

Rare Opportunity – 21 unit Multifamily in Mission Hills

*PROPERTY LINES ARE ESTIMATES.

4069-4077 Goldfinch Street

San Diego, CA 92103

Condo Quality Construction



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CONFIDENTIALITY & DISCLAIMER

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4069-4077 GOLDFINCH STREET

Executive Summary

THE OFFERING

4069-4077 Goldfinch Street **\$10,500,000**
STREET ADDRESS LISTING PRICE

South Coast Commercial and Willis Allen Real Estate are pleased to present 4069-4077 Goldfinch Street, a 21-unit Condo-Quality multifamily community in the highly desirable Mission Hills neighborhood of San Diego. Built in 1979, the three-story property comprises 15,620 square feet of rentable area on a 20,000 square foot lot comprised of two separate parcels. With a favorable unit mix, ample parking, and RM-3-7 zoning, the asset provides stable in-place income today with flexibility for value-add strategies or future redevelopment.

The property benefits from its walkable Mission Hills setting, with immediate access to neighborhood dining, retail, and services, as well as close proximity to Balboa Park, Downtown San Diego, and major regional freeways. Strong tenant demand, limited new supply, and the area's enduring prestige position 4069-4077 Goldfinch St as a compelling opportunity for investors seeking durable cash flow with long-term value creation potential in one of San Diego's most resilient multifamily submarkets.



21
UNITS



20,000 SF
LOT SIZE



15,620 SF
BUILDING SIZE



\$333,990
NOI



3.2%
CAP RATE



EXECUTIVE SUMMARY | PROPERTY INFORMATION | LOCATION OVERVIEW | FINANCIAL ANALYSIS | COMPARABLES | DEMOGRAPHICS

INVESTMENT HIGHLIGHTS



Condo Quality 21-Unit Community

Three-story property on a 20,000 SF parcel



Attractive Unit Mix

One and two-bedroom layouts with fireplaces, balconies/patios, and dishwashers



Ample Parking

31 spaces (16 garages + 15 open spaces), a rare advantage in an infill location



Excellent Connectivity

Quick access to I-5, I-8, SR-163, Downtown, and the airport



Prime Mission Hills Location

Walkable neighborhood with dining, retail, and services; Walk Score of 93



Zoning Flexibility

RM-3-7 designation allows redevelopment or repositioning



Resilient Submarket

Limited supply, consistent demand, and enduring neighborhood prestige



Convenient Building Amenities

Elevator access, on-site laundry, secure entry, and private outdoor spaces support tenant appeal



ADU Potential

Opportunity to convert existing garages into accessory dwelling units

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4069-4077 GOLDFINCH STREET

Property Information

THE PROPERTY AT A GLANCE



21
UNITS



20,000 SF
LOT SIZE



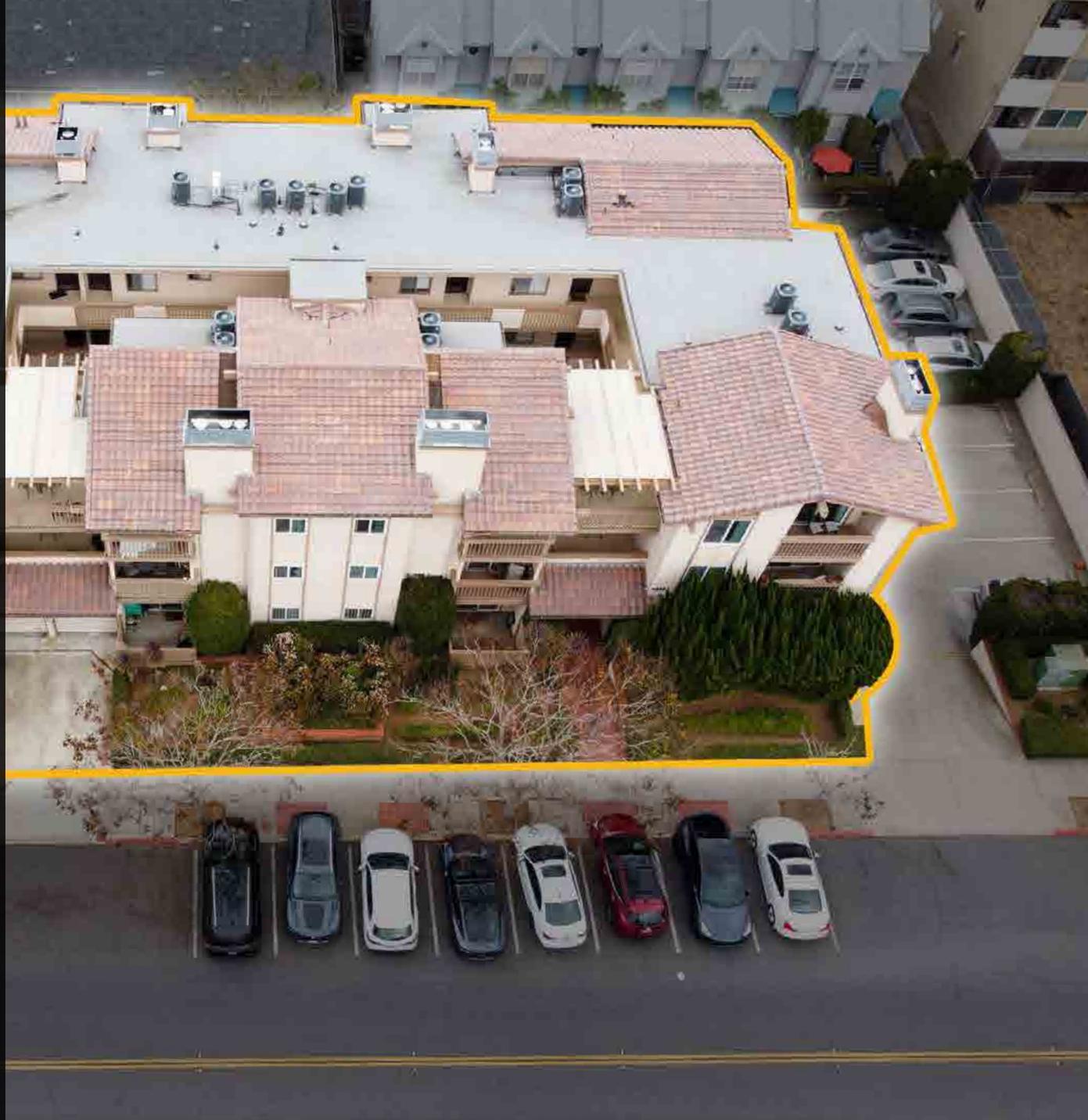
15,620 SF
BUILDING SIZE



\$333,990
NOI



3.2%
CAP RATE



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PROPERTY DESCRIPTION

4069-4077 4077 Goldfinch Street is a Condo Quality 21-unit multifamily community strategically located in the heart of San Diego's highly desirable and walkable Mission Hills neighborhood.

Constructed in 1979, the three-story Condo-Quality property comprises 15,620 square feet of rentable area on a 20,000 square foot lot comprised of two separate parcels. The community offers a mix of one- and two-bedroom layouts averaging 700-900 square feet, along with 31 parking spaces (16 garages and 15 open stalls) which provides a distinct competitive advantage in this dense infill location. The site is zoned RM-3-7, supporting stable in-place operations while also offering investors meaningful optionality for future redevelopment or repositioning.

The property offers a range of tenant amenities, including fireplaces (20 units), private balconies or patios, exterior storage closets, and dishwashers. Residents also benefit from shared conveniences such as a community laundry facility, elevator access, secured intercom entry, and additional storage. Recent capital improvements include new tile & flat roofs, HVAC units (20 units), hot water lines re-routed, dual pane windows, enhance efficiency and tenant comfort. Four community BBQ decks further contribute to resident appeal, complementing the property's exceptional walkability.

With its prime Mission Hills location, favorable unit mix, and well-maintained physical plant, 4069-4077 Goldfinch Street represents a rare opportunity to acquire a Condo-Quality multifamily asset in prestigious Mission Hills, one of San Diego's most supply-constrained submarkets. The property is positioned to deliver durable rental demand and long-term value, while its zoning and parcel size provide flexibility for future investment strategies.



