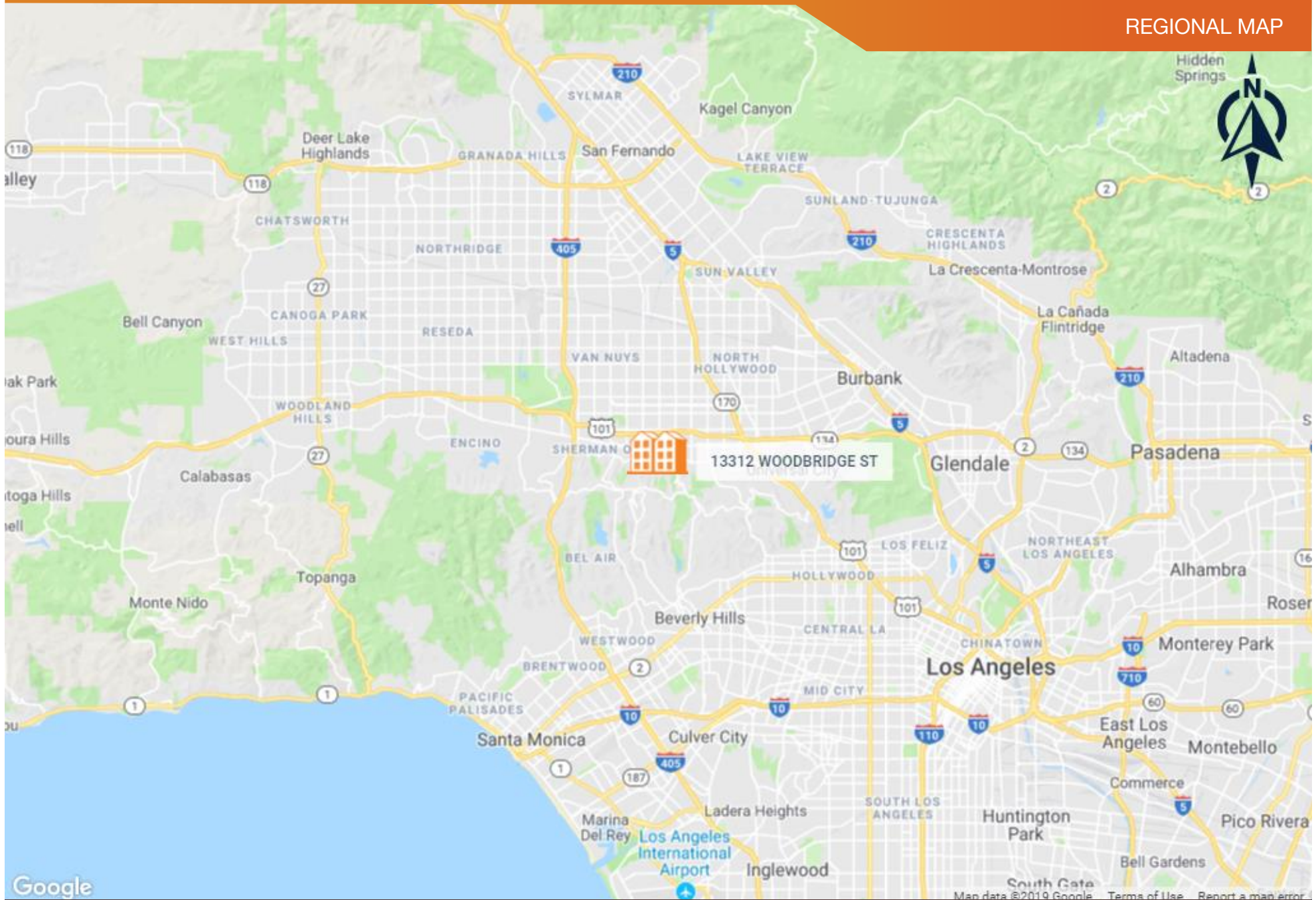
13312 Woodbridge is ideally located just steps away from Ventura Boulevard, and it is only a couple blocks away from Studio City, making this property ideally located next to all the dining, shopping, entertainment and nightlife the area has to offer. The property also features alley access behind the building with ample covered and street parking.

With approximately 47% upside in rents, this investment provides a savvy investor the opportunity to raise rents to market and achieve greater cash flow.

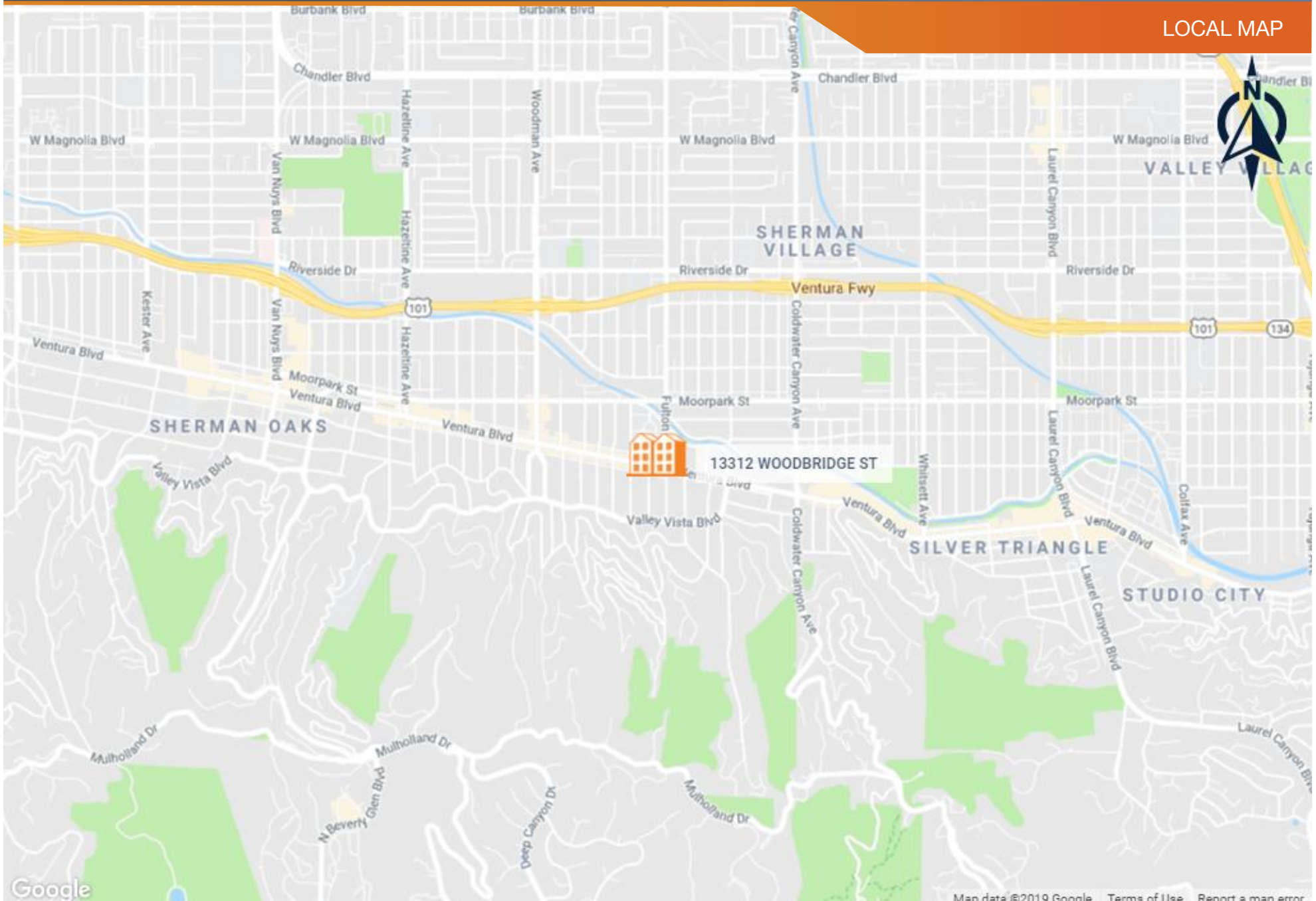
## INVESTMENT HIGHLIGHTS

- Built in 1945
- Prime Sherman Oaks Location
- Steps Away from Ventura Boulevard
- Value Add, Estimated 47% Upside in Rents
- Great Unit Mix of Studio, 1's, and 2's
- Access to building on Street and Alley Way
- On-Site Covered Parking
- Walk Score of 70





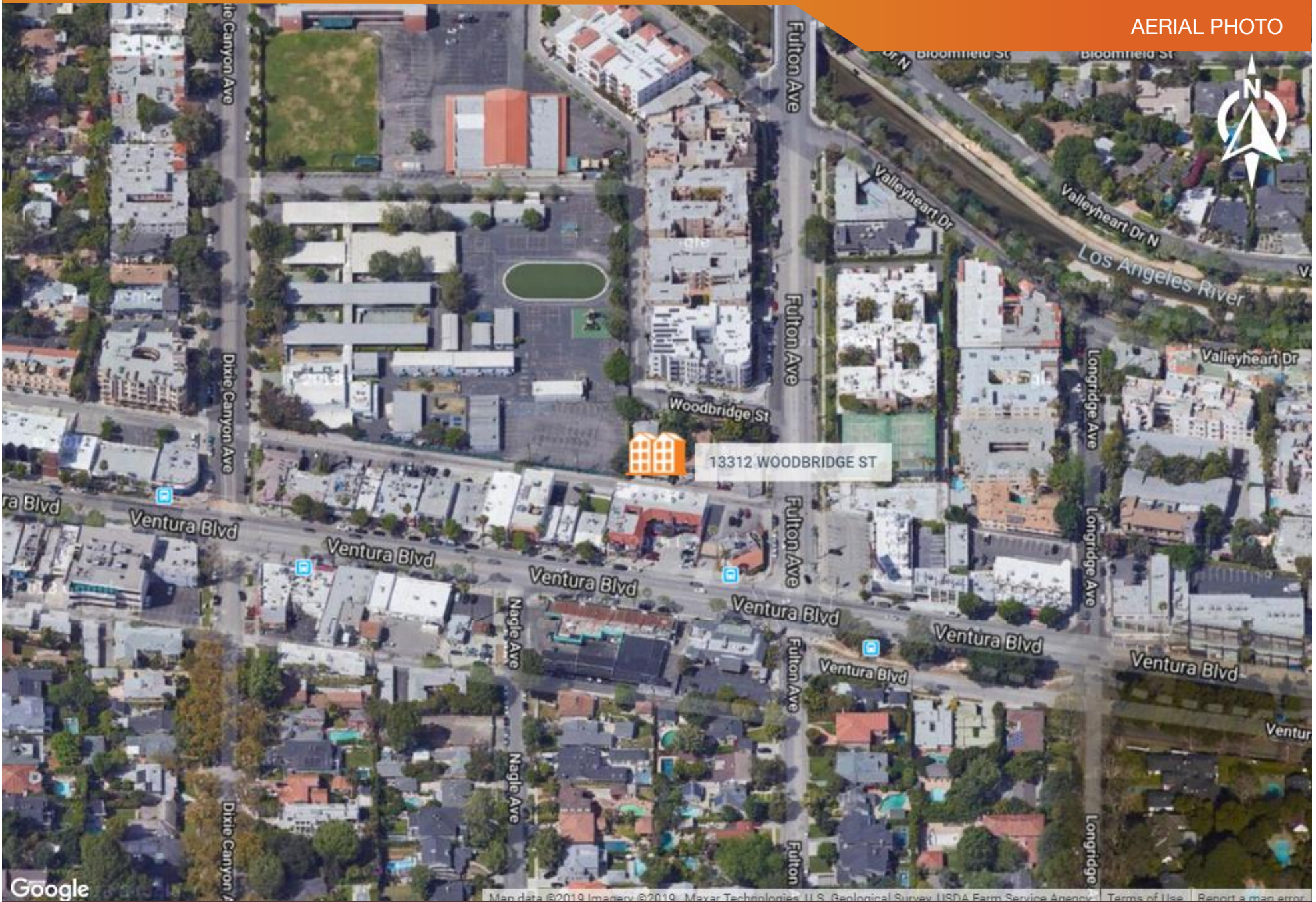




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# FINANCIAL ANALYSIS





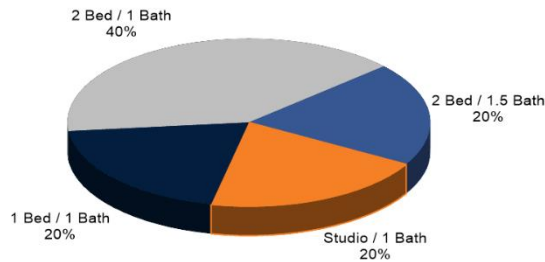
RENT ROLL SUMMARY

As of September, 2019

Unit Type	# of Units	Ava Sq Feet	Rental Range	Current			Potential		
				Average Rent	Average Rent / SF	Monthly Income	Average Rent	Average Rent / SF	Monthly Income
Studio / 1 Bath	1	N/A	\$1,250 - \$1,250	\$1,250	N/A	\$1,250	\$1,600	N/A	\$1,600
1 Bed / 1 Bath	1	N/A	\$1,447 - \$1,447	\$1,447	N/A	\$1,447	\$1,950	N/A	\$1,950
2 Bed / 1 Bath	2	N/A	\$1,195 - \$1,895	\$1,545	N/A	\$3,090	\$2,400	N/A	\$4,800
2 Bed / 1.5 Bath	1	N/A	\$1,756 - \$1,756	\$1,756	N/A	\$1,756	\$2,500	N/A	\$2,500
<b>Totals/Weighted Averages</b>	<b>5</b>	<b>717</b>		<b>\$1,508</b>	<b>\$2.10</b>	<b>\$7,542</b>	<b>\$2,170</b>	<b>\$3.03</b>	<b>\$10,850</b>
<b>Gross Annualized Rents</b>				<b>\$90,505</b>			<b>\$130,200</b>		

Notes: Units 1, 3, 4 reflect rent increases as of November 1st, 2019

Unit Distribution



Unit Rent





## RENT ROLL DETAIL

As of September,2019

Unit	Unit Type	Current Rent / Month	Current Rent / SF/ Month	Potential Rent / Month	Potential Rent/ SF/ Month
13312	2 Bed / 1 Bath	\$1,195	\$0.00	\$2,400	\$0.00
13314	2 Bed / 1 Bath	\$1,895	\$0.00	\$2,400	\$0.00
13316	Studio / 1 Bath	\$1,250	\$0.00	\$1,600	\$0.00
13318	2 Bed / 1.5 Bath	\$1,756	\$0.00	\$2,500	\$0.00
13320	1 Bed / 1 Bath	\$1,447	\$0.00	\$1,950	\$0.00
<b>Total</b>	<b>Square Feet: 3,585</b>	<b>\$7,542</b>	<b>\$2.10</b>	<b>\$10,850</b>	<b>\$3.03</b>



## OPERATING STATEMENT

Income	Current		Pro Forma	Notes	Per Unit	Per SF
<b>Gross Current Rent</b>	<b>90,505</b>		<b>130,200</b>		<b>26,040</b>	<b>36.32</b>
Physical Vacancy	(2,715)	3.0%	(3,906)	3.0%	(781)	(1.09)
<b>Total Vacancy</b>	<b>(\$2,715)</b>	<b>3.0%</b>	<b>(\$3,906)</b>	<b>3.0%</b>	<b>(\$781)</b>	<b>(\$1)</b>
<b>Effective Gross Income</b>	<b>\$87,790</b>		<b>\$126,294</b>		<b>\$25,259</b>	<b>\$35.23</b>

Expenses	Current		Pro Forma	Notes	Per Unit	Per SF
Real Estate Taxes	17,044		17,044	[1]	3,409	4.75
Insurance	1,434		1,434	[2]	287	0.40
Utilities	3,600		3,600	[3]	720	1.00
Trash Removal	3,600		3,600	[4]	720	1.00
Repairs & Maintenance	2,500		2,500	[5]	500	0.70
Landscaping	1,200		1,200	[6]	240	0.33
Pest Control	480		480	[7]	96	0.13
Operating Reserves	1,250		1,250	[8]	250	0.35
Management Fee	3,512	4.0%	5,052	4.0%	1,010	1.41
<b>Total Expenses</b>	<b>\$34,620</b>		<b>\$36,160</b>		<b>\$7,232</b>	<b>\$10.09</b>
<b>Expenses as % of EGI</b>	<b>39.4%</b>		<b>28.6%</b>			
<b>Net Operating Income</b>	<b>\$53,170</b>		<b>\$90,134</b>		<b>\$18,027</b>	<b>\$25.14</b>

