

703 E PROVIDENCIA AVE Burbank, CA

NON-ENDORSEMENT AND DISCLAIMER NOTICE

Confidentiality and Disclaimer

The information contained in the following Marketing Brochure is proprietary and strictly confidential. It is intended to be reviewed only by the party receiving it from Marcus & Millichap and should not be made available to any other person or entity without the written consent of Marcus & Millichap. This Marketing Brochure has been prepared to provide summary, unverified information to prospective purchasers, and to establish only a preliminary level of interest in the subject property. The information contained herein is not a substitute for a thorough due diligence investigation. Marcus & Millichap has not made any investigation, and makes no warranty or representation, with respect to the income or expenses for the subject property, the future projected financial performance of the property, the size and square footage of the property and improvements, the presence or absence of contaminating substances, PCB's or asbestos, the compliance with State and Federal regulations, the physical condition of the improvements thereon, or the financial condition or business prospects of any tenant, or any tenant's plans or intentions to continue its occupancy of the subject property. The information contained in this Marketing Brochure has been obtained from sources we believe to be reliable; however, Marcus & Millichap has not verified, and will not verify, any of the information contained herein, nor has Marcus & Millichap conducted any investigation regarding these matters and makes no warranty or representation whatsoever regarding the accuracy or completeness of the information provided. All potential buyers must take appropriate measures to verify all of the information set forth herein. Marcus & Millichap is a service mark of Marcus & Millichap Real Estate Investment Services, Inc. © 2016 Marcus & Millichap. All rights reserved.

Non-Endorsement Notice

Marcus & Millichap is not affiliated with, sponsored by, or endorsed by any commercial tenant or lessee identified in this marketing package. The presence of any corporation's logo or name is not intended to indicate or imply affiliation with, or sponsorship or endorsement by, said corporation of Marcus & Millichap, its affiliates or subsidiaries, or any agent, product, service, or commercial listing of Marcus & Millichap, and is solely included for the purpose of providing tenant lessee information about this listing to prospective customers.

ALL PROPERTY SHOWINGS ARE BY APPOINTMENT ONLY.
PLEASE CONSULT YOUR MARCUS & MILLICHAP AGENT FOR MORE DETAILS.

703 E PROVIDENCIA AVE Burbank, CA ACT ID X0121865



TABLE OF CONTENTS

	SECTION
INVESTMENT OVERVIEW	01
Offering Summary	
Regional Map	
Local Map	
Aerial Photo	
FINANCIAL ANALYSIS	02
Rent Roll Summary	
Rent Roll Detail	
Operating Statement	
Notes	
Pricing Detail	
Acquisition Financing	
MARKET COMPARABLES	03
Comparables	
Rent Comparables	
MARKET OVERVIEW	04
Market Analysis	
Demographic Analysis	

Marcus & Millichap



EXECUTIVE SUMMARY

VITAL DATA								
Price	\$2,900,000		CURRENT	YEAR 1				
Down Payment	40% / \$1,160,000	CAP Rate	4.08%	4.53%				
Loan Amount	\$1,740,000	GRM	16.01	15.47				
Loan Type	Proposed New	Net Operating Income	\$118,302	\$131,388				
Interest Rate / Amortization	3.90% / 30 Years	Net Cash Flow After Debt Service	1.71% / \$19,818	2.84% / \$32,903				
Price/Unit	\$290,000	Total Return	4.40% / \$50,996	5.63% / \$65,319				
Price/SF	\$433.74							
Number of Units	10							
Rentable Square Feet	6,686							
Number of Buildings	2							
Number of Stories	1							
Year Built / Renovated	1924 / 1924							
Lot Size	0.14 acre(s)							

UNIT MIX						
NUMBER OF UNITS	UNIT TYPE	APPROX. SQUARE FEET				
3	Studio / 1 Bath	500				
7	1 Bed /1 Bath	750				

10	Total	6,686



MAJOR EMPLOYERS

EMPLOYER	# OF EMPLOYEES
Disney	16,293
Walt Disney Company	10,771
Victory Studio	5,011
Warner Bros Television	5,000
Providence Holy Cross	2,936
Whole Foods Market Sopac	2,925
Glendale Adventist Medical Ctr	2,550
Providence Health System	2,200
Mann Theaters	2,000
PROVIDENCE HOLY CROSS FOUNDATI	2,000
Universal City Studios Prod	2,000
Vintage Senior Management Inc	1,681

DEMOGRAPHICS

	1-Miles	3-Miles	5-Miles
2016 Estimate Pop	40,326	155,411	470,532
2010 Census Pop	37,793	147,005	449,449
2016 Estimate HH	16,231	61,099	183,233
2010 Census HH	15,037	57,160	172,944
Median HH Income	\$50,851	\$60,938	\$56,975
Per Capita Income	\$31,046	\$35,145	\$33,545
Average HH Income	\$77,072	\$89,124	\$85,822

INVESTMENT OVERVIEW

Marcus & Millichap is pleased to present a ten unit apartment building located in Burbank, CA. This property is located in one of the most desirable pockets of Burbank, above Glenoaks Blvd and just minutes from Downtown Burbank, The Studios, and the Bob Hope Airport. Directly adjacent to Burbank are the NoHo arts district, Studio City, Toluca Lake, and Universal City, which all offer an abundance of entertainment and fine dining. Additionally, the property is situated right across the street from Joaquin Miller Elementary School. This location is ideal for a variety of tenants, from middle-class professionals to blue-collar workers.

This building has just undergone a full renovation, including the exterior, interior, and landscaping. It was originally constructed in 1924 and consists of seven one-bedroom one-bath units and three studios. The property is non-rent control, which is important when investing in a city like Burbank which is expected to grow in the years to come. Burbank is known to be a solid middle class city, providing a stable tenant base with relatively higher incomes.

