

Bluff & Oak

Thirty Twenty East 3rd Street

15 PRISTINE MODERN COASTAL MULTI-FAMILY APARTMENT HOMES

DISCLAIMER AND CONFIDENTIALITY AGREEMENT

The material contained in this document is confidential, furnished solely for the purpose of considering the purchase of 3020 East 3rd Street, Long Beach CA ("Subject Property") is not to be copied and/or used for any purpose or made available for any other person without the express written consent of Matthew Firth, Broker and Pacific Moon Real Estate, Inc. In accepting this, the recipient agrees to keep all material contained herein confidential.

The information contained in this document has been obtained from sources believed to be reliable. While Matthew Firth, Broker and Pacific Moon Real Estate, Inc. do not doubt its accuracy, Matthew Firth, Broker and Pacific Moon Real Estate, Inc. have not verified it and make no guarantee, warranty or representation about it and it is the responsibility of any prospective purchaser to independently confirm its accuracy and completeness. Any projections, opinions, assumptions or estimates are used for example only and do not represent the current or future performance of the property. The value of this transaction to any prospective purchaser depends on tax and other factors which should be evaluated by your tax, financial and legal advisors. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for your needs. All trademarks displayed on this document are the property of their respective owners.

The Seller retains the right to withdraw, modify or cancel this offer to sell at any time without notice or obligation. Any sale is subject to the sole and unrestricted approval of Seller and Seller shall be under no obligation to any party until such time as Seller and any other necessary parties have executed a contract of sale containing terms and conditions acceptable to Seller and such obligations of Seller shall only be those in such contract of sale.



**TABLE OF
CONTENTS**

Executive Summary..... 5

Financial Overview..... 11

Asset Overview..... 15

Floorplans..... 21

Sales Comps, Cost Seg., Additional Units 28

Long Beach Overview..... 35



EXECUTIVE SUMMARY

Bluff & Oak at 3020 East 3rd Street is a ***pristine*** 15-unit apartment building in the prime submarket of Bluff Heights. Situated 3 blocks from the Pacific Ocean, this asset has been meticulously renovated, fully leased, and offers the combination of strong cash-flow and long-term appreciation

With 12 of the 15 apartment homes completely re-built in 2024 and 3 of the 15 built in 2026, this 100% occupied, impeccable turn-key asset was fully renovated post Title-24, including but not limited to all new plumbing (including waste pipes, water lines, backflow preventer, 2" water main); brand new individual unit water heaters; new electrical including new individual subpanels, new 400amp main disconnect; HVAC; doors and windows; exhaust fans; mechanized garage doors; landscape and hardscape including community amenities; paint; modern kitchens and baths; Energy-Star appliances; designer fixtures, quartz, plank floors, ceiling fans.

Bluff Heights is one of the hottest submarkets in rapidly gentrifying Long Beach, due to its growing influx of creative professionals given the unique with attributes including proximity to the Pacific Ocean, Bluff Park, cafés/boutiques, TAMI employers and transportation nodes.



FINANCIAL HIGHLIGHTS

5%

CAP RATE

14.45

CURRENT GRM

\$725

BUILDING PRICE/SF

\$349K

ANNUAL NOI

\$467K

PRICE PER UNIT

13.88

MARKET GRM

Address	3020 East 3 rd Street
Asking Price	\$7,000,000
Total Building Area ¹	9,650 SF
Lot Size	7,504 SF
Zoning	LBR2A
Unit Mix	3 (2 bedrooms – 1 with 2 baths) 11 (1 bedroom / 1 bath) 2 (Studios)
Parking	8 tandem spaces (24-mo lease from adjacent property)
Laundry	In-Unit
Utilities	Separate electric meters, 3 of 15 units also have separate gas meters.
APN	7257-028-003
Original Build Re-Built	1963 2024

1. Does not match assessor building area. See building plans PG 16-17

A modern laundry room with white cabinetry, a washing machine, and wooden shelves. The room features a white countertop, a white washing machine, and a white dryer. There are two wooden shelves on the wall. The floor is made of light-colored wood. The word "FINANCIALS" is overlaid in the center of the image.