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



**NOTES****Notes to Operating Statement**

- [1] 1.196046% of the purchase price
- [2] \$0.40 per rentable square feet
- [3] \$720 per unit per year
- [4] \$300 per month
- [5] \$500 per unit per year
- [6] \$100 per month
- [7] \$40 per month
- [8] \$250 per unit per year



## PRICING DETAIL

Summary		
<b>Price</b>	<b>\$1,425,000</b>	
Down Payment	\$641,250	45%
Number of Units	5	
Price Per Unit	\$285,000	
Price Per SqFt	\$397.49	
Gross SqFt	3,585	
Lot Size	0.15 Acres	
Approx. Year Built	1945	

Returns	Current	Pro Forma
<b>CAP Rate</b>	<b>3.73%</b>	<b>6.33%</b>
GRM	15.74	10.94
Cash-on-Cash	1.50%	7.26%
Debt Coverage Ratio	1.22	2.07

Financing	1st Loan
Loan Amount	\$783,750
Loan Type	New
Interest Rate	3.75%
Amortization	30 Years
Year Due	2024

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

# Of Units	Unit Type	SqFt/Unit	Scheduled Rents	Market Rents
1	Studio / 1 Bath	0	\$1,250	\$1,600
1	1 Bed / 1 Bath	0	\$1,447	\$1,950
2	2 Bed / 1 Bath	0	\$1,545	\$2,400
1	2 Bed / 1.5 Bath	0	\$1,756	\$2,500

## Operating Data

Income		Current		Pro Forma
<b>Gross Scheduled Rent</b>		<b>\$90,505</b>		<b>\$130,200</b>
Less: Vacancy/Deductions	3.0%	\$2,715	3.0%	\$3,906
Total Effective Rental Income		\$87,790		\$126,294
Other Income		\$0		\$0
Effective Gross Income		\$87,790		\$126,294
Less: Expenses	39.4%	\$34,620	28.6%	\$36,160
<b>Net Operating Income</b>		<b>\$53,170</b>		<b>\$90,134</b>
Cash Flow		\$53,170		\$90,134
Debt Service		\$43,556		\$43,556
Net Cash Flow After Debt Service	1.50%	\$9,614	7.26%	\$46,578
Principal Reduction		\$14,411		\$14,961
<b>Total Return</b>	<b>3.75%</b>	<b>\$24,026</b>	<b>9.60%</b>	<b>\$61,539</b>

Expenses	Current	Pro Forma
Real Estate Taxes	\$17,044	\$17,044
Insurance	\$1,434	\$1,434
Utilities	\$3,600	\$3,600
Trash Removal	\$3,600	\$3,600
Repairs & Maintenance	\$2,500	\$2,500
Landscaping	\$1,200	\$1,200
Pest Control	\$480	\$480
Operating Reserves	\$1,250	\$1,250
Management Fee	\$3,512	\$5,052
<b>Total Expenses</b>	<b>\$34,620</b>	<b>\$36,160</b>
<b>Expenses/Unit</b>	<b>\$6,924</b>	<b>\$7,232</b>
<b>Expenses/SF</b>	<b>\$9.66</b>	<b>\$10.09</b>



## MARCUS & MILLICHAP CAPITAL CORPORATION CAPABILITIES

MMCC—our fully integrated, dedicated financing arm—is committed to providing superior capital market expertise, precisely managed execution, and unparalleled access to capital sources providing the most competitive rates and terms.

We leverage our prominent capital market relationships with commercial banks, life insurance companies, CMBS, private and public debt/equity funds, Fannie Mae, Freddie Mac and HUD to provide our clients with the greatest range of financing options.

Our dedicated, knowledgeable experts understand the challenges of financing and work tirelessly to resolve all potential issues to the benefit of our clients.



**Closed 1,678  
debt and equity  
financings  
in 2018**



**National platform  
operating  
within the firm's  
brokerage  
offices**



**\$6.24 billion  
total national  
volume in 2018**



**Access to  
more capital  
sources than  
any other firm  
in the industry**

## WHY MMCC?

**Optimum financing solutions  
to enhance value**

**Our ability to enhance  
buyer pool by expanding  
finance options**

**Our ability to enhance  
seller control**

- **Through buyer qualification support**
- **Our ability to manage buyers finance expectations**
- **Ability to monitor and manage buyer/lender progress, insuring timely, predictable closings**
- **By relying on a world class set of debt/equity sources and presenting a tightly underwritten credit file**



# MARKET COMPARABLES

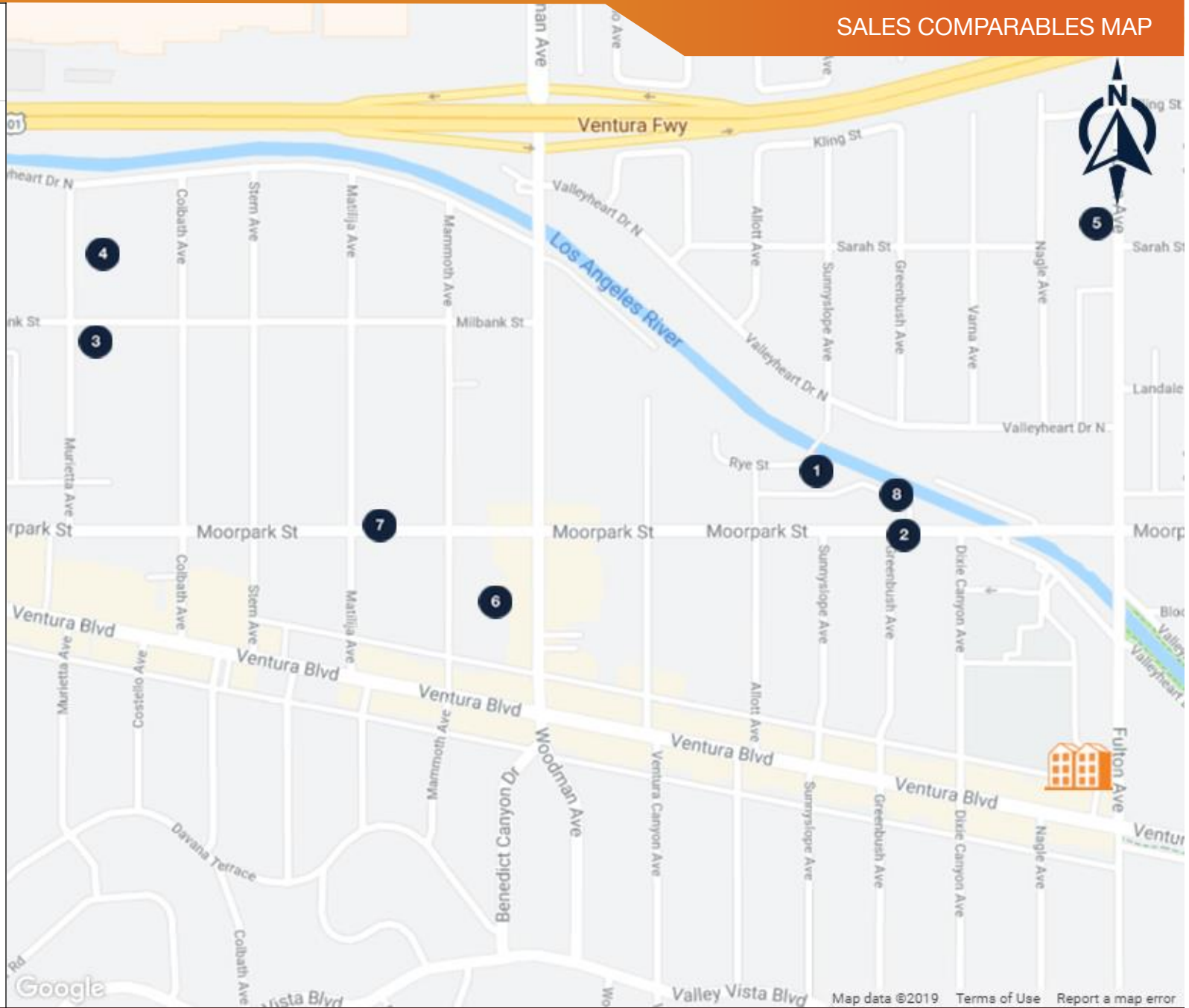






13312 WOODBRIDGE ST  
Sherman Oaks, CA 91423

- 1 13506 Rye St
- 2 13424 Moorpark St
- 3 4474 Murietta Ave
- 4 4522 Murietta Ave
- 5 4601 Fulton Ave
- 6 4334 Mammoth Ave
- 7 13804 Moorpark St
- 8 13429 Moorpark St

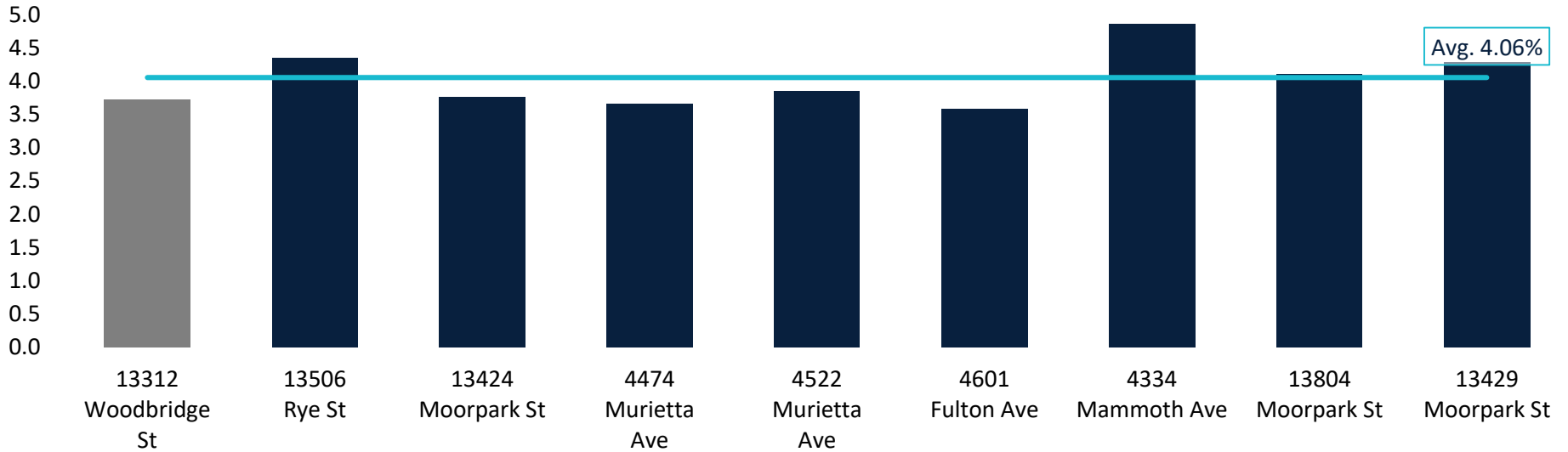


● SALES COMPARABLES

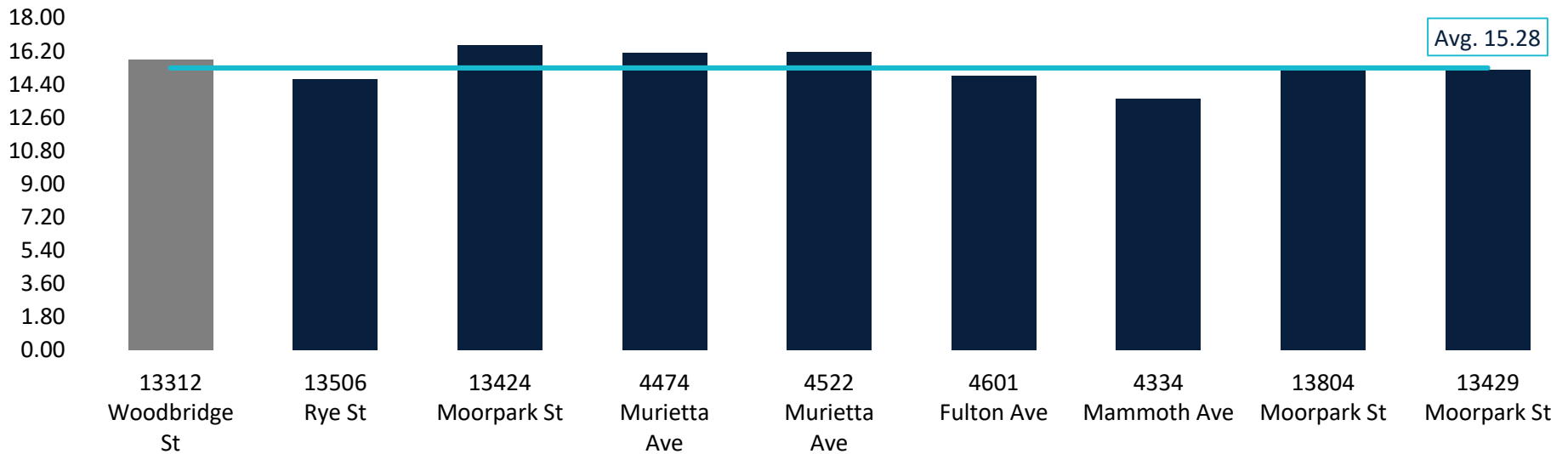


SALES COMPARABLES SALES COMPS AVG

Average Cap Rate



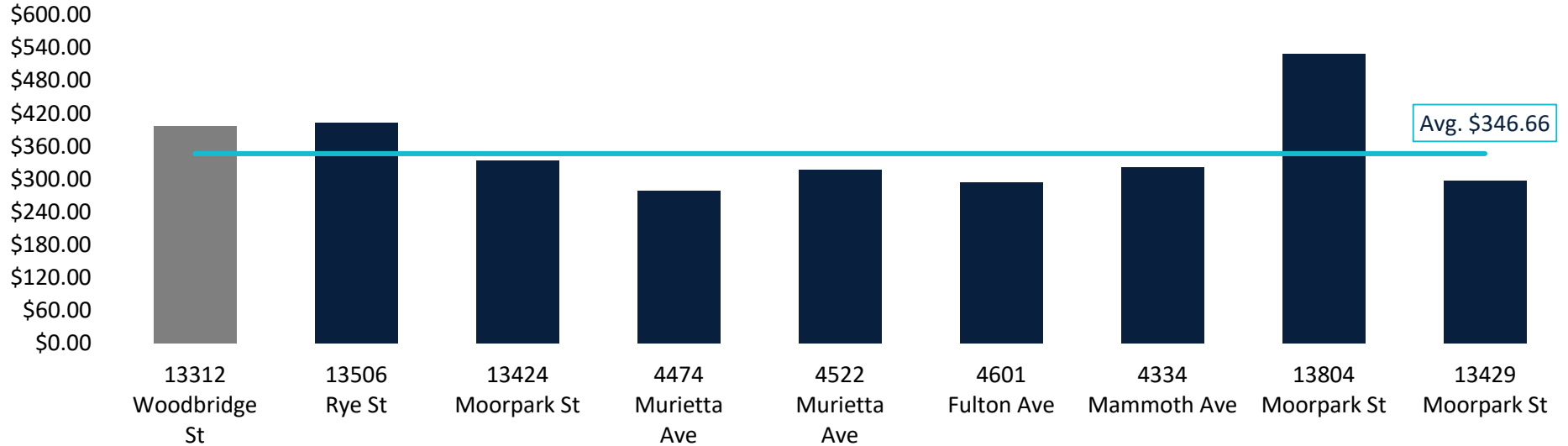
Average GRM



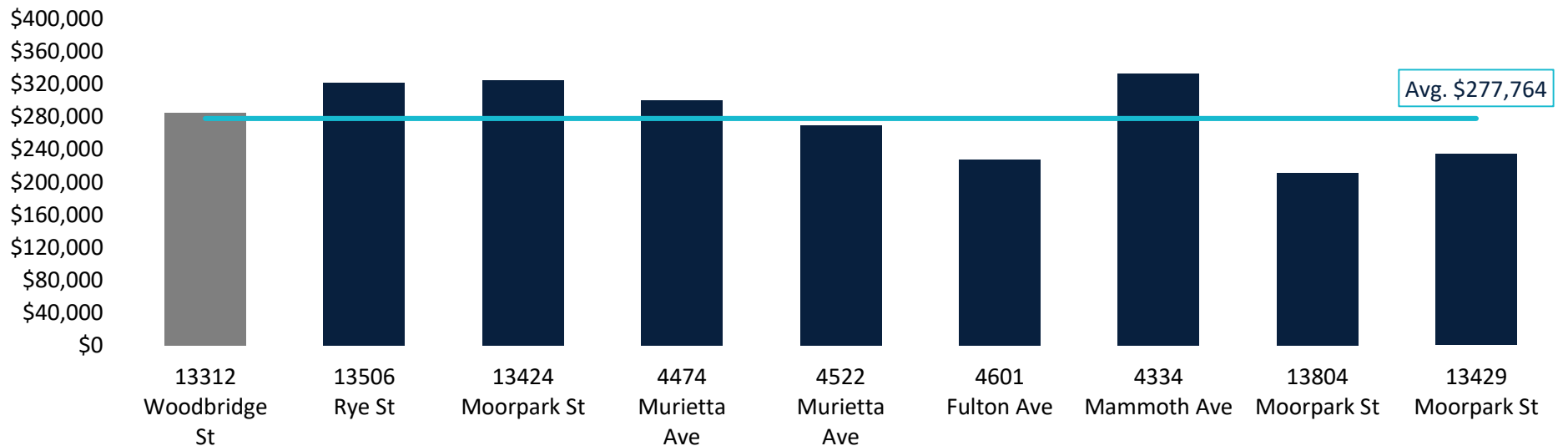


SALES COMPARABLES SALES COMPS AVG

Average Price Per Square Foot



Average Price Per Unit





SALES COMPARABLES

**13312 WOODBRIDGE ST**

13312 Woodbridge St, Sherman Oaks, CA, 91423



		Units	Unit Type
Offering Price:	\$1,425,000	1	Studio 1 Bath
Price/Unit:	\$285,000	1	1 Bed 1 Bath
Price/SF:	\$397.49	2	2 Bed 1 Bath
CAP Rate:	3.73%	1	2 Bed 1.5 Bath
GRM:	15.74		
Total No. of Units:	5		
Year Built:	1945		