INVESTMENT HIGHLIGHTS

- Fully Renovated Interior, Exterior & Landscaping Finished Product
- Non-Rent Control
- Prime Burbank above Glenoaks Boulevard
- Minutes from Warner Brothers, ABC Studios, Downtown Burbank and the Bob Hope Airport
- Directly Across the Street from Joaquin Miller Elementary School

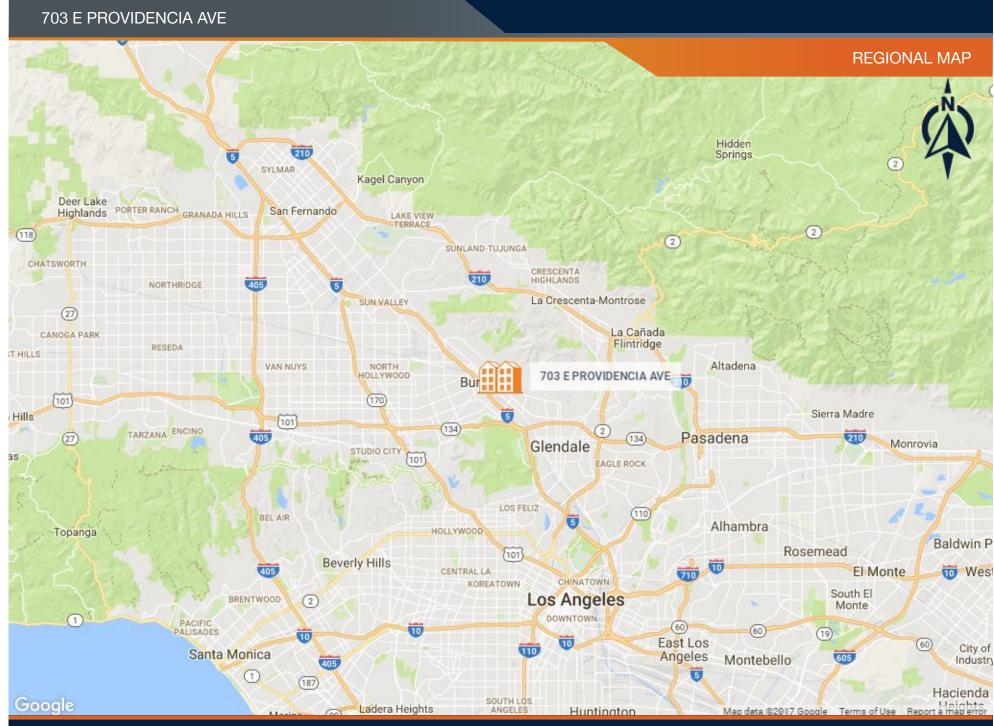


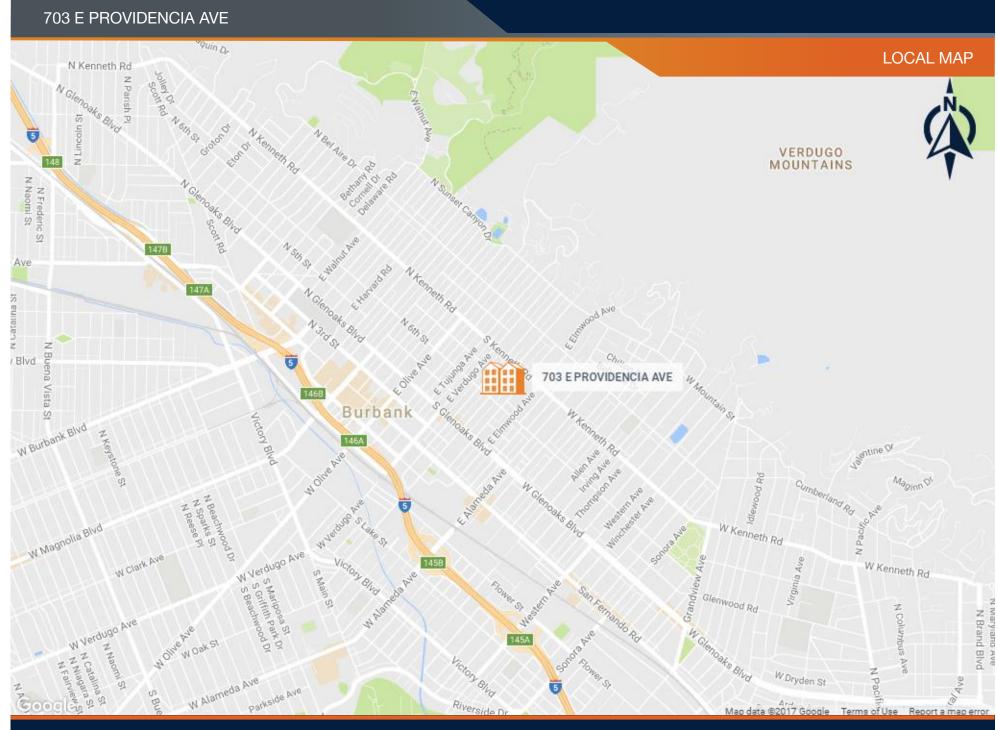
PROPERTY SUMMARY

THE	OFFERING
Property	703 E Providencia Ave
Price	\$2,900,000
Property Address	703 E Providencia Ave, Burbank, CA
Assessors Parcel Number	10
Zoning	BUR4
SITE D	DESCRIPTION
Number of Units	10
Number of Buildings	2
Number of Stories	1
Year Built/Renovated	1924
Rentable Square Feet	6686
Lot Size	0.14 acre(s)
Type of Ownership	Fee Simple
Parking	4 Garage Spaces
Parking Ratio	0.4
Landscaping	New & Plush
Topography	Flat
	ITILITIES
Water	Landlord
Phone	Tenant
Electric	Tenant
Gas	Landlord
	STRUCTION
Foundation	Concrete
Framing	Wood
Exterior	Stucco & Wood Siding
Parking Surface	Concrete
Roof	Flat

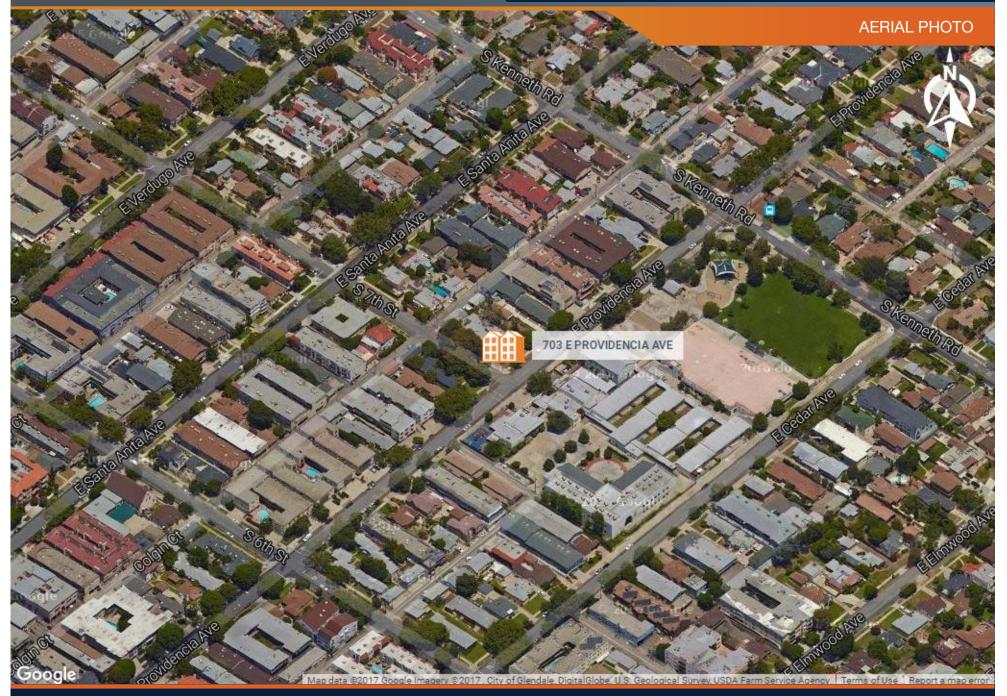
PROPOSED FINANCING	
First Trust Deed	
Loan Amount	\$1,740,000
Loan Type	Proposed New
Interest Rate	3.90%
Amortization	30 Years
Loan Term	5 Years
Loan to Value	60%
Debt Coverage Ratio	1.2







