



**1714**  
**3<sup>RD</sup> AVENUE**

a six-unit multifamily property  
with major upside potential  
in Los Angeles' Mid City

Marcus & Millichap

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**Koreatown**

**Downtown L.A.**

**1714 3rd Avenue**

An aerial photograph of a blue, two-story house with a grey roof and a small dormer. The house is surrounded by other residential buildings and greenery. In the background, a city skyline with several skyscrapers is visible under a clear blue sky. A tall palm tree stands prominently on the left side of the image. The overall scene is bright and sunny.

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# INVESTMENT ANALYSIS

Marcus & Millichap

# EXECUTIVE SUMMARY

## PRICING INFORMATION

Offering Price	\$1,375,000
Price/Unit	\$229,167
Price/SF	\$415
Cap Rate (Current)	5.46%
Cap Rate (Market)	8.33%

## PROPERTY DETAILS

Address	1714 3rd Avenue, Los Angeles, CA 90019
Units	6
Building SF	3,310
Year Built	1907
Lot SF	5,962
APN	5072-031-014
Zoning	LARD2

## UTILITIES

Electricity	Separately Metered
Gas	Separately Metered
Water	Master Metered





## INVESTMENT DESCRIPTION

Marcus & Millichap is pleased to present to market 1714 3rd Avenue, a six-unit apartment building in Los Angeles' Mid City. The property is a well-maintained 1907 construction that boasts a blend of original charm and modern upgrades. All floor plans are one-bed/one-baths that are separately metered for gas and electricity, and select units feature original built-ins, hardwood floors, and decorative fireplaces while some units have been remodeled with newer flooring and modern kitchens and baths. The property also offers four garage spaces in the rear.

With current rents approximately 37 percent below market and one unit vacant, this asset presents a compelling value-add opportunity for investors seeking rental upside. Additionally, there may be potential to add four 400-square-foot one-bedroom ADUs (buyer to verify), further enhancing income potential. The absence of on-site laundry presents another opportunity to increase tenant appeal and revenue.

1714 3rd Avenue is in a true Mid City location central to Downtown Los Angeles, Culver City, the Miracle Mile, and all Los Angeles has to offer. The property is a half-block from the brand new "The Arlington" 84-unit mixed use project, less than a half-mile to the 10 Freeway, and conveniently near retail.

# INVESTMENT HIGHLIGHTS

- Six-unit apartment building with all one-bedroom units in a strong rental location in Los Angeles' Mid City with easy access to retail, the 10 Freeway, Downtown LA, the Miracle Mile, Culver City, and more
- Significant upside potential: current rents are 37 percent below market and one unit is vacant
- Potential to develop four ADU's (buyer to verify)
- Asset has been well-maintained and blends original charm such as hardwood floors and built-ins with modern upgrades like modern kitchens and baths
- Property features four single-car garages
- Less than a block from the brand new 84-unit mixed-use project "The Arlington"







