

MULTIFAMILY FOR SALE

5400 PRINCETON

5400 PRINCETON STREET, OAKLAND, CA 94601



FOR SALE

MKD GROUP
490 43rd Street
Oakland, CA 94609



PRESENTED BY:

MARK CHOW
Principal
office: (415) 847-5669
cell: (415) 847-5669
mark@mkgdgrouprealty.com
01347820, CA

ZACH DEROSSETTE
Partner
zach@mkgdgrouprealty.com
02178078

MARCO BARRETTO
Investment Advisor/Partner
marco@mkgdgrouprealty.com
02078316

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Property Summary

5400 Princeton



Property Summary

Price:	\$725,000
Units:	4
Price / Unit:	\$181,250
Pro Forma CAP Rate:	11.00%
Occupancy:	75%
Building SF:	3,718
Price / SF:	\$194.99
Lot Size:	6,000 SF
Parking:	Yes
Year Built:	1935

Property Overview

Discover an exceptional value-add opportunity at 5400 Princeton Street, a rare four-unit property situated on a desirable corner lot in Oakland. The property features two separate duplexes, each offering 2-bed/1-bath floor plans, which is an ideal setup for both steady cash flow and long-term appreciation.

One unit has been fully remodeled, featuring new flooring, a modern kitchen, and fresh interior paint. This turnkey unit is currently vacant, presenting immediate upside through market-rate leasing. Both buildings also benefit from new exterior paint, giving the property a refreshed curb appeal.

Three units are occupied by long-term tenants on verbal month-to-month agreements, all paying below-market rents, providing substantial room for income growth. While these units will need some TLC, the value-add potential is undeniable.

Location Overview

Located in a convenient Oakland neighborhood near major transit, local shops, parks, and everyday amenities, 5400 Princeton Street offers easy access to I-580, downtown Oakland, and surrounding East Bay hubs making it an ideal spot for renters and long-term investment stability.

Pro Forma Summary

5400 Princeton



Investment Summary

Price	\$725,000
Year Built	1935
Units	4
Price/Unit	\$181,250
RSF	3,718
Price/RSF	\$195.00
Lot Size	6,000 sf
Floors	2
APN	35-2392-17
Cap Rate	4.07%
Market Cap Rate	11.54%
GRM	15.16
Market GRM	6.87

Unit Mix & Monthly Scheduled Income

Type	Units	Actual	Total	Market	Total
2 Bed/1 Bath	1	\$700	\$700	\$2,200	\$2,200
2 Bed/1 Bath	1	\$620	\$620	\$2,200	\$2,200
2 Bed/1 Bath	1	\$465	\$465	\$2,200	\$2,200
2 Bed/1 Bath (Vacant)	1	\$2,200	\$2,200	\$2,200	\$2,200
Totals	4		\$3,985		\$8,800