703 E PROVIDENCIA AVE





FINANCIAL ANALYSIS

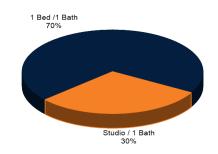
RENT ROLL SUMMARY

As of March, 2017

				Scheduled				Potential	
	# of	Avg Sq	Rental	Average	Average	Monthly	Average	Average	Monthly
Unit Type	Units	Feet	Range	Rent	Rent / SF	Income	Rent	Rent / SF	Income
Studio / 1 Bath	3	500	\$1,295 - \$1,390	\$1,343	\$2.69	\$4,030	\$1,390	\$2.78	\$4,170
1 Bed /1 Bath	7	750	\$1,495 - \$1,660	\$1,581	\$2.11	\$11,065	\$1,636	\$2.18	\$11,450
Totals/Weighted Averages	10	669		\$1,510	\$2.26	\$15,095	\$1,562	\$2.34	\$15,620
Gross Annualized Rents				\$181,140			\$187,440		

Notes:







FINANCIAL ANALYSIS

RENT ROLL DETAIL

Unit	Unit Type	Square Feet	Current Rent / Month	Current Rent / SF/ Month	Scheduled Rent / Month	Scheduled Rent / SF/ Month	Potential Rent / Month	Potential Rent/ SF/ Month
1	1 Bed /1 Bath	750	\$1,595	\$2.13	\$1,595	\$2.13	\$1,660	\$2.21
2	1 Bed /1 Bath	750	\$1,660	\$2.21	\$1,660	\$2.21	\$1,660	\$2.21
3	Studio / 1 Bath	500	\$1,345	\$2.69	\$1,345	\$2.69	\$1,390	\$2.78
4	1 Bed /1 Bath	750	\$1,595	\$2.13	\$1,595	\$2.13	\$1,660	\$2.21
5	1 Bed /1 Bath	750	\$1,530	\$2.04	\$1,530	\$2.04	\$1,550	\$2.07
6	1 Bed /1 Bath	750	\$1,595	\$2.13	\$1,595	\$2.13	\$1,660	\$2.21
7	1 Bed /1 Bath	750	\$1,495	\$1.99	\$1,495	\$1.99	\$1,660	\$2.21
8	Studio / 1 Bath	500	\$1,390	\$2.78	\$1,390	\$2.78	\$1,390	\$2.78
9	1 Bed /1 Bath	750	\$1,595	\$2.13	\$1,595	\$2.13	\$1,600	\$2.13
10	Studio / 1 Bath	500	\$1,295	\$2.59	\$1,295	\$2.59	\$1,390	\$2.78
Total		6,686	\$15,095	\$2.26	\$15,095	\$2.26	\$15,620	\$2.34

OPERATING STATEMENT

Income	Current		Pro Forma		Notes	Per Unit	Per SF
Gross Scheduled Rent	181,140		187,440			18,744	28.03
Physical Vacancy	(5,434)	3.0%	(5,623)	3.0%		(562)	(0.84)
Economic Vacancy							
Non-Revenue Units		0.0%	0	0.0%		0	0.00
Bad Debt		0.0%	0	0.0%		0	0.00
Concession		0.0%	0	0.0%		0	0.00
Total Vacancy	(\$5,434)	3.0%	(\$5,623)	3.0%		(\$562)	(\$1)
Economic Occupancy	97.00%		97.00%				
Effective Rental Income	175,706		181,817			18,182	27.19
Other Income							
Garage Income	7,500		7,500			750	1.12
Laundry Income	960		1,200			120	0.18
Total Other Income	\$8,460		\$8,700			\$870	\$1.30
Effective Gross Income	\$184,166		\$190,517			\$19,052	\$28.49

Expenses	Current		Pro Forma	Notes	Per Unit	Per SF
Real Estate Taxes	31,610		32,242		3,224	4.82
Insurance	4,000		4,000		400	0.60
Utilities - DWP	9,900		9,900		990	1.48
Utilities - Water & Sewer					0	0.00
Utilities - Gas	3,216		3,216		322	0.48
Trash Removal	1,071		1,071		107	0.16
Repairs & Maintenance	5,000		5,000		500	0.75
Gardener	720		720		72	0.11
Marketing & Advertising					0	0.00
Payroll					0	0.00
Alarm Monitoring/Inspection					0	0.00
General & Administrative					0	0.00
Pest Control	480		480		48	0.07
Operating Reserves	2,500		2,500		250	0.37
Management Fee	7,367	4.0%	0	0.0%	0	0.00
Total Expenses	\$65,864		\$59,129		\$5,913	\$8.84
Expenses as % of EGI	35.8%		31.0%			
Net Operating Income	\$118,302		\$131,388		\$13,139	\$19.65

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

PRICING DETAIL

Summary		
Price	\$2,900,000	
Down Payment	\$1,160,000	40%
Number of Units	10	
Price Per Unit	\$290,000	
Price Per SqFt	\$433.74	
Gross SqFt	6,686	
Lot Size	0.14 Acres	
Approx. Year Built	1924	

Returns	Current	Pro Forma
CAP Rate	4.08%	4.53%
GRM	16.01	15.47
Cash-on-Cash	1.71%	2.84%
Debt Coverage Ratio	1.20	1.33

Financing	1st Loan
Loan Amount	\$1,740,000
Loan Type	New
Interest Rate	3.90%
Amortization	30 Years
Year Due	2022

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

# Of Units	Unit Type	SqFt/Unit	Current Rents	Market Rents
3	Studio / 1 Bath	500	\$1,343	\$1,390
7	1 Bed /1 Bath	750	\$1,581	\$1,636