Miracle Mile

Johnnie L. Cochran Jr. Middle School

SUPERIOR  
GROCCERS

Arlington Heights Elementary

1714 3rd Avenue



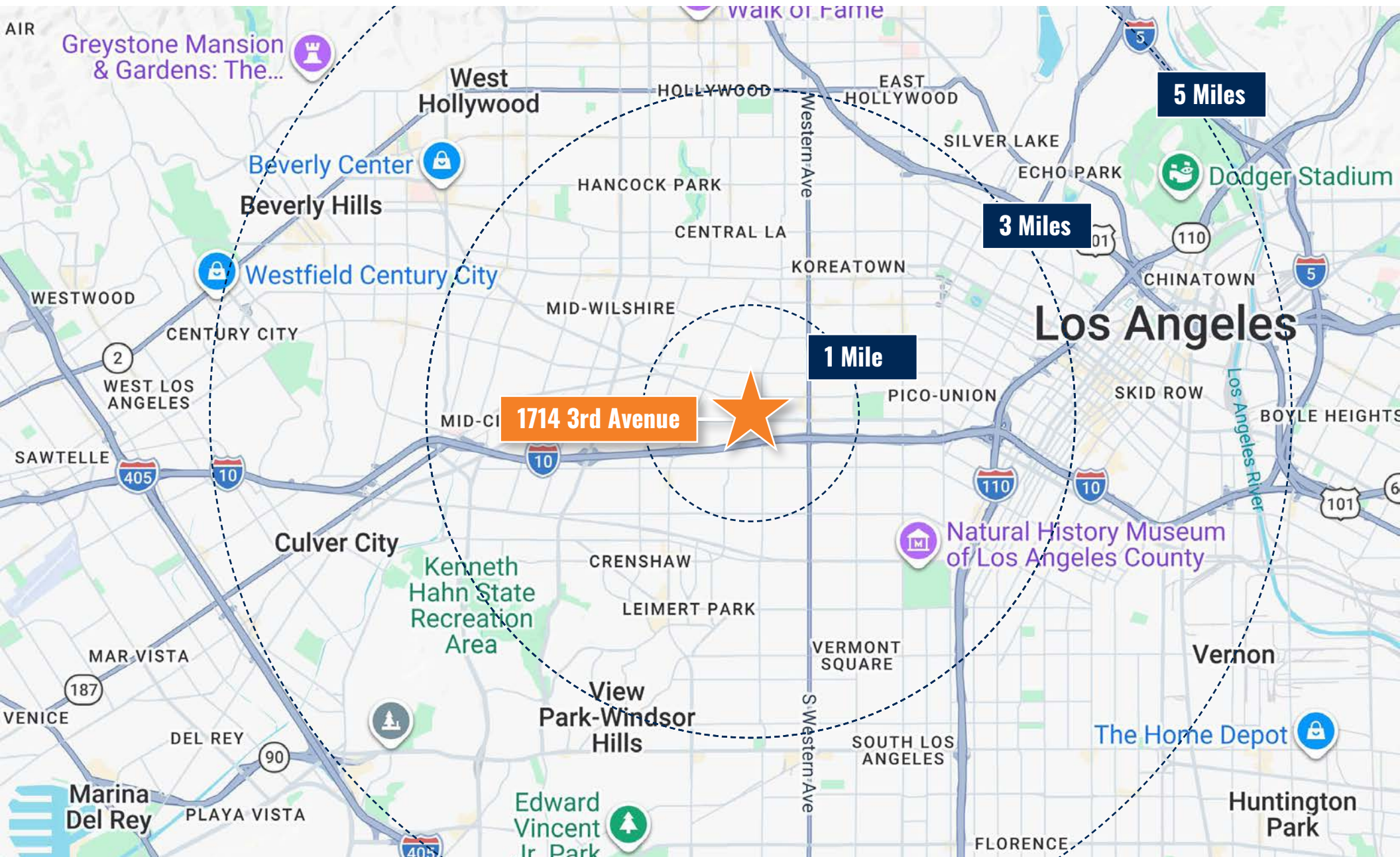


**Carson Gore Academy**

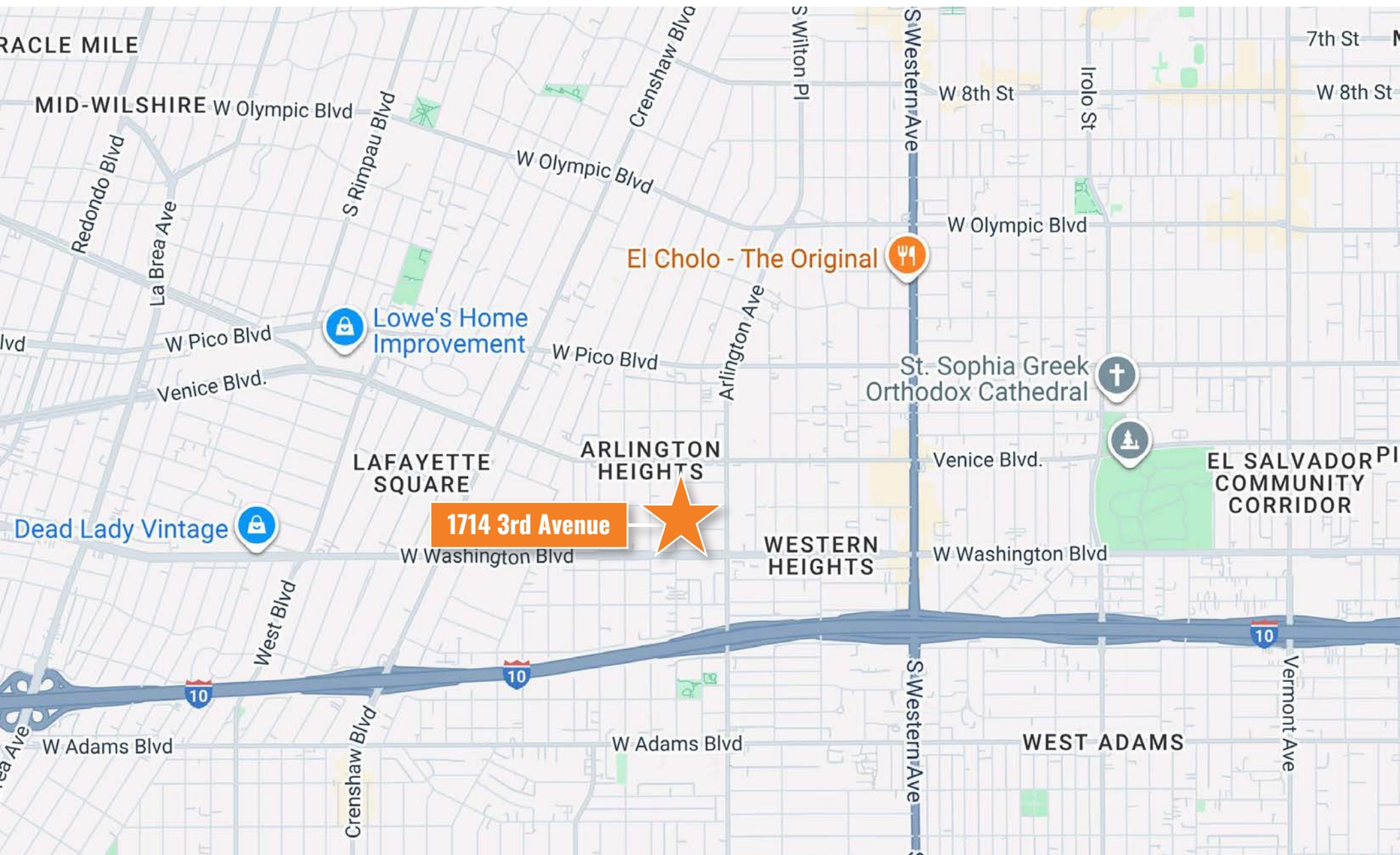
**“The Arlington”  
84-Unit Mixed-Use Project  
Delivered Late 2025/2026**

**1714 3rd Avenue**

# PROPERTY LOCATION



# PROPERTY LOCATION



# PRICING SUMMARY

## PRICING & PROPERTY DETAILS

Address	1714 3rd Avenue
	Los Angeles, CA 90019
Offering Price	\$1,375,000
Units	6
Rentable SF	3,310
Price/Unit	\$229,167
Price/SF	\$415.41
Lot Size (SF)	5,962
Year Built	1907

## VITAL DATA    CURRENT    PRO FORMA

NOI	\$75,032	\$114,532
Cap Rate	5.46%	8.33%
GRM	11.94	8.70



# INCOME & EXPENSES

NO. OF UNITS	UNIT TYPE	% OF UNITS	AVG. CURRENT RENT	TOTAL RENT	PRO FORMA RENT	TOTAL RENT
6	1BR / 1BA	100%	\$1,600	\$9,598	\$2,195	\$13,170
6	Total			\$9,598		\$13,170

