

# *The* OFFERING MEMORANDUM



## 3005 S NORMANDIE AVE

LOS ANGELES, CA 90007



THE GROUP IS PLEASED TO REPRESENT **3005 S NORMANDIE AVENUE**

**THE** STRATEGY

**THE** OPPORTUNITY

**THE** INVESTMENT

**THE** PARTNERSHIP

*Taylor Avakian*









# *The* STRATEGY

POISED FOR PROFIT:  
BUILT-IN RENT UPSIDE



**3005 S NORMANDIE AVE IS A RARE VALUE-ADD MULTIFAMILY OPPORTUNITY OFFERING IMMEDIATE CASH FLOW, SUBSTANTIAL RENT UPSIDE, AND LONG-TERM GROWTH IN A HIGH-DEMAND LOS ANGELES RENTAL MARKET.**



IMMEDIATE & FUTURE  
CASH FLOW



HIGH RENT UPSIDE



PRIME ADAMS-  
NORMANDIE LOCATION

## **UNLOCK SIGNIFICANT RENT UPSIDE**

---

Several units are dramatically under market, including one currently rented at just \$471 compared to a market average of \$1,795 for similar layouts. This presents an immediate opportunity for an investor to capture unrealized income by adjusting rents to market levels as leases turn. The built-in rent gap creates a clear path to boosting Net Operating Income (NOI) without relying on external market growth—delivering measurable upside from day one of ownership.

## **VALUE-ADD RENOVATIONS**

---

By investing in light renovations—such as updated interiors, refreshed common areas, or enhanced curb appeal—an operator can justify higher rents, attract longer-term tenants, and elevate the overall profile of the property. In a neighborhood where modernized units command a rental premium, even modest upgrades can translate into meaningful gains in both income and asset appreciation over time.

## **STRONG CASH FLOW GROWTH**

---

The property’s financials outline a strong growth trajectory—moving from a 6.16% in-place cap rate to a projected 8.49% on pro forma, with cash-on-cash returns rising from 3.36% to 11.00%. Investors can achieve solid day-one income while positioning for accelerated gains as rents reach market levels and operational efficiencies are implemented.

## **PARKING PREMIUMS & ANCILLARY INCOME**

---

With 9 parking spaces serving 8 units, investors have a rare opportunity to generate additional revenue through parking fees—a significant perk in a dense Los Angeles submarket. Ancillary income streams such as laundry, storage, or utility bill-backs (RUBS) also offer untapped potential, further increasing the property’s effective gross income. Optimizing these smaller income channels can compound returns and improve overall yield.