EXECUTIVE SUMMARY

PROPERTY INFORMATION

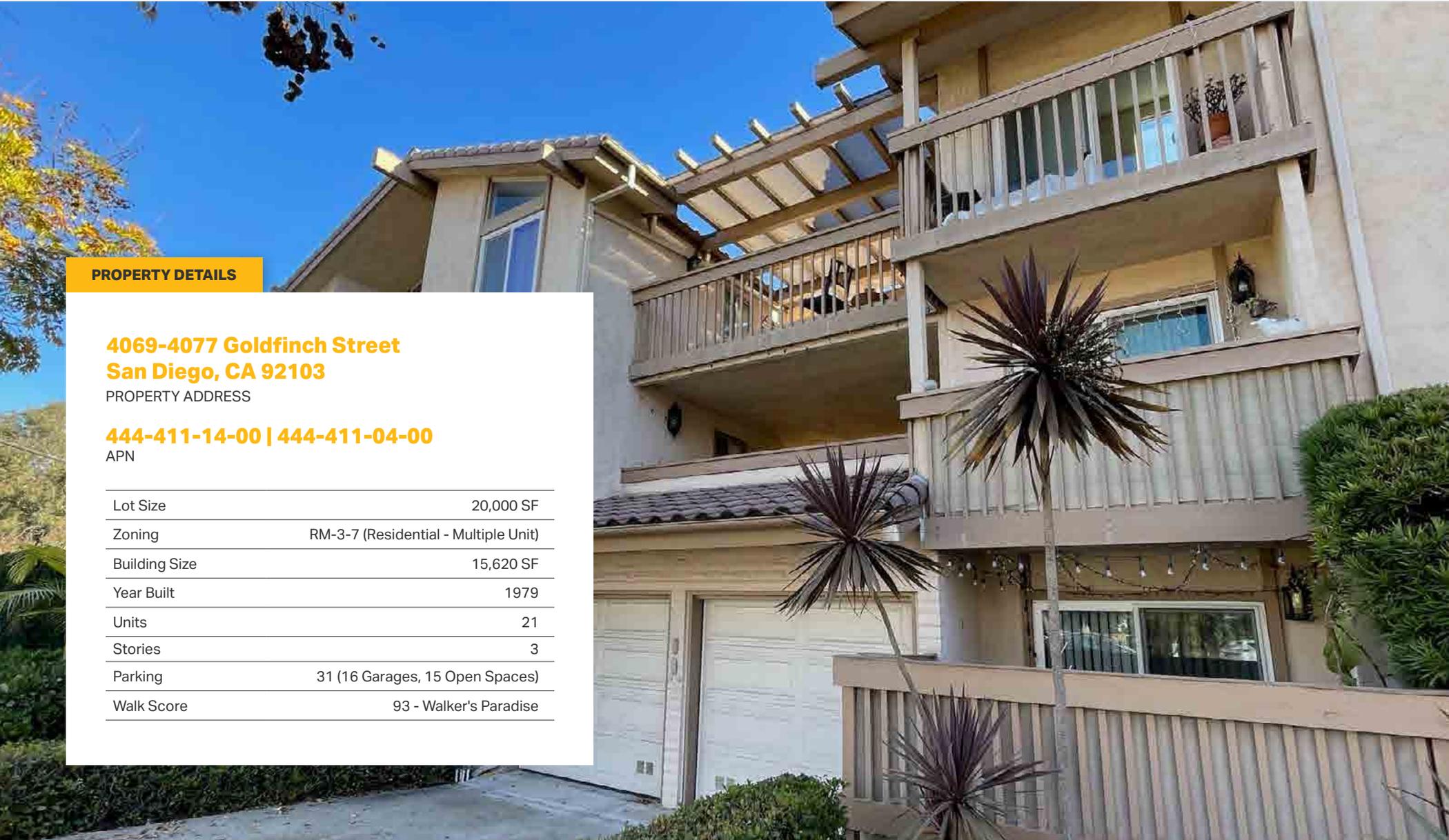
LOCATION OVERVIEW

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PROPERTY DESCRIPTION



PROPERTY DETAILS

**4069-4077 Goldfinch Street
San Diego, CA 92103**

PROPERTY ADDRESS

444-411-14-00 | 444-411-04-00
APN

Lot Size	20,000 SF
Zoning	RM-3-7 (Residential - Multiple Unit)
Building Size	15,620 SF
Year Built	1979
Units	21
Stories	3
Parking	31 (16 Garages, 15 Open Spaces)
Walk Score	93 - Walker's Paradise

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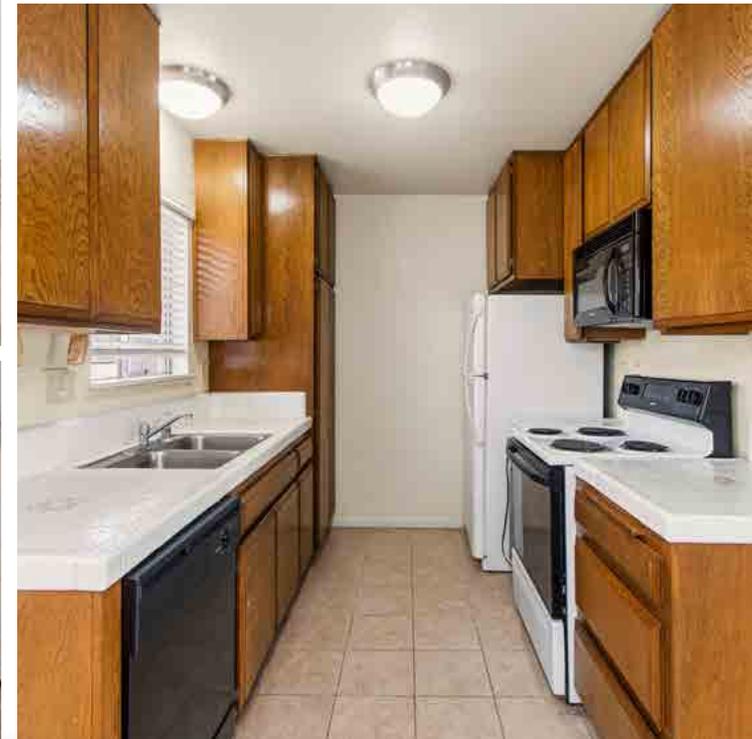
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4069-4077 GOLDFINCH STREET

Location Overview



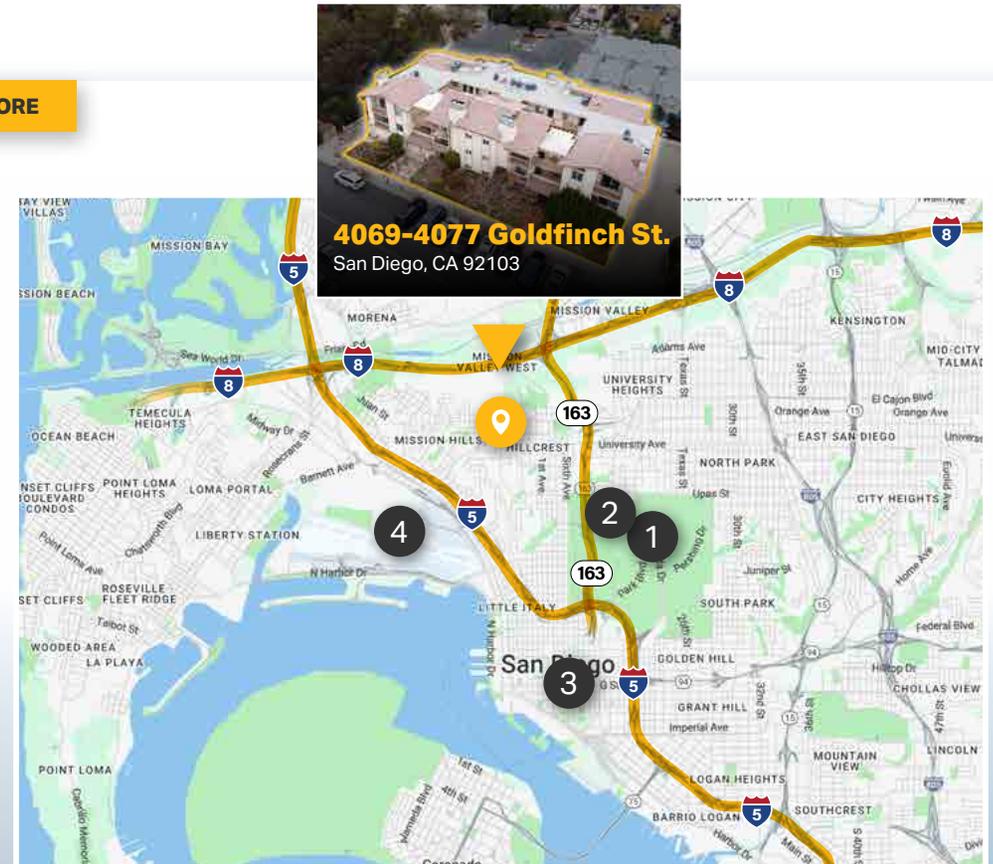
LOCATION OVERVIEW

TIMELESS APPEAL IN A PREMIER URBAN ENCLAVE – MISSION HILLS MULTIFAMILY CORE

Mission Hills is one of San Diego's most established neighborhoods, recognized for its historic character, hillside setting, and proximity to the city's cultural and employment hubs. The area blends early 20th-century architecture with modern infill development, creating a distinctive residential environment that attracts a broad renter base seeking both charm and convenience. Its reputation for stability and prestige has made it one of the city's most consistently desirable residential enclaves.