ANNUALIZED EXPENSES	CURRENT	PRO FORMA
Real Estate Taxes	\$17,292	\$17,292
Insurance	\$2,900	\$2,900
Utilities	\$3,600	\$3,600
Repairs & Maint.	\$2,450	\$2,450
General & Admin	\$600	\$600
Management Fee	\$5,586	\$7,665
Contract Services	\$960	\$960
Turnover Costs	\$1,800	\$1,800
CAPEX/Reserves	\$1,500	\$1,500
<b>Total</b>	<b>\$36,688</b>	<b>\$38,767</b>
Per Unit	\$6,115	\$6,461
Per SF	\$11.08	\$11.71
% EGI	32.84%	25.29%

ANNUALIZED OPERATING DATA	CURRENT	PRO FORMA
All Units at Market Rent	\$158,040	\$158,040
Less: Loss to Lease	\$42,864	\$0
Gross Potential Rent	\$115,176	\$158,040
Less: Vacancy Allowance	\$3,455	\$4,741
Effective Gross Income	\$111,721	\$153,299
Less: Expenses	\$36,688	\$38,767
<b>Net Operating Income</b>	<b>\$75,032</b>	<b>\$114,532</b>

# RENT ROLL

UNIT NO.	UNIT TYPE	CURRENT RENT	PRO FORMA RENT
1	1BR / 1BA	\$2,008	\$2,195
2*	1BR / 1BA	\$2,195	\$2,195
3	1BR / 1BA	\$2,000	\$2,195
4	1BR / 1BA	\$682	\$2,195
5	1BR / 1BA	\$2,008	\$2,195
6	1BR / 1BA	\$705	\$2,195
6	Total	\$9,598	\$13,170

\*Vacant

# 10-YEAR CASH FLOW

	MAR-27	MAR-28	MAR-29	MAR-30	MAR-31	MAR-32	MAR-33	MAR-34	MAR-35	MAR-36
Income										
All Units at Market Rent	\$164,362	\$170,936	\$177,774	\$184,884	\$192,280	\$199,971	\$207,970	\$216,289	\$224,940	\$233,938
Gain (Loss)-to-Lease	\$41,149	\$39,503	\$37,923	\$36,406	\$34,950	\$33,552	\$32,210	\$30,922	\$29,685	\$28,497
Gross Potential Rent	\$123,212	\$131,433	\$139,850	\$148,478	\$157,330	\$166,419	\$175,760	\$185,367	\$195,255	\$205,440
Vacancy Allowance	(\$3,696)	(\$3,943)	(\$4,196)	(\$4,454)	(\$4,720)	(\$4,993)	(\$5,273)	(\$5,561)	(\$5,858)	(\$6,163)
Effective Gross Income	\$119,516	\$127,490	\$135,655	\$144,024	\$152,610	\$161,426	\$170,487	\$179,806	\$189,398	\$199,277
Expenses										
Taxes	\$17,638	\$17,991	\$18,351	\$18,718	\$19,092	\$19,474	\$19,863	\$20,261	\$20,666	\$21,079
Insurance	\$2,900	\$2,987	\$3,077	\$3,169	\$3,264	\$3,362	\$3,463	\$3,567	\$3,674	\$3,784
Utilities	\$3,600	\$3,708	\$3,819	\$3,934	\$4,052	\$4,173	\$4,299	\$4,428	\$4,560	\$4,697
Repairs & Maint.	\$2,450	\$2,524	\$2,599	\$2,677	\$2,757	\$2,840	\$2,925	\$3,013	\$3,104	\$3,197
General & Admin	\$600	\$618	\$637	\$656	\$675	\$696	\$716	\$738	\$760	\$783
Management Fee	\$5,976	\$6,374	\$6,783	\$7,201	\$7,630	\$8,071	\$8,524	\$8,990	\$9,470	\$9,964
Contract Services	\$960	\$989	\$1,018	\$1,049	\$1,080	\$1,113	\$1,146	\$1,181	\$1,216	\$1,253
Turnover Costs	\$1,800	\$1,854	\$1,910	\$1,967	\$2,026	\$2,087	\$2,149	\$2,214	\$2,280	\$2,349
CAPEX/Reserves	\$1,500	\$1,545	\$1,591	\$1,639	\$1,688	\$1,739	\$1,791	\$1,845	\$1,900	\$1,957
Total Expenses	\$37,424	\$38,590	\$39,784	\$41,009	\$42,266	\$43,555	\$44,878	\$46,236	\$47,630	\$49,062
Net Operating Income	\$82,092	\$88,900	\$95,870	\$103,014	\$110,344	\$117,872	\$125,609	\$133,570	\$141,768	\$150,215

# INCOME & EXPENSE NOTES

Pro forma rents represent all units at adjusted market rents. Market rents are underwritten using comparable market rents and assume that the buyer will continue to upgrade the units to market levels, with similar features, upgrades, and amenities as surrounding area properties.

Pro forma vacancy loss is underwritten at 3%, which is common for an asset located in this area. Loss-to-lease is underwritten as market rents, less the properties current rent roll.

Real estate taxes are calculated on proposed pricing at an ad valorem rate of 1.18738% on the full value of the land and improvements and \$965.79 for special assessments which was obtained from the LA County Tax Assessor's Office.

Pro forma insurance is underwritten as provided from historical operations.

Pro forma utilities is underwritten as provided from historical operations.

Pro forma repairs and maintenance expense is underwritten as provided from historical operations.

Pro forma general and administrative expense is underwritten at 10000% of gross potential rent.

Pro forma management fee expense is underwritten at 5% of gross operating income.

Pro forma pest control expense is underwritten as provided from historical operations and is rolled into contract services.

Pro forma turnover cost is underwritten at \$300 per unit.