Annualized Income

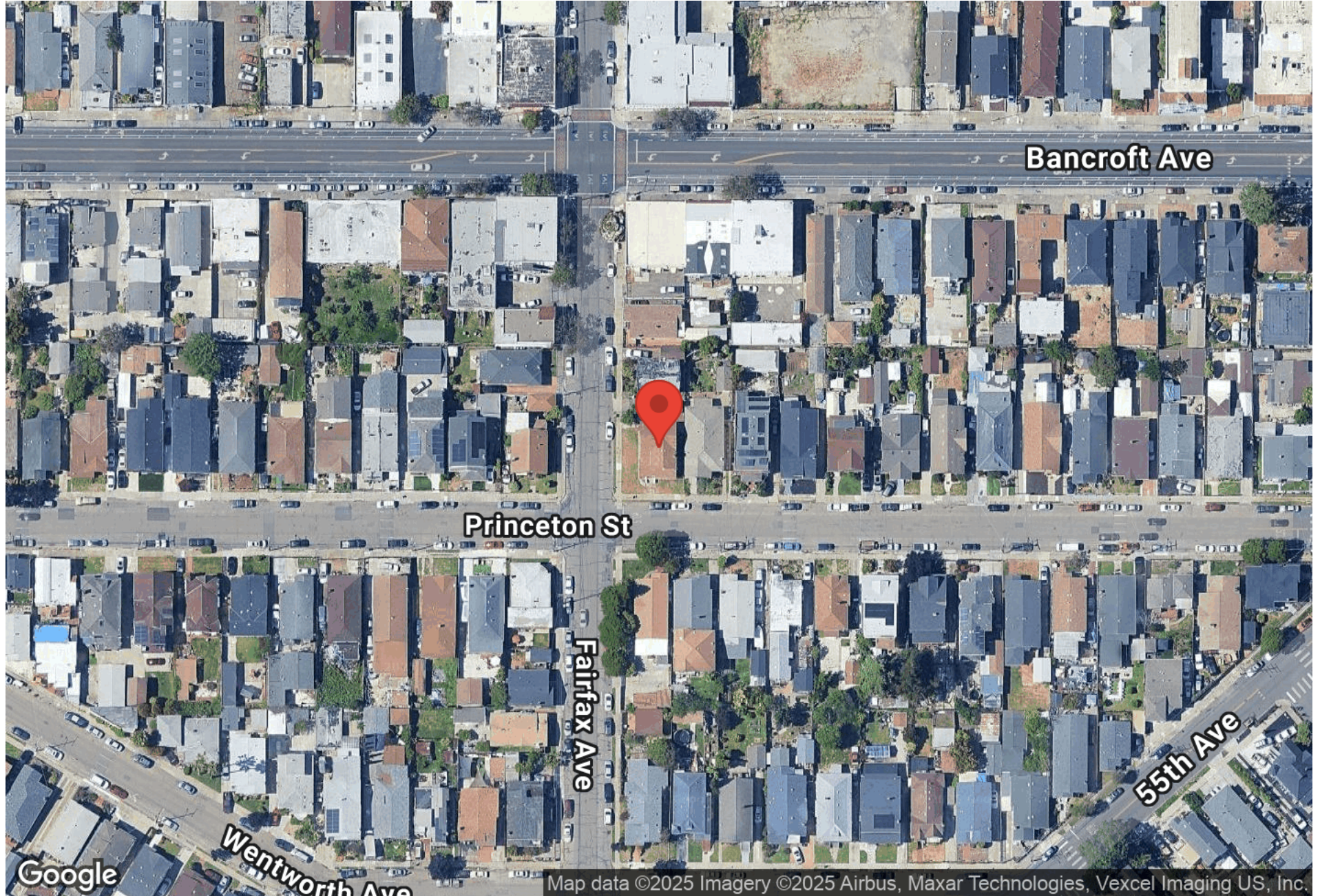
Description	Actual	Market
Gross Potential Rent	\$47,820	\$105,600
- Less: Vacancy	\$0	\$0
Effective Gross Income	\$47,820	\$105,600
- Less: Expenses	(\$18,319)	(\$21,964)
Net Operating Income	\$29,501	\$83,636

Annualized Expenses

Description	Actual	Market
Total Expenses	\$18,319	\$21,964
Expenses Per RSF	\$4.93	\$5.91
Expenses Per Unit	\$4,580	\$5,491