FINANCIALS

IN PLACE RENT ROLL



Unit #	Unit Type	Unit SF ¹	Rent/SF	In Place Rents	Market Rent	
1	1 Bed / 1 Bath	650	\$4.23	\$2,750	\$2,750	
2	1 Bed / 1 Bath	650	\$4.15	\$2,700	\$2,700	
3	1 Bed / 1 Bath	650	\$3.85	\$2,500	\$2,700	
4	2 Bed / 1 Bath	800	\$3.50	\$2,800	\$3,200	
5	1 Bed / 1 Bath	650	\$4.15	\$2,700	\$2,700	
6	2 Bed / 2 Bath	1,100	\$3.00	\$3,300	\$3,500	
7	1 Bed / 1 Bath	650	\$3.85	\$2,500	\$2,700	
8	1 Bed / 1 Bath	650	\$3.85	\$2,500	\$2,700	
9	2 Bed / 1 Bath	800	\$4.00	\$3,200	\$3,400	
10	1 Bed / 1 Bath	650	\$3.85	\$2,500	\$2,700	
11	Studio	500	\$4.40	\$2,200	\$2,200	
12	1 Bed / 1 Bath	650	\$4.57	\$2,970	\$3,000	
13	Studio	350	\$6.29	\$2,200	\$2,200	
14	1 Bed / 1 Bath	400	\$6.75	\$2,700	\$2,700	
15	1 Bed / 1 Bath	500	\$5.70	\$2,850	\$2,850	
Total/Average		9,650	\$4.40	\$40,370	\$42,000	PG 7

1. Unit square footage is approximated per Seller / Buyer to verify.

INCOME & EXPENSES

EXPENSES

	PROFORMA
Property Tax	86,800
Insurance	7,431
Management (4%)	19,377
Landscaping	1,200
Maintenance	6,500
Gas/Water Utilities	RUBS
Electric Utilities	RUBS
Total	121,308

INCOME

PROFORMA	MONTHLY	ANNUAL
Gross Potential Rent	40,370	\$484,440
Less: Vacancy at 3%	(1,211)	(14,533)
Effective Gross Income	39,159	469,907
Less: Expenses	10,109	121,308
NET OPERATING INCOME	29,050	348,599
Debt Service*	(18,769)	(225,225)
Cash Flow	10,281	123,374
Principal Reduction	I/O	I/O
Depreciation (Bonus Accelerated) 1 st 5 Years **		\$2,137,307
Current 15 Unit Cap Rate		5%

** DEBT SERVICE ASSUMPTIONS LTV = 59%. INT = 5.5% I/O Fees = 0.50%. Monthly Payment = \$18,768
Lender information provided upon request



**ASSET
OVERVIEW**

Asset Highlights

Completely Reimagined

- Full renovation, essentially new construction;
- Turn-key investment opportunity;
- Strong tenant pool with high credit/income/history verification;
- Leading in-place market rents with long-term asset appreciation;
- Best in-class interior finishes;
- Drought tolerant landscaping;
- In-unit washer/dryer;
- Separately metered for electric with high-efficiency lighting for low utility costs.

Renovation Detail

- Plumbing including waste pipes, water lines, backflow preventer, water main, and individual unit water heaters.
- Electrical including subpanels, conduit, GFCI outlets (as applicable).
- Mechanical including HVAC, washer/dryer venting, bathroom and kitchen exhausts.
- Complete interior renovations:
 - Modern Kitchens: new cabinetry, quartz countertops, Energy-Star appliances, Astro light fixtures, designer faucets, tile, European cabinets
 - Bathrooms including plank flooring, designer fixtures, and modern tub/shower enclosure, upgrades to-current mechanical code including radiation dampers
 - Plank Vinyl Flooring, new doors and windows, ceiling fans
 - Paint
- Addition of washer and dryer hookups
- Current mechanical code upgrades