Underwriting Criteria			
Income	\$87,790	Expenses	\$34,620
NOI	\$53,170	Vacancy	(\$2,715)

**13506 RYE ST**

13506 Rye St, Sherman Oaks, CA, 91423



		Units	Unit Type
Close Of Escrow:	10/29/2018	2	Studio 1 Bath
Sales Price:	\$4,500,000	8	1 Bdr 1 Bath
Price/Unit:	\$321,429	1	2 Bdr 1 Bath
Price/SF:	\$403.37	1	2 Bdr 1.5 Bath
CAP Rate:	4.36%	2	3 Bdr 2 Bath
GRM:	14.64		
Total No. of Units:	14		
Year Built:	1959		

Underwriting Criteria			
Income	\$307,346	Expenses	\$105,023
NOI	\$196,222	Vacancy	\$6,101

**13424 MOORPARK ST**

13424 Moorpark St, Sherman Oaks, CA, 91423



		Units	Unit Type
Close Of Escrow:	12/21/2018	2	1 Bdr 1 Bath
Sales Price:	\$1,950,000	3	2 Bdr 2 Bath
Price/Unit:	\$325,000	1	3 Bdr 2.5 Bath
Price/SF:	\$333.50		
CAP Rate:	3.76%		
GRM:	16.50		
Total No. of Units:	6		
Year Built:	1964		

Underwriting Criteria			
Income	\$118,212	Expenses	\$41,374
NOI	\$73,292	Vacancy	\$3,546

SALES COMPARABLES

**4474 MURIETTA AVE**

4474 Murietta Ave, Sherman Oaks, CA, 91423



		Units	Unit Type
Close Of Escrow:	4/17/2018	2	1 Bdr 1 Bath
Sales Price:	\$2,400,000	6	2 Bdr 2 Bath
Price/Unit:	\$300,000		
Price/SF:	\$278.45		
CAP Rate:	3.66%		
GRM:	16.07		
Total No. of Units:	8		
Year Built:	1954		

Underwriting Criteria			
Income	\$149,364	Expenses	\$57,801
NOI	\$87,882	Vacancy	\$4,481

NOTES

Marcus & Millichap Listing. Listed & sold by Glen Scher.

**4522 MURIETTA AVE**

4522 Murietta Ave, Van Nuys, CA, 91423



		Units	Unit Type
Close Of Escrow:	8/31/2018	2	Studio 1 Bath
Sales Price:	\$3,500,000	4	1 Bdr 1 Bath
Price/Unit:	\$269,231	7	2 Bdr 2 Bath
Price/SF:	\$316.97		
CAP Rate:	3.85%		
GRM:	16.11		
Total No. of Units:	13		
Year Built:	1957		

Underwriting Criteria			
Income	\$217,256	Expenses	\$82,506
NOI	\$134,750		

NOTES

Marcus & Millichap Listing. Listed and sold by Glen Scher.

**4601 FULTON AVE**

4601 Fulton Ave, Sherman Oaks, CA, 91423



		Units	Unit Type
Close Of Escrow:	8/9/2019	3	1 Bdr 1 Bath
Sales Price:	\$1,820,000	5	2 Bdr 1 Bath
Price/Unit:	\$227,500		
Price/SF:	\$293.55		
CAP Rate:	3.59%		
GRM:	14.86		
Total No. of Units:	8		
Year Built:	1953		

Underwriting Criteria			
Income	\$122,498		
NOI	\$65,407		

NOTES

Marcus & Millichap listing.



SALES COMPARABLES

**4334 MAMMOTH AVE**

4334 Mammoth Ave, Sherman Oaks, CA, 91423



		Units	Unit Type
Close Of Escrow:	8/6/2019	4	1 Bdr 1 Bath
Sales Price:	\$3,330,000	5	2 Bdr 1 Bath
Price/Unit:	\$333,000	1	3 Bdr 2 Bath
Price/SF:	\$321.37		
CAP Rate:	4.87%		
GRM:	13.58		
Total No. of Units:	10		
Year Built:	1957		

NOTES

Marcus & Millichap sale by Filip Niculete and Glen Scher.

**13804 MOORPARK ST**

13804 Moorpark St, Sherman Oaks, CA, 91423



		Units	Unit Type
Close Of Escrow:	7/16/2019	6	Studio 1 Bath
Sales Price:	\$1,270,000		
Price/Unit:	\$211,667		
Price/SF:	\$529.17		
CAP Rate:	4.11%		
GRM:	15.31		
Total No. of Units:	6		
Year Built:	1953		

NOTES

Marcus & Millichap listing and sale by Filip Niculete & Glen Scher.

**13429 MOORPARK ST**

13429 Moorpark St, Sherman Oaks, CA, 91423



		Units	Unit Type
Close Of Escrow:	1/15/2019	8	1 Bdr 1 Bath
Sales Price:	\$3,280,000	3	2 Bdr 1 Bath
Price/Unit:	\$234,286	3	2 Bdr 2 Bath
Price/SF:	\$296.89		
CAP Rate:	4.29%		
GRM:	15.18		
Total No. of Units:	14		
Year Built:	1958		

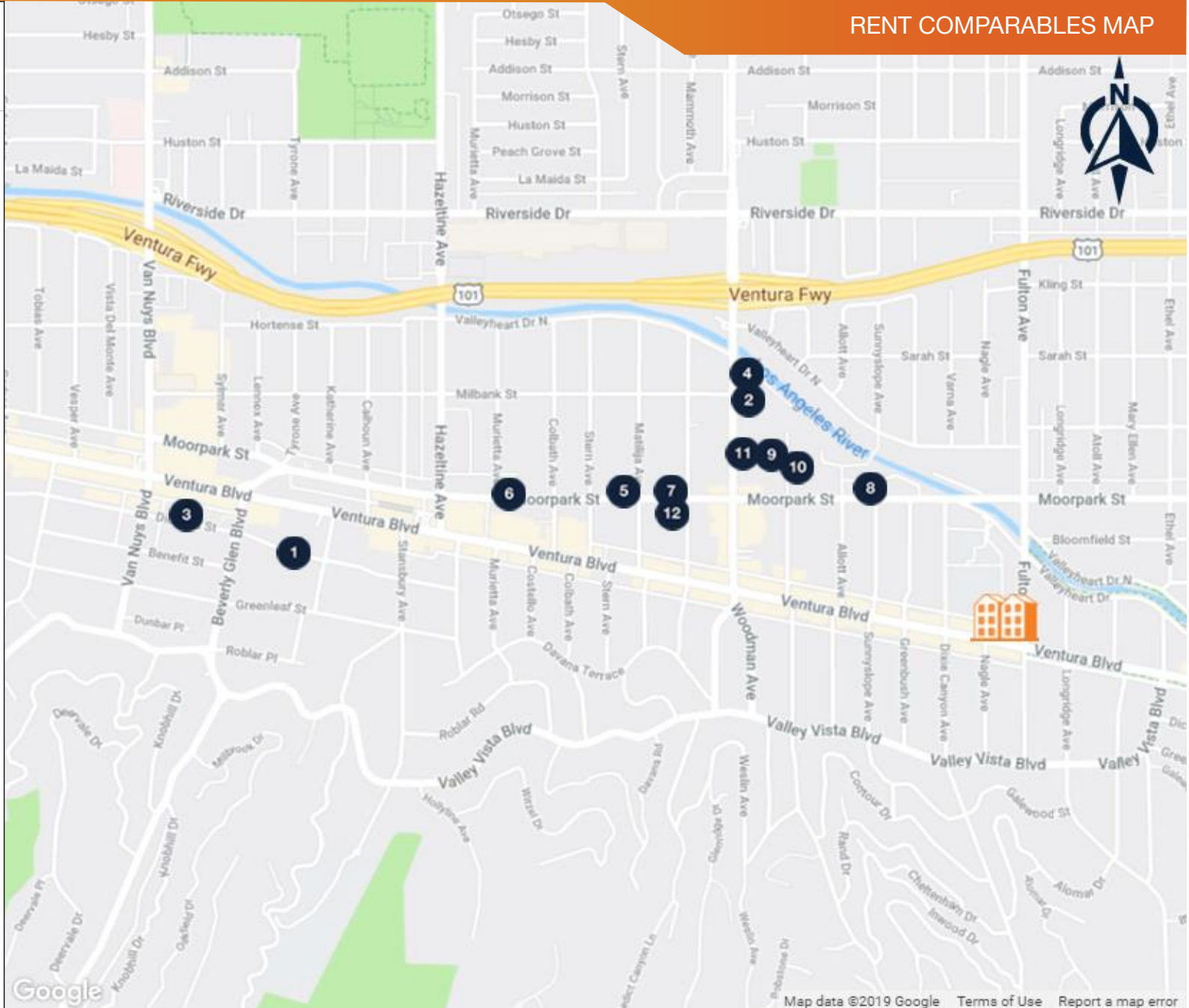
Underwriting Criteria

Income	\$216,020	Expenses	\$75,190
NOI	\$140,830		



**13312 WOODBRIDGE ST**  
**Sherman Oaks, CA 91423**

- 1 14258 Dickens St
- 2 The Villas
- 3 Park Dickens
- 4 The Plaza at Sherman Oaks
- 5 13830 Moorpark St
- 6 14014 Moorpark St
- 7 Mammoth Park Towers
- 8 13504 Moorpark St
- 9 4425 Ventura Canyon Ave
- 10 4412 Ventura Canyon Ave
- 11 4424 Woodman Ave
- 12 4343 Mammoth Ave

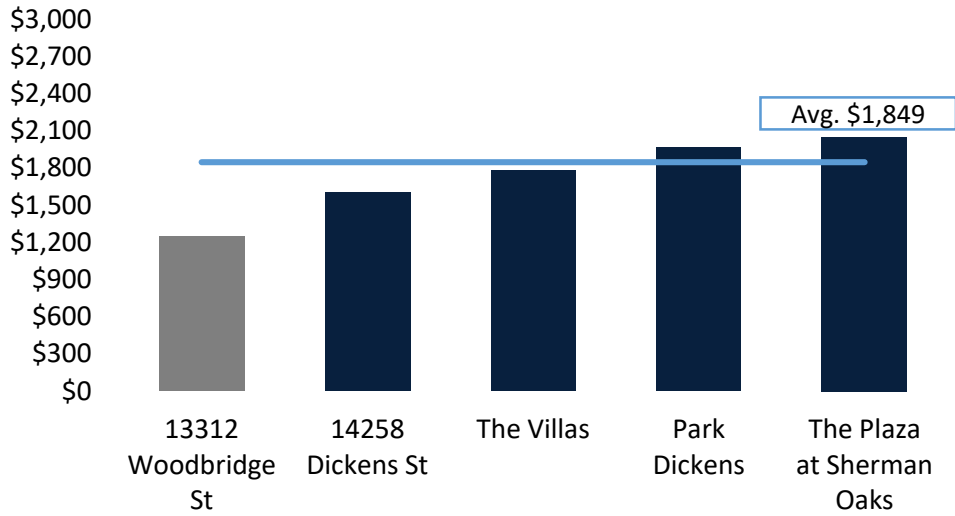




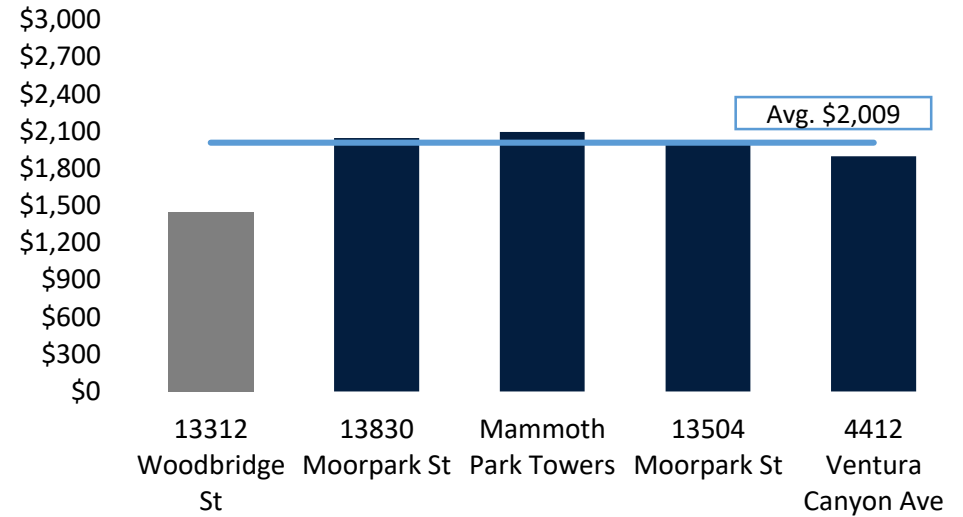
**AVERAGE RENT - MULTIFAMILY**

**RENT COMPARABLES**

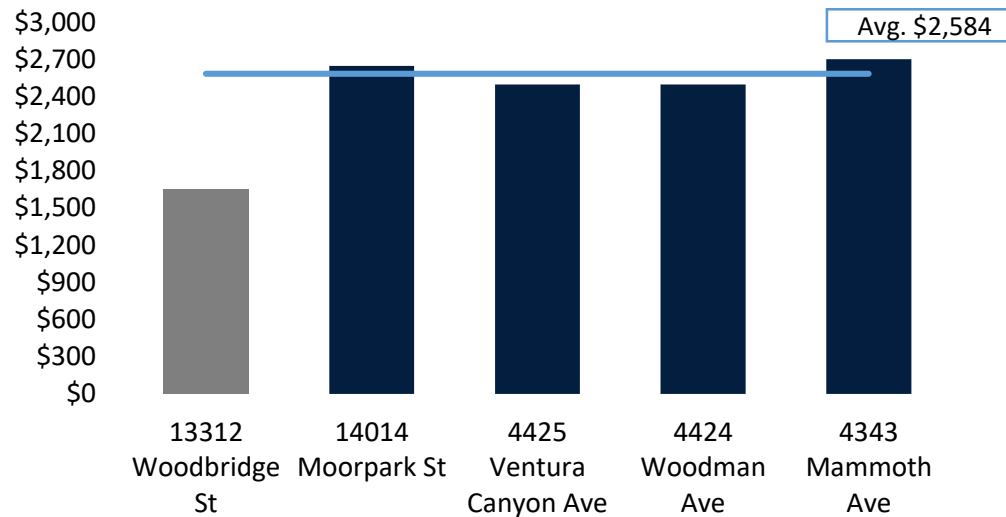
**Studios**



**1 Bedroom**



**2 Bedroom**



**13312 WOODBRIDGE ST**  
13312 Woodbridge St, Sherman Oaks, CA, 91423



Unit Type	Units	SF	Rent	Rent/SF
Studio 1 Bath	1		\$1,250	\$0.00
1 Bed 1 Bath	1		\$1,447	\$0.00
2 Bed 1 Bath	2		\$1,545	\$0.00
2 Bed 1.5 Bath	1		\$1,756	\$0.00
<b>Total/Avg.</b>	<b>5</b>		<b>\$1,509</b>	