## **STRATEGIC LOCATION NEAR USC & DTLA**

---

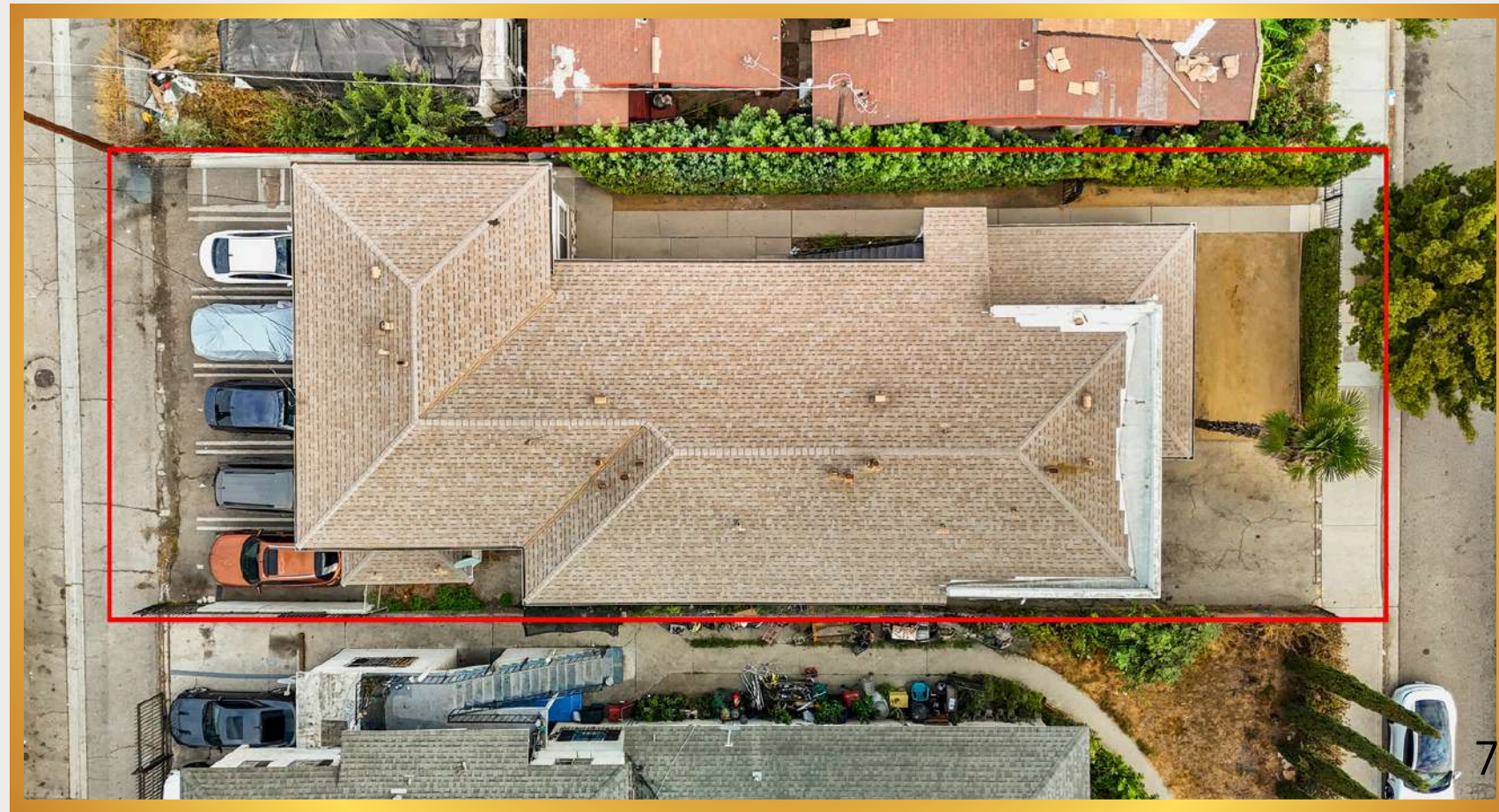
Situated minutes from the University of Southern California, Exposition Park, and Downtown Los Angeles, the property sits squarely in a tenant-driven rental hub. This location ensures constant demand from students, young professionals, and families seeking proximity to work, school, and city amenities. Strong fundamentals like high walkability, transit access, and nearby employment centers reduce vacancy risk and provide a durable foundation for long-term rent growth.

## **RIDE THE 2028 OLYMPICS WAVE**

---

Centrally located near USC, Downtown LA, and Exposition Park, this property offers “front-row seats” to the 2028 Los Angeles Olympic Games. With the City investing heavily in infrastructure and neighborhood enhancements leading up to the Games, investors stand to benefit from accelerated appreciation and sustained renter demand in the years ahead.













# *The* OPPORTUNITY

PROPERTY HIGHLIGHTS + OVERVIEW



1960  
YEAR BUILT

4,837  
BLDG SQFT

6,600  
LOT SQFT

8  
UNITS

LAR3  
ZONING

10.03  
GRM

6.16%  
CAP RATE

UNIT MIX

(2) 2+1, (6) 1+1





**3005 S Normandie Ave** is a **value-add multifamily investment** offering immediate income and meaningful upside in one of Los Angeles's most resilient rental corridors. Built in **1960**, the eight-unit property sits in the historic Adams-Normandie neighborhood, minutes from USC, Exposition Park, and Downtown LA. Priced at **\$1,500,000 (~\$187K per unit / \$310 per SF)**, the asset combines strong in-place cash flow with significant long-term growth potential.