Operating Data

Income		Current		Pro Forma
Gross Scheduled Rent		\$181,140		\$187,440
Less: Vacancy/Deductions (GPR)	3.0%	\$5,434	3.0%	\$5,623
Total Effective Rental Income		\$175,706		\$181,817
Other Income		\$8,460		\$8,700
Effective Gross Income		\$184,166		\$190,517
Less: Expenses	35.8%	\$65,864	31.0%	\$59,129
Net Operating Income		\$118,302		\$131,388
Cash Flow		\$118,302		\$131,388
Debt Service		\$98,484		\$98,484
Net Cash Flow After Debt Service	1.71%	\$19,818	2.84%	\$32,903
Principal Reduction		\$31,178		\$32,416
Total Return	4.40%	\$50,996	5.63%	\$65,319

Expenses	Current	Pro Forma
Real Estate Taxes	\$31,610	\$32,242
Insurance	\$4,000	\$4,000
Utilities - DWP	\$9,900	\$9,900
Utilities - Water & Sewer	\$0	\$0
Utilities - Gas	\$3,216	\$3,216
Trash Removal	\$1,071	\$1,071
Repairs & Maintenance	\$5,000	\$5,000
Gardener	\$720	\$720
Marketing & Advertising	\$0	\$0
Payroll	\$0	\$0
Alarm Monitoring/Inspection	\$0	\$0
General & Administrative	\$0	\$0
Pest Control	\$480	\$480
Operating Reserves	\$2,500	\$2,500
Management Fee	\$7,367	\$0
Total Expenses	\$65,864	\$59,129
Expenses/Unit	\$6,586	\$5,913
Expenses/SF	\$9.85	\$8.84

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 1,601 debt and equity financings in 2015



National platform operating within the firm's brokerage offices



\$4.9 billion total national volume in 2015



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

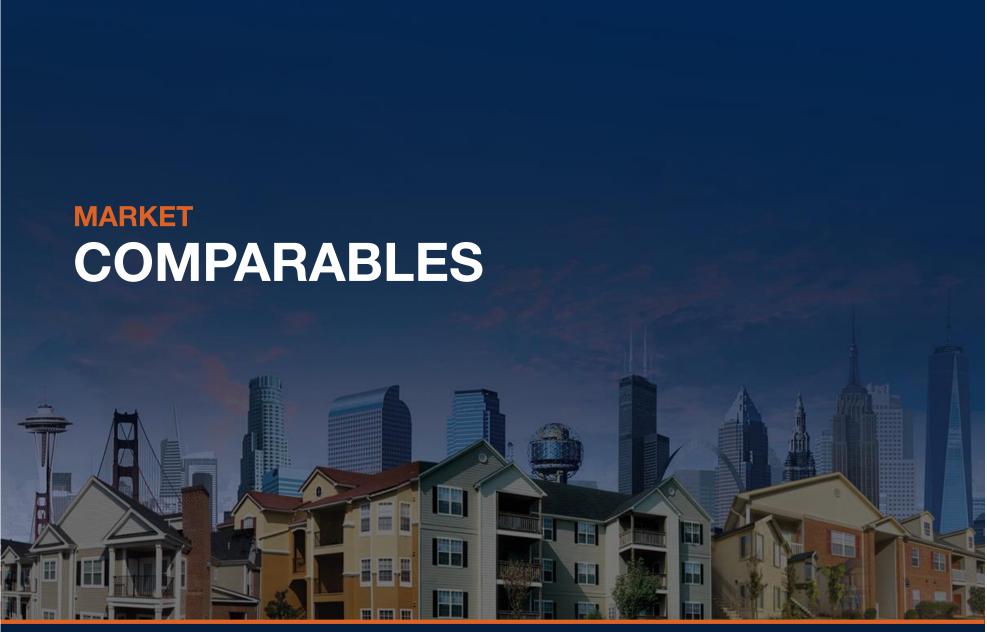
WHY MMCC?

Optimum financing solutions to enhance value

Our ability to enhance buyer pool by expanding finance options

Our ability to enhance seller control

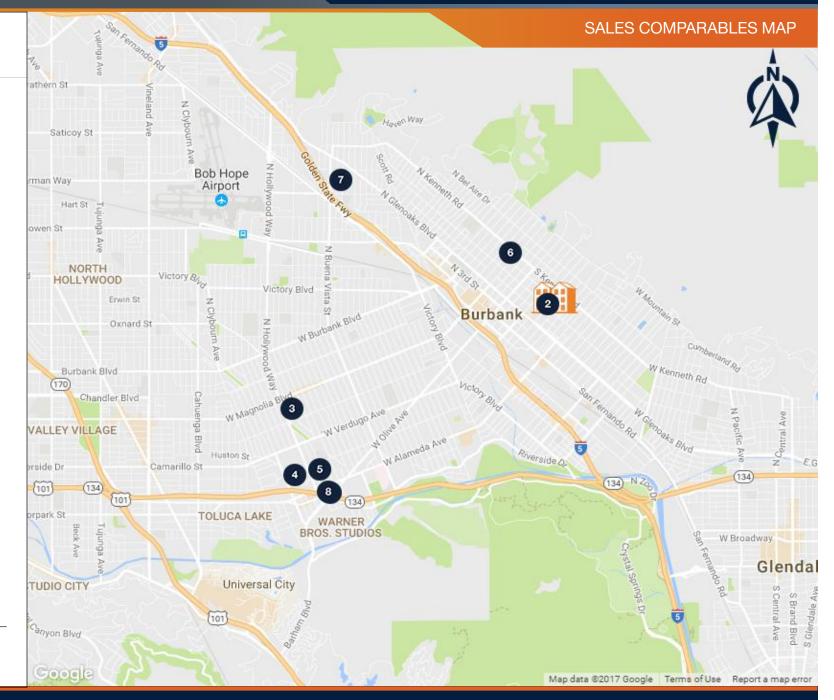
- Through buyer qualification support
- Our ability to manage buyers finance expectations
- Ability to monitor and manage buyer/lender progress, insuring timely, predictable closings
- By relying on a world class set of debt/equity sources and presenting a tightly underwritten credit file



703 E PROVIDENCIA AVE



- 1 118 S Cordova St
- 2 517 E Cedar Ave
- 3 3615 W Clark Ave
- 4 247 Maple St
- 5 248 N Cordova St
- 6 632 E Magnolia Blvd
- 7 2409 N Lincoln St
- 8 130 S Cordova St