CURRENT | INTERIOR



TYPICAL 2ND BEDROOM



MODERN COASTAL DESIGN

CURRENT | INTERIOR



OPEN KITCHEN & BREAKFAST BAR



VANITY / BATHROOM

CURRENT | INTERIOR



CHEF GALLEY KITCHEN



DESIGNER BATH

CURRENT | EXTERIOR 1st FLOOR



COMMUNITY COURTYARD



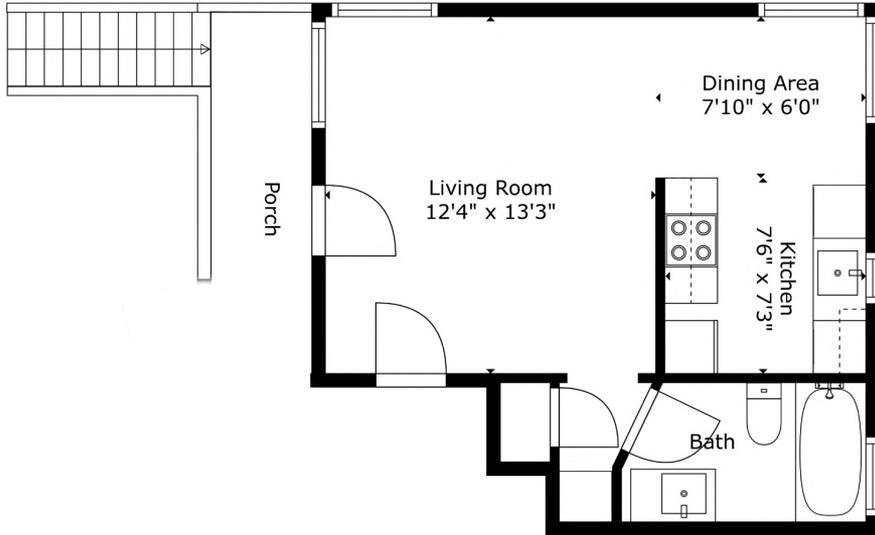
COMMUNITY COURTYARD



FLOORPLANS

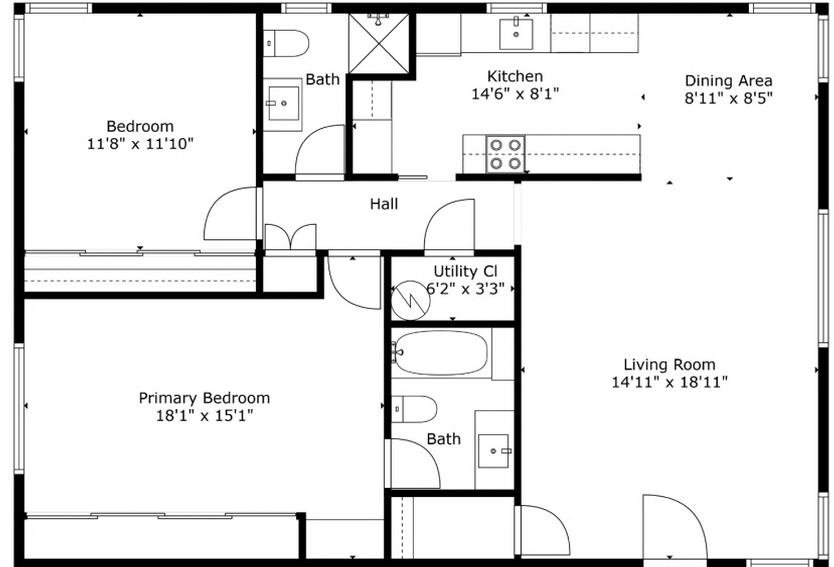
UNIT INTERIOR FLOOR PLAN | STUDIO & 2 BEDROOM