The property features (6) one-bedroom/one-bath and (2) two-bedroom/one-bath units, currently generating **\$12,458 in monthly income**. With multiple units well below market rents — one as low as **\$471 versus \$1,845–\$2,295 market** — investors can capture more than **\$38,000 in annual upside** through rent adjustments, renovations, and parking income across the **nine on-site spaces**.

Financially, performance is strong and scalable: a **6.16% current cap** rate rising to **8.49% pro forma**, with **cash-on-cash returns improving from 3.36% to 11.00%**. Positioned near major freeways and the **Metro E Line**, the property benefits from high renter demand and exceptional access to jobs and education. As Los Angeles invests heavily in infrastructure ahead of the **2028 Olympic Games**, 3005 S Normandie Ave offers investors “front-row seats” to appreciation and continued rent growth in a transforming corridor.

With multiple levers for NOI growth, favorable financing potential, and a location primed for appreciation, 3005 S Normandie Ave represents a rare opportunity to secure both durable income and scalable value-add potential in a proven Los Angeles submarket.





# *The* INVESTMENT

FINANCIAL OVERVIEW



The VALUE SUMMARY						
Price	PPU	PPSF	Current		Pro Forma	
			Cap Rate	GRM	Cap Rate	GRM
\$1,500,000	\$187,500	\$310.11	6.16%	10.03	8.49%	7.98

The PROPERTY	
Zip Code	90007
APN	5053-032-036
Zoning	LAR3
Rent Control	Yes
Number of Units	8
Year Built	1960
Building SF	4,837
Lot Size SF	6,600
Unit Mix	(2) 2+1, (6) 1+1

The UNIT MIX & SCHEDULED INCOME						
Type	Unit Count	Avg SF	Current		Pro Forma	
			Monthly Avg Rent	Total Monthly Rent	Market Rent	Total Monthly Rent
1+1	6	573	\$1,567.54	\$9,405.24	\$1,845.00	\$11,070.00
2+1	2	700	\$1,526.27	\$3,052.54	\$2,295.00	\$4,590.00
Total	8	4,837	\$12,457.78	\$12,457.78		\$15,660.00
Annual Total				\$149,493.36		\$187,920.00



The ANNUALIZED OPERATING SUMMARY						
			Current		Pro Forma	
Income						
Scheduled Gross Rent				\$149,493		\$187,920
Vacancy Reserve	5%			-\$7,475		-\$9,396
Net Rental Income				\$142,019		\$178,524
Parking Income	\$0.00	Total		\$0		\$0
Laundry Income	\$300.00	Total		\$300		\$309
Scep	\$0.00	Total		\$0		\$0
Pet Fee's	\$0.00	Total		\$0		\$0
RUB's Income	\$0.00	Total		\$0		\$0
Other Income	\$0.00	Total		\$0		\$0
Effective Gross Income (EGI)				\$142,319		\$178,833



<div><i>The</i> ANNUALIZED OPERATING SUMMARY</div>						
Expenses	Estimates		Per Unit		Per Unit	
Real Estate Taxes *	1.25%	% of Purchase Price	\$2,343.75	\$18,750	\$2,343.75	\$18,750
Insurance	\$1,000	Per Unit	\$1,000.00	\$8,000	\$1,000.00	\$8,000
Management Fee's	4.00%	X GOI	\$747.47	\$5,980	\$939.60	\$7,517
Administrative	\$200	Per Unit	\$200.00	\$1,600	\$200.00	\$1,600
Repairs & Maintenance	\$500	Per Unit	\$500.00	\$4,000	\$500.00	\$4,000
Utilities						
Electric	\$250	Per Unit	\$250.00	\$2,000	\$250.00	\$2,000
Gas	\$250	Per Unit	\$250.00	\$2,000	\$250.00	\$2,000
Sewer/Water	\$250	Per Unit	\$250.00	\$2,000	\$250.00	\$2,000
Trash	\$350	Per Unit	\$350.00	\$2,800	\$350.00	\$2,800
Contract Services	\$150	Per Unit	\$150.00	\$1,200	\$150.00	\$1,200
Reserves	\$200	Per Unit	\$200.00	\$1,600	\$200.00	\$1,600
Total Expenses				\$49,929.73		\$51,466.80
Per Unit				\$6,241.22		\$6,433.35
Per SF				\$10.32		\$10.64
% of EGI				35.08%		28.78%
* RE Tax adjusted						
Net Operating Income				\$92,388.96		\$127,366.20