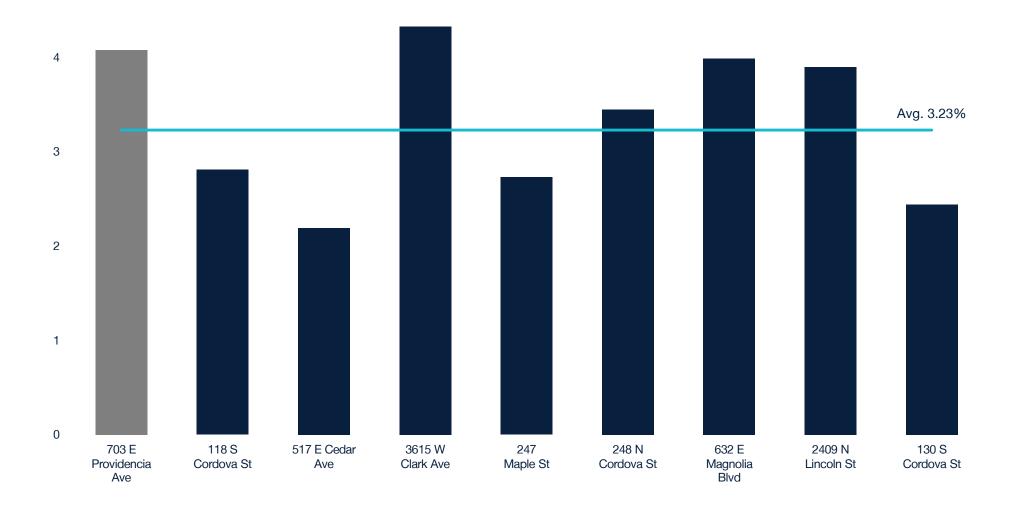


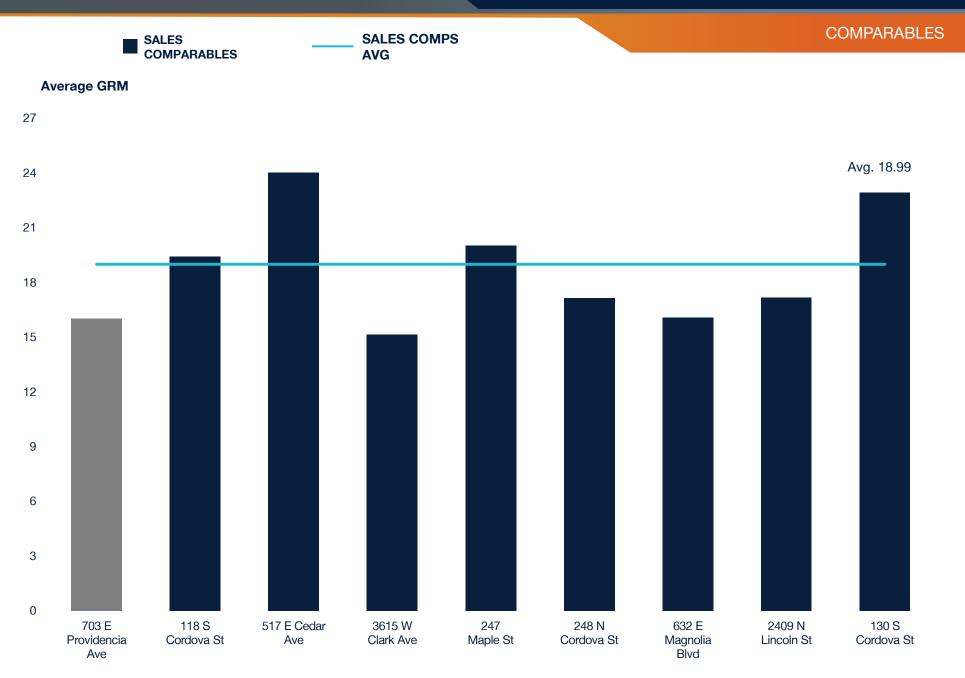
SALES COMPARABLES

SALES COMPS AVG

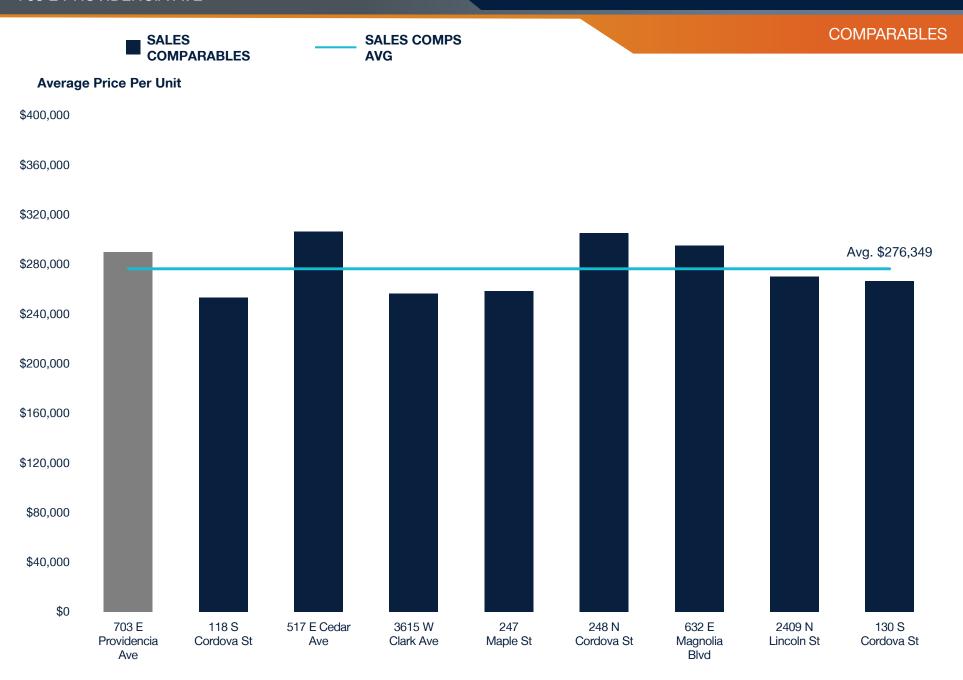
Average Cap Rate

5









703 E PROVIDENCIA AVE

703 E PROVIDENCIA AVE, BURBANK, CA, 91501



		Units	Unit Type
Offering Price:	\$2,900,000	3	Studio 1 Bath
Price/Unit:	\$290,000	7	1 Bed 1 Bath
Price/SF:	\$433.74		
CAP Rate:	4.08%		
GRM:	16.01		
Total No. of Units:	10		
Year Built:	1924		

Underwriting	g Criteria		
Income	\$184,166	Expenses	\$65,864
NOI	\$118,302	Vacancy	(\$5,434)

118 S CORDOVA ST

118 S CORDOVA ST, BURBANK, CA, 91505



		Units	Unit Type
Close Of Escrow:	2/9/2016	4	Studio 1 Bath
Sales Price:	\$3,800,000	10	1 Bdr 1 Bath
Price/Unit:	\$253,333	1	3 Bdr 3 Bath
Price/SF:	\$357.00		
CAP Rate:	2.81%		
GRM:	19.42		
Total No. of Units:	15		
Year Built:	1961		

Underwriting	g Criteria		
Income	\$195,660	Expenses	\$83,055
NOI	\$106,735	Vacancy	\$5,870

NOTES

Gross Rents were available, vacancy and expenses were underwritten using our brokerage standards to approximate the net income and cap rate.