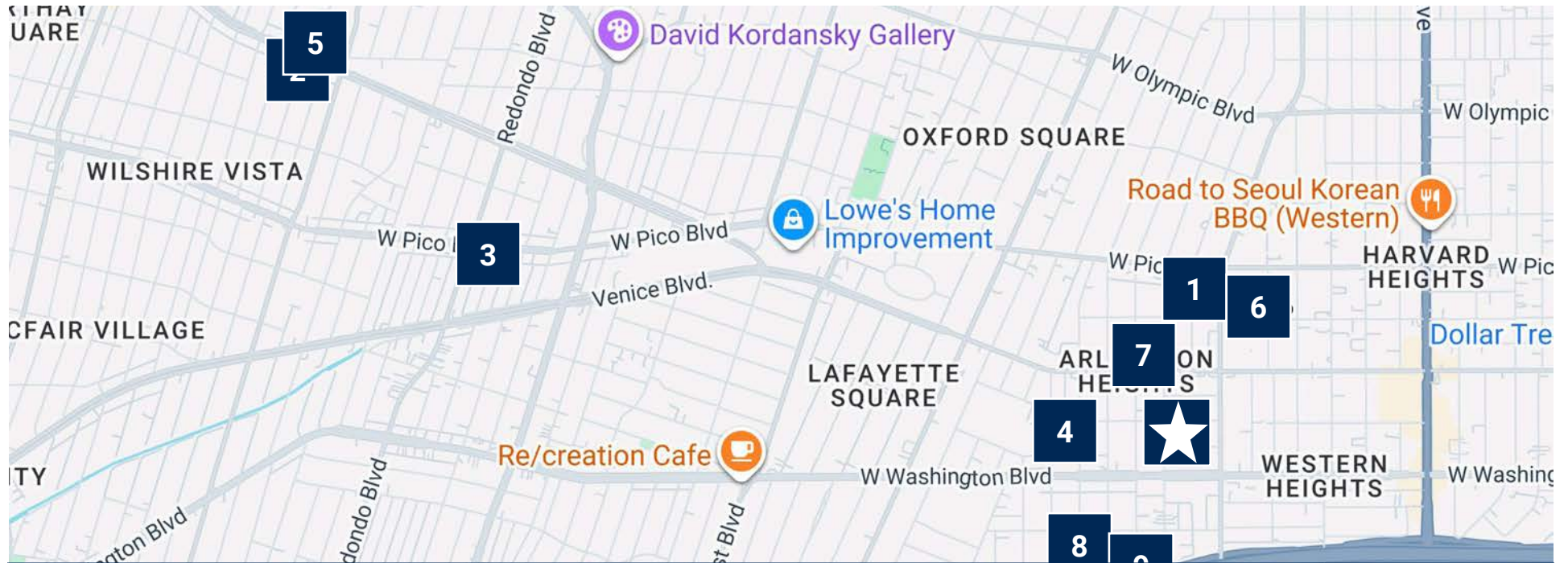
Pro forma replacements and reserves is underwritten at \$250 per unit, and represents industry standards for an asset of this size and age.

An aerial photograph of a blue, two-story house with a grey roof and a small dormer. The house is surrounded by a green lawn and some shrubs. In the background, a city skyline with several skyscrapers is visible under a clear blue sky. The text 'SALES COMPARABLES' is overlaid on the right side of the image in a large, bold, dark blue font. A small orange horizontal bar is positioned above the word 'SALES'.

# SALES COMPARABLES

Marcus & Millichap

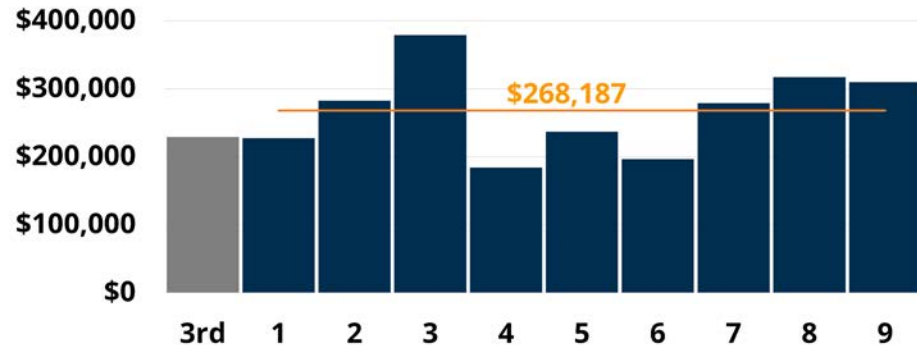
# SALES COMPARABLES



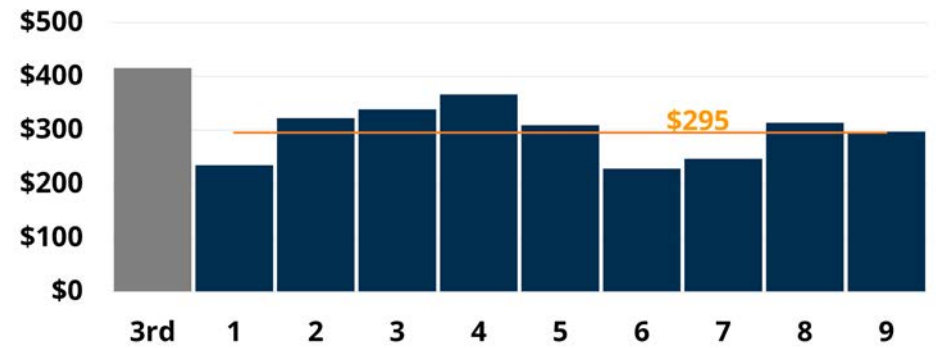
NO	ADDRESS	PRICE	UNITS	PRICE/UNIT	PRICE/SF	CAP RATE	GRM	COE
1	1329 2nd Ave	\$1,365,000	6	\$227,500	\$234.38	7.33%	10.53	12/29/2025
2	1150 Masselin Ave	\$2,826,000	10	\$282,600	\$322.31	4.56%	13.66	10/17/2025
3	1000-1002 S Ridgeley Dr	\$2,275,000	6	\$379,167	\$338.24	5.54%	11.79	8/18/2025
4	1714 7th Ave	\$1,105,000	6	\$184,167	\$366.14	5.05%	12.63	3/13/2025
5	1128 Masselin Ave	\$2,845,000	12	\$237,083	\$309.04	5.68%	11.45	6/17/2025
6	1411 S Van Ness Ave	\$1,770,000	9	\$196,667	\$228.00	3.13%	20.78	7/31/2024
7	1545 4th Ave	\$1,395,000	5	\$279,000	\$246.29	6.88%	11.13	4/24/2025
8	2203 4th Ave	\$2,540,000	8	\$317,500	\$313.43	5.51%	12.41	10/1/2025
9	2122 6th Ave	\$1,550,000	5	\$310,000	\$296.93	5.11%	12.81	11/21/2025
Comparables Average				\$268,187	\$294.97	5.42%	13.02	
Subject	1714 3rd Avenue	\$1,375,000	6	\$229,167	\$415.41	5.46%	12.18	