5400 Princeton

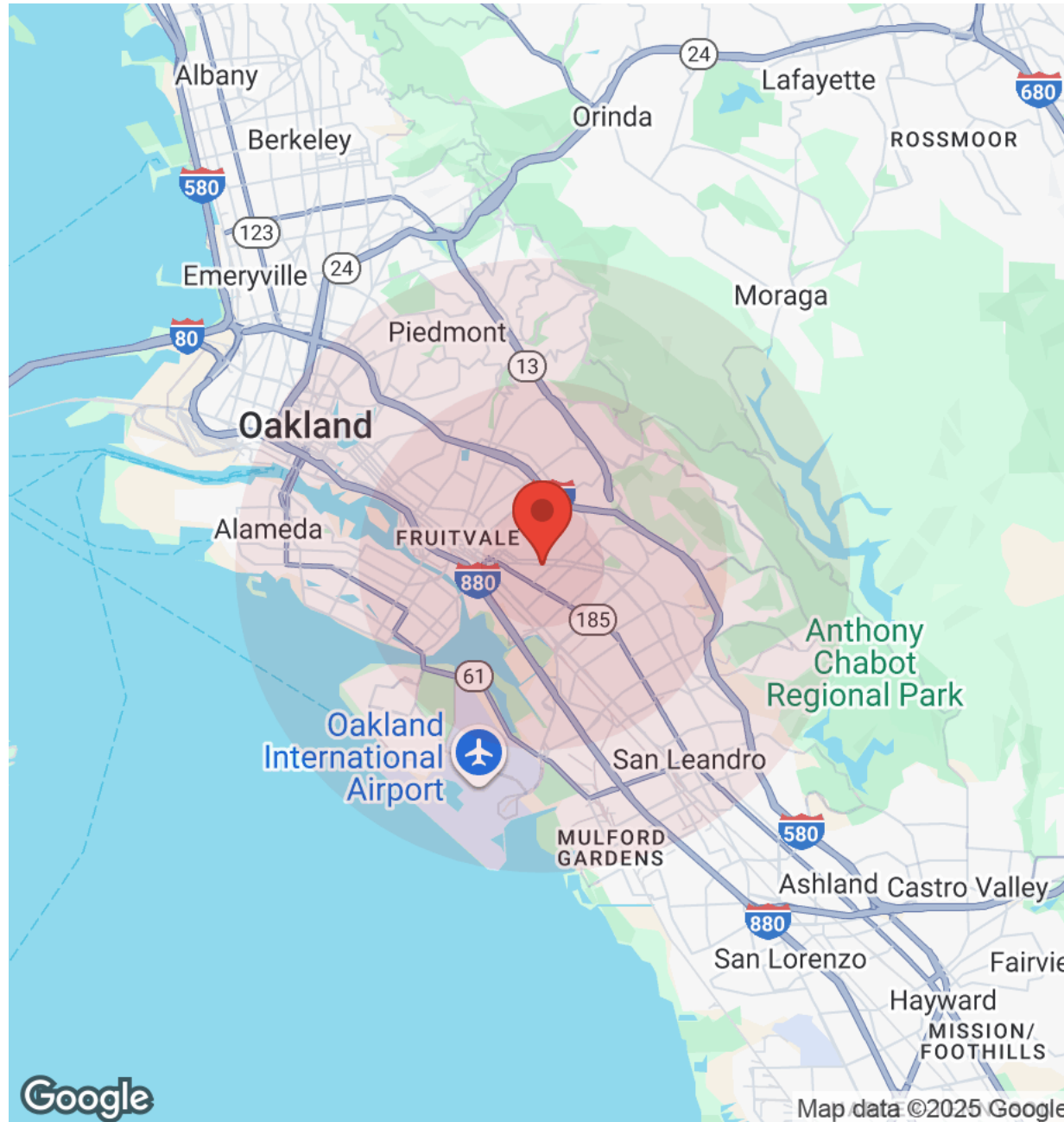




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Demographics

5400 Princeton



Population	1 Mile	3 Miles	5 Miles
Male	22,476	125,457	241,765
Female	22,175	126,585	245,249
Total Population	44,652	252,042	487,015

Age	1 Mile	3 Miles	5 Miles
Ages 0-14	7,954	43,328	74,328
Ages 15-24	6,440	31,389	51,503
Ages 25-54	19,960	112,153	219,121
Ages 55-64	4,724	28,573	57,146
Ages 65+	5,573	36,598	84,919

Race	1 Mile	3 Miles	5 Miles
White	6,287	50,081	128,621
Black	11,038	49,652	82,208
Am In/AK Nat	107	630	1,071
Hawaiian	255	1,285	2,192
Hispanic	19,214	88,744	130,277
Asian	5,979	50,585	119,124
Multi-Racial	1,554	9,804	20,990
Other	223	1,235	2,532