3020 E 3rd St 11
Long Beach, CA



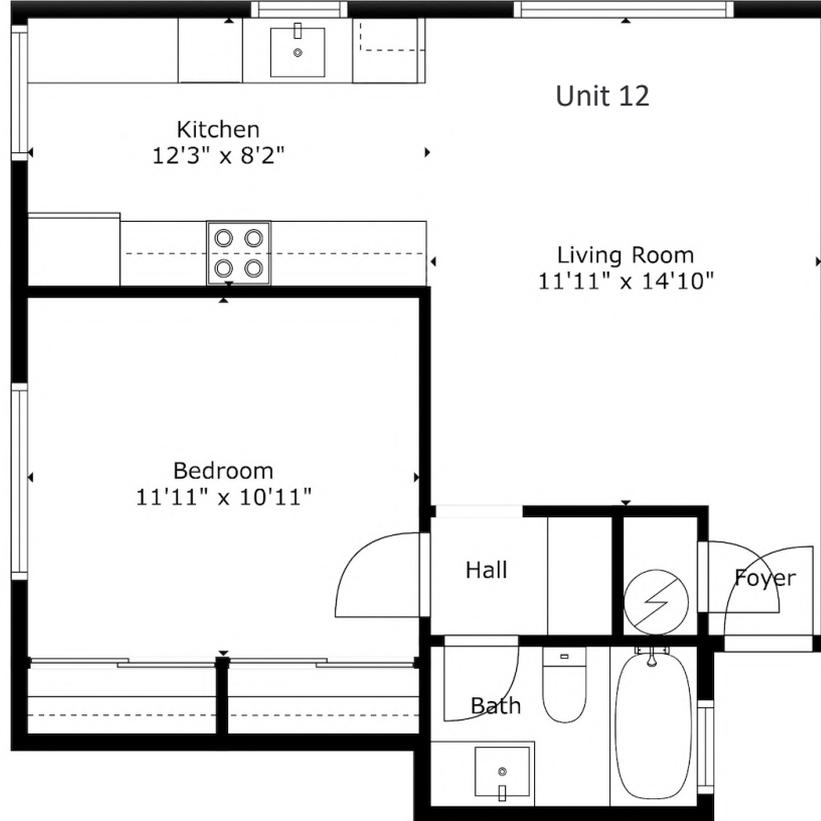
MEASUREMENTS DEEMED RELIABLE BUT NOT GUARANTEED. BUYER TO VERIFY.

3020 E 3rd St 6
Long Beach, CA



MEASUREMENTS DEEMED RELIABLE BUT NOT GUARANTEED. BUYER TO VERIFY.

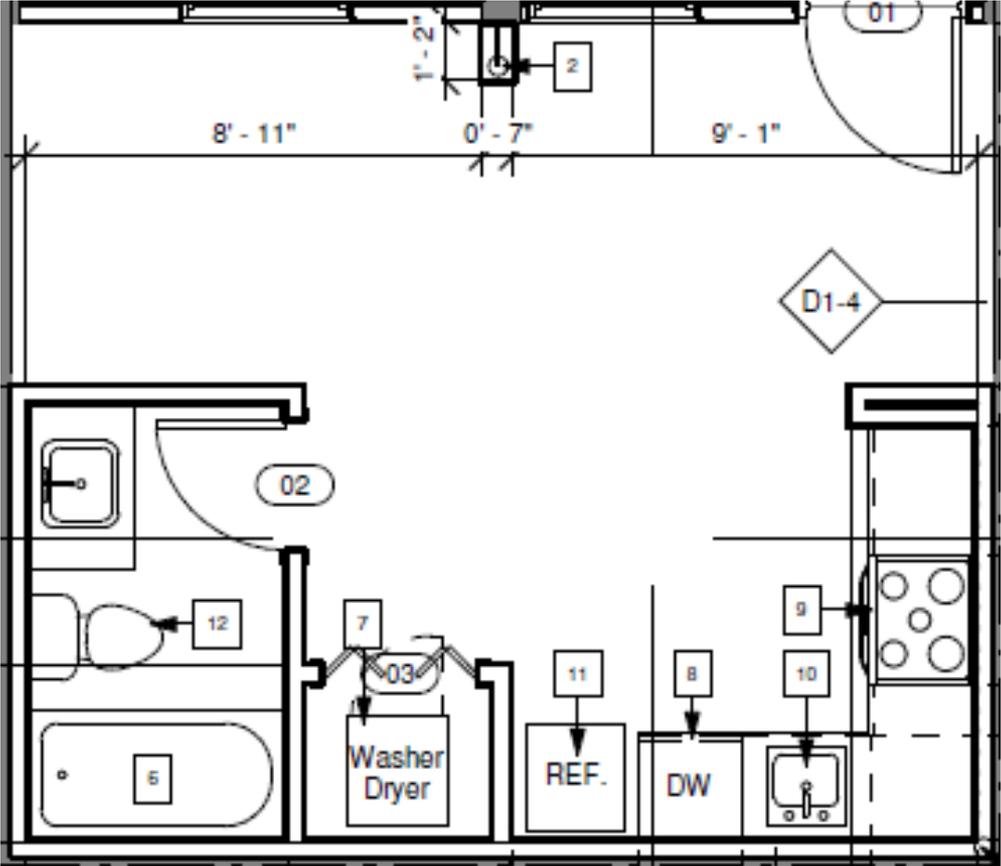
UNIT INTERIOR FLOOR PLAN | 1 BR 1 BA GALLEY KITCHEN