# SALES COMPARABLES

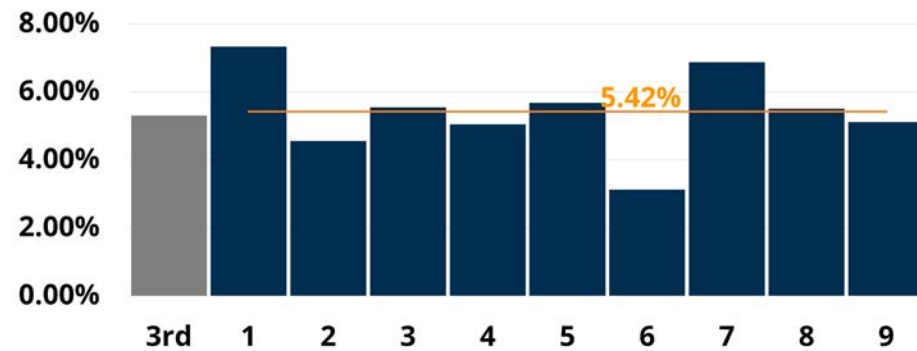
## Price Per Unit



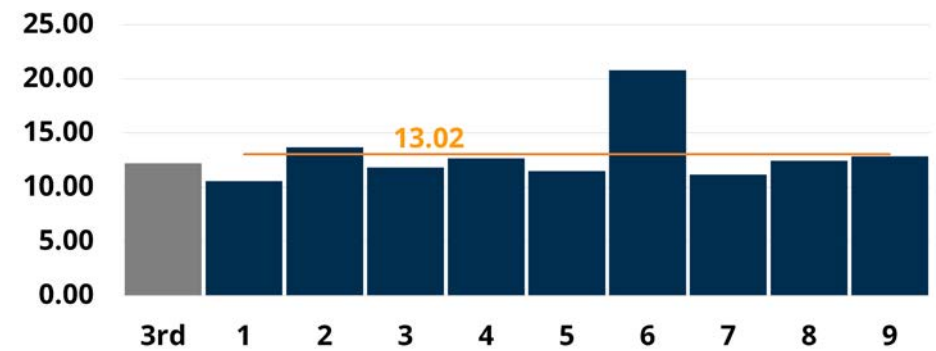
## Price Per SF



## Cap Rate



## GRM



# SALES COMPARABLES



**1329 2nd Ave  
Los Angeles, CA 90019**

Sale Date	12/29/2025
Price	\$1,365,000
Units	6
Price/Unit	\$227,500
Price/SF	\$234.38
Cap Rate	7.33%
GRM	10.53
Year Built	1906
Unit Mix	
2	Studio
4	One-Bedroom



**1150 Masselin Ave  
Los Angeles, CA 90019**

Sale Date	10/17/2025
Price	\$2,826,000
Units	10
Price/Unit	\$282,600
Price/SF	\$322.31
Cap Rate	4.56%
GRM	13.66
Year Built	1948
Unit Mix	
6	One-Bedroom
4	Two-Bedroom



**1000-1002 S Ridgeley Dr  
Los Angeles, CA 90019-2509**

Sale Date	8/18/2025
Price	\$2,275,000
Units	6
Price/Unit	\$379,167
Price/SF	\$338.24
Cap Rate	5.54%
GRM	11.79
Year Built	1947
Unit Mix	
6	Two-Bedroom

# SALES COMPARABLES



**4**  
**1714 7th Ave**  
**Los Angeles, CA 90019**

Sale Date	3/13/2025
Price	\$1,105,000
Units	6
Price/Unit	\$184,167
Price/SF	\$366.14
Cap Rate	5.05%
GRM	12.63
Year Built	1949

Unit Mix	
6	One-Bedroom



**5**  
**1128 Masselin Ave**  
**Los Angeles, CA 90019-2520**

Sale Date	6/17/2025
Price	\$2,845,000
Units	12
Price/Unit	\$237,083
Price/SF	\$309.04
Est. Cap Rate	5.68%
GRM	11.45
Year Built	1949

Unit Mix	
12	One-Bedroom
14	Two-Bedroom



**6**  
**1411 S Van Ness Ave**  
**Los Angeles, CA 90019**

Sale Date	7/31/2024
Price	\$1,770,000
Units	9
Price/Unit	\$196,667
Price/SF	\$228.00
Cap Rate	4.22%
Est. GRM	15.40
Year Built	1956

Unit Mix	
1	One-Bedroom
8	Two-Bedroom

# SALES COMPARABLES



**1724 4th Ave**  
**Los Angeles, CA 90019**

Sale Date	10/8/2024
Price	\$1,145,000
Units	5
Price/Unit	\$229,000
Price/SF	\$206.16
Cap Rate	N/A
GRM	N/A
Year Built	1922
Unit Mix	
5	Studio



**2203 4th Ave**  
**Los Angeles, CA 90018**

Sale Date	10/1/2025
Price	\$2,540,000
Units	8
Price/Unit	\$317,500
Price/SF	\$313.43
Cap Rate	N/A
GRM	N/A
Year Built	1938
Unit Mix	
4	One-Bedroom
4	Two-Bedroom