Income	1 Mile	3 Miles	5 Miles
Median	\$77,702	\$94,591	\$111,758
< \$15,000	1,559	7,439	16,447
\$15,000-\$24,999	926	4,726	9,194
\$25,000-\$34,999	1,122	5,316	9,330
\$35,000-\$49,999	1,226	7,716	13,786
\$50,000-\$74,999	2,094	10,897	20,111
\$75,000-\$99,999	1,565	9,427	19,029
\$100,000-\$149,999	2,302	14,162	31,487
\$150,000-\$199,999	1,225	8,950	21,334
> \$200,000	2,174	18,332	51,062

Housing	1 Mile	3 Miles	5 Miles
Total Units	15,393	94,496	208,671
Occupied	14,195	86,964	191,780
Owner Occupied	6,370	39,357	83,412
Renter Occupied	7,825	47,607	108,368
Vacant	1,197	7,532	16,892

Mark Chow
(415) 847-5669
mark@mkgdgrouprealty.com

Zach DeRossette
zach@mkgdgrouprealty.com

Marco Barretto
marco@mkgdgrouprealty.com

Our Team

MARK CHOW

DRE License No. 01347820

Founder - President



I'm a seasoned real estate professional with over 18 years of experience across all areas of real estate, including product marketing and positioning, property valuation and analysis, and asset acquisitions and dispositions with a focus on minimizing taxation and maximizing revenue.

Specializing in the San Francisco Bay Area market, I leverage my deep connections and expansive network to provide unparalleled value to my clients. My previous roles include consulting on new developments and serving as an independent advisor to urban developers and principals. I'm deeply committed to the sales process and pride myself on delivering high-touch, personalized service to every client — from large institutions to individual investors.

Before real estate, I began my career in tech as one of the first employees at Amazon.com, where I helped design the customer experience platform and reported directly to Jeff Bezos. That foundation has shaped my client-centric, detail-oriented approach to real estate today.

Our Team

MARCO BARRETTO

DRE License No. 02078316

Senior Investment Advisor



I've spent over six years specializing in multifamily investment properties throughout the Bay Area, with a focus on identifying value and analyzing opportunities from a strategic investment perspective.

I earned my B.A. in Economics from the University of San Francisco in 2018, where I also competed as an NCAA Division I tennis player and earned ITA All-Academic honors. Born and raised in Marin County, I bring the same discipline and focus from my athletic background into my real estate career — combining market insight with competitive drive to achieve strong results for my clients.

Outside of work, I enjoy spending time outdoors, playing golf, and following my favorite Bay Area sports teams.

Our Team

ZACH DEROSETTE

DRE License No. 02178078

Senior Investment Advisor



I am originally from Cincinnati, but have been calling the Bay Area my home since 2009.

I've had a variety of careers and have a background in Psychology and Business. Before Real Estate I spent several years as a career coach guiding over 250+ clients through changing careers.

I became a Realtor via Real Estate investing. After buying my first rental property, I was spending the majority of my non-working hours reading real estate books, listening to podcasts, and going to meetups. I couldn't stop learning and talking about Real Estate. I decided it was time to combine my passion for real estate with my love of helping people.

I live in the East Bay with my wife and dog. I'm an avid mountain biker and love to spend time outdoors. I also love cooking and I'm constantly trying new recipes.

Our Team

TABATHA PETERSEN

DRE License No. 01785796

Senior Investment Advisor



I'm a passionate, creative, and design-oriented real estate professional with over 13 years of experience in both residential and multifamily real estate. My career has spanned sales, digital marketing, social media, PR, strategic marketing, and interior design — all of which allow me to approach real estate with a multidimensional perspective.

I've managed sales and marketing campaigns for properties ranging from \$500,000 to \$16,000,000 across San Francisco, Los Angeles, and San Diego. My goal is to bring fresh, innovative energy to every project while keeping life and work exciting, authentic, and rewarding.

Before joining MKD Group, I served as Vice President of Marketing at Douglas Elliman, where I helped maximize exposure and absorption rates for new residential developments in Los Angeles. Prior to that, I was Marketing Director at Trumark Urban in San Francisco, helping achieve record-breaking pricing — including \$4,000 per square foot in San Francisco and over \$1,000 per square foot in downtown LA.

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