YEAR BUILT: 1945

**14258 DICKENS ST**  
14258 Dickens St, Sherman Oaks, CA, 91423



Unit Type	Units	SF	Rent	Rent/SF
Studio 1 Bath	1	500	\$1,600	\$3.20
<b>Total/Avg.</b>	<b>1</b>	<b>500</b>	<b>\$1,600</b>	<b>\$3.20</b>

YEAR BUILT: 1956

**THE VILLAS**  
4474 Woodman Ave, Van Nuys, CA, 91423



Unit Type	Units	SF	Rent	Rent/SF
Studio 1 Bath	1	419	\$1,780	\$4.25
<b>Total/Avg.</b>	<b>1</b>	<b>419</b>	<b>\$1,780</b>	<b>\$4.25</b>

YEAR BUILT: 1998



**PARK DICKENS**

14440 Dickens St, Sherman Oaks, CA, 91423



Unit Type	Units	SF	Rent	Rent/SF
Studio 1 Bath	1	450	\$1,965	\$4.37
Total/Avg.	1	450	\$1,965	\$4.37

YEAR BUILT: 1985

**THE PLAZA AT SHERMAN OAKS**

4500 Woodman Ave, Sherman Oaks, CA, 91423



Unit Type	Units	SF	Rent	Rent/SF
Studio 1 Bath	1	419-700	\$1,780-\$2,320	\$3.66
Total/Avg.	1	560	\$2,050	\$3.66

YEAR BUILT: 1969

**13830 MOORPARK ST**

13830 Moorpark St, Van Nuys, CA, 91423



Unit Type	Units	SF	Rent	Rent/SF
1 Bdr 1 Bath	1	850	\$2,045	\$2.41
Total/Avg.	1	850	\$2,045	\$2.41

YEAR BUILT: 1978

**14014 MOORPARK ST**

14014 Moorpark St, Sherman Oaks, CA, 91423



Unit Type	Units	SF	Rent	Rent/SF
2 Bdr 2 Bath	1	1,100-1,200	\$2,595-\$2,695	\$2.30
Total/Avg.	1	1,150	\$2,645	\$2.30

YEAR BUILT: 1988

**MAMMOTH PARK TOWERS**

4365 Mammoth Ave, Sherman Oaks, CA, 91423



Unit Type	Units	SF	Rent	Rent/SF
1 Bdr 1 Bath	1	1,015	\$2,095	\$2.06
Total/Avg.	1	1,015	\$2,095	\$2.06

YEAR BUILT: 1964

**13504 MOORPARK ST**

13504 Moorpark St, Sherman Oaks, CA, 91423



Unit Type	Units	SF	Rent	Rent/SF
1 Bdr 1 Bath	1		\$1,995	
Total/Avg.	1		\$1,995	

YEAR BUILT: 1964



**4425 VENTURA CANYON AVE**

4425 Ventura Canyon Ave, Sherman Oaks, CA, 91423



Unit Type	Units	SF	Rent	Rent/SF
2 Bdr 2 Bath	1	1,600	\$2,495	\$1.56
Total/Avg.	1	1,600	\$2,495	\$1.56

YEAR BUILT: 1963

**4412 VENTURA CANYON AVE**

4412 Ventura Canyon Ave, Sherman Oaks, CA, 91423



Unit Type	Units	SF	Rent	Rent/SF
1 Bdr 1 Bath	1		\$1,900	
Total/Avg.	1		\$1,900	

YEAR BUILT: 1964

**4424 WOODMAN AVE**

4424 Woodman Ave, Sherman Oaks, CA, 91423



Unit Type	Units	SF	Rent	Rent/SF
2 Bdr 1 Bath	1		\$2,495	
Total/Avg.	1		\$2,495	

YEAR BUILT: 1971

**4343 MAMMOTH AVE**

4343 Mammoth Ave, Sherman Oaks, CA, 91423



Unit Type	Units	SF	Rent	Rent/SF
2 Bdr 2 Bath	1	1,200	\$2,700	\$2.25
Total/Avg.	1	1,200	\$2,700	\$2.25

YEAR BUILT: 1987



# MARKET OVERVIEW



## SAN FERNANDO VALLEY OVERVIEW

Approximately 2.5 million people reside in the San Fernando Valley, which includes the submarkets of Northridge-Northwest San Fernando Valley, Van Nuys-Northeast San Fernando Valley, Woodland Hills, Burbank-Glendale-Pasadena and Sherman Oaks-North Hollywood-Encino. The area's population is expected to increase by 36,000 residents through 2023. Many people are attracted by the region's more affordable home prices.



### METRO HIGHLIGHTS



#### DIVERSE ECONOMY

While the entertainment industry underpins the economy, other economic drivers include aerospace, insurance and healthcare.



#### EDUCATED WORKFORCE

Roughly 36 percent of San Fernando Valley residents who are age 25 and older hold a bachelor's degree and 13 percent also obtained a graduate or professional degree.



#### GROWTH

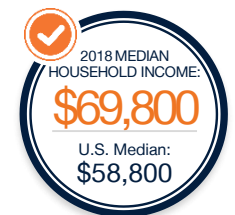
Population and household growth will increase faster than other large metros in Southern California, generating a demand for housing, and goods and services.



### ECONOMY

- Known for its entertainment industry, the Valley boasts more than 100 soundstages. Entertainment giants calling the Valley home include Walt Disney Co., Universal Studios, Warner Brothers, DreamWorks and Paramount Ranch.
- Aerospace giants Boeing and Northrop Grumman as well as 21st Century Insurance generate numerous well-paying jobs.
- Healthcare is also a major source of employment and providers here include Kaiser Permanente and Providence Health & Services. As a result of its large concentration of high salaries and successful companies, household incomes are above the national average.

### DEMOGRAPHICS



\* Forecast

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

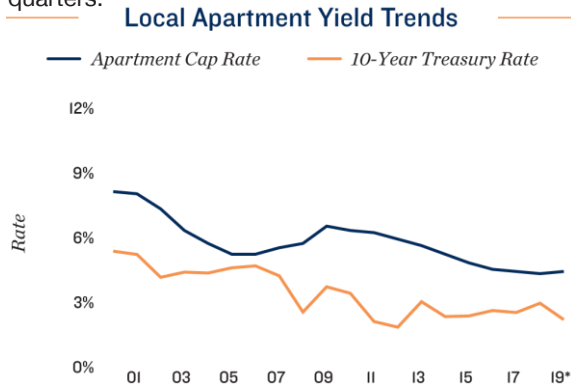


**LOS ANGELES COUNTY**

**Heightened Delivery Volume Impacts Primary Regions; Investor Demand Bolsters Asset Values**

**Vacancy holds below 4 percent for a sixth consecutive year.** The volume of supply additions in Los Angeles County has remained historically elevated since the third quarter of last year, yet a notable shift in vacancy has not occurred. Instead, unit availability in the metro compressed slightly over the past 12 months ending in June as net absorption matched delivery volume. With the number of project completions slated to intensify during the next six months, demand for luxury units will be further tested. A strong rate of household formation during the second half coupled with near cyclically low Class A vacancy suggests the sizable wave of upcoming apartments should be well received. Additionally, diverse economic expansion and steady income growth should allow more households and individuals to afford these higher-priced rentals; however, concessions usage is likely to rise as nearly 50 properties enter lease-up.

**Widespread deliveries equate to historic six-month span.** The metro’s apartment inventory will swell by 9,400 units during the second half of 2019, a figure that exceeds the number of units completed during each of the previous two years. Five submarkets’ rental stocks will grow by at least 1,000 dwellings, led by Downtown Los Angeles and Hollywood, where 1,700 and 1,600 units will come online, respectively. Santa Monica/Marina del Rey, the San Fernando Valley and Mid-Wilshire round out the list, with Long Beach welcoming more than 700 apartments following two years of no supply additions. This upcoming influx of rentals has yet to generate oversupply concerns as construction began on 36 additional projects, totaling 8,700 units, over the past four quarters.



\* Cap rate trailing 12-month average through 2Q  
Sources: CoStar Group, Inc.; Real Capital Analytics

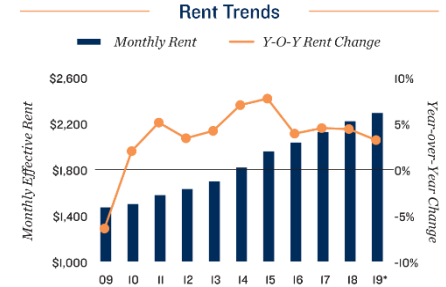
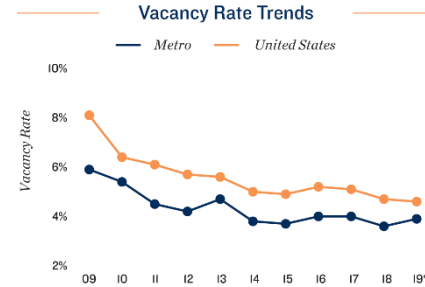
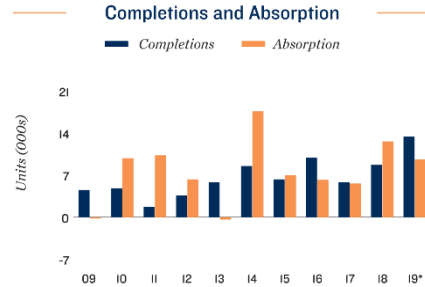
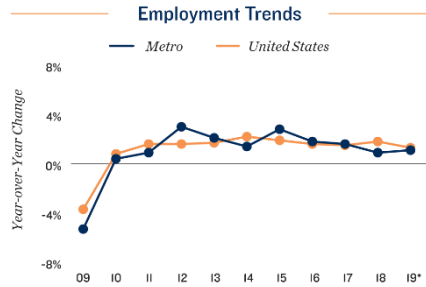
**Multifamily 2019 Forecast**

Metro	Vacancy	Y-O-Y BasisPoint Change	Effective Rent	Y-O-Y Change
Greater Downtown Los Angeles	4.6%	90	\$2,440	2.0%
Westside Cities	3.4%	50	\$3,263	3.2%
San Fernando Valley/Tri-Cities	3.4%	20	\$2,156	3.0%
South Bay/Long Beach	3.5%	10	\$2,317	2.9%
Overall Metro	3.8%	30	\$2,290	3.2%

**Investment Trends**

- Cyclically low Class C vacancy throughout Los Angeles County is prompting local private investors and high-net-worth individuals to acquire pre-1980s-built apartments that provide steady NOI growth following moderate property upgrades. Robust demand for value-add opportunities has many buyers willing to pay more than \$300,000 per unit for available complexes, often acquiring these assets via 1031 exchanges.
- Most trades fall in the \$8 million to \$15 million range, providing investors with an average cap rate in the low-4 percent band. Buyers with higher yield thresholds target listings in the San Gabriel and San Fernando valleys, where first-year returns can reach the high-4 to mid-5 percent range.
- While an influx of new rentals places upward pressure on vacancy in Greater Downtown Los Angeles, the region witnessed a pronounced uptick in deal flow over the past year. Heightened transaction velocity in Hollywood supported the rise in closings. The submarket appeals to a diverse pool of buyers as it is home to an equal distribution of Class A, B and C listings requiring capital deployments beyond \$10 million.

**LOS ANGELES COUNTY**



**2Q19 – 12-Month Period**

\* Forecast

**EMPLOYMENT**

**1.2%** increase in total employment Y-O-Y

- Employment growth moderated over the past 12 months ending in June as organizations added 56,200 positions after expanding payrolls by 69,200 workers during the prior period. Amid recent hiring, metro unemployment fell 10 basis points to 4.5 percent.
- The number of education and health services positions grew by 21,700 over the past year, while the count of professional and tech services jobs elevated by 6,900.

**CONSTRUCTION**

**10,680** units completed Y-O-Y

- Delivery volume doubled over the past four quarters, notably eclipsing the 5,300 units finalized during the prior yearlong span. Of the recently completed rentals, 60 percent were in Greater Downtown Los Angeles.
- At the end of June, construction was underway on 27,900 units with completion extending into 2021. The projects Ferrante in City West and Cumulus in West Adams each feature more than 1,000 rentals.

**VACANCY**

**10** basis point increase in vacancy Y-O-Y

- The county's vacancy rate fell to 3.6 percent in June following the absorption of 10,700 units over the past 12 months. During the prior year, unit availability compressed by 30 basis points.
- Demand for lower-cost rentals reduced Class C vacancy in the metro 40 basis points to 2.3 percent, while strong leasing velocity at luxury complexes slashed availability to 4.4 percent, equating to a year-over-year decline of 10 basis points.

**RENTS**

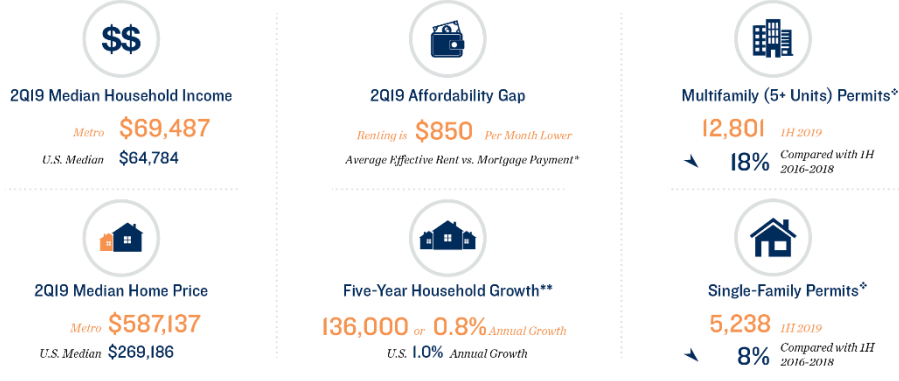
**3.8%** increase in effective rents Y-O-Y

- The average effective rent reached \$2,259 per month in the second quarter after posting a 4.1 percent increase a year ago. Spanning the past 12 months, 10 percent of available units offered concessions.
- Rent growth was most exaggerated in the Class C sector, where the average rate climbed 4.1 percent to \$1,556 per month. Effective rates at Class A apartments were subdued, rising 1.7 percent following a 3.6 percent uptick during the previous 12-month span.



# LOS ANGELES COUNTY

## Demographic Highlights



\*Mortgage payments based on quarterly median home price with a 30-year fixed-rate conventional mortgage, 90% LTV, taxes, insurance and PMI. \*\*2019-2024 ♦ Annualized Rate

## Sales Trends

### Class C Listings Generate Robust Buyer Competition as Renters Seek Lower-Cost Housing

- Transaction velocity rose by 2 percent over the past 12 months ending in June, yet sales volume decreased by \$500 million as Class C transactions accounted for nearly 60 percent of total deal flow.
- Amid the uptick in sales activity, the metro’s average pricing rose 8.3 percent over the past year, reaching \$284,000 per unit. Increasing property values did not impact overall cap rates as the county’s average first-year return held at 4.3 percent.



**Outlook:** Assets near recent and future light-rail extensions remain in high demand among buyers as more renters seek to avoid freeway commutes.

\* Trailing 12 months through 2Q19

\*\* Only submarkets with a rental stock of more than 20,000 units were included.