517 E CEDAR AVE

517 E CEDAR AVE, BURBANK, CA, 91501



		Units	Unit Type
Close Of Escrow:	9/28/2016	8	1 Bdr 1 Bath
Sales Price:	\$2,450,000	2	2 Bdr 1 Bath
Price/Unit:	\$306,250		
Price/SF:	\$329.00		
CAP Rate:	2.19%		
GRM:	24.03		
Total No. of Units:	8		
Year Built:	1961		

Underwriting	g Criteria		
Income	\$101,940	Expenses	\$45,160
NOI	\$53,722	Vacancy	\$3,058

3615 W CLARK AVE

3615 W CLARK AVE, BURBANK, CA, 91505



		Units	Unit Type
Close Of Escrow:	2/12/2016	8	1 Bdr 1 Bath
Sales Price:	\$2,050,000		
Price/Unit:	\$256,250		
Price/SF:	\$304.00		
CAP Rate:	4.33%		
GRM:	15.14		
Total No. of Units:	8		
Year Built:	1928		

Underwriting Criteria				
Income	\$138,024	Expenses	\$45,230	
NOI	\$88,734	Vacancy	\$4,060	

NOTES

Gross Income = Gross Rents \$135,324 + Other Income \$2,700 Gross Rents were available, vacancy and expenses were underwritten using our brokerage standards to approximate the net income and cap rate.

247 MAPLE ST

247 N MAPLE ST, BURBANK, CA, 91505



		Units	Unit Type
Close Of Escrow:	4/26/2016	4	1 Bdr 1 Bath
Sales Price:	\$1,550,000	2	2 Bdr 1 Bath
Price/Unit:	\$258,333		
Price/SF:	\$354.00		
CAP Rate:	2.73%		
GRM:	20.03		
Total No. of Units:	6		
Year Built:	1953		

Underwriting	Criteria		
Income	\$78,000	Expenses	\$33,357
NOI	\$42,321	Vacancy	\$2,322

NOTES

Gross Income = Gross Rents \$77,400 + Other Income \$600 Sold by Marcus & Millichap

248 N CORDOVA ST

248 N CORDOVA ST, BURBANK, CA, 91505



		Units	Unit Type
Close Of Escrow:	6/15/2016	2	Studio 1 Bath
Sales Price:	\$1,525,000	2	1 Bdr 1 Bath
Price/Unit:	\$305,000	1	2 Bdr 2 Bath
Price/SF:	\$488.00		
CAP Rate:	3.45%		
GRM:	17.13		
Total No. of Units:	5		
Year Built:	1949		

Underwriting	Criteria		
Income	\$90,240	Expenses	\$34,957
NOI	\$52,611	Vacancy	\$2,671

NOTES

Gross Income = Gross Rents \$89,040 + Other Income \$1,200 Sold by Marcus & Millichap



632 E MAGNOLIA BLVD

632 E MAGNOLIA BLVD, BURBANK, CA, 91501



		Units	Unit Type
Close Of Escrow:	9/29/2016	2	Studio 1 Bath
Sales Price:	\$1,475,000	2	1 Bdr 1 Bath
Price/Unit:	\$295,000	1	2 Bdr 1 Bath
Price/SF:	\$404.00	1	2 Bdr 2 Bath
CAP Rate:	3.99%		
GRM:	16.08		
Total No. of Units:	5		
Year Built:	1924		

Underwriting Criteria				
Income	\$94,740	Expenses	\$33,038	
NOI	\$58,860	Vacancy	\$2,842	

NOTES

Gross Income = Gross Rents \$91,740 + Guest Room Rents \$3000 Gross Rents were available, vacancy and expenses were underwritten using our brokerage standards to approximate the net income and cap rate.

2409 N LINCOLN ST

2409 N LINCOLN ST, BURBANK, CA, 91504



			Units	Unit Type
Close Of Es	scrow: 6	5/23/2016	3	1 Bdr 1 Bath
Sales Price	: \$	31,350,000	2	2 Bdr 1 Bath
Price/Unit:	\$	270,000		
Price/SF:	\$	336.00		
CAP Rate:	3	3.90%		
GRM:	1	7.18		
Total No. of	f Units: 5	;		
Year Built:	1	950		

Underwriting	g Criteria		
Income	\$78,600	Expenses	\$23,622
NOI	\$52,620	Vacancy	\$2,358

130 S CORDOVA ST

130 S CORDOVA ST, BURBANK, CA, 91505



		Units	Unit Type
Close Of Escrow:	12/2/2016	2	Studio 1 Bath
Sales Price:	\$1,333,125	3	1 Bdr 1 Bath
Price/Unit:	\$266,625		
Price/SF:	\$448.00		
CAP Rate:	2.44%		
GRM:	22.93		
Total No. of Units:	5		
Year Built:	1946		

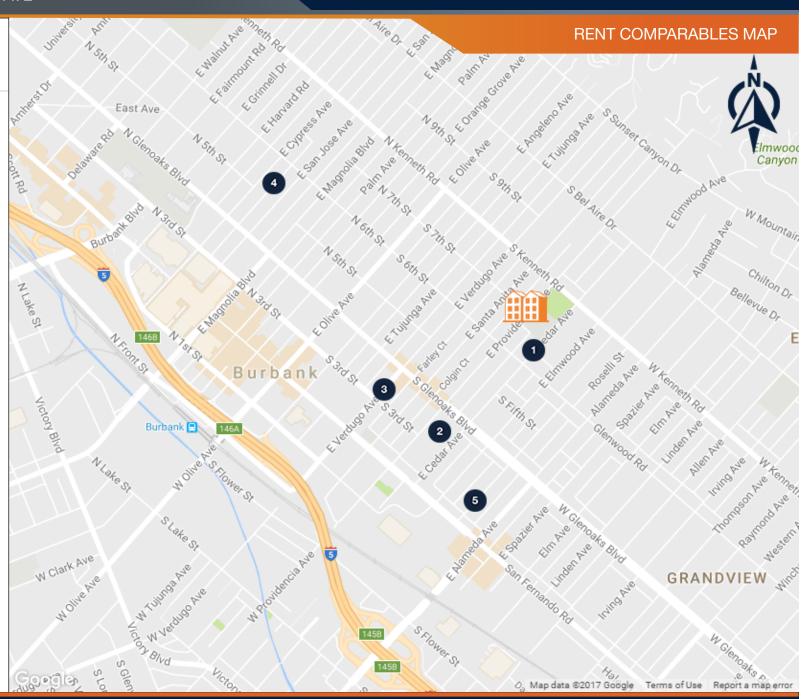
Underwriting Criteria					
Income	\$58,128	Expenses	\$23,872		
NOI	\$32,512	Vacancy	\$1,744		



