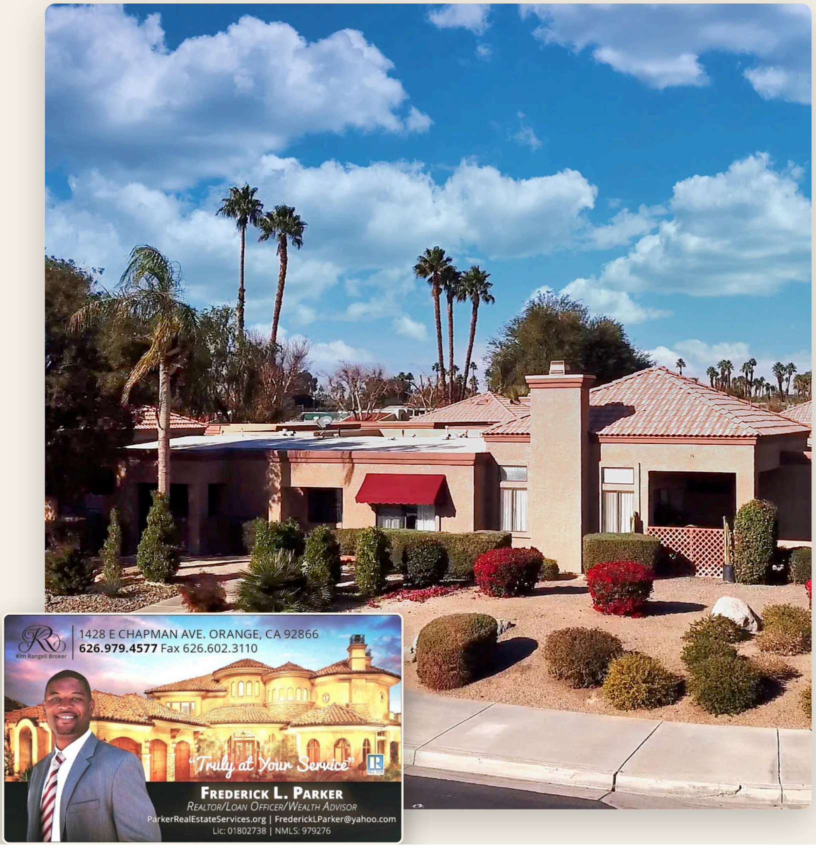
COMPETITIVE MARKET ANALYSIS

92260 · COACHELLA VALLEY

42995 Park Pl, Palm Desert, CA 92260

A four-unit income property in the heart of the Coachella Valley — pricing strategy for a confident, competitive listing.



WHY WORK WITH FREDERICK PARKER

- Local agent who knows the market
- Responds fast
- Holds personal showings at any given time
- Networks with local brokers and investors

MY PERSONAL OFFER TO YOU

I will market the property to fill vacancies at no additional cost while the home is listed for sale.

My broker compensation is only 2.5% — all services included.

PREPARED FOR	DATE	PROPERTY TYPE
Property Owner	July 8, 2026	4-Unit Multifamily

SUGGESTED LIST PRICE **$1,625,000**

Where This Property Stands

01. THE PROPERTY

3,986 sq ft across 4 units — 10 bed / 8 bath, 0.35-acre lot, built 1991, 8-car garage

02. OWNERSHIP HISTORY

Sold for $1.6M in 2022; relisted at $1,999,000 in Oct 2024 but withdrawn unsold after 141 days

03. COACHELLA VALLEY MARKET

5.7 months of supply, inventory down 3% year-over-year — a market shifted from seller-favored to balanced

04. PALM DESERT SEGMENT

Attached and multi-unit values down roughly 6.8% year-over-year, while properties above $1.5M hold value