Pricing trend sources: CoStar Group, Inc.; Real Capital Analytics

## Submarket Trends

### Lowest Vacancy Rates 2Q19\*\*

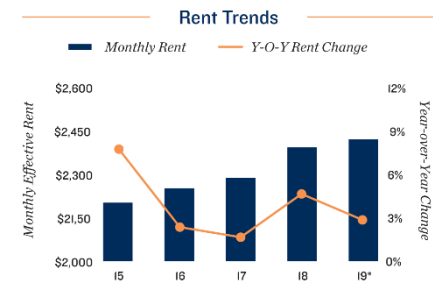
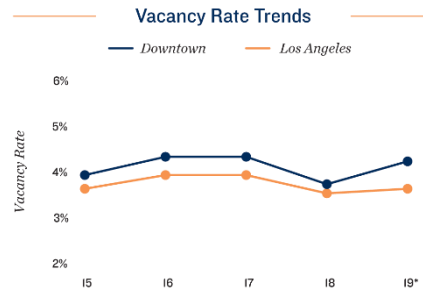
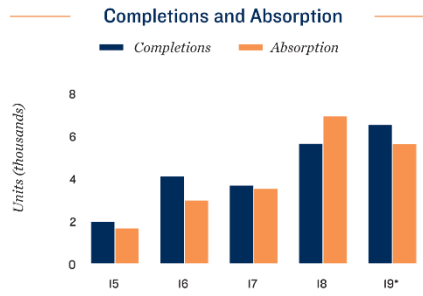
Submarket	Vacancy Rate	Y-O-Y BasisPoint Change	Effective Rent	Y-O-Y % Change
South Los Angeles	2.2%	30	\$1,649	2.0%
East Los Angeles	2.7%	-250	\$1,625	6.6%
Southeast Los Angeles	2.7%	-10	\$1,791	4.9%
Van Nuys/Northeast San Fernando Valley	2.7%	20	\$1,746	4.2%
Brentwood/Westwood/Beverly Hills	2.8%	-50	\$3,405	4.2%
Northridge/Northwest San Fernando Valley	2.9%	10	\$1,962	5.1%
Palms/Mar Vista	3.2%	-30	\$2,685	3.6%
South Bay	3.5%	-50	\$2,619	2.7%
Burbank/Glendale/Pasadena	3.6%	-20	\$2,406	3.4%
Long Beach	3.6%	-50	\$1,981	3.3%
Mid-Wilshire	3.6%	0	\$2,305	3.4%
Overall Metro	3.6%	-10	\$2,259	3.8%

\*\* Includes submarkets with more than 30,000 units of inventory

**LOS ANGELES METRO AREA: GREATER DOWNTOWN LOS ANGELES**

**Investment Trends**

- Spanning the past two years ending in June, Greater Downtown's apartment inventory climbed by nearly 9,700 units, yet vacancy compressed by 60 basis points, signaling strong leasing activity at newly delivered properties. Concessions usage is aiding the absorption of luxury units so far this year, with more than 20 percent of rentals in Downtown Los Angeles and Hollywood offering incentives during the second quarter. Demand for high-end apartments will be further tested during the second half as more than 4,300 doors are finalized. This upcoming influx of supply, and the resulting short-term rise in vacancy, is not deterring project starts as construction began on 10 properties during the first half of 2019, including five in Hollywood.
- Transaction velocity rose over the past four quarters, aided by increased sales activity in Hollywood, where a variety of listings were available for acquisition. Here, Class B and C properties of various vintages provide investors with low-3 to 4 percent initial returns, with most complexes trading for more than \$10 million. Koreatown and East Hollywood represent additional locales for Class C deals, as pricing remains below \$300,000 per unit for most assets.
- Hollywood and Downtown Los Angeles provide institutional investors with select opportunities to acquire buildings constructed within the past five years, with pricing exceeding \$700,000 per unit.



**2Q19 – 12-Month Period**

**CONSTRUCTION**



**6,490** units completed Y-O-Y

- The number of units completed over the past 12 months ending in June doubled on a year-over-year basis, with at least eight properties comprising more than 300 units finalized. Deliveries were concentrated in Downtown Los Angeles, where nearly 4,400 apartments came online.
- The construction of 12,770 units is currently underway, with completions extending into the second quarter of 2021.

**VACANCY**



**20** basis point increase in vacancy Y-O-Y

- The absorption of 3,300 units partially negated the impact of 6,500 new units, with regional vacancy rate rising to 4.2 percent.
- Vacancy was unchanged or rose in each of Greater Downtown Los Angeles' three submarkets, driven by rising Class A unit availability. Downtown Los Angeles registered the largest increase, 70 basis points, while vacancy in Mid-Wilshire held at 3.6 percent on net absorption of 1,200 units.

**RENTS**



**2.8%** increase in effective rents Y-O-Y

- The region's average effective rate reached \$2,420 per month in June, after rising 4.4 percent during the previous 12-month span.
- Increased concessions usage in Downtown Los Angeles hindered overall rent growth over the past year. The submarket's average effective rate rose 0.6 percent to \$2,515 per month. Mid-Wilshire registered the most pronounced rent gain, 3.4 percent.

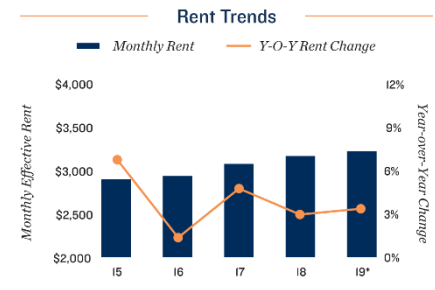
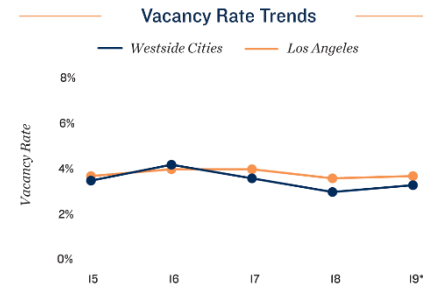
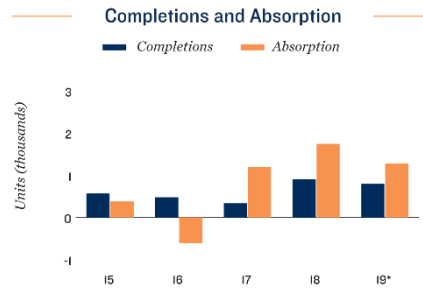
\* Forecast



**LOS ANGELES METRO AREA: WESTSIDE CITIES**

**Investment Trends**

- Consistent growth by high-profile tech, entertainment and financial firms continues to bolster the number of high-paying jobs in the Westside. Many of these positions are held by affluent millennials that historically rent and desire proximity to regional employment hubs. An increase in this age cohort's population has heightened demand for Class A apartments, reducing the availability of these units in both Santa Monica/Marina del Rey and Brentwood/Westwood/Beverly Hills over the past 12 months. Demand for luxury rentals will be further tested in the next two quarters as 1,900 apartments are slated for finalization. This total includes more than 1,200 doors in Santa Monica/Marina del Rey. While the overall influx of supply additions during the second half will have a short-term impact on regional vacancy, unit availability should not exceed the low-3 percent band, supporting consistent rent growth in the metro's highest-priced rental market.
- In-county buyers are targeting smaller Class B and C properties that feature a high concentration of either studios, one-bedroom or two-bedroom units. Throughout the Westside, these complexes are trading for \$8 million to \$15 million, providing investors with 3 to low-4 percent first-year cap rates. Class C assets priced around \$300,000 per unit remain available in Culver City and West Hollywood, while pricing for Class B properties exceeds \$500,000 per unit throughout the region.



**2Q19 – 12-Month Period**

**CONSTRUCTION**



**800** units completed Y-O-Y

- Supply additions rose moderately over the past four quarters following a 12-month span where 650 units were finalized. The recent uptick in completions was supported by the delivery of 480 rentals in Santa Monica/Marina del Rey.
- The development pipeline consists of 4,600 units currently under construction. At least 1,000 apartments are being built in each of the region's three submarkets, with deliveries planned into 2021.

**VACANCY**



**40** basis point decrease in vacancy Y-O-Y

- Vacancy compressed for a third consecutive 12-month period, reaching 3.2 percent in June on net absorption of 1,280 units.
- Unit availability fell in each of the region's three submarkets led by Brentwood/Westwood/Beverly Hills, where vacancy dipped 50 basis points to 2.8 percent. Leasing velocity was strongest in Santa Monica/Marina del Rey, as 650 apartments were absorbed over the past year, lowering vacancy to 3.7 percent.

**RENTS**



**3.3%** increase in effective rents Y-O-Y

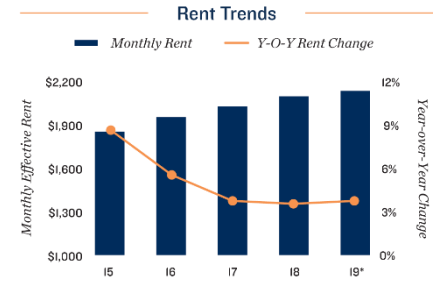
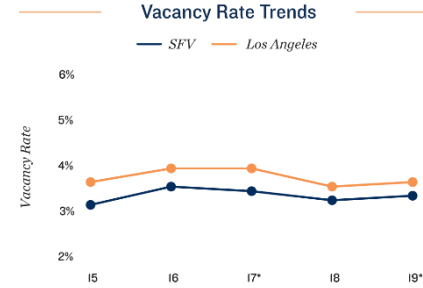
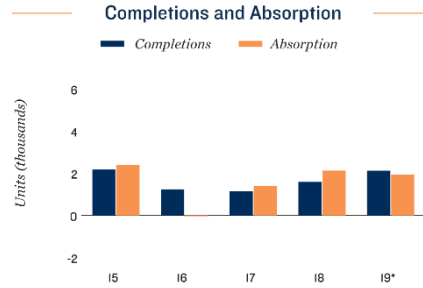
- Consistent rate growth lifted the region's average effective rent to \$3,218 per month in June, a figure that eclipses the metro average by nearly \$1,000 per month.
- Home to the tightest vacancy in the region, Brentwood/Westwood/Beverly Hills recorded a 4.2 percent uptick in rent over the past year to \$3,405 per month.

\* Forecast

**LOS ANGELES METRO AREA: SAN FERNANDO VALLEY/TRI-CITIES MARKET**

**Investment Trends**

- South Bay/Long Beach represents a locale of revitalization, as older industrial properties in El Segundo are being converted into creative office space and redevelopment efforts in Downtown Long Beach are significant. These regional upgrades are bringing tech and entertainment companies priced out of Silicon Beach into the market, equating to an uptick in higher-paying job creation. A percentage of individuals filling these new positions are opting to live locally to avoid lengthy commutes and above-average rental rates elsewhere, which has increased demand for available apartments. As of June, vacancy in both South Bay and Long Beach sat in the mid-3 percent band. These rates are unlikely to shift during the second half, as supply additions are minimal in South Bay and the 735 units delivered in Downtown Long Beach are well received following a recent dearth of completions.
- Mid-size and larger complexes with an equal mix of one- and two-bedroom units accounted for the majority of deal flow over the past 12 months ending in June. In Long Beach and San Pedro, these Class B and C properties trade for \$10 million to \$20 million-plus, providing private investors and 1031-exchange buyers with mid-3 to mid-4 percent initial returns. Similar properties in beach communities can trade at sub-3 percent minimum returns, with pricing often above \$500,000 per unit.



**2Q19 – 12-Month Period**

**CONSTRUCTION**



**1,140** units completed Y-O-Y

- Supported by the finalization of 1,500 units in Tri-Cities, supply additions rose by nearly 600 apartments over the past four quarters ending in June.
- The region's development pipeline consists of 5,330 apartments currently under construction. Woodland Hills represents an epicenter for building activity as more than 2,400 rentals are ongoing, with projects featuring an average of 300 units.

**VACANCY**



**no change** in vacancy Y-O-Y

- After falling 20 basis points during the prior yearlong span, vacancy held steady during the past 12 months, sitting at 3.3 percent in June.
- On absorption of roughly 1,500 units, vacancy in Burbank/Glendale/Pasadena fell 20 basis points to 3.6 percent. The Sherman Oaks/North Hollywood/Encino submarket was the only section of the San Fernando Valley to record a decline in vacancy.

**RENTS**



**3.7%** increase in effective rents Y-O-Y

- Unchanged vacancy and growing earnings allowed for a slight uptick in year-over-year rent growth, pushing the region's average effective rate to \$2,131 per month during the second quarter.
- The most pronounced rent gain was noted in Northridge/Northwest San Fernando Valley, where the average effective rate rose 5.1 percent to \$1,962 per month amid sub-3 percent vacancy.

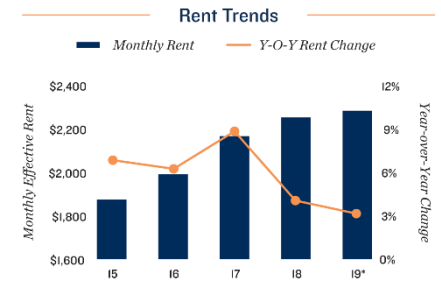
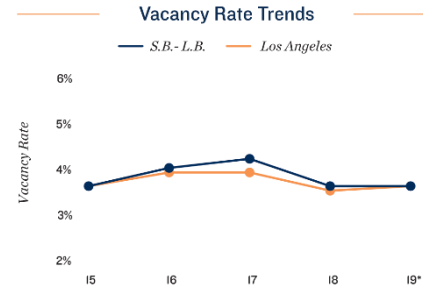
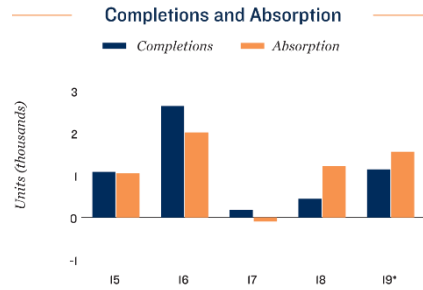
\* Forecast



**LOS ANGELES METRO AREA: SOUTH BAY/LONG BEACH**

**Investment Trends**

- South Bay/Long Beach represents a locale of revitalization, as older industrial properties in El Segundo are being converted into creative office space and redevelopment efforts in Downtown Long Beach are significant. These regional upgrades are bringing tech and entertainment companies priced out of Silicon Beach into the market, equating to an uptick in higher-paying job creation. A percentage of individuals filling these new positions are opting to live locally to avoid lengthy commutes and above-average rental rates elsewhere, which has increased demand for available apartments. As of June, vacancy in both South Bay and Long Beach sat in the mid-3 percent band. These rates are unlikely to shift during the second half, as supply additions are minimal in South Bay and the 735 units delivered in Downtown Long Beach are well received following a recent dearth of completions.
- Mid-size and larger complexes with an equal mix of one- and two-bedroom units accounted for the majority of deal flow over the past 12 months ending in June. In Long Beach and San Pedro, these Class B and C properties trade for \$10 million to \$20 million-plus, providing private investors and 1031-exchange buyers with mid-3 to mid-4 percent initial returns. Similar properties in beach communities can trade at sub-3 percent minimum returns, with pricing often above \$500,000 per unit.



**1Q19 – 12-Month Period**

**CONSTRUCTION**



**1,140** units completed Y-O-Y

- Delivery volume over the past 12 months ending in June rose by 1,000 units on a year-over-year basis, driven by the finalization of 600 apartments during the second quarter of 2019.
- Entering the second half, construction is underway on 2,600 units with deliveries extending into early 2021. Approximately 60 percent of these rentals are underway in Long Beach, where ongoing projects comprise an average of 160 apartments.

**VACANCY**



**50** basis point increase in vacancy Y-O-Y

- On net absorption of nearly 1,600 units over the past four quarters, vacancy compressed to 3.6 percent in June. During the prior yearlong period, unit availability rose 20 basis points.
- Vacancy declined by 50 basis points in both Long Beach and the South Bay submarkets over the past year, falling to 3.6 percent and 3.5 percent, respectively. Class C availability is notably limited in Long Beach, entering the second half at 1.5 percent following a 190-basis-point decline.

**RENTS**



**3.1%** increase in effective rents Y-O-Y

- The average effective rent reached \$2,282 per month in June, with less than 10 percent of units offering concessions as of the second quarter of 2019. In the prior 12-month period, the average monthly rate rose 4.1 percent.
- Rent growth was most pronounced in Long Beach, where the average effective rate rose 3.3 percent to \$1,981 per month.