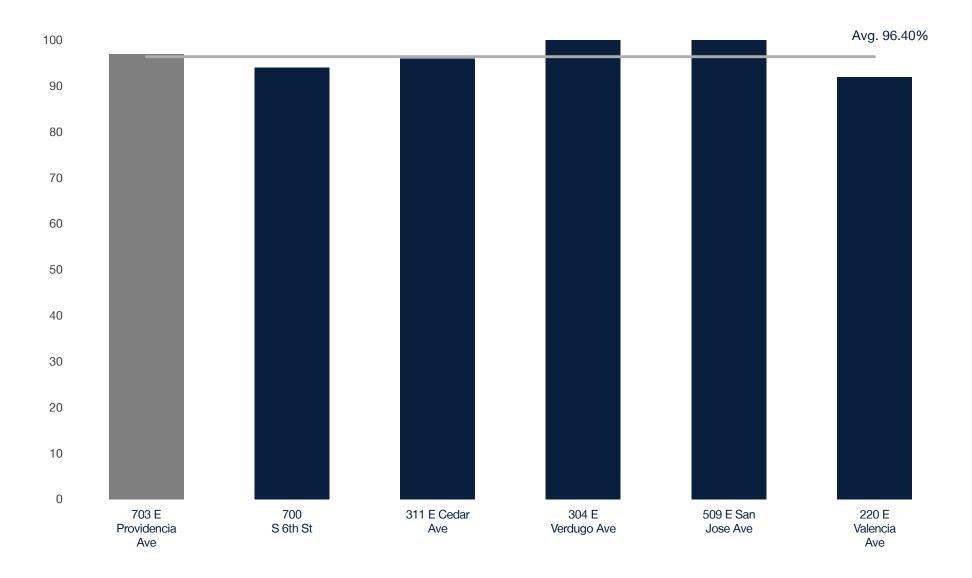
703 E PROVIDENCIA AVE



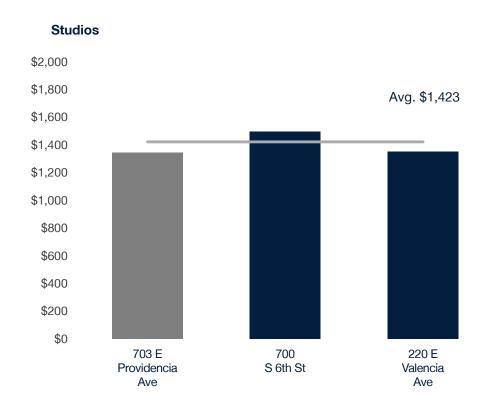
- 1 700 S 6th St
- 2 311 E Cedar Ave
- 3 304 E Verdugo Ave
- 4 509 E San Jose Ave
- 5 220 E Valencia Ave

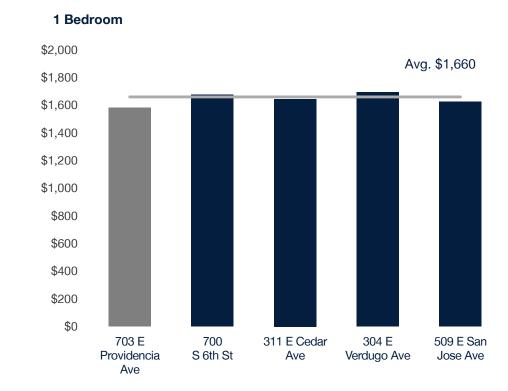


AVERAGE OCCUPANCY



AVERAGE RENT - MULTIFAMILY





703 E PROVIDENCIA AVE 703 E PROVIDENCIA AVE, BURBANK, CA, 91501



Unit Type	Units	SF	Rent	Rent/SF
Studio 1 Bath	3	500	\$1,343.00	\$2.69
1 Bed 1 Bath	7	750	\$1,581.00	\$2.11
Total/Avg.	10	675		

700 S 6TH ST

700 S 6TH ST, BURBANK, CA, 91501



Unit Type	Units	SF	Rent	Rent/SF
Studio 1 Bath		400	\$1,495	\$3.74
1 Bdr 1 Bath		650	\$1,675	\$2.58
Total/Avg.				

311 E CEDAR AVE

311 E CEDAR AVE, BURBANK, CA, 91502



Unit Type	Units	SF	Rent	Rent/SF
1 Bdr 1 Bath		850	\$1,645	\$1.94
Total/Avg.				

YEAR BUILT: 1924 OCCUPANCY: 94% | YEAR BUILT: 1958 OCCUPANCY: 96% | YEAR BUILT: 1989

304 E VERDUGO AVE

304 E VERDUGO AVE, BURBANK, CA, 91502



800

\$1,695

\$2.12

509 E SAN JOSE AVE

509 E SAN JOSE AVE, BURBANK, CA, 91501



Unit Type	Units	SF	Rent	Rent/SF
1 Bdr 1 Bath			\$1,625	
Total/Ava				

220 E VALENCIA AVE

220 E VALENCIA AVE, BURBANK, CA, 91502



Unit Type	Units	SF	Rent	Rent/SF
Studio 1 Bath		350	\$1,350	\$3.86
Total/Avg.				

OCCUPANCY: 88% | YEAR BUILT: 1961

1 Bdr 1 Bath

Total/Avg.

OCCUPANCY: 93% | YEAR BUILT: 1963

YEAR BUILT: 1928





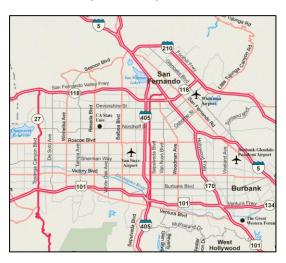
SAN FERNANDO VALLEY

Almost 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 1.9 percent through 2020, or by 47,400 new residents.

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. The entertainment industry continues to set the area's economic pulse. Local motion-picture and entertainment companies employ roughly 25,000 people.

While the Valley has grown into the world's center for entertainment, aerospace giants Boeing and Northrop Grumman and 21st Century Insurance also generate numerous well-paying jobs. Healthcare is also a major source of employment with providers that include Kaiser Permanente and Providence Health & Services. As a result of its large concentration of high-salaries and successful companies, the area's median household income of \$61,600 per year has risen dramatically in recent years.

Although the median home prices dipped during the recession, affordability remains a challenge for much of the local population. High home prices keep the homeownership rate at 50 percent in the San Fernando Valley and provide a large rental base.