92260 Median Home Value

$589,945

Down 3.0% year-over-year

Portfolio Rent Potential

$12,000/mo

Illustrative 2×3BR + 2×2BR unit mix

Days to Pending

48 Days

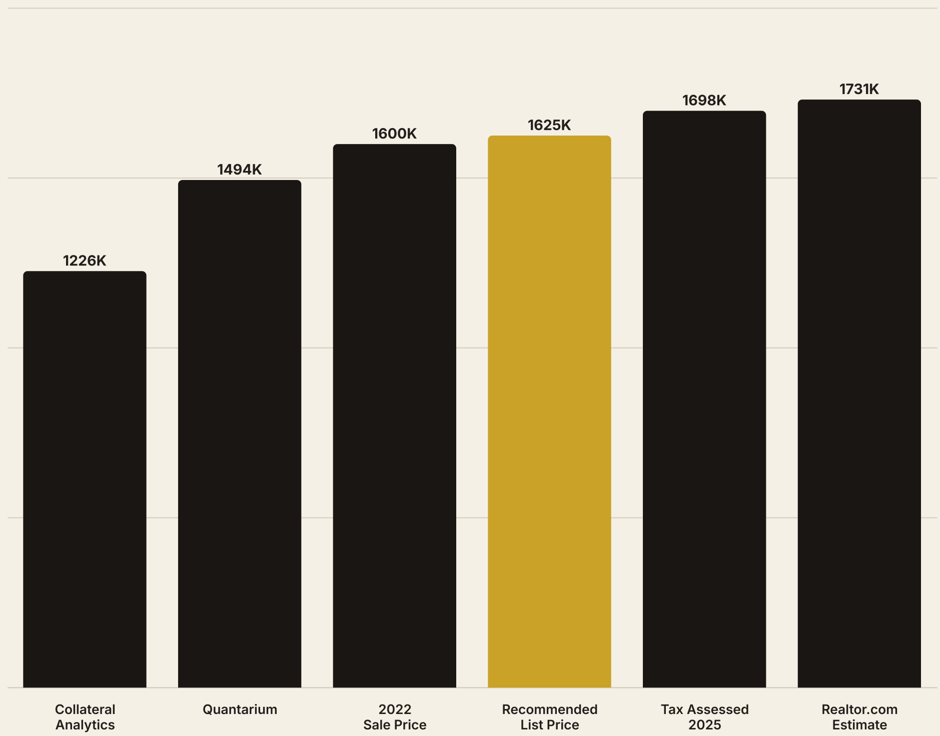
Rewards realistic, competitive pricing

Comparable Positioning

METRIC	THIS PROPERTY	MARKET BENCHMARK
Last Sale Price	$1,600,000 (2022)	Valley detached median $690,000 (Mar 2026, -2.8% YoY)
Price per Sq Ft	$401	2024 relisting asked $502/sq ft — unsold after 141 days
2024 Listing Attempt	$1,999,000	Recommended list is 18.7% below that withdrawn ask
Rent Roll Potential	~$12,000/mo, 4 units	Premium Core submarket occupancy baseline 94.8%

Valuation & Listing History

SIX WAYS TO READ THE VALUE



Listed at $1,999,000 in Oct 2024, this property sat unsold for 141 days before the listing was withdrawn — clear evidence that overpricing stalls a sale in this market.

TAX ASSESSMENT HISTORY

YEAR	ASSESSED VALUE	ANNUAL TAXES
2025	$1,697,932	$22,588
2024	$1,697,932	$22,121
2023	$1,632,000	$21,606

READING THE RANGE

Six independent signals cluster between $1.23M and $1.73M. $1,625,000 sits just above the middle of that range — priced to reflect real value, not the inflated ask that failed to sell in 2024.

Rental Income Potential

Market Rent by Unit Type

UNIT TYPE	MARKET RENT RANGE	SUBMARKET AVERAGE
1-Bedroom Units	$1,700 – $2,000/mo	**$1,850/mo**
2-Bedroom Units	$2,150 – $2,450/mo	**$2,300/mo**
3-Bedroom Units	$3,500 – $3,900/mo	**$3,700/mo**

PREMIUM CORE (PALM DESERT)

5.15% – 5.45% Cap Rate

94.8% average occupancy baseline

SECONDARY GROWTH CORRIDOR

5.65% – 6.10% Cap Rate

93.2% average occupancy baseline

ILLUSTRATIVE RENT ROLL

Assuming a 2×3-bedroom and 2×2-bedroom unit mix at submarket averages, this fourplex supports roughly $12,000 per month in gross rent — about $144,000 per year — within the Premium Core submarket.

$12,000

PER MONTH, GROSS

RECOMMENDED LIST PRICE

$1,625,000

Positioned above the 2022 sale price to capture four years of appreciation and rental upside, and 18.7% below the withdrawn 2024 ask that sat unsold for 141 days.

Priced to Compete — realistic against buyers negotiating ~4.3% below list valley-wide

Priced to Capture Upside — anchored to a $12,000/mo rent roll as the $1.5M+ segment holds firm

ESTIMATED NET PROCEEDS

Sale Price	**$1,625,000**
Less: Listing Broker Commission (2.5%)	-$40,625
Less: Selling Agent Commission (2%)	-$32,500
Less: Estimated Closing Costs (2%)	-$32,500
Less: Mortgage Payoff	-$1,200,000
Net Proceeds to Seller	**$319,375**

Assumes no buyer concessions. Figures are estimates for planning purposes.