Bluff & Oak

3020 East 3rd Street | MASF10@me.com Darren@reobroker.com MEASUREMENTS DEEMED RELIABLE BUT NOT GUARANTEED. BUYER TO VERIFY.

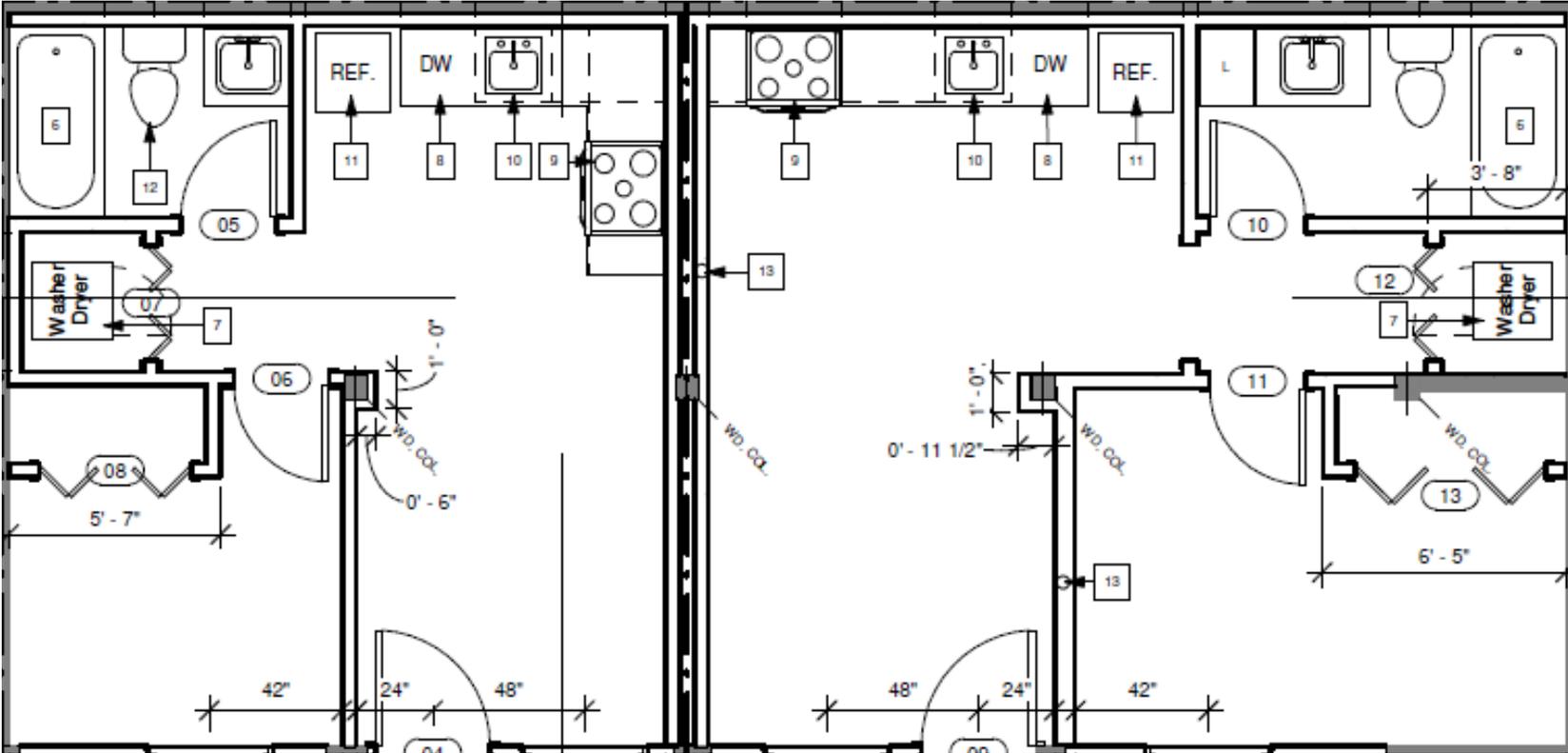
FLOOR PLANS | LARGE STUDIO FACING 3rd STREET