SHARE OF TOTAL EMPLOYMENT SAN FERNANDO VALLEY EMP.: 915,700		
Services	46%	
Retail Trade	17%	
Manufacturing	9%	
Finance, Insurance & Real Estate	8%	
Public Administration	5%	
Transportation, Communications & Utilities	5%	
Construction	4%	
Unclassified	5%	

Sources: Marcus & Millichap Research Services; Experian

MAJOR EMPLOYERS	
Warner Bros. Entertainment Inc.	
The Walt Disney Co.	
Kaiser Permanente	
UCLA Medical Center	
Yahoo! Inc.	
Providence Health & Services	
Boeing	
NBCUniversal	
21st Century Insurance Co.	
Northrop Grumman Corp.	

The information contained in the market overview comes from sources deemed to be reliable, however, no representation, warranty or guarantee, express or implied, may be made as to the accuracy or reliability of the information contained herein. The most timely data available at time of production, including estimates and forecasts, were used and may be subject to revision.

DEMOGRAPHICS

Created on March 2017

POPULATION	1 Miles	3 Miles	5 Miles
2021 Projection			
Total Population	41,327	156,805	477,046
2016 Estimate			
Total Population	40,326	155,411	470,532
- 2010 Census			
Total Population	37,793	147,005	449,449
■ 2000 Census			
Total Population	35,693	143,153	447,058
Daytime Population			
2016 Estimate	40,857	188,410	501,781
HOUSEHOLDS	1 Miles	3 Miles	5 Miles
2021 Projection			
Total Households	16,693	61,714	186,438
2016 Estimate			
Total Households	16,231	61,099	183,233
Average (Mean) Household Size	2.48	2.53	2.55
■ 2010 Census			
Total Households	15,037	57,160	172,944
■ 2000 Census			
Total Households	14,208	56,175	170,197
Growth 2015-2020	2.85%	1.01%	1.75%
HOUSING UNITS	1 Miles	3 Miles	5 Miles
Occupied Units			
2021 Projection	16,693	61,714	186,438
2016 Estimate	16,570	62,330	187,765
Owner Occupied	4,346	24,026	68,558
Renter Occupied	11,885	37,073	114,675
Vacant	339	1,231	4,533
Persons In Units			
2016 Estimate Total Occupied Units	16,231	61,099	183,233
1 Person Units	29.65%	28.09%	29.21%
2 Person Units	28.96%	29.70%	29.44%
3 Person Units	17.29%	17.57%	16.62%
4 Person Units	16.26%	15.84%	14.77%
5 Person Units	5.37%	5.69%	5.86%
6+ Person Units	2.49%	3.11%	4.11%

HOUSEHOLDS BY INCOME	1 Miles	3 Miles	5 Miles
2016 Estimate			
\$200,000 or More	4.88%	6.64%	6.57%
\$150,000 - \$199,000	5.08%	6.68%	5.69%
\$100,000 - \$149,000	12.56%	14.35%	13.38%
\$75,000 - \$99,999	11.84%	12.55%	11.81%
\$50,000 - \$74,999	16.35%	17.88%	17.79%
\$35,000 - \$49,999	13.92%	12.47%	12.35%
\$25,000 - \$34,999	7.91%	8.12%	9.29%
\$15,000 - \$24,999	12.91%	10.79%	11.06%
Under \$15,000	14.56%	10.51%	12.09%
Average Household Income	\$77,072	\$89,124	\$85,822
Median Household Income	\$50,851	\$60,938	\$56,975
Per Capita Income	\$31,046	\$35,145	\$33,545
POPULATION PROFILE	1 Miles	3 Miles	5 Miles
Population By Age			
2016 Estimate Total Population	40,326	155,411	470,532
Under 20	18.74%	19.76%	20.16%
20 to 34 Years	23.65%	21.64%	23.04%
35 to 39 Years	7.07%	6.95%	7.16%
40 to 49 Years	14.35%	15.14%	14.93%
50 to 64 Years	19.18%	20.52%	20.16%
Age 65+	17.00%	16.00%	14.56%
Median Age	40.37	41.12	39.75
Population 25+ by Education Level			
2016 Estimate Population Age 25+	30,103	115,128	344,538
Elementary (0-8)	6.74%	5.97%	7.10%
Some High School (9-11)	5.15%	5.98%	6.64%
High School Graduate (12)	21.53%	19.06%	18.87%
Some College (13-15)	19.14%	20.92%	20.31%
Associate Degree Only	9.70%	8.79%	7.92%
Bachelors Degree Only	25.64%	25.74%	25.26%
Graduate Degree	8.93%	11.30%	11.37%
 Population by Gender 			
2016 Estimate Total Population	40,326	155,411	470,532
Male Population	47.76%	47.87%	48.66%
Female Population	52.24%	52.13%	51.34%

Source: © 2016 Experian





Population

In 2016, the population in your selected geography is 40,326. The population has changed by 12.98% since 2000. It is estimated that the population in your area will be 41,327.00 five years from now, which represents a change of 2.48% from the current year. The current population is 47.76% male and 52.24% female. The median age of the population in your area is 40.37, compare this to the US average which is 37.68. The population density in your area is 12,834.03 people per square mile.



Race and Ethnicity

The current year racial makeup of your selected area is as follows: 76.82% White, 1.96% Black, 0.06% Native American and 10.86% Asian/Pacific Islander. Compare these to US averages which are: 70.77% White, 12.80% Black, 0.19% Native American and 5.36% Asian/Pacific Islander. People of Hispanic origin are counted independently of race.

People of Hispanic origin make up 14.58% of the current year population in your selected area. Compare this to the US average of 17.65%.



Households

There are currently 16,231 households in your selected geography. The number of households has changed by 14.24% since 2000. It is estimated that the number of households in your area will be 16,693 five years from now, which represents a change of 2.85% from the current year. The average household size in your area is 2.48 persons.



Housing

The median housing value in your area was \$618,940 in 2016, compare this to the US average of \$187,181. In 2000, there were 3,903 owner occupied housing units in your area and there were 10,306 renter occupied housing units in your area. The median rent at the time was \$718.



Income

In 2016, the median household income for your selected geography is \$50,851, compare this to the US average which is currently \$54,505. The median household income for your area has changed by 33.83% since 2000. It is estimated that the median household income in your area will be \$61,390 five years from now, which represents a change of 20.73% from the current year.

The current year per capita income in your area is \$31,046, compare this to the US average, which is \$29,962. The current year average household income in your area is \$77,072, compare this to the US average which is \$78,425.



Employment

In 2016, there are 18,820 employees in your selected area, this is also known as the daytime population. The 2000 Census revealed that 69.70% of employees are employed in white-collar occupations in this geography, and 30.04% are employed in blue-collar occupations. In 2016, unemployment in this area is 7.39%. In 2000, the average time traveled to work was 29.00 minutes.

Source: © 2016 Experian