	<i>The</i> PROPOSED FINANCING
<b>Loan Amount</b>	\$1,042,000.00
<b>Down Payment</b>	\$458,000.00
<b>Interest Rate</b>	6.25%
<b>Maturity Date</b>	5
<b>Amortization Period</b>	30
<b>Interest Only (Years)</b>	0
<b>Annual Debt Service (Amortizing)</b>	\$76,989.28
<b>Monthly Payment</b>	\$6,415.77
<b>DCR</b>	1.20



*The* RENT ROLL

Unit #	Unit Type	Estimated SF	Current Rent	Current Rent PSF	Market Rent	Market Rent PSF	Status	Upside %
1	1+1	573	\$1,795.00	\$3.13	\$ 1,845.00	\$ 3.22	Occupied	2.79%
2	1+1	573	\$1,845.00	\$3.22	\$ 1,845.00	\$ 3.22	<b>Vacant</b>	0.00%
3	1+1	573	\$1,653.88	\$2.89	\$ 1,845.00	\$ 3.22	Occupied	11.56%
4	2+1	699	\$757.54	\$1.08	\$ 2,295.00	\$ 3.28	Occupied	202.95%
5	1+1	573	\$471.36	\$0.82	\$ 1,845.00	\$ 3.22	Occupied	291.42%
6	1+1	573	\$1,845.00	\$3.22	\$ 1,845.00	\$ 3.22	Occupied	0.00%
7	1+1	573	\$1,795.00	\$3.13	\$ 1,845.00	\$ 3.22	Occupied	2.79%
8	2+1	700	\$2,295.00	\$3.28	\$ 2,295.00	\$ 3.28	Occupied	0.00%
Totals		4,837	\$12,457.78	\$20.78	\$15,660.00	\$25.88		
Averages		605	\$1,557.22	\$2.60	\$1,957.50	\$3.24		63.94%



# The SALES COMPARABLES

Number	Address	Date Closed	Year Built	Total Units	Sale Price	Building SF	Price/Unit	Price/SF	Cap Rate	GRM	Unit Mix	Parking Spaces
Subject	3005 S Normandie Ave	N/A	1960	8	\$1,500,000	4,837	\$187,500	\$310.11	6.16%	10.03	(2) 2+1, (6) 1+1	9
1	1464-1466 W 35th Pl	7/11/2025	1922	5	\$1,200,000	4,876	\$240,000	\$246.10	6.41%		1(3 + 2) 4(2 + 1)	2
2	2506 S Budlong Ave	6/12/2025	1921	5	\$982,500	4,460	\$196,500	\$220.29	6.03%	10.52	2(1+1), 3(2+1)	5
3	2717 S Budlong Ave	5/29/2025	1931	8	\$1,295,000	7,314	\$161,875	\$177.06	5.60%	11.39	6(2 + 1) , 2(1 + 1)	
4	1557 W 36th Pl	12/31/2024	1926	7	\$1,950,000	6,478	\$278,571	\$301.02			1(3 + 1) , 6(1 + 1)	7
5	2641 S La Salle Ave	12/2/2024	1962	8	\$1,510,000	5,662	\$188,750	\$266.69	6.45%	10.66	2(2 + 1) , 6(1 + 1)	8





# *The* PARTNERSHIP

A PROFITABLE  
COLLABORATION





IS DEDICATED TO HELPING MULTIFAMILY OWNERS AND INVESTORS NAVIGATE THE DYNAMIC GREATER LOS ANGELES REAL ESTATE LANDSCAPE. FROM EVER-CHANGING REGULATIONS TO EVOLVING TENANT DEMANDS, WE RECOGNIZE THE CHALLENGES THAT CAN HINDER YOUR SUCCESS IN THIS COMPETITIVE MARKET. AS YOUR TRUSTED PARTNER, WE OFFER PERSONALIZED SOLUTIONS AND STRATEGIC INSIGHTS TO ENHANCE YOUR INVESTMENT RETURNS WHILE MINIMIZING RISKS.