The location offers a prime investment setting in the heart of San Diego. Its proximity to corporate offices and the city's vibrant business community supports strong housing demand from a steady pool of renters. Nearby attractions such as ① **Balboa Park**, the ② **San Diego Zoo**, and the historic ③ **Gaslamp Quarter** provide cultural, recreational, and entertainment amenities that enhance quality of life and broaden the property's appeal to tenants. This combination of lifestyle and accessibility reinforces Mission Hills as a high-demand rental market.

Mission Hills also benefits from excellent regional connectivity, with direct access to **Interstates 5 and 8** and **State Route 163**. The neighborhood's closeness to ④ **San Diego International Airport**, the waterfront, and leading healthcare and education institutions reinforces its long-term desirability. Limited new supply and consistent rental demand position Mission Hills as one of San Diego's most resilient multifamily submarkets.



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IMMEDIATE MAP



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SOUTH COAST
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GLOBAL PROPERTIES

4069-4077 GOLDFINCH STREET

Financial Analysis

FINANCIAL SUMMARY

INVESTMENT OVERVIEW

\$672.22
PRICE PER SF

\$10,500,000
PRICE

\$500,000
PRICE PER UNIT

CURRENT

PROFORMA

18.7

GRM

15.9

3.2%

CAP RATE

4.1%

-0.3%

CASH-ON-CASH
RETURN (YR 1)

1.5%

\$54,880

TOTAL RETURN (YR 1)

\$150,514

0.95

DEBT COVERAGE RATIO

1.22

CURRENT

PROFORMA

OPERATING DATA

Gross Scheduled Income	\$561,756	\$659,342
Total Scheduled Income	\$561,756	\$659,342
Vacancy Cost	\$11,235	\$13,187
Gross Income	\$550,521	\$646,155
Operating Expenses	\$216,531	\$216,531
Net Operating Income	\$333,990	\$429,624
Pre-Tax Cash Flow	-\$17,811	\$77,824

FINANCING DATA

Down Payment	\$5,250,000	\$5,250,000
Loan Amount	\$5,250,000	\$5,250,000
Debt Service	\$351,801	\$351,801
Debt Service Monthly	\$29,317	\$29,317
Principal Reduction (yr 1)	\$72,691	\$72,691

EXECUTIVE SUMMARY

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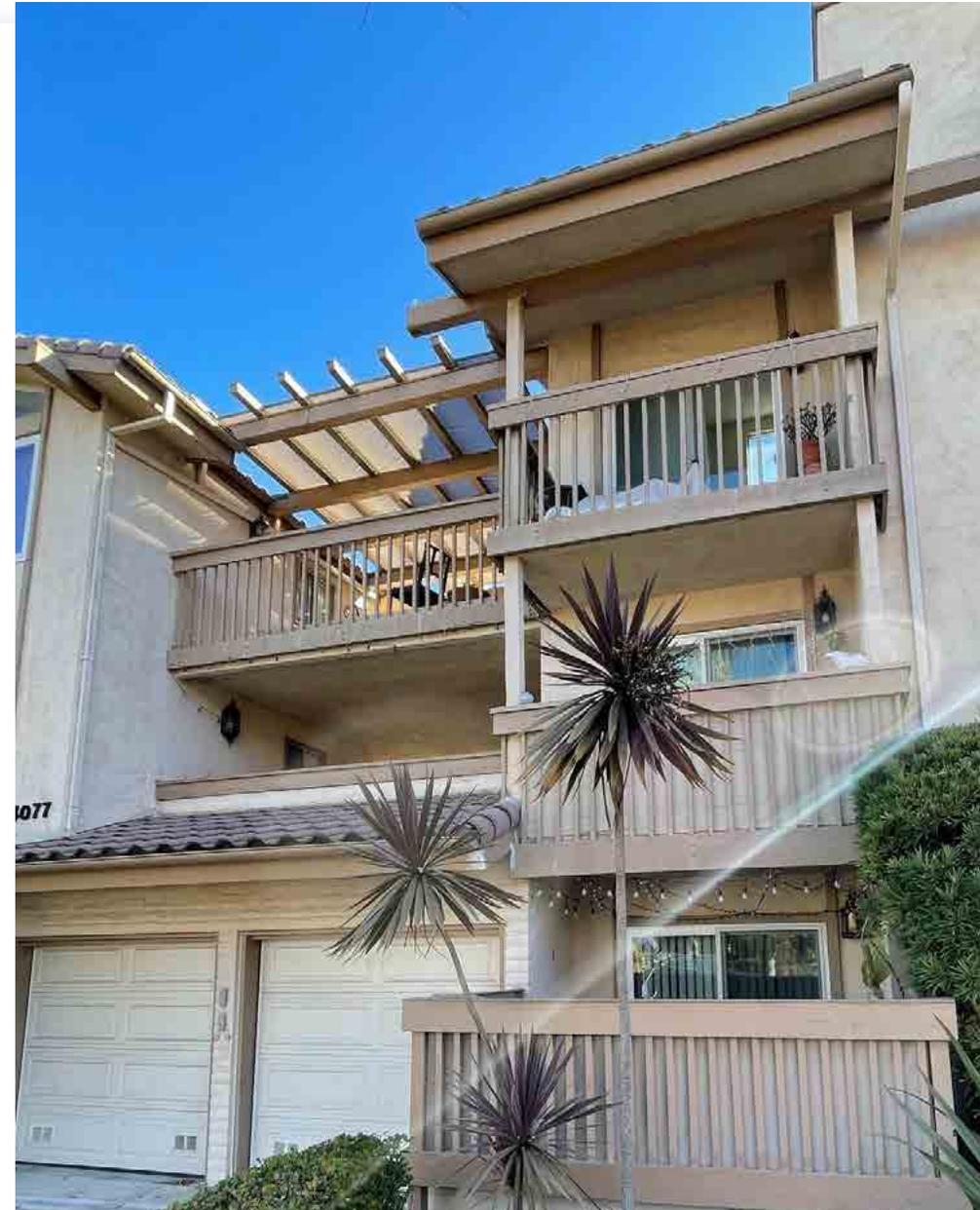
FINANCIAL ANALYSIS