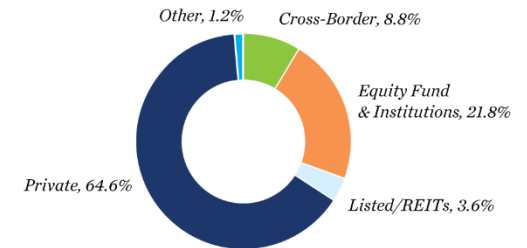
\* Forecast

**LOS ANGELES METRO AREA**

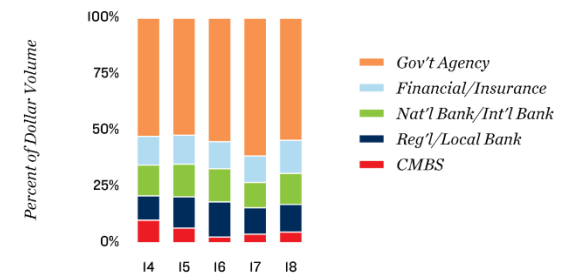
**Capital Markets**

- Fed takes action to sustain economic momentum.** The combination of trade disputes between the U.S. and China together with slowing European growth converged to weigh on the global economic outlook, sparking action by the Federal Reserve. To combat the restraints on growth, largely driven by uncertainty surrounding international trade, the Federal Reserve cut its overnight rate by 25 basis points and halted its balance sheet reductions, known as quantitative tightening. Though this action runs the risk of lifting inflation pressure, the Fed has communicated its willingness to let the economy “run hot.” Many believed the Fed action would offer a boost to domestic markets until the trade war was escalated immediately after the Fed announcement. This new bout of uncertainty pushed the 10-year Treasury yield below 2 percent for the first time since 2016. Though domestic growth has moderated, the nation’s economic foundation remains solid, headlined by the tight labor market and muted inflationary pressure. Fed officials will continue to focus on economic risks spilling over from the trade war with China, potentially calling for additional rate reductions this year.
- Abundant liquidity balances conservative underwriting.** Debt financing for apartment assets remains strong, supported by a variety of lenders. However, Fannie Mae and Freddie Mac, two mainstay apartment capital sources, will step to the sidelines in the second half of the year as they reach their lending caps on market rate assets. The Government Sponsored Enterprises will remain active lenders for “uncapped business,” including environmentally sustainable and affordable housing properties. A wide range of local, regional and national banks; pension funds; insurance companies and CMBS sources will remain active. All have responded to the falling interest rate climate by reducing mortgage rates, but lender spreads have widened as the 10-year Treasury rate has fallen. Given the downward pressure on interest rates, lender caution has risen, particularly for construction loans. Though lending is still available for these types of projects, investors may need to blend mezzanine debt with other capital sources until they prove out their concepts and substantially fill units. For stabilized existing assets in most major markets, financing remains plentiful.

**2Q19\* Apartment Acquisitions By Buyer Type**



**Apartment Mortgage Originations By Lender**



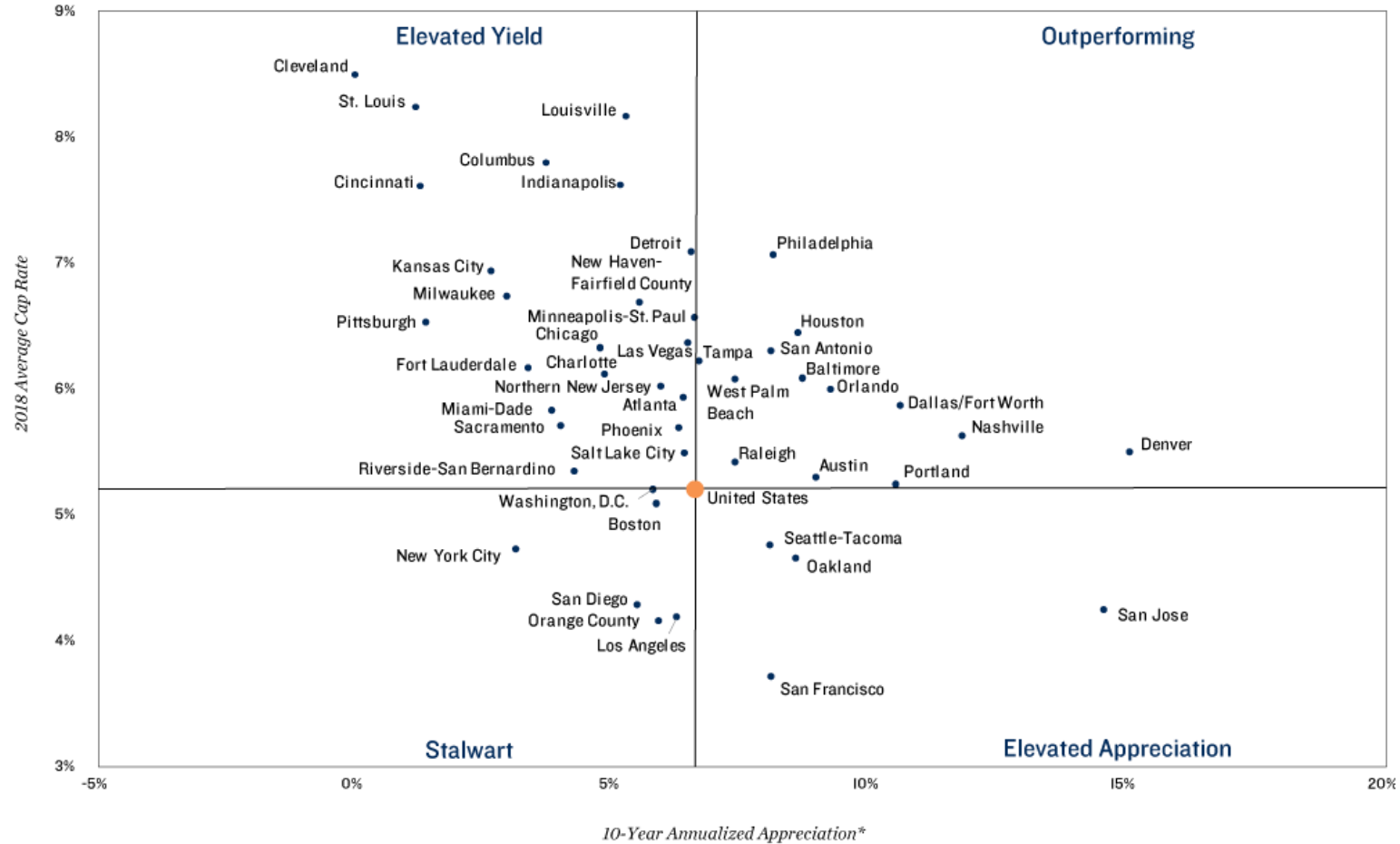
\* Trailing 12 months through 2Q19  
Includes sales \$2.5 million and greater  
Sources: CoStar Group, Inc.; Real Capital Analytics



2019 PRICING QUADRANT

**Yield Range Offers Compelling Options for Investors;  
Most Metros Demonstrate Strong Appreciation**

2008-2018 Average Price per Unit Appreciation and Current Average Cap



\* 2008-2018 Average annualized appreciations in price per unit  
Sources: Marcus & Millichap Research Services; CoStar Group, Inc.; Real Capital Analytics

## 2019 PRICING QUADRANT

## Pricing and Valuation Trends Summary

Ten-year appreciation favors high-growth markets. Benchmarked from the end of 2008 as the U.S. economy began its rapid tumble into recession, appreciation has generally been strongest in tech, growth and Texas markets. Because Texas experienced a much softer downturn, assets there had to recover less lost value during the growth cycle. Interestingly, markets like Denver, Nashville, Orlando and Baltimore generated stronger-than-average value gains that reflect substantive economic and employment growth. Several Midwestern markets, which were trading at cycle highs in late 2008, faced significant value loss during the recession and only recently surpassed their prices of 10 years ago.

Capital pursues yield to smaller metros. Although Midwestern markets have taken longer to generate appreciation relative to the near-peak pricing achieved in late 2008, they have offered investors particularly high yields. Comparatively, the Bay Area and Seattle provide low yields but have higher-than-average appreciation. The most favored primary markets, New York City, Southern California and Washington, D.C., have generated lower-than-average appreciation over the last 10 years. This reflects the flight to safety in late 2008 that kept pricing in these markets stronger than many others.

## Average Price per Unit Range

(Alphabetical order within each segment)

\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$149,999	\$150,000 - \$199,999	\$200,000 - \$299,999	\$300,000 - \$450,000
Cincinnati	Kansas City	Atlanta	Chicago	Los Angeles	Boston
Cleveland	Las Vegas	Austin	Denver	New York City	Orange County
Columbus	Louisville	Baltimore	Fort Lauderdale	Oakland	San Francisco
Detroit	Milwaukee	Charlotte	Miami-Dade	San Diego	San Jose
Indianapolis	Pittsburgh	Dallas/ Fort Worth	N.H.-Fairfield County	Seattle- Tacoma	
St. Louis		Houston	Northern New Jersey		
		Minneapolis-St. Paul	Orlando		
		Nashville	Philadelphia		
		Phoenix	Portland		
		Raleigh	Washington, D.C.		
		Riverside- San Bernardino	West Palm Beach		
		Sacramento			
		Salt Lake City			
		San Antonio			
		Tampa-St. Petersburg			

2008-2018 Average annualized appreciations in price per unit Sources: Marcus & Millichap Research Services; CoStar Group, Inc.; Real Capital Analytics



## 2019 NATIONAL MULTIFAMILY INDEX

## Midwest Metro Rises to Claim First Place; Coastal Markets Fill Remainder of Top Rungs

Reshuffling changes leader. Minneapolis-St. Paul climbed two spots to head this year's Index as sustained apartment demand kept vacancy persistently tight, allowing steady rent growth. It is the only Midwest market to break into the top 20. San Diego also inched up two notches on solid rent growth to claim second place. High housing prices and the lowest vacancy rate among major U.S. markets advanced New York City (#3) four steps, while an escalation in the vacancy rate slid Los Angeles (#4) down two places. A surge in new inventory this year will increase vacancy in Seattle-Tacoma (#5), pushing last year's Index leader down four rungs to round out the first five markets. Orlando (#6) is the only new entrant into the top 10, with Riverside-San Bernardino (#7), Boston (#8), Oakland (#9), and Portland (#10) changing places to round out the rest of the spots.

Biggest movers shake up Index. Neighboring Florida metros Orlando (#6) and Tampa-St. Petersburg (#12) registered the largest advances in this year's NMI, leaping 11 and nine places, respectively. In both markets, robust job growth will expand the population base, generating strong demand for apartments, cutting vacancy and producing substantial rent gains. An escalation in employment and in-migration also propelled Las Vegas (#27) up six notches. The most significant declines in the Index were posted in Northern New Jersey, Denver, Cincinnati and St. Louis. Northern New Jersey (#24) stumbled eight notches as a slowdown in employment and a rise in deliveries widened the gap between supply and demand. Another year of elevated completions will push vacancy above the national average in Denver (#21) this year, lowering the metro seven steps. Cincinnati (#40) and St. Louis (#46) each moved down six rungs due to above-average vacancy and slower rent growth. Midwestern markets dominate the last five spots in the Index with St. Louis sliding into the bottom rung.

### Index Methodology

The NMI ranks 46 major markets on a collection of 12-month, forward-looking economic indicators and supply-and-demand variables. Markets are ranked based on their cumulative weighted-average scores for various indicators, including projected job growth, vacancy, construction, housing affordability and rents. Weighing both the forecasts and incremental change over the next year, the Index is designed to show relative supply-and-demand conditions at the market level.

Users of the Index are cautioned to keep several important points in mind. First, the NMI is not designed to predict the performance of individual investments. A carefully chosen property in a bottom-ranked market could easily outperform a poor choice in a higher-ranked market. Second, the NMI is a snapshot of a one-year horizon. A market encountering difficulties in the near term may provide excellent long-term prospects, and vice versa. Third, a market's ranking may fall from one year to the next even if its fundamentals are improving. The NMI is an ordinal Index, and differences in rankings should be carefully interpreted. A top-ranked market is not necessarily twice as good as the second-ranked market, nor is it 10 times better than the 10th-ranked market.

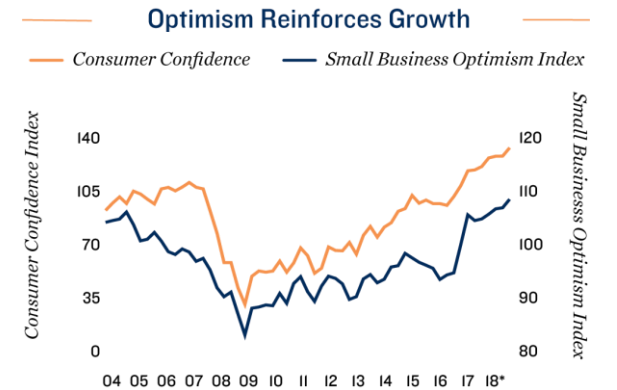
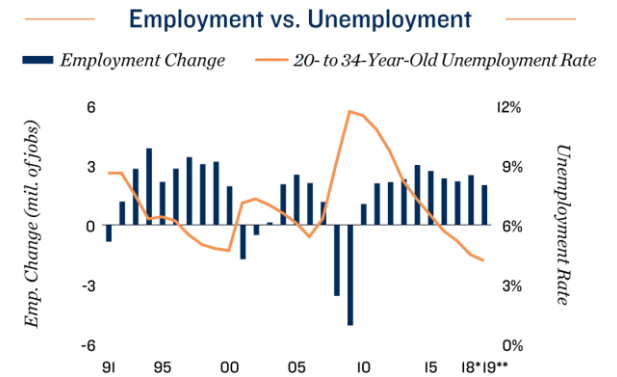
Market Name	Rank 2018	Rank 2019	'18-'19 Change
Minneapolis-St. Paul	1	3	↘ 2
San Diego	2	4	↘ 2
New York City	3	7	↘ 4
Los Angeles	4	2	↗ -2
Seattle-Tacoma	5	1	↗ -4
Orlando	6	17	↘ 11
Riverside-San Bernardino	7	9	↘ 2
Boston	8	6	↗ -2
Oakland	9	10	↘ 1
Portland	10	5	↗ -5
Sacramento	11	8	↗ -3
Tampa-St. Petersburg	12	21	↘ 9
Phoenix	13	13	■ 0
San Jose	14	12	↗ -2
San Francisco	15	11	↗ -4
Orange County	16	19	↘ 3
Fort Lauderdale	17	22	↘ 5
Atlanta	18	15	↗ -3
Salt Lake City	19	24	↘ 5
Raleigh	20	18	↗ -2
Denver	21	14	↗ -7
Miami-Dade	22	20	↗ -2
Columbus	23	26	↘ 3
Northern New Jersey	24	16	↗ -8
Philadelphia	25	23	↗ -2
Charlotte	26	27	↘ 1
Las Vegas	27	33	↘ 6
Chicago	28	25	↗ -3
Washington, D.C.	29	32	↘ 3
Houston	30	29	↗ -1
Dallas/Fort Worth	31	30	↗ -1
Detroit	32	28	↗ -4
Indianapolis	33	36	↘ 3
Austin	34	31	↗ -3
Milwaukee	35	38	↘ 3
West Palm Beach	36	41	↘ 5
Nashville	37	35	↗ -2
San Antonio	38	37	↗ -1
New Haven-Fairfield	39	44	↘ 5
Cincinnati	40	34	↗ -6
Pittsburgh	41	42	↘ 1
Kansas City	42	46	↘ 4
Cleveland	43	39	↗ -4
Baltimore	44	45	↘ 1
Louisville	45	43	↗ -2
St. Louis	46	40	↗ -6

## U.S. ECONOMY

### Tight Labor Market, Waning Confidence Challenge Economic Momentum; Climate Remains Favorable

Exceptionally low unemployment levels invigorate household formation. Accelerated job creation in 2018 drove the unemployment rate of young adults between 20 to 34 years old to a 48-year low of 4.5 percent. With two-thirds of this age group living in rentals, they are a dominant force supporting apartment demand, and the strong job market has empowered more of them to move out on their own. Record-high consumer confidence in 2018 reinforced these positive dynamics, inspiring young adults to form new households. These trends should carry into 2019, though confidence has begun to ease back from peak levels and total job additions will likely taper. Labor force shortages will weigh on companies' ability to fill positions, creating an increasingly competitive hiring climate that pushes wage growth above 3 percent for the first time in more than 10 years. Increased compensation and rising disposable income will sustain rising retail sales and apartment tenants' ability to absorb escalating rents. However, wage gains will also place upward pressure on inflation, causing the Federal Reserve to tap the brakes on the economy by raising rates.