ELEVATION PLAN | FRONT FAÇADE – UNDER CONSTRUCTION



FLOOR PLANS | Units 14 & 15 – 1BR's with Private Yards



ELEVATION | PRIVATE YARDS UNITS 14/15



Bluff & Oak
3020 East 3rd Street | MASF10@me.com Darren@reobroker.com

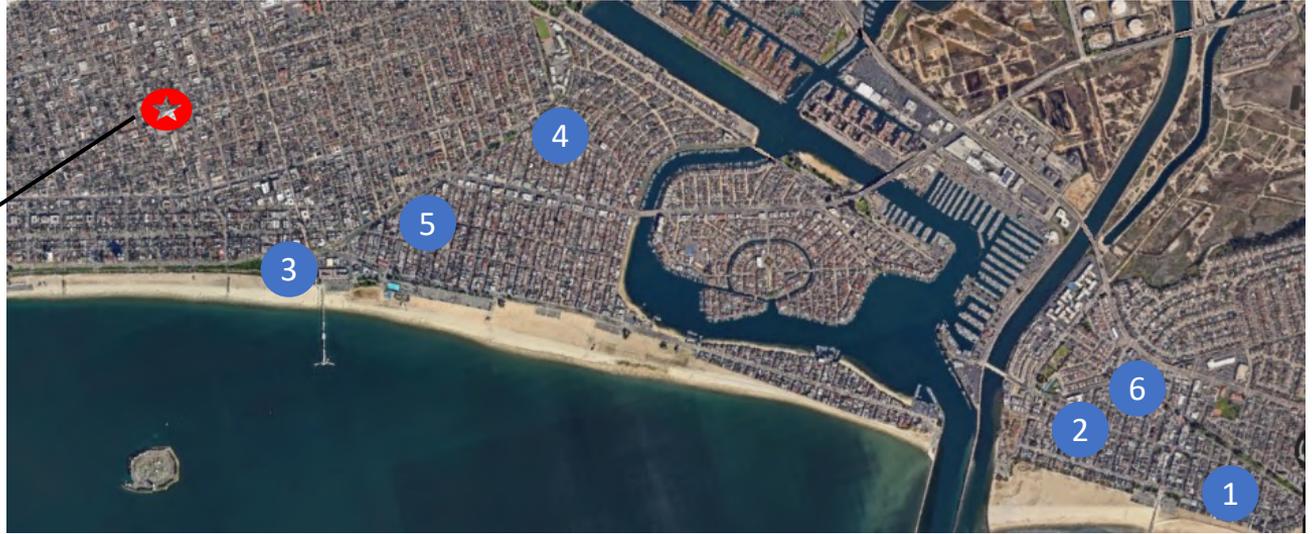
An aerial photograph of a densely populated residential neighborhood. The houses are mostly single-story or two-story structures with light-colored roofs. There are many palm trees and other green plants scattered throughout. In the background, a large body of water is visible, with several large ships or barges. A tall, modern apartment building stands out among the residential houses. The sky is clear and blue. A white rectangular box is centered over the middle of the image, containing the text "SALES COMPARABLES" in white, bold, sans-serif capital letters.