COMPARABLES

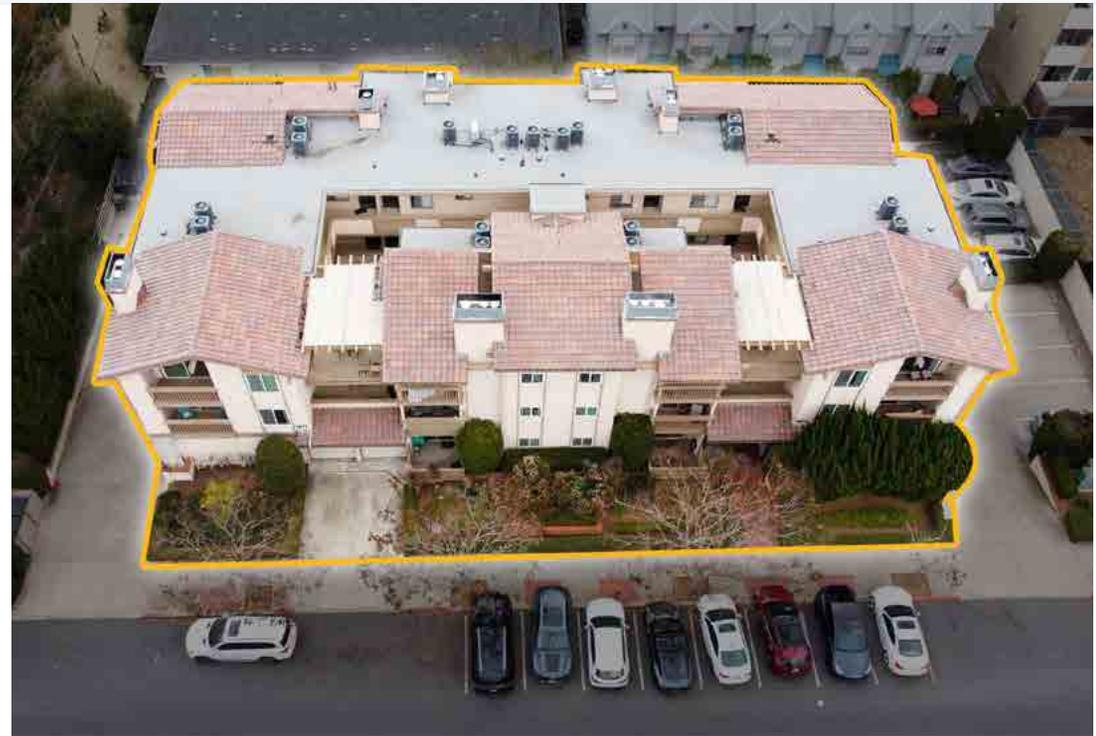
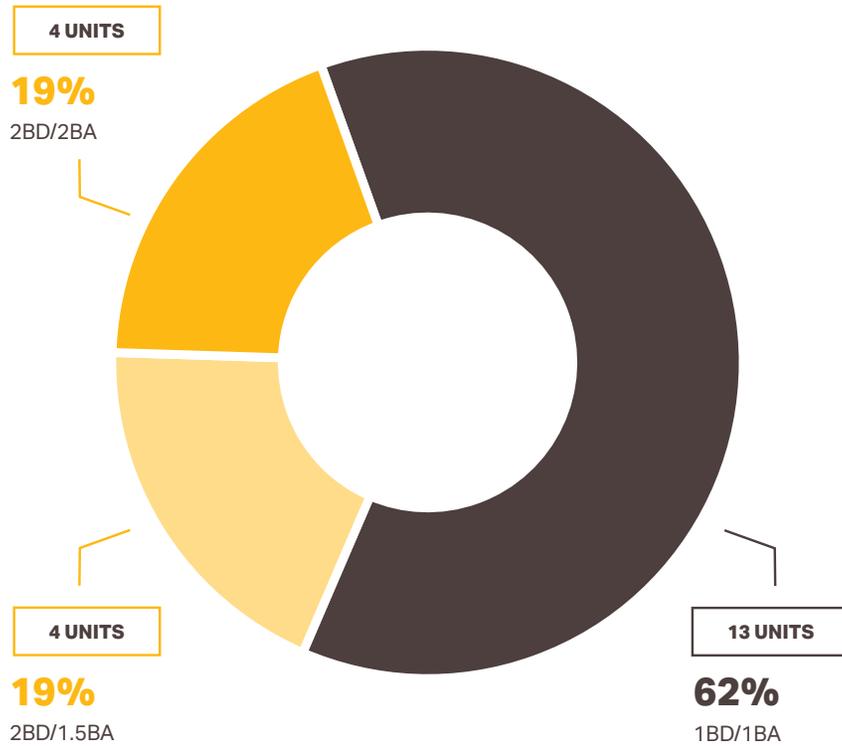
DEMOGRAPHICS

INCOME & EXPENSES SUMMARY

	CURRENT	PROFOMA
INCOME SUMMARY		
Vacancy Cost	(\$11,235)	(\$13,187)
GROSS INCOME	\$550,521	\$646,155
EXPENSES SUMMARY		
Phone Service	\$1,304	\$1,304
Elevator	\$2,800	\$2,800
SDGE	\$4,095	\$4,095
Water	\$10,727	\$10,727
Landscaping	\$2,200	\$2,200
Trash Removal	\$11,472	\$11,472
Pest Control	\$1,557	\$1,557
Maintenance	\$29,137	\$29,137
Management (On Site)	\$12,500	\$12,500
Licenses & Fees	\$246	\$246
Miscellaneous	\$524	\$524
Reserves	\$2,000	\$2,000
Fire Alarm	\$1,062	\$1,062
Insurance	\$8,807	\$8,807
Taxes	\$128,100	\$128,100
OPERATING EXPENSES	\$216,531	\$216,531
NET OPERATING INCOME	\$333,990	\$429,624



UNIT MIX SUMMARY



*Property lines are estimates

UNIT TYPE	BEDS	BATHS	COUNT	% OF TOTAL	RENT	MARKET RENT
1Bd 1Ba	1	1	13	61.90%	\$1,973	\$2,151
2Bd 1.5Ba	2	1.5	4	19.00%	\$2,513	\$2,739
2Bd 2Ba	2	2	4	19.00%	\$2,553	\$2,783
TOTALS/AVERAGES			21	100.00%	\$2,186	\$2,383

RENTAL INCREASE

9% ANNUAL RENTAL INCREASE WORKSHEET

7 YEAR HOLD

Unit	Current	9% 2026	9% 2027	9% 2028	9% 2029	9% 2030	9% 2031	9% 2032
1Br/1Ba	\$1,650	\$1,799	\$1,960	\$2,137	\$2,329	\$2,539	\$2,767	\$3,016
1Br/1Ba	\$1,690	\$1,842	\$2,008	\$2,189	\$2,386	\$2,600	\$2,834	\$3,089
1Br/1Ba	\$1,820	\$1,984	\$2,162	\$2,357	\$2,569	\$2,800	\$3,052	\$3,327
1Br/1Ba	\$1,820	\$1,984	\$2,162	\$2,357	\$2,569	\$2,800	\$3,052	\$3,327
1Br/1Ba	\$1,825	\$1,989	\$2,168	\$2,363	\$2,576	\$2,808	\$3,061	\$3,336
1Br/1Ba	\$1,870	\$2,038	\$2,222	\$2,422	\$2,640	\$2,877	\$3,136	\$3,418
1Br/1Ba	\$1,890	\$2,060	\$2,246	\$2,448	\$2,668	\$2,908	\$3,170	\$3,455
1Br/1Ba	\$1,980	\$2,158	\$2,352	\$2,564	\$2,795	\$3,046	\$3,321	\$3,620
1Br/1Ba	\$2,100	\$2,289	\$2,495	\$2,720	\$2,964	\$3,231	\$3,522	\$3,839
1Br/1Ba	\$2,200	\$2,398	\$2,614	\$2,849	\$3,105	\$3,385	\$3,690	\$4,022
1Br/1Ba	\$2,200	\$2,398	\$2,614	\$2,849	\$3,105	\$3,385	\$3,690	\$4,022
1Br/1Ba	\$2,300	\$2,507	\$2,733	\$2,979	\$3,247	\$3,539	\$3,857	\$4,204
1Br/1Ba	\$2,300	\$2,507	\$2,733	\$2,979	\$3,247	\$3,539	\$3,857	\$4,204
2Br/1.5Ba	\$2,270	\$2,474	\$2,697	\$2,940	\$3,204	\$3,493	\$3,807	\$4,150
2Br/1.5Ba	\$2,300	\$2,507	\$2,733	\$2,979	\$3,247	\$3,539	\$3,857	\$4,204
2Br/1.5Ba	\$2,380	\$2,594	\$2,828	\$3,082	\$3,360	\$3,662	\$3,991	\$4,351
2Br/1.5Ba	\$3,100	\$3,379	\$3,683	\$4,015	\$4,376	\$4,770	\$5,199	\$5,667

Unit	Current	9% 2026	9% 2027	9% 2028	9% 2029	9% 2030	9% 2031	9% 2032
2Br/2Ba	\$2,225	\$2,425	\$2,644	\$2,881	\$3,141	\$3,423	\$3,732	\$4,067
2Br/2Ba	\$2,235	\$2,436	\$2,655	\$2,894	\$3,155	\$3,439	\$3,748	\$4,086
2Br/2Ba	\$2,450	\$2,671	\$2,911	\$3,173	\$3,458	\$3,770	\$4,109	\$4,479
2Br/2Ba	\$3,300	\$3,597	\$3,921	\$4,274	\$4,658	\$5,077	\$5,534	\$6,033
Monthly Rent	\$45,905	\$50,036	\$54,540	\$59,448	\$64,799	\$70,631	\$76,987	\$83,916
Laundry & Misc.	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900
Garages	\$0	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
Total Monthly Income	\$46,805	\$54,936	\$59,440	\$64,348	\$69,699	\$75,531	\$81,887	\$88,816
Annual Income	\$561,660	\$659,237	\$713,277	\$772,180	\$836,384	\$906,366	\$982,647	\$1,065,794
Expenses (New Taxes)	\$216,500	\$220,830	\$225,247	\$229,752	\$234,347	\$239,033	\$243,814	\$248,690
Net Operating Income	\$345,160	\$438,407	\$488,030	\$542,428	\$602,037	\$667,333	\$738,833	\$817,103
CAP Rate	3.3%	4.2%	4.6%	5.2%	5.7%	6.4%	7.0%	7.8%
Gross Rent Multiplier	18.7	15.9	14.7	13.6	12.6	11.6	10.7	9.9