**2122 6th Ave**  
**Los Angeles, CA 90018**

Sale Date	11/21/2025
Price	\$1,550,000
Units	5
Price/Unit	\$310,000
Price/SF	\$296.93
Cap Rate	5.11%
GRM	12.81
Year Built	1918
Unit Mix	
4	One-Bedroom
1	Three-Bedroom

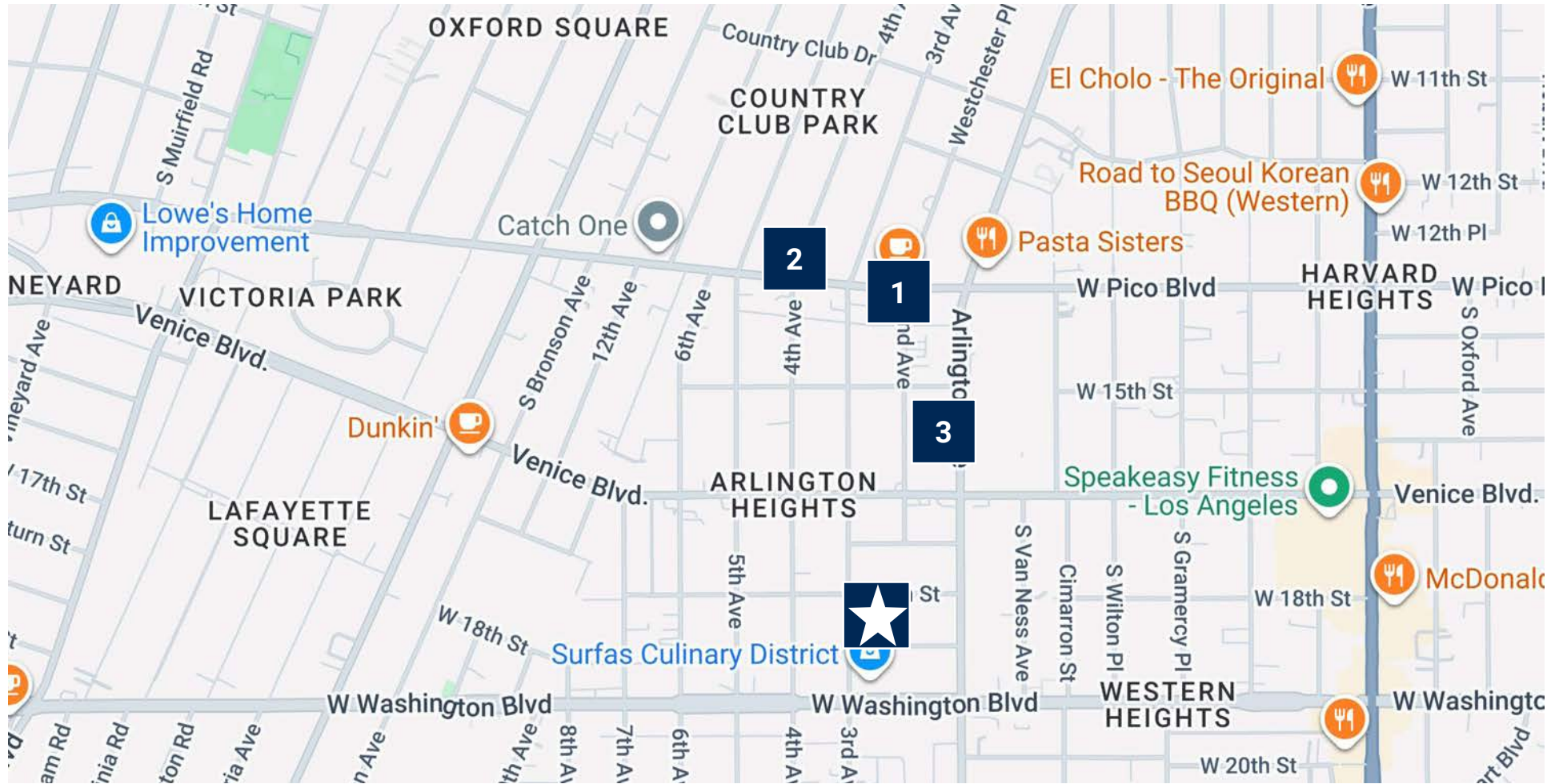
An aerial photograph of a blue, two-story house with a grey roof and a small dormer. The house is surrounded by a green lawn and some shrubs. In the background, a city skyline with several skyscrapers is visible under a clear blue sky. A tall palm tree stands prominently on the left side of the image. The overall scene is bright and sunny.

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# RENT COMPARABLES

Marcus & Millichap

# RENT COMPARABLES



NO	ADDRESS	UNIT TYPE	UNIT SQFT	RENT	RENT/SF
1	3506 West Pico Boulevard	1BR / 1BA	700	\$2,200	\$3.14
2	1281 4th Avenue	1BR / 1BA	490	\$2,175	\$4.44
3	1531 Arlington Avenue	1BR / 1BA	640	\$2,195	\$3.43

# RENT COMPARABLES

1



## 3506 West Pico Boulevard, Los Angeles, CA 90019

Unit Type	SqFt	Monthly Rent	Rent Per SF	Property Information	
1BD / 1BA	700	\$2,200	\$3.14	<b>Year Built</b>	1922
<b>Amenities</b>				<b>Total Units</b>	Mixed-Use
				<b>Building Class</b>	C

2



## 1281 4th Avenue, Los Angeles, CA 90019

Unit Type	SqFt	Monthly Rent	Rent Per SF	Property Information	
1BD / 1BA	490	\$2,175	\$4.44	<b>Year Built</b>	1923
<b>Amenities</b>				<b>Total Units</b>	8
In-unit laundry, newer appliances, A/C splits				<b>Building Class</b>	C

3



## 1531 Arlington Avenue, Los Angeles, CA 90019

Unit Type	SqFt	Monthly Rent	Rent Per SF	Property Information	
1BD / 1BA	640	\$2,195	-\$3.43	<b>Year Built</b>	1964
<b>Amenities</b>				<b>Total Units</b>	18
In-unit laundry, stainless steel appliances				<b>Building Class</b>	C



1714



**MARKET  
OVERVIEW**

Marcus & Millichap

# MARKET OVERVIEW

## GREATER DOWNTOWN L.A.

Greater Downtown Los Angeles consists of the Downtown, Mid-Wilshire and Hollywood submarkets. The market has been an epicenter of multifamily development in the county over the past five years, as more than 20,000 units were added during this span. The market's sizable development pipeline will support continued revitalization that will boost the local populace, which is projected to reach 840,000 residents by 2028. Downtown's numerous corporations, retail and entertainment venues are positioned to benefit from this growth.