Rising interest rates weigh on home sales, favor rental demand. Inflation remained in the 2 to 3 percent range through much of last year, but increasing wage growth and the potential inflationary impact of tariffs have elevated caution at the Federal Reserve. The Fed exerted upward pressure on interest rates through quantitative tightening and by raising the overnight rate, resulting in a substantive 90-basis-point increase in mortgage rates in 2018. Higher loan rates converged with rising home prices, a shortage of entry-level homes for sale and changing lifestyle preferences to reduce home sales activity by 4 percent. The monthly payment on a median-priced home increased by \$175 last year to nearly \$1,700 per month, dramatically widening the disparity between a mortgage payment and the average monthly rent. This widening payment gap, together with tighter underwriting, has restrained young adults' migration into homeownership, reducing the under-35 homeownership rate to 37 percent, down from the peak of 43 percent in 2007. This confluence of factors will likely carry into 2019, sustaining young adults' preference for rental housing.



\* Estimate  
\*\* Forecast

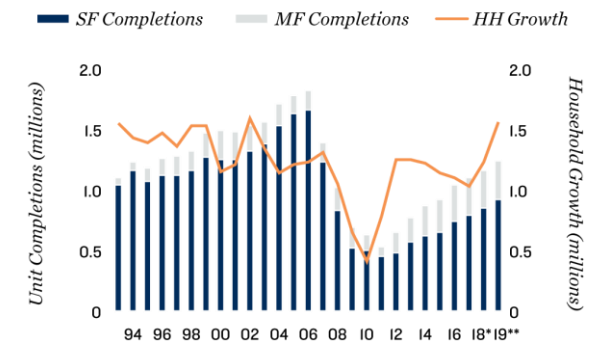


## U.S. ECONOMY

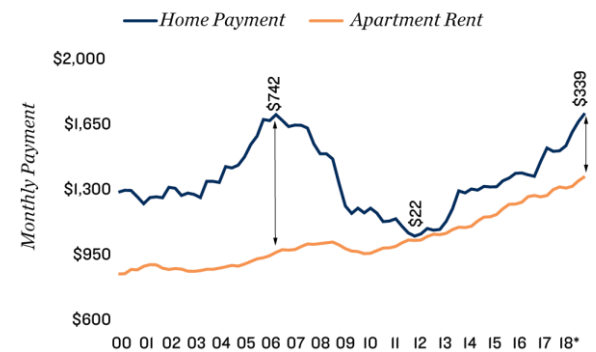
### 2019 National Economic Outlook

- Economic growth to ease as benefits of tax stimulus fade. Though consumption and corporate investment will support economic growth in 2019, trade imbalances and a likely weaker housing market will weigh on momentum. Job creation, facing an ultra-tight labor market, will slacken to the 2 million range, but wage growth should push above 3 percent.
- International trade and capital flows complicate outlook. Trade tensions with China, the strengthening U.S. dollar and floundering European economies could pose economic risks in 2019. Raising tariffs could accelerate inflation and weigh on consumption, resulting in slower economic growth. More significantly, a strengthening U.S. dollar could hamper foreign investment in the U.S. and disrupt international debt markets, increasing financial market stress.
- Federal Reserve closely monitoring inflation. Rising wages and tariffs are leading the way toward higher inflation risk, but the Federal Reserve has maintained a cautious stance, increasing short-term interest rates to ward off the trend. Long-term interest rates, however, have remained range-bound near 3 percent as stock market volatility and low international interest rates restrain upward movement. A yield-curve inversion, when short-term rates rise above long-term rates, is a commonly perceived sign of an upcoming recession, and a potential inversion could weigh on confidence levels.

#### Household Growth Outpaces Construction



#### Rent and Home Payment Gap Widening



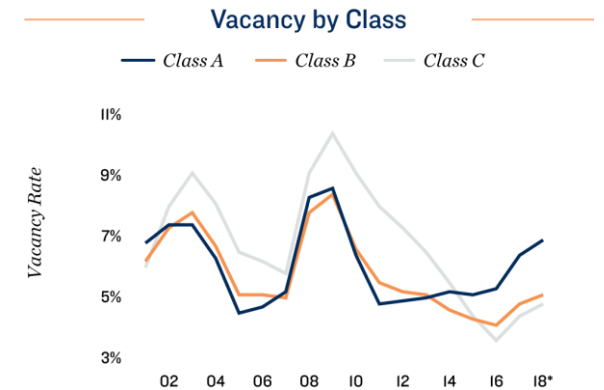
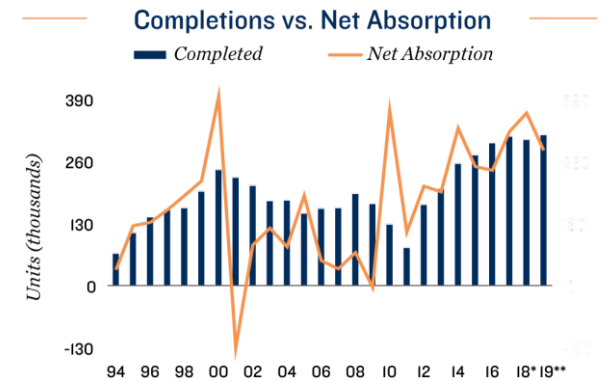
\* Estimate  
\*\* Forecast

## U.S. APARTMENT OVERVIEW

### Economy Delivers Elevated Apartment Demand; Aggressive Building Nudges Top-Tier Vacancy Higher

Housing market remains tight as household formation accelerates. Steady job creation and exceptionally low unemployment will boost household formation in 2019, supporting a third consecutive year of national sub-5 percent vacancy levels. Much of the new demand will center on apartments that serve to the traditional workforce: Class B and C properties. Although new apartment completions will reach their highest level in more than 25 years with the delivery of more than 315,000 units, the new inventory largely caters to more affluent renters. As a result, Class A vacancy is expected to rise to 5.8 percent while Class B apartment vacancy remains relatively stable at 4.7 percent. The most affordable segment of the market, Class C apartments, faces strong demand and vacancy for this segment is expected to tighten to 3.9 percent, its lowest year-end level in 19 years. These trends will support consistent rent gains averaging 3.7 percent in 2019, led by momentum in secondary and tertiary markets.

Smaller metros step to forefront. While primary markets such as Boston, Los Angeles, the Bay Area and New York City are expected to see the largest dollar rent increases, smaller metros are generating faster increases on a percentage basis. Metros across the Southeast and Midwest in particular are generating outsize employment growth and housing demand. For the seventh consecutive year, secondary markets will lead in percentage rent growth, followed closely by tertiary markets. This reflects the concentration of new supply additions in primary markets, which is raising competition for renters and suppressing rent gains. Another important factor has been the migration of millennials to more affordable smaller cities. Many tech firms and other industries have pursued the millennial labor force to these smaller metros, boosting local job creation. In addition to having higher-than-average job growth, cities such as Orlando, Phoenix, Indianapolis and Salt Lake City are expected to generate outsize rent gains. Many investors, in pursuit of higher yields, have already expanded their search for assets in these metros, increasingly the market liquidity and boosting values.

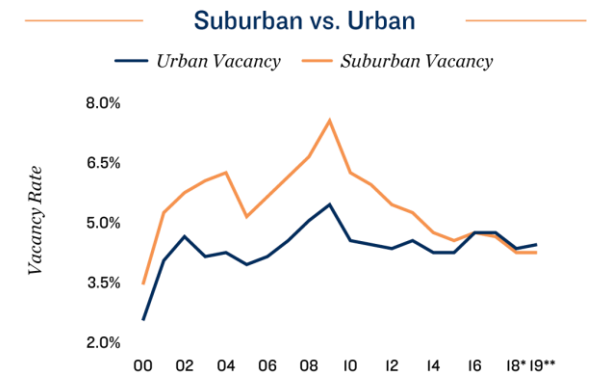
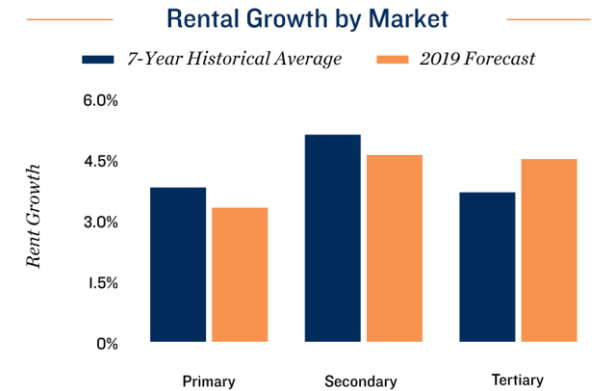


\* Estimate  
 \*\* Forecast  
 Sources: CoStar Group, Inc.; Real Capital Analytics

## U.S. APARTMENT OVERVIEW

### 2019 National Apartment Outlook

- **Tax reform boosts rental demand.** The new tax law is having a substantive impact on rental demand as several tax benefits of homeownership have been altered. The doubling of the standard deduction to \$12,000 for singles and \$24,000 for couples means fewer homeowners will benefit from itemizing mortgage interest deductions. In addition, a \$10,000 cap on state and local taxes will reduce homeowners' ability to deduct property taxes. These changes will weigh on first-time homebuyers in high-tax states the most, keeping young adults in the rental pool longer.
- **Suburbs invigorated by changing lifestyles.** A surge in new inventory and much higher rents in the urban core are diverting more renters to the suburbs. As a result, vacancy in suburban submarkets nationwide remain below the rate in downtown submarkets for the third consecutive year. Millennials, now entering their late 30s, are starting to form families. As this trend plays out, the lower rents of suburban areas and the generally higher-quality schools have begun to win out over the urban lifestyle.
- **Potential housing shortage despite record development.** Elevated completions in 2019 will bring the total apartment additions since 2012 above 2.1 million units, a net inventory gain of approximately 13 percent over eight years. Despite this cycle's delivery of the most apartments since the 1980s, vacancy is forecast to remain at just 4.6 percent in 2019. With rising labor and materials costs, tighter lending, and a shortage of skilled construction labor available, the pace of construction should begin to ebb in 2020.



\* Estimate  
 \*\* Forecast  
 Sources: CoStar Group, Inc.; Real Capital Analytics

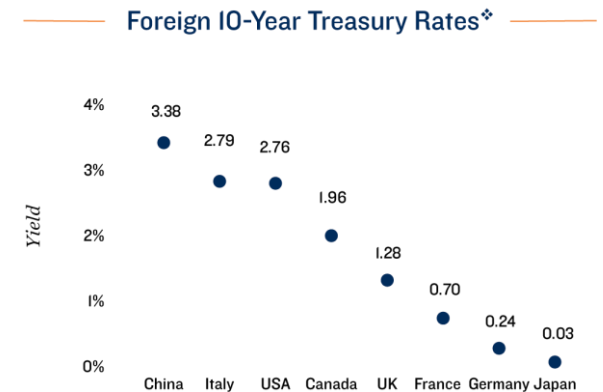


## U.S. CAPITAL MARKETS

### Fed Balances International Headwinds With Domestic Optimism; Elevated Liquidity Supports Active Market

Fed walking a tightrope. The Federal Reserve has been battling the inflationary pressure created by wage gains and increased trade protectionism with raises of short-term interest rates and quantitative tightening. The efforts, however, have run into the stubbornly low 10-year Treasury that has not responded to the Fed’s prodding. Slowing international economic growth and the exceptionally low bond yields offered by most other high-credit countries have drawn international investors to the higher yields and safety of U.S. Treasuries. International buying activity together with other factors such as stock market volatility have held U.S. long-term rates down. This combination of events has placed the Fed in an awkward position and their decision to raise rates in December has placed additional upward pressure on short-term yields. Should short-term interest rates rise above long-term rates, a yield curve inversion forms, and this is a commonly known sign of an impending recession. The inverted yield curve will weigh on confidence levels and could potentially erode consumption and stall the growth cycle. The typical onset time of a recession following an inversion is about one year, but there have been two false positives in which a recession did not follow an inversion.

Conservative underwriting balances abundant capital. Debt financing for apartment assets remains widely available, with sourcing led by Fannie Mae and Freddie Mac in addition to a wide array of local, regional and national banks and insurance companies. Loan-to-value (LTV) ratios have tightened, with maximum leverage typically in the 55 to 75 percent range depending on the borrower, asset and location. Lenders have been reluctant to lend on future revenue growth through value-add efforts, resulting in increased use of short-term mezzanine debt and bridge loans to cover the span until improvements deliver the planned returns. Construction lending has also tightened as developers deliver record numbers of new units into the market. Higher borrowing costs and questions about the durability of the growth cycle have widened bid/ask spreads. Rising capital costs and increased downpayments are eroding buyer yields, while sellers continue to seek premium pricing based on ongoing robust property performance.



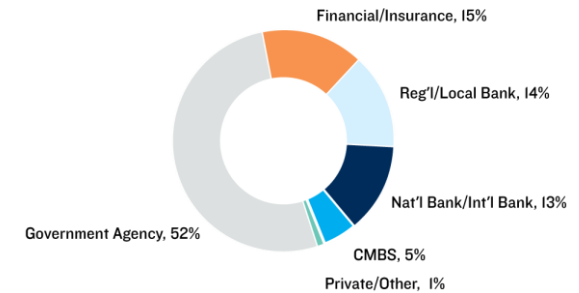
\* Through Dec. 18  
 ♦ Through Dec. 19

## U.S. CAPITAL MARKETS

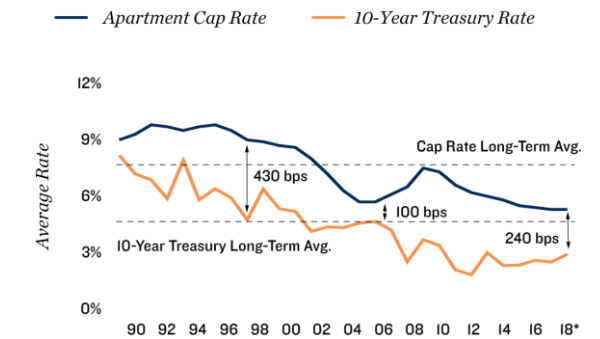
### 2019 Capital Markets Outlook

- Investors wary of interest rate surge. While the 10-Year Treasury has traded in a relatively tight range near 3 percent recently, on two occasions it has rapidly surged and stalled investor activity. The 90-basis-point jump in late 2016 and the 80-basis-point surge in late 2017 both strained liquidity, widened bid/ask spreads and stalled transactions as investors recalibrated their underwriting. Given the volatility of financial markets, investors must remain prepared for a rapidly changing climate.
- Lenders remain nimble in dynamic climate. Most lenders, particularly Fannie Mae and Freddie Mac, have adapted to the more fluid financial climate. When Treasury rates increased in the third quarter, many lenders tightened their spreads to cushion volatility. Lenders remain cautious and they have adopted tighter underwriting standards, but they are also aggressively competing to place capital and apartment assets are a favored investment class.
- Tightened yield spreads erode positive leverage. Multifamily cap rates have remained relatively stable on a macro level, with yields in primary markets flattening while secondary and tertiary market cap rates have continued to trickle lower. Rising interest rates, however, have tightened the spread between cap rates and lending rates, reducing investors' ability to generate positive leverage. Though this trend could put some upward pressure on yields, elevated capital flows into apartments will likely mitigate the upward pressure.