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SOUTH COAST
COMMERCIAL



CORFAC
INTERNATIONAL



WILLIS ALLEN
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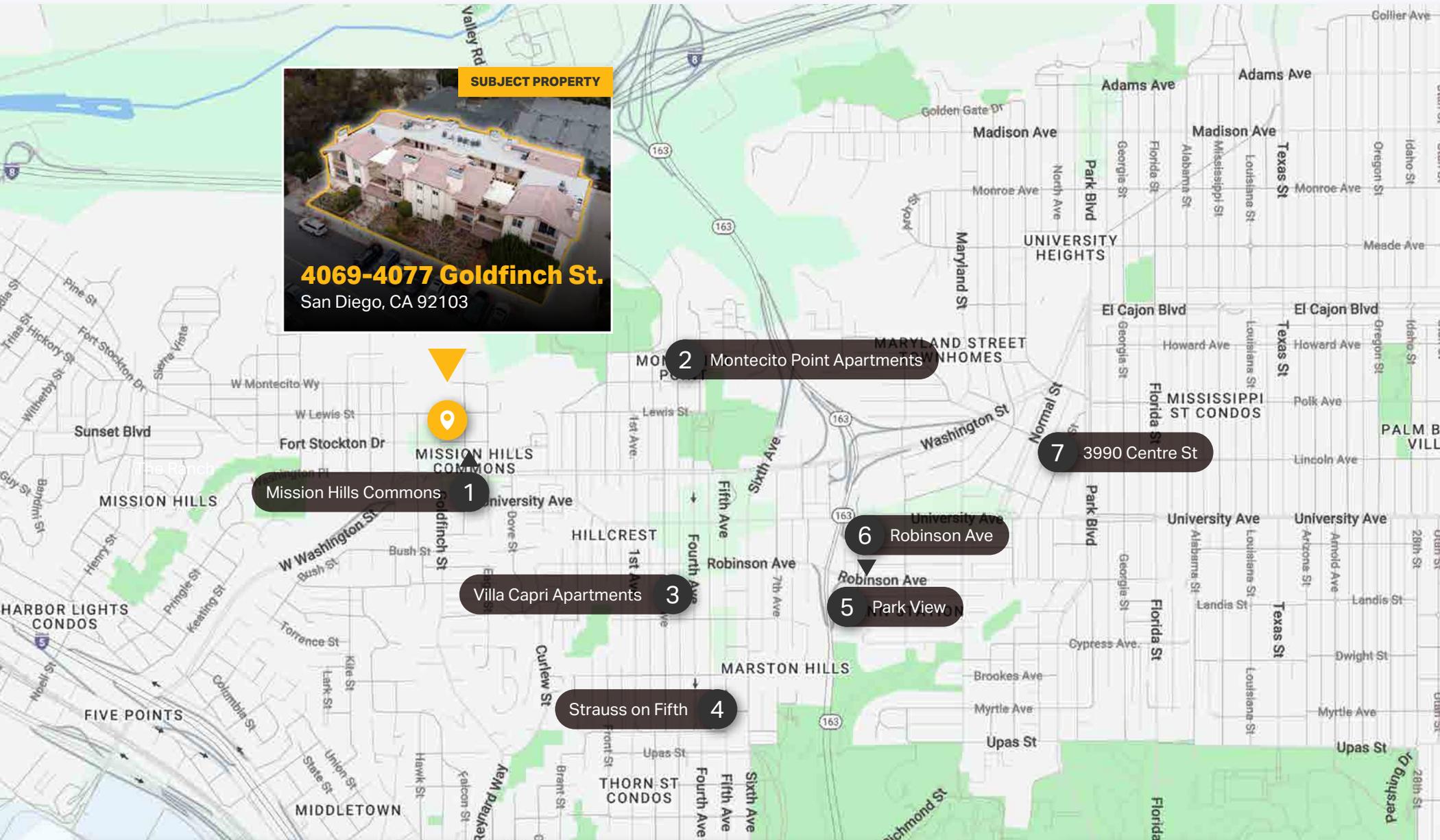


Forbes
GLOBAL PROPERTIES

4069-4077 GOLDFINCH STREET

I Comparables

RENT COMPARABLES MAP



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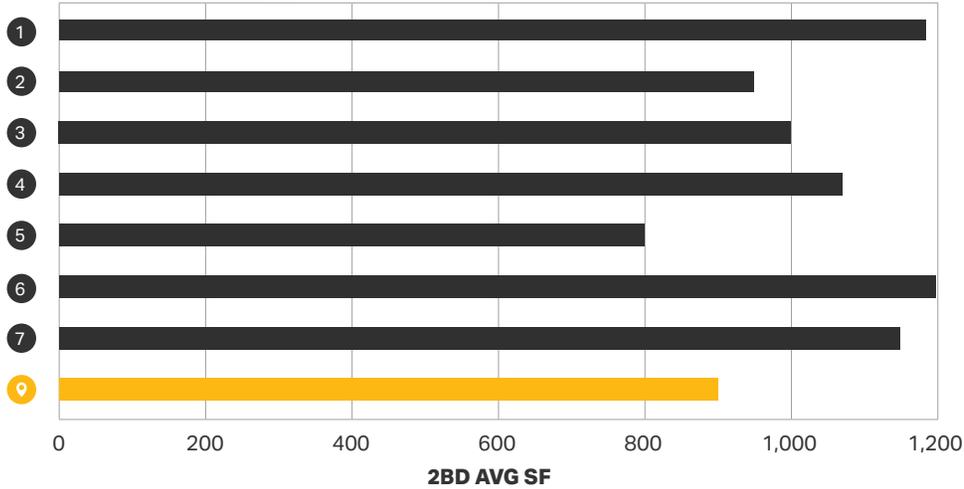
FINANCIAL ANALYSIS

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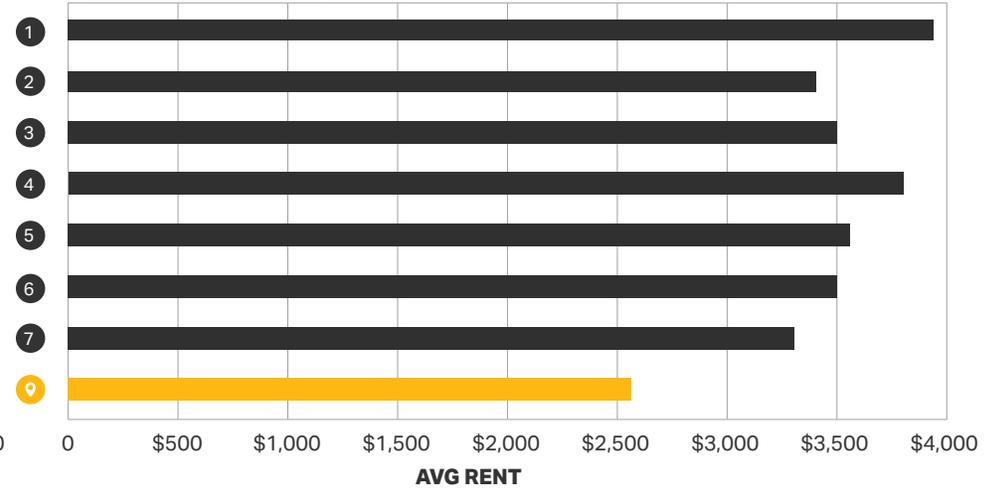
DEMOGRAPHICS

RENT COMPARABLES SUMMARY

SF OVERVIEW



RENT OVERVIEW



Property Name	Property Address	Distance	Year Built	Bedroom	Bathroom	SF	Rent	Rent PSF	
1	Mission Hills Commons	4021 Falcon St, San Diego, CA 92103	0.1 mi	2022	2	2	1,182 SF	\$3,930	\$3.32
2	Montecito Point Apartments	4179 3rd Ave, San Diego, CA 92103	0.5 mi	1987	2	2	950 SF	\$3,398	\$3.58
3	Villa Capri Apartments	3737 3rd Ave, San Diego, CA 92103	0.7 mi	1972	2	2	1,000 SF	\$3,495	\$3.50
4	Strauss on Fifth	3534 5th Ave, San Diego, CA 92103	0.9 mi	2019	2	2	1,069 SF	\$3,795	\$3.55
5	Park View	3700 10th Ave, San Diego, CA 92103	1.0 mi	1963	2	2	800 SF	\$3,555	\$4.44
6	Robinson Ave	Robinson Ave, San Diego, CA 92103	1.0 mi	n/a	2	2	1,200 SF	\$3,495	\$2.91
7	3990 Centre St	3990 Centre St, Hillcrest, CA 92103	1.4 mi	2005	2	2	1,150 SF	\$3,300	\$2.87
Average of Comps			0.8 mi	1995	2	2	1,050 SF	\$3,567	\$3.40
9	4069-4077 Goldfinch Street	4069-4077 Goldfinch St, San Diego, CA 92103	0.0 mi	1979	2	2	900 SF	\$2,553	\$2.84