OUR DEEP KNOWLEDGE OF THE MARKET, PROFOUND EXPERTISE IN THE INDUSTRY, AND UNWAVERING COMMITMENT TO CLIENT SATISFACTION HAS HELPED US CLOSE OVER \$300M IN DEALS OVER THE LAST 6 YEARS. THESE VALUES PROVIDE THE GROUNDWORK FOR FUTURE SUCCESS AND SUSTAINED PROSPERITY IN YOUR MULTIFAMILY INVESTMENTS.

LET US HELP YOU UNLOCK THE FULL POTENTIAL OF YOUR PORTFOLIO AND ACHIEVE YOUR LONG-TERM FINANCIAL OBJECTIVES.

A stylized, handwritten signature in dark blue ink that reads 'Taylor Avakian'. The signature is fluid and elegant, with a large initial 'T' and 'A'.

Taylor Avakian



*The* RECORD

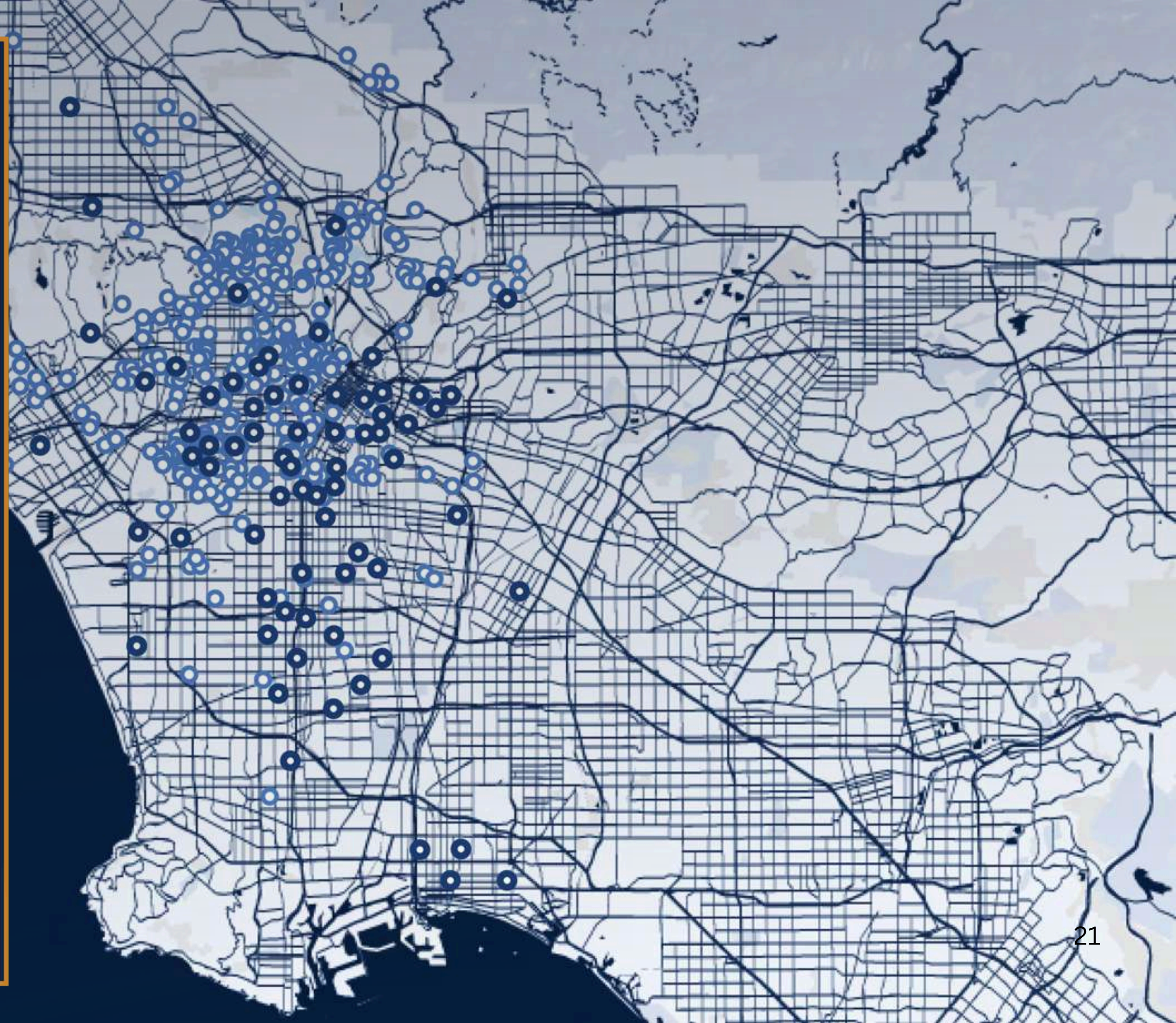
1040  
APARTMENTS  
VALUATED

\$300M

PROPERTY VALUE  
SOLD

96%

LIST/SALES  
RATIO





This Offering Memorandum contains select information pertaining to the business and affairs located at 3005 S Normandie Ave (“Property”). It has been prepared by Lyon Stahl and The Group CRE. This Offering Memorandum may not be all-inclusive or contain all of the information a prospective purchaser may desire. The information contained in this Offering Memorandum is confidential and furnished solely for the purpose of a review by a prospective purchaser of the Property. It is not to be used for any other purpose or made available to any other person without the written consent of Seller or Lyon Stahl and The Group CRE. The material and information in the Offering Memorandum is unverified. Lyon Stahl and The Group CRE has not made any investigation, and makes no warranty or representation, with respect to square footage, income and expenses, the future financial performance of the property, future rent, and real estate value market conditions, the condition or financial prospects of any tenant, or the tenants’ plans or intentions to continue to occupy space at the property. All prospective purchasers should conduct their own thorough due diligence investigation of each of these areas with the assistance of their accounting, construction, and legal professionals, and seek expert opinions regarding volatile market conditions given the unpredictable changes resulting from the continuing COVID-19 pandemic. The information is based in part upon information supplied by the Owner Seller and in part upon financial