**SALES
COMPARABLES**

SALES COMPS

Bluff & Oak

Thirty Twenty East 3rd Street



1



1117 E Seal Way

2



124 3rd Street

3



16 38th Place

4



5261 E The Toledo

5



121 Ximeno Ave

6



257 5th Street

Bluff & Oak

3020 East 3rd Street | MASF10@me.com Darren@reobroker.com

SALES COMPS

Comp	Address	# Units	Year Built	Bldg SF	Lot SF	Price	\$/Unit	\$/SF	Cap Rate	Unit Mix	COE
1	1117 E Seal Way, SB	3	1966	3,630	3,415	\$4,150,000	\$1,383,333	\$1,143	3.58%	1 – 3b/1b 2 – 2b/1b	11/26/2024
2	124 3 rd Street, SB	5	1960	5,100	6,194	\$3,300,000	\$660,000	\$647	3.57%	4 – 2b/1b	2/28/2024
3	16 38 th Place, LB	7	1962	5,473	5,257	\$3,192,000	\$456,000	\$583	3.34%	3 – 2b/1b 4 – 1b/1b	3/29/2024
4	5261 E The Toledo, LB	8	1928	4,468	5,305	\$3,300,000	\$412,500	\$739	4.75%	8 – 1b/1b	8/27/2024
5	121 Ximeno, LB	9	1954	4,272	3,160	\$3,524,930	\$391,659	\$825	4.64%	9 – 1b/1b	4/4/2025
6	257 5 th Street, SB	5	1954	3,109	5,663	\$2,450,000	\$492,857	\$788	4.0%	5 – 1b/1b	5/27/2025
Averages							\$632,724	\$787	3.98%		
	3020 E. 3 rd St	15	2024	9,650	7,504	\$7,000,000	\$466,666	\$725	5%	2 – Studio 2 – 2b/2b 2 – 2b/1b 9 – 1b/1b	

Source: CoStar and MLS. Reported Cap rate and Sale price

Bluff & Oak

3020 East 3rd Street | MASF10@me.com Darren@reobroker.com

COST SEGREGATION TAX BENEFIT OVERVIEW

By leveraging a comprehensive cost segregation study by DataWise performed on this \$7,000,000 property, and is transferrable to the new owner, results in an accelerated \$2,137,000 of depreciation within the first 5 years of ownership. This is compared to depreciation of \$728,568 over the first 5-years without such a study.

Instead of spreading deductions evenly over decades these advanced strategies front-load a significant portion of your depreciation.

The resulting accelerated bonus depreciation creates substantial tax benefits, reducing your taxable income and freeing up capital for reinvestment. Savvy investors know that capturing these large, early tax deductions can directly enhance cash flow and expand portfolio growth.

Nearly all assets sold do not have such a benefit, and with this powerful tax-saving opportunity, you better position yourself for long-term financial success while strengthening returns.



**LONG BEACH
OVERVIEW**

LONG BEACH TRAJECTORY SIGNIFICANT REVITALIZATION

Sunset Magazine's coolest SoCal beach community, Long Beach is an eclectic, approachable, and progressive city bustling with opportunity. **A 2024 study revealed the LB Airport Aviation Complex, a central hub for aerospace activities, generated \$9 billion in total economic output and supported nearly 42,000 jobs across the region.**

Long Beach is ranked Top 10 in the US in the following categories:



#9 Fastest Gentrifying US cities

Realtor.com



SoCal's Coolest Beach Town

Sunset Magazine



Most livable cities for those under the age of 35

#8 by Vocativ



Most Walkable Cities in Nation

DTLB earns highest score within city. Long Beach is one of the ten most walkable cities in the entire nation according to Walk Score.



10th in America for Top Places for Freelancers

Based on rent, health insurance and cell phone costs as sourced by NerdWallet.



Best Airports in the U.S.

Condé Nast Travel Readers' Choice Award (#7):

Most beautiful airports in the world, the only U.S. site to make the list - BBC

Long Beach Airport was named the best airport for dining in a 10best.com readers' choice poll sponsored by USA today.



Digital City

For 10th consecutive year, by the Center for Digital Government's Digital Communities program.