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4069-4077 Goldfinch Street

4069-4077 Goldfinch St, San Diego, CA 92103

RENT SUMMARY

UNIT TYPE	COUNT	% OF TOTAL	RENT	MARKET RENT
1Bd 1Ba	13	61.9%	\$1,973	\$2,151
2Bd 1.5Ba	4	19.0%	\$2,513	\$2,739
2Bd 2Ba	4	19.0%	\$2,553	\$2,783
Total/Wtd Avg	21	100.0%	\$2,186	\$2,383



1

Mission Hills Commons

4021 Falcon St, San Diego, CA 92103

RENT SUMMARY

UNIT TYPE	COUNT	RENT	SIZE SF
1Br/1Ba	\$2,925	868 SF	\$3.37
2Br/2Ba	\$3,845	1,182 SF	\$3.25
Total/Wtd Avg	\$6,770	2,050 SF	\$6.62

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2

Montecito Point Apartments
4179 3rd Ave, San Diego, CA 92103

RENT SUMMARY			
UNIT TYPE	COUNT	RENT	SIZE SF
1Br/1Ba	\$2,598	620 SF	\$4.19
2Br/2Ba	\$3,398	950 SF	\$3.58
Total/Wtd Avg	\$5,996	1,570 SF	\$7.77



3

Villa Capri Apartments
3737 3rd Ave, San Diego, CA 92103

RENT SUMMARY			
UNIT TYPE	COUNT	RENT	SIZE SF
1Br/1Ba	\$2,450	800 SF	\$3.06
2Br/2Ba	\$3,495	1,000 SF	\$3.50
Total/Wtd Avg	\$5,945	1,800 SF	\$6.56



4

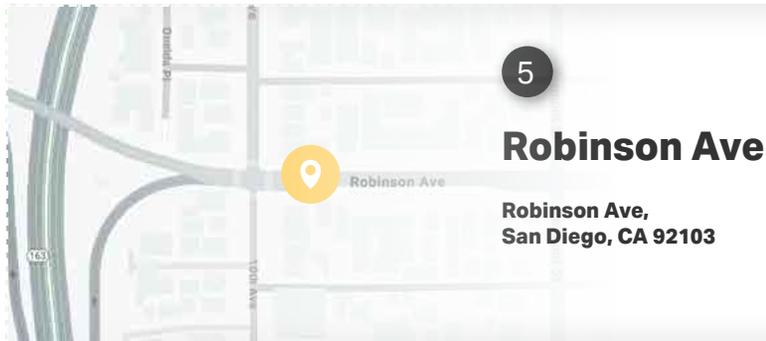
Strauss on Fifth
3534 5th Ave, San Diego, CA 92103

RENT SUMMARY			
UNIT TYPE	COUNT	RENT	SIZE SF
1Br/1Ba	\$2,945	588 SF	\$5.01
2Br/2Ba	\$3,795	1,069 SF	\$3.55
Total/Wtd Avg	\$6,740	1,657 SF	\$8.56

RENT COMPARABLES



RENT SUMMARY			
UNIT TYPE	COUNT	RENT	SIZE SF
1Br/1Ba	\$2,645	600 SF	\$4.41
2Br/2Ba	\$3,555	800 SF	\$4.44
Total/Wtd Avg	\$6,200	1,400 SF	\$8.85