2018\*\* Apartment Lender Composition  
By Percent of Total Dollar Volume



U.S. Apartment Cap Rate Trends



\* Through Dec. 18

\*\* Estimate

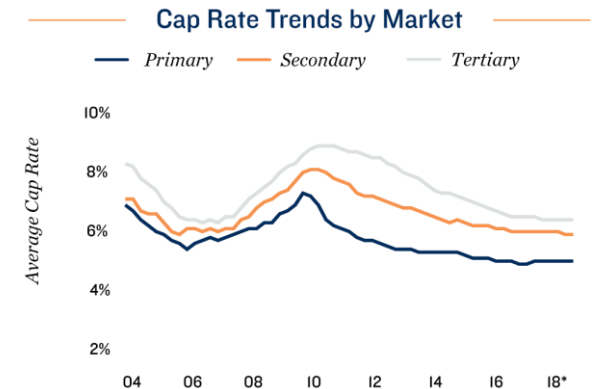
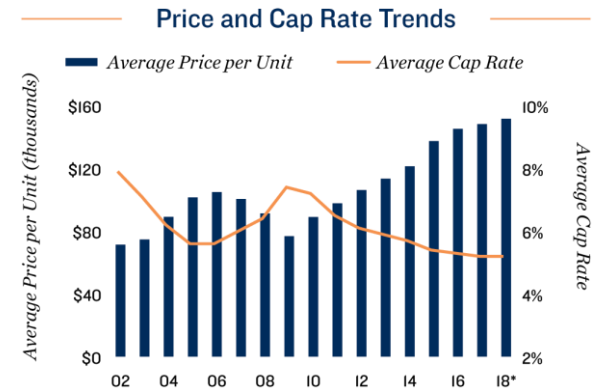
⌘ Year-end estimate for cap rate; 10-year Treasury rate through Dec. 18

## U.S. INVESTMENT OUTLOOK

### Investors Consider Portfolio Strategies to Mitigate Risk, Boost Returns; Buyers Adapt to Tighter Yield Spreads

Market diversification a key portfolio strategy in maturing cycle. The economic expansion will remain supportive of the apartment investment market in 2019, though buyers' and sellers' expectations will likely need to adjust to a rising interest rate climate and the possibility of downside economic risk. Stock market volatility and prospects of a flattening yield curve will weigh on sentiment and induce elevated caution, but the underlying performance of apartments remain positive. Strong demand drivers supporting long-term yield models will counterbalance much of the market volatility, encouraging investors to look beyond any short-term turbulence. While the bid/ask gap could widen for transactions in primary locations where the spread between interest rates and cap rates is narrowest, capital could pursue yields to suburban locations as well as secondary and tertiary markets. The spread in average cap rates between primary to secondary markets has tightened to approximately 80 basis points, with an additional 80-basis-point yield difference between secondary and tertiary markets. The yield premium offered by smaller metros, together with the market diversification it brings, should offer investors more durable yields on a portfolio basis.

Influx of non-traditional capital could invigorate transaction activity. Sales of apartment assets have remained relatively stable at elevated levels for four years, and the trend should carry into 2019 as new capital enters commercial real estate. Tax reform, particularly the ability to defer and reduce capital gains from other investment types by placing the gains into an opportunity fund, has the potential to draw new capital into real estate. In addition to the initial opportunity fund investments into properties located in opportunity zones, a domino effect could ensue as the sellers of that property seek to reinvest into other property types through 1031 exchanges. This influx of new capital could offset a natural slowing of sales generally experienced in a maturing growth cycle. Another tax rule change that could affect investor behavior is tied to the new depreciation rules. Investors may apply accelerated depreciation to the personal property of new acquisitions identified by using a cost-segregation study. In doing this, investors can fully expense property such as HVAC systems, furnishings and security systems in acquired properties, thereby boosting the cash flow in the early years of ownership.



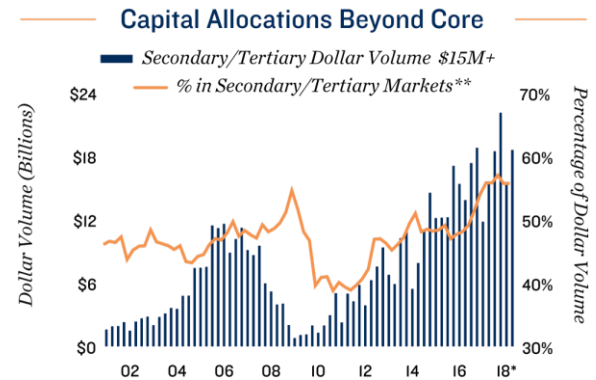
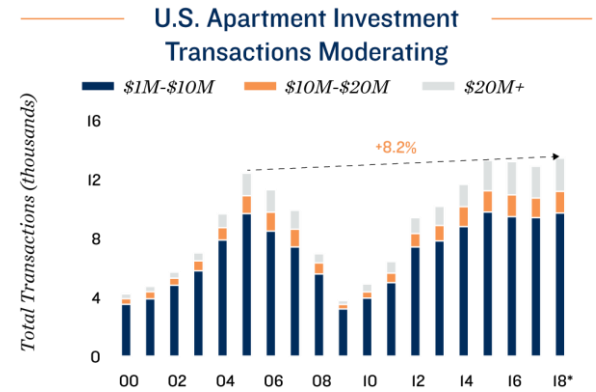
\* Through 3Q



## U.S. INVESTMENT OUTLOOK

### 2019 Investment Outlook

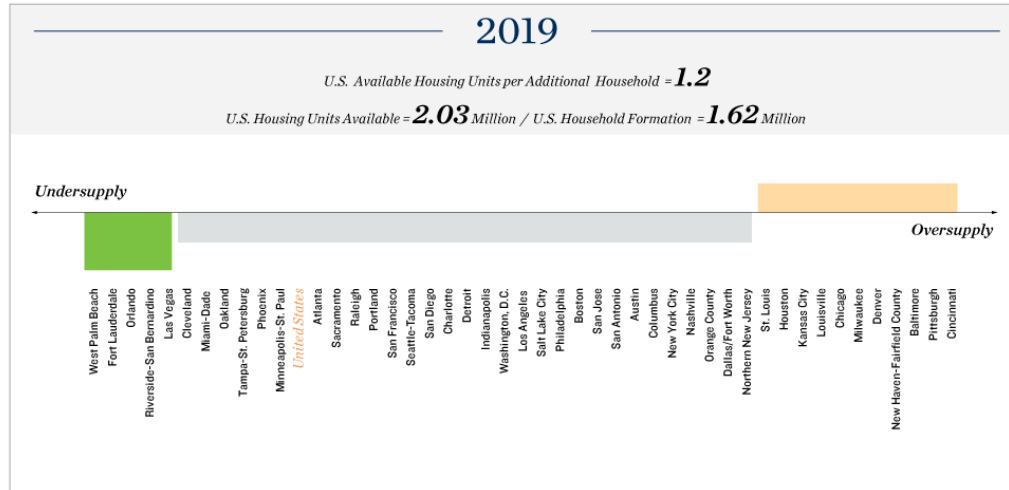
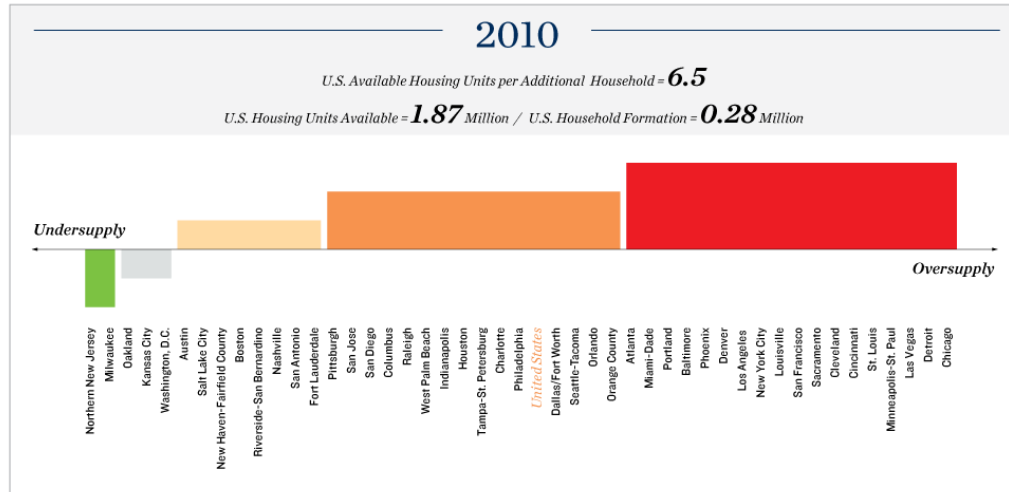
- Pursuit of yield drives capital beyond the core. As multifamily yields have compressed, an increasing portion of “mobile capital” acquiring assets priced over \$15 million has migrated to secondary and tertiary markets. Whereas in 2010 nearly 60 percent of the dollar volume was focused in primary markets, in 2018 the share of capital inverted with 60 percent of the capital flowing to secondary and tertiary markets. This trend will likely be sustained in 2019.
- Portfolio diversity increasingly important to private investors. A range of localized risks such as natural disasters, metro-level economic downturns, and the rise of state or metro-level policy decisions such as rent control have inspired investors to more carefully consider geographic diversification. Following the spate of recent hurricanes across Texas and the Southeast as well as the recent Proposition 10 vote in California, interstate buyer activity has accelerated.
- Increased investor caution may elevate expectation gap. Stock market volatility, rising interest rates, trade tensions and the implications of a flattening yield curve will weigh on buyer sentiment and inspire increasingly cautious underwriting. Sellers, focusing on positive performance metrics, may price assets more aggressively and the resulting expectation gap could weigh on transaction timelines.



\* Through 3Q  
 \*\* Trailing 12 months through 3Q

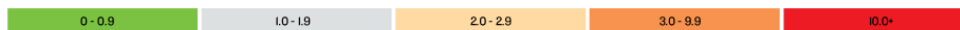
## Supply/Demand Profile

### Housing Demand Growth Outpacing New Supply



**Number of Available Housing Units per New Household**

*(Single-Family Completion + MF Completion and Existing Available Units)/New Household Formation*



Sources: Marcus & Millichap Research Services; Moody's Analytics; RealPage, Inc.; U.S. Census





## HISTORICAL HOMEOWNERSHIP TREND

### Top 10 Markets by Homeownership

Eight-Year Change 2010-2018

Lowest Homeownership	2018 3Q	2010 3Q-2018 3Q Apt. Vacancy Basis-Point Change
Los Angeles-Long Beach- Anaheim	47.3%	-180
New York-Newark-Jersey City	48.8%	-140
Austin	54.0%	-80
San Francisco-Oakland	54.1%	-40
San Jose	54.4%	-20
Orlando	55.4%	-430
Miami-Fort Lauderdale- West Palm Beach	57.0%	-100
Las Vegas	57.2%	-410
San Diego	59.3%	-200
Seattle-Tacoma	61.3%	-120
U.S.	64.4%	-220

Highest Homeownership	2018 3Q	2010 3Q-2018 3Q Apt. Vacancy Basis-Point Change
Detroit	74.2%	-430
New Haven-Milford	70.4%	0
Cleveland	69.5%	-130
Pittsburgh	69.5%	-150
Sacramento	69.5%	-230
Minneapolis-St. Paul	68.9%	-190
Philadelphia	68.5%	-140
St. Louis	68.3%	-120
Nashville	68.1%	-60
Phoenix	67.4%	-510

Sources: Marcus & Millichap Research Services; U.S. Census

Created on September 2019

POPULATION	1 Miles	3 Miles	5 Miles
■ 2023 Projection			
Total Population	25,002	202,152	550,413
■ 2018 Estimate			
Total Population	24,533	199,483	545,115
■ 2010 Census			
Total Population	22,685	187,660	517,024
■ 2000 Census			
Total Population	21,143	182,355	507,826
■ Daytime Population			
2018 Estimate	26,894	205,454	551,553
HOUSEHOLDS	1 Miles	3 Miles	5 Miles
■ 2023 Projection			
Total Households	12,500	92,790	226,505
■ 2018 Estimate			
Total Households	12,271	91,039	221,932
Average (Mean) Household Size	2.00	2.19	2.44
■ 2010 Census			
Total Households	11,251	84,638	207,745
■ 2000 Census			
Total Households	10,994	84,075	204,766
Growth 2015-2020	1.87%	1.92%	2.06%
HOUSING UNITS	1 Miles	3 Miles	5 Miles
■ Occupied Units			
2023 Projection	12,500	92,790	226,505
2018 Estimate	12,587	93,543	229,510
Owner Occupied	4,877	35,315	84,331
Renter Occupied	7,394	55,723	137,602
Vacant	316	2,504	7,577
■ Persons In Units			
2018 Estimate Total Occupied Units	12,271	91,039	221,932
1 Person Units	40.10%	36.42%	33.54%
2 Person Units	34.68%	33.47%	30.34%
3 Person Units	13.87%	14.35%	14.37%
4 Person Units	8.63%	10.08%	11.52%
5 Person Units	1.99%	3.62%	5.59%
6+ Person Units	0.72%	2.05%	4.63%

HOUSEHOLDS BY INCOME	1 Miles	3 Miles	5 Miles
■ 2018 Estimate			
\$200,000 or More	18.31%	13.89%	12.76%
\$150,000 - \$199,000	8.56%	8.11%	6.56%
\$100,000 - \$149,000	16.38%	15.58%	14.44%
\$75,000 - \$99,999	12.46%	11.99%	11.64%
\$50,000 - \$74,999	16.68%	16.41%	15.61%
\$35,000 - \$49,999	9.72%	10.61%	11.24%
\$25,000 - \$34,999	5.38%	7.10%	8.23%
\$15,000 - \$24,999	5.62%	7.71%	9.24%
Under \$15,000	6.89%	8.60%	10.27%
Average Household Income	\$142,006	\$122,544	\$114,487
Median Household Income	\$85,507	\$74,276	\$67,202
Per Capita Income	\$71,062	\$56,036	\$46,789
POPULATION PROFILE	1 Miles	3 Miles	5 Miles
■ Population By Age			
2018 Estimate Total Population	24,533	199,483	545,115
Under 20	16.87%	18.48%	20.56%
20 to 34 Years	23.02%	23.17%	24.14%
35 to 39 Years	9.33%	8.54%	8.06%
40 to 49 Years	16.08%	15.46%	14.90%
50 to 64 Years	20.27%	19.76%	18.82%
Age 65+	14.44%	14.58%	13.51%
Median Age	40.45	39.88	38.24
■ Population 25+ by Education Level			
2018 Estimate Population Age 25+	19,426	152,695	400,262
Elementary (0-8)	0.96%	3.10%	6.78%
Some High School (9-11)	1.48%	3.69%	6.31%
High School Graduate (12)	10.78%	13.74%	17.02%
Some College (13-15)	20.03%	20.89%	19.67%
Associate Degree Only	5.68%	7.11%	6.77%
Bachelors Degree Only	40.03%	33.56%	27.74%
Graduate Degree	20.65%	16.92%	13.88%
■ Population by Gender			
2018 Estimate Total Population	24,533	199,483	545,115
Male Population	48.02%	48.91%	50.19%
Female Population	51.98%	51.09%	49.81%

Source: © 2018 Experian



### Population

In 2018, the population in your selected geography is 24,533. The population has changed by 16.03% since 2000. It is estimated that the population in your area will be 25,002.00 five years from now, which represents a change of 1.91% from the current year. The current population is 48.02% male and 51.98% female. The median age of the population in your area is 40.45, compare this to the US average which is 37.95. The population density in your area is 7,807.64 people per square mile.



### Households

There are currently 12,271 households in your selected geography. The number of households has changed by 11.62% since 2000. It is estimated that the number of households in your area will be 12,500 five years from now, which represents a change of 1.87% from the current year. The average household size in your area is 2.00 persons.



### Income

In 2018, the median household income for your selected geography is \$85,507, compare this to the US average which is currently \$58,754. The median household income for your area has changed by 51.72% since 2000. It is estimated that the median household income in your area will be \$101,408 five years from now, which represents a change of 18.60% from the current year.

The current year per capita income in your area is \$71,062, compare this to the US average, which is \$32,356. The current year average household income in your area is \$142,006, compare this to the US average which is \$84,609.



### Race and Ethnicity

The current year racial makeup of your selected area is as follows: 80.59% White, 4.45% Black, 0.07% Native American and 6.75% Asian/Pacific Islander. Compare these to US averages which are: 70.20% White, 12.89% Black, 0.19% Native American and 5.59% Asian/Pacific Islander. People of Hispanic origin are counted independently of race.

People of Hispanic origin make up 11.71% of the current year population in your selected area. Compare this to the US average of 18.01%.



### Housing

The median housing value in your area was \$811,115 in 2018, compare this to the US average of \$201,842. In 2000, there were 4,603 owner occupied housing units in your area and there were 6,391 renter occupied housing units in your area. The median rent at the time was \$835.



### Employment

In 2018, there are 11,145 employees in your selected area, this is also known as the daytime population. The 2000 Census revealed that 84.81% of employees are employed in white-collar occupations in this geography, and 15.12% are employed in blue-collar occupations. In 2018, unemployment in this area is 5.39%. In 2000, the average time traveled to work was 33.00 minutes.