**Population**  
**818K**

Growth 2023-2028\*  
**2.8%**



**Households**  
**364K**

Growth 2023-2028\*  
**3.4%**



**Median Age**  
**37.6**

U.S. Median  
**38.7**



**Median HH Income**  
**\$59,200**

U.S. Median  
**\$68,500**

\* Forecast

Sources: Marcus & Millichap Research Services; BLS; Bureau of Economic Analysis; Experian; Fortune; Moody's Analytics; U.S. Census Bureau

### Metro Highlights

- Improved Infrastructure & Connectivity: Nearly \$900 million of public funds has been allocated to the Los Angeles area in preparation for the 2028 Summer Olympics, including extensions to the D Line subway.
- Rapid Household Growth: Household formation will increase during the next five years, with the addition of roughly 13,000 households.
- Robust Health Sector: Health care provides many jobs in the downtown area, employing thousands of workers and supported by public health care initiatives.

### Economy Highlights

- Major employers in the market include Farmers Insurance, Kaiser Permanente, Paramount Pictures, Deloitte, Ernst & Young, the University of Southern California and Transamerica Insurance.
- Professional sports is a major economic driver in the area, as the Los Angeles Lakers and Clippers of the NBA, Kings of the NHL, and Dodgers of the MLB, all play their home games here. Professional sports across Los Angeles and Orange Counties is a \$3 billion a year industry.
- A well-educated population provides companies with a skilled workforce. Roughly 40 percent of people ages 25 and older hold a bachelor's degree; among those residents, about a quarter have also gone on to earn a graduate or professional degree.

# LOCAL DEMOGRAPHICS

POPULATION	1 MILE	3 MILES	5 MILES
2029 Projection	54,770	550,075	1,312,634
2024 Estimate	54,858	543,408	1,295,570
2020 Census	57,394	551,278	1,313,568
2010 Census	59,363	552,945	1,288,306
Growth 2024 - 2029	-0.16%	1.23%	1.32%
Growth 2020 - 2024	-4.42%	-1.43%	-1.37%
Growth 2010 - 2020	-3.32%	-0.30%	1.96%
Daytime Population	49,850	490,883	1,530,574
Median Age	38.0	36.0	36.0

HOUSEHOLDS	1 MILE	3 MILES	5 MILES
2029 Projection	20,517	222,429	554,100
2024 Estimate	20,315	217,406	541,458
2020 Census	20,036	210,516	524,087
2010 Census	19,295	197,474	485,135
Growth 2024 - 2029	1.00%	2.31%	2.33%
Growth 2020 - 2024	1.39%	3.27%	3.31%

2024 HOUSEHOLD INCOME	1 MILE	3 MILES	5 MILES
\$200,000 or More	7.43%	8.04%	10.65%
\$150,000 - \$199,999	7.68%	6.24%	7.49%
\$100,000 - \$149,999	11.77%	13.40%	14.77%
\$75,000 - \$99,999	10.54%	11.16%	11.63%
\$50,000 - \$74,999	14.46%	15.59%	14.54%
\$35,000 - \$49,999	12.12%	11.89%	10.32%
\$25,000 - \$34,999	11.24%	9.98%	8.46%
\$15,000 - \$24,999	10.74%	9.27%	8.20%
\$10,000 - \$14,999	6.00%	6.26%	6.13%
Under \$9,999	8.01%	8.16%	7.81%
Average Household Income	\$82,264	\$82,324	\$91,047
Median Household Income	\$55,655	\$61,153	\$68,972
Per Capita Income	\$31,010	\$34,206	\$40,269

2024 HOUSING UNITS	1 MILE	3 MILES	5 MILES
Owner-Occupied	19.8%	17.0%	19.0%
Renter-Occupied	74.5%	76.6%	73.5%
Vacant	5.63%	6.46%	7.41%