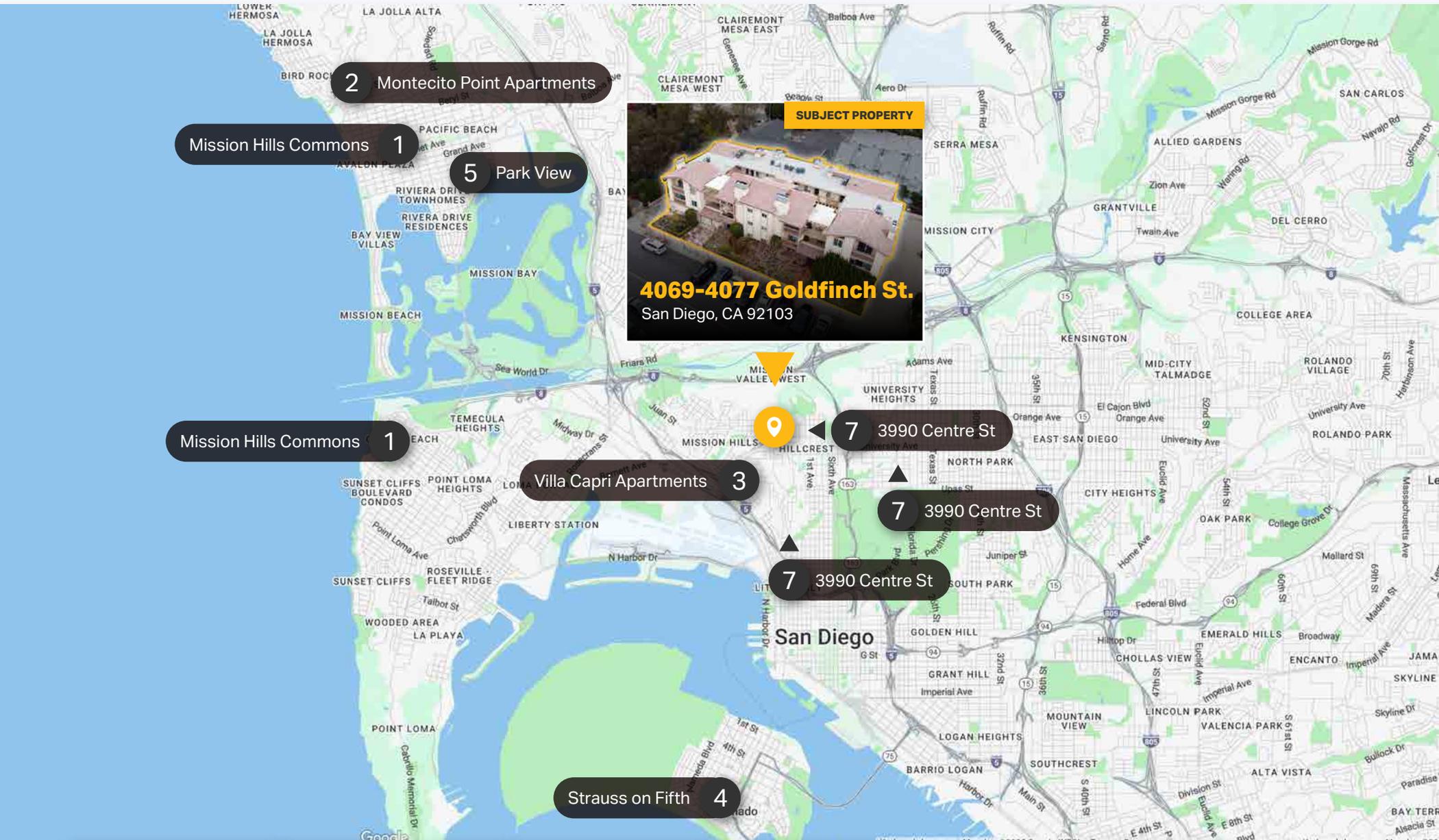


RENT SUMMARY			
UNIT TYPE	COUNT	RENT	SIZE SF
2Br/2Ba	\$3,495	1,200 SF	\$2.91
Total/Wtd Avg	\$3,495	1,200 SF	\$2.91



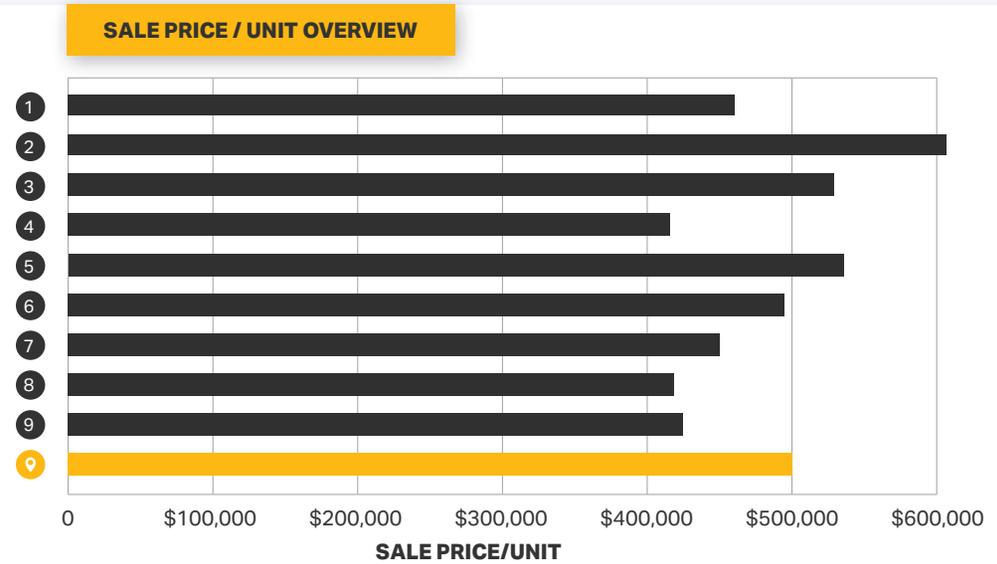
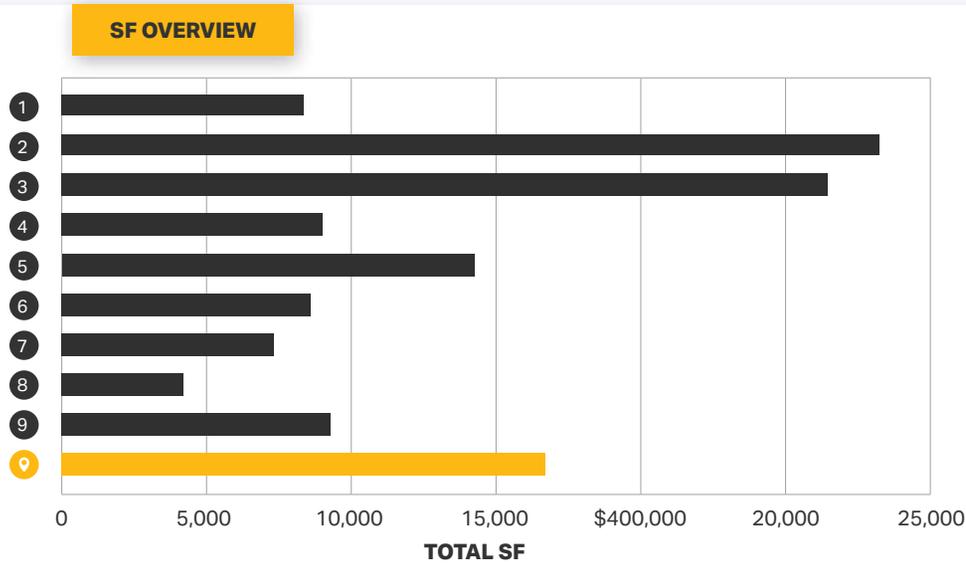
RENT SUMMARY			
UNIT TYPE	COUNT	RENT	SIZE SF
2Br/2Ba	\$3,300	1,150 SF	\$2.87
Total/Wtd Avg	\$3,300	1,150 SF	\$2.87

SALE COMPARABLES MAP



EXECUTIVE SUMMARY	PROPERTY INFORMATION	LOCATION OVERVIEW	FINANCIAL ANALYSIS	COMPARABLES	DEMOGRAPHICS
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SALES COMPARABLES SUMMARY



Property Name	Property Address	Distance	Units	Year Built	Total SF	COE Date	Sale Price	Price Per Unit	Price PSF	
1	3960 1st St	3960 1st St, San Diego, CA 92103	0.4 mi	13	1955	8,256 SF	09/30/2024	\$5,995,400	\$461,185	\$726.19
2	The Charmer	3625 India St, San Diego, CA 92103	0.8 mi	21	2011	23,535 SF	04/07/2025	\$12,750,000	\$607,143	\$541.75
3	The Element	2603 Dove St, San Diego, CA 92103	1.3 mi	30	2021	20,650 SF	01/19/2024	\$15,900,000	\$530,000	\$769.98
4	3634 Indiana St	3634 Indiana St, San Diego, CA 92103	1.5 mi	14	2024	9,623 SF	07/28/2025	\$5,819,000	\$415,643	\$604.70
5	The Normandy Apartments	929 E Ave, Coronado, CA 92118	4.5 mi	16	1965	14,872 SF	02/25/2025	\$8,575,000	\$535,938	\$576.59
6	Twin Palms Patio Apartment	3938-3952 Lamont St, San Diego, CA 92109	4.6 mi	10	1965	7,800 SF	03/05/2024	\$4,950,000	\$495,000	\$634.62
7	4986 Santa Monica Ave	4986 Santa Monica Ave, San Diego, CA 92107	4.6 mi	10	1971	7,280 SF	09/16/2024	\$4,500,000	\$450,000	\$618.13
8	1215 Hornblend St	1215 Hornblend St, San Diego, CA 92109	5.5 mi	10	1965	4,600 SF	09/04/2024	\$4,190,000	\$419,000	\$910.87
9	901 Sapphire St	901 Sapphire St, San Diego, CA 92109	6.4 mi	10	1950	8,872 SF	07/03/2025	\$4,250,000	\$425,000	\$479.04
Average of Comps			3.3 mi	15	1981	11,721 SF	11/14/2024	\$7,436,600	\$482,101	\$634.47
📍	4069-4077 Goldfinch St.	4069-4077 Goldfinch St, San Diego, CA 92103	0.0 mi	21	1979	15,620 SF	TBD	\$10,500,000	\$500,000	\$672.22