LONG BEACH MARKET TRAJECTORY (continued)



GROWING AFFLUENT TENANT BASE

- Long Beach has seen a resurgence in total private employment, with a 6.5% year-over-year increase, surpassing the city-wide employment growth rate of 3.9% and is experiencing its lowest unemployment rate in more than 25 years.
- Long Beach has growing incomes and higher buying power, with overall spending potential up by 67% since 2013.
- DTLB employees are among the highest paid in the entire city – workers in DTLB earn 31.3% more than those citywide, at an average of \$67,800 annually. Average household income in the DTLB core is \$71,169 and the median age is 40.

A SENSE OF PLACE



- Concentration of tech, media, advertising, engineers, healthcare, government and skilled blue-collar workers, artists, university students and a vibrant LGBTQ community.
- Long Beach truly is a great city to live, work, play, obtain an education and to stay and grow.

DEMAND OUTPACING SUPPLY



- Long Beach (including the South Bay) has a job base of 550,000 workers, and a population of 760,000 people. The demand for luxury apartments is strong and growing and vastly undersupplied compared to other neighboring coastal cities.
- In Long Beach the ratio is approximately 963:1, indicating one upscale apartment unit for every 963 residents. In Downtown LA the ratio of population to upscale apartment units is approximately 23:1 and in Pasadena the ratio stands at about 12:1.



LARGE SCALE INVESTMENT

- In 2019, Long Beach completed construction of a new \$525 million Civic Center, the second world-class library in the span of two years and is currently finishing construction on the new \$1.5 billion Gerald Desmond bridge.

LONG BEACH MARKET TRAJECTORY (continued)

Long Beach has seen an increase in its global brand visibility as the city prepares to host several Olympic Games in 2028.



LONG BEACH MARKET TRAJECTORY (continued)



Bluff Heights Historic District represents a vibrant, established residential neighborhood in Long Beach. More than half the homes in the neighborhood are Craftsman bungalows, built between 1910–1923, but the oldest homes are Victorian.

Pocket neighborhoods like Bluff Heights have enjoyed visible improvement and value-enhancement, providing a long runway for investors seeking to outperform yields found in surrounding Coastal communities such as Huntington Beach, Seal Beach, or the South Bay. Bluff Heights boasts a diverse mixture of lovingly maintained bungalows and modern multi-family buildings—recent single-family home sales range from c. \$1.7mm to \$3.29mm with a strong and growing household median income of \$81,606.

Coastal Long Beach assets benefit from an influx of creative talent and start-up firms seeking a lower cost, business friendly home within Southern California, has benefited Long Beach due to its proximity to the ocean, retail, TAMI employers, airport and freeways & transportation nodes. Investment in emerging trendy neighborhoods in costal Long Beach has grown significantly with asset prices impacted by high supply and demand imbalances, and properties are commanding premium rents and providing downside protection.



PRESENTED BY:



MATTHEW FIRTH

Matthew Firth, Broker |

LIC. # 01903073

562-760-9447

MAF10@me.com

2200 South Coast Highway, #7

Laguna Beach, CA 90808



DARREN MOON

Darren Moon, Broker

Pacific Moon Real Estate, Inc.

Real Estate Broker, MBA BRE License #01416390

18377 Beach Blvd Suite 333, Huntington Beach, CA 92648

www.pacificmoonrealestate.com Over 10,000 homes sold!

O:714-465-9969 F:714-465-9951 C: 714-600-9350



The information contained in this document has been obtained from sources believed to be reliable. While Matthew Firth, Broker and Pacific Moon Real Estate, Inc., do not doubt its accuracy, Matthew Firth, Broker and Pacific Moon Real Estate, Inc., have not verified it and makes no guarantee, warranty or representation about it and it is the responsibility of any prospective purchaser to independently confirm its accuracy and completeness. Any projections, opinions, assumptions or estimates are used for example only and do not represent the current or future performance of the property. The value of this transaction to any prospective purchaser depends on tax and other factors which should be evaluated by your tax, financial and legal advisors. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for your needs. All marks displayed on this document are the property of their respective owners.