# INVESTMENT FORECAST

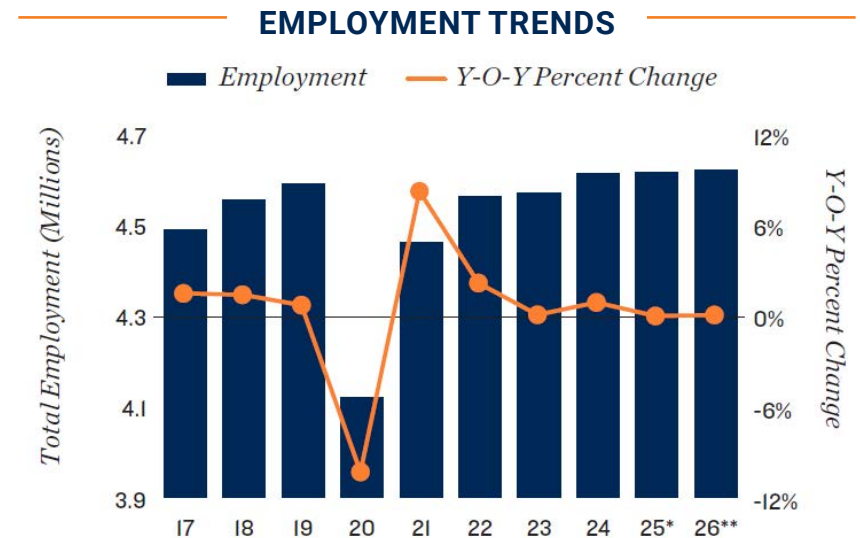
## LOS ANGELES METRO 2026

### Rental Demand Proves Steadfast, but Metro Faces Heightened Exposure to Broader Headwinds

Emerging and longstanding tailwinds limit the impact of near-term hurdles. After two years of moderate vacancy compression, Los Angeles' rental market will face several challenges in 2026 that could alter the trajectory of local demand. Home to the nation's fourth-largest immigrant population — more than 4 million people as of 2023 — the market will continue to be acutely affected by stricter immigration policies, which reduced the number of individuals arriving to the U.S. legally last year. The ongoing decline in local film- and entertainment-related jobs may also affect the metro's renter pool. Over the past three years, the number of Los Angelenos employed in the motion picture industry has declined by at least 40,000. Fortunately, the market will face limited supply pressure in 2026, as approximately 6,200 units are slated for delivery — the lowest total since 2015. This, along with the metro's longstanding barriers to homeownership, will counter the headwinds affecting the renter pool, keeping the metro in a low-vacancy state over the near term.

Private investor interest apparent. Los Angeles tallied the most transactions among major markets last year, with sub-\$5 million sales accounting for nearly 90 percent of deal flow. Home to below-average rent and Class C vacancy in the 3 percent to 4 percent range, Greater Inglewood, Long Beach, and other parts of South Bay should continue to attract upside-seeking buyers targeting assets that command similar capital infusions. Exhibiting comparable fundamentals, the San Gabriel and San Fernando valleys will represent additional centers of Class C trading in 2026, with investors often acquiring assets via 1031

exchange. In Los Angeles proper, investor demand for these assets will be impacted by recent changes to the city's rent stabilization ordinance, which now caps rent increases for apartments built before 1978 at 4 percent or 90 percent of CPI.



\* Estimate; \*\* Forecast

Sources: CoStar Group, Inc.; Real Capital Analytics; RealPage, Inc.

## 2026 Market Forecast



**+0.1%**  
employment  
increase

### EMPLOYMENT

Aided by healthcare hiring, Los Angeles registers a second straight year of modest job creation that translates to the addition of 6,000 positions.



**6,200**  
units  
will be completed

### CONSTRUCTION

For the fifth consecutive year, local apartment inventory expands by less than 1 percent. Deliveries in Los Angeles proper account for nearly half the units added metrowide.



**10**  
basis point  
increase in vacancy

### VACANCY

Supply and demand remain aligned despite the metro's exposure to several significant headwinds. As such, vacancy dips slightly to 4.3 percent — on par with the market's long-term average.

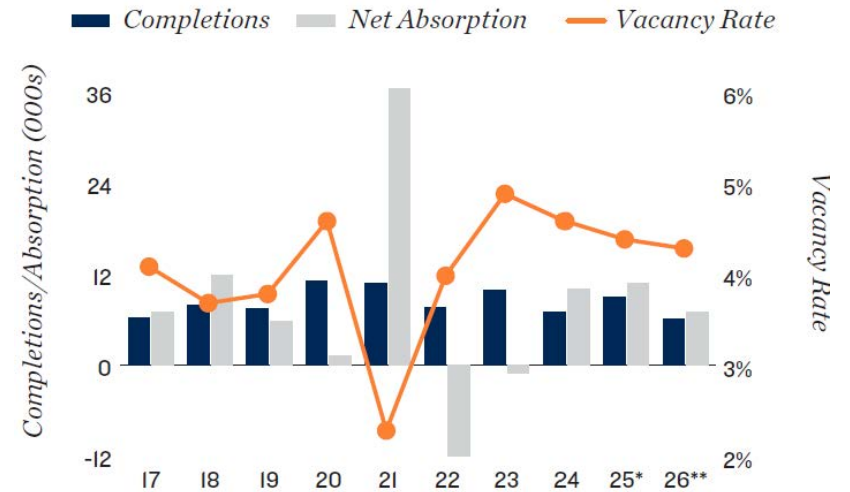


**1.7%**  
increase in  
effective rent

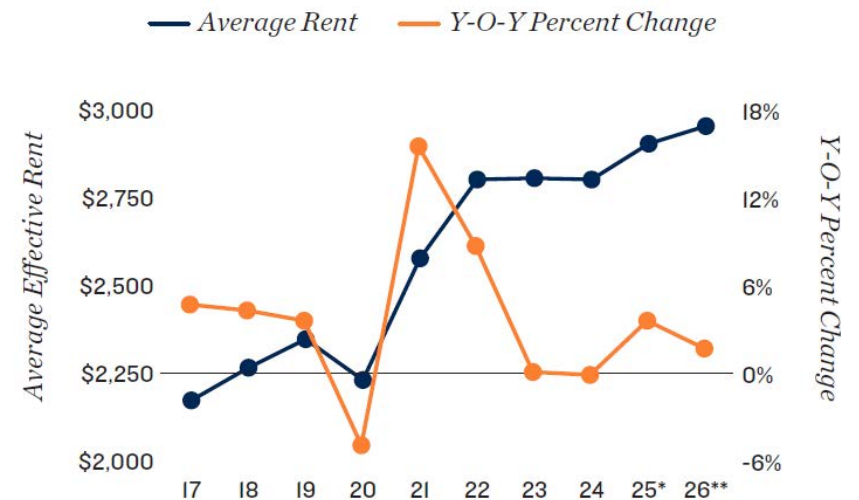
### RENT

Four-year-low vacancy, fueled partially by encouraging renewal activity, supports moderate rent growth in 2026. The metro's average effective rate ends this year at \$2,950 per month.

## SUPPLY & DEMAND



## RENT TRENDS



\* Estimate; \*\* Forecast

Sources: CoStar Group, Inc.; Real Capital Analytics; RealPage, Inc.

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