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SALES COMPARABLES

SOLD

SOLD 9/30/2024



1

**3960
1st St**
3960 1st St,
San Diego, CA 92103

\$5,995,400 PRICE	8,256 SF BUILDING SIZE
10,398 SF LOT SIZE	1955 YEAR BUILT
\$726.19 PRICE/SF	4.09% CAP RATE

SOLD 4/7/2025



2

**The
Charmer**
3625 India St,
San Diego, CA 92103

\$12,750,000 PRICE	23,535 SF BUILDING SIZE
31,543 SF LOT SIZE	2011 YEAR BUILT
\$541.75 PRICE/SF	5.20% CAP RATE

SOLD 1/19/2024

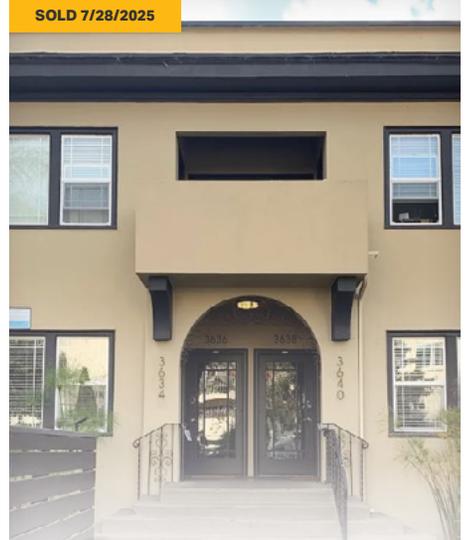


3

**The
Element**
2603 Dove St,
San Diego, CA 92103

\$15,900,000 PRICE	20,650 SF BUILDING SIZE
22,651 SF LOT SIZE	2021 YEAR BUILT
\$769.98 PRICE/SF	4.24% CAP RATE

SOLD 7/28/2025



4

**3634
Indiana St**
3634 Indiana St,
San Diego, CA 92103

\$5,819,000 PRICE	9,623 SF BUILDING SIZE
6,996 SF LOT SIZE	2024 YEAR BUILT
\$604.70 PRICE/SF	4.74% CAP RATE

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SOLD

SOLD 2/25/2025



5

The Normandy Apartments
929 E Ave,
Coronado, CA 92118

\$8,575,000 PRICE	14,872 SF BUILDING SIZE
17,300 SF LOT SIZE	1965 YEAR BUILT
\$576.59 PRICE/SF	3.55% CAP RATE

SOLD 3/5/2024



6

Twin Palms Patio Apartment
3938-3952 Lamont St,
San Diego, CA 92109

\$4,950,000 PRICE	7,800 SF BUILDING SIZE
10,019 SF LOT SIZE	1965 YEAR BUILT
\$634.62 PRICE/SF	4.09% CAP RATE

SOLD 9/16/2024

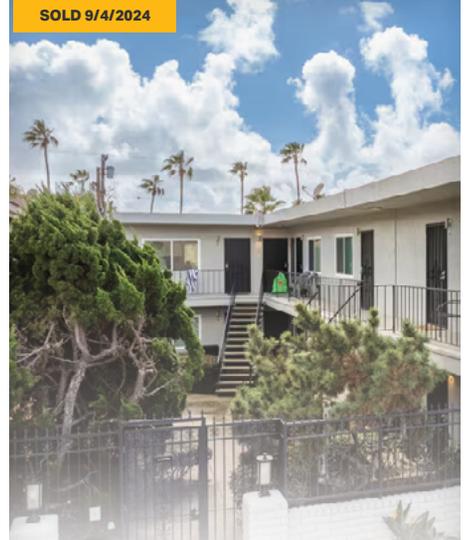


7

4986 Santa Monica Ave
4986 Santa Monica Ave,
San Diego, CA 92107

\$4,500,000 PRICE	7,280 SF BUILDING SIZE
7,841 SF LOT SIZE	1971 YEAR BUILT
\$618.13 PRICE/SF	3.89% CAP RATE

SOLD 9/4/2024



8

1215 Hornblend St
1215 Hornblend St,
San Diego, CA 92109

\$4,190,000 PRICE	4,600 SF BUILDING SIZE
6,216 SF LOT SIZE	1965 YEAR BUILT
\$910.87 PRICE/SF	4.30% CAP RATE

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9

901 Sapphire St

901 Sapphire St,
San Diego, CA 92109

\$4,250,000
PRICE

8,872 SF
BUILDING SIZE

7,876 SF
LOT SIZE

1950
YEAR BUILT

\$479.04
PRICE/SF

4.34%
CAP RATE



9

4069-4077 Goldfinch Street

4069-4077 Goldfinch St, San Diego, CA 92103

\$10,500,000
PRICE

15,620 SF
BUILDING SIZE

\$672.22
PRICE/SF

20,000 SF
LOT SIZE

1979
YEAR BUILT

3.18%
CAP RATE

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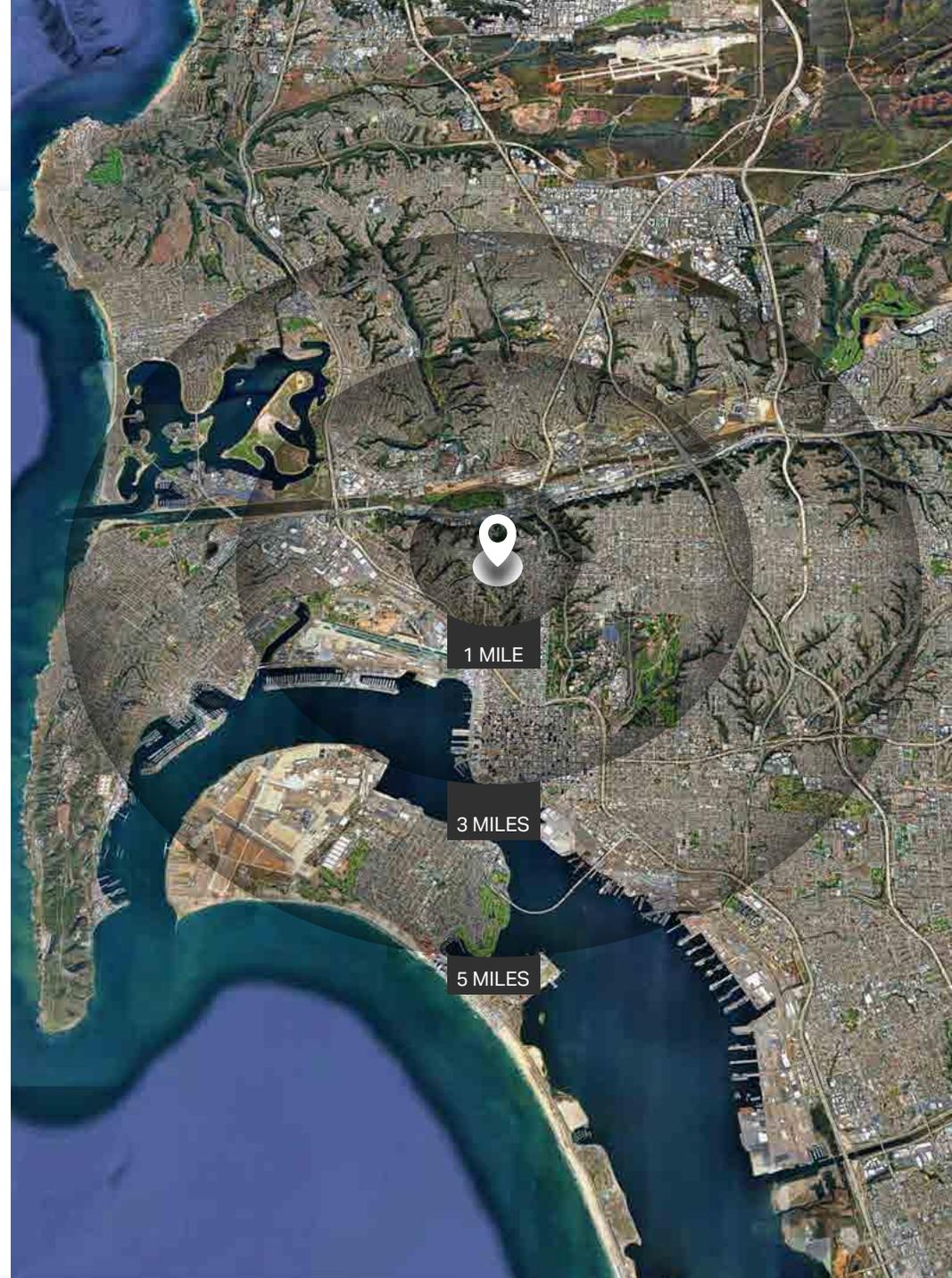
4069-4077 GOLDFINCH STREET

| Demographics

DEMOGRAPHICS

	1-Mile	3-Mile	5-Mile
POPULATION			
2024 Population	22,381	206,357	518,123
2029 Population Projection	22,456	207,225	517,901
Median Age	41.8	38.2	37.4
HOUSEHOLDS			
2024 Households	12,204	102,404	226,244
2029 Household Projection	12,232	102,878	226,276
Owner Occupied Households	4,217	29,501	72,629
Renter Occupied Households	8,015	73,376	153,646
Avg Household Size	1.8	1.8	2.1
Avg Household Vehicles	2	1	2
INCOME			
Avg Household Income	\$127,578	\$109,460	\$107,568
Median Household Income	\$96,501	\$85,007	\$82,647
HOUSING			
Median Home Value	\$955,028	\$816,423	\$824,426
Median Year Built	1972	1980	1974

Source: CoStar





SOUTH COAST
COMMERCIAL



WILLIS ALLEN
REAL ESTATE
SINCE 1914



4077

4069-4077 GOLDFINCH STREET

|

Advisor Bios

ADVISOR BIO



MARK MORGAN
SENIOR VICE PRESIDENT
DRE 01339919

619.300.9070

morgan@scc1031.com

With 25 years of multi-family real estate experience, Mark has been involved in the sale and acquisition of over \$200,000,000 in real estate transactions. He has a deep understanding of how the apartment market in San Diego operates, including tracking sales, cash flow expectations of buyers, rental rate fluctuations, income and expense analysis, the interpretation of market indicators, condo-conversion analysis, and the devising of real estate marketing strategies. Mark's extensive real estate background has assisted him in maximizing the value of his clients' real estate and increasing their returns. In addition to representing his clients, he has been involved as an investor in the acquisition, condo-conversion, and sale multiple apartment complexes throughout San Diego County. This additional experience allows him to view the transaction from the perspective of a principal. As such, Mark has an extensive knowledge of the various investment products the San Diego County market has to offer.



www.scc1031.com

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PROFESSIONAL BACKGROUND



YVONNE OBERLE

REALTOR

DRE 01303501

619.316.3188

yoberle@willisallen.com

With over 25 years of experience in residential and apartment real estate sales and more than \$200 million in closed transactions, Yvonne brings a comprehensive background in real estate, banking, finance, and management. Her diverse professional experience allows her to successfully navigate complex transactions while delivering exceptional results for her clients. Over the course of her career, Yvonne has represented buyers and sellers in both residential and multifamily properties, providing strategic guidance and market insight at every stage of the transaction. In addition, she spent 10 years overseeing high-end residential renovations and resale projects, giving her a unique perspective on property value, design, construction, and maximizing investment returns. Yvonne is known for her ability to meet the needs of even the most discerning clients. Her exceptional organizational and multitasking abilities, strong interpersonal skills, and positive, solutions-oriented approach set her apart in the industry. Dedicated to providing accurate market data and outstanding service, Yvonne builds lasting relationships founded on trust, integrity, and professionalism. She is committed to guiding her clients through every step of the buying and selling process, ensuring that every detail is handled with care and precision.

A lifelong San Diego resident and a La Jolla local for more than 30 years, Yvonne enjoys traveling, spending time outdoors, and staying actively engaged in her community.



www.willisallen.com

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4069-4077 GOLDFINCH STREET

36

4069-4077 Goldfinch Street

San Diego, CA 92103

CONTACT

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