information obtained from sources the Owner deems reliable. Owner, nor their officers, employees, or real estate agents makes any representation or warranty, express or implied, as to the accuracy or completeness of this Offering Memorandum, or any of its contents, and no legal liability is assumed or shall be implied with respect thereto. Prospective purchasers should make their own projections and form their own conclusions without reliance upon the material contained herein and conduct their own due diligence.

By acknowledging your receipt of this Offering Memorandum for the Property, you agree: 1. The Offering Memorandum and its contents are confidential; 2. You will hold it and treat it in the strictest of confidence; and 3. You will not, directly or indirectly, disclose or permit anyone else to disclose this Offering Memorandum or its contents in any fashion or manner detrimental to the interest of the Seller.

Lyon Stahl and The Group CRE is not affiliated with, sponsored by, or endorsed by any commercial tenant or lessee in the Offering Memorandum. The presence of any corporation’s logo or name is not intended to indicate or imply affiliation with, or sponsorship or endorsement by, said corporation of Lyon Stahl and The Group CRE.

Owner and Lyon Stahl and The Group CRE expressly reserve the right, at their sole discretion, to reject any and all expressions of interest or offers to purchase the Property and to terminate discussions with any person or entity reviewing this Offering Memorandum or making an offer to purchase the Property unless and until a written agreement for the purchase and sale of the Property has been fully executed and delivered.

If you wish not to pursue negotiations leading to the acquisition of the Property or in the future you discontinue such negotiations, then you agree to purge all materials relating to this Property including this Offering Memorandum.

A prospective purchaser’s sole and exclusive rights with respect to this prospective transaction, the Property, or information provided herein or in connection with the sale of the Property shall be limited to those expressly provided in an executed Purchase Agreement and shall be subject to the terms thereof. In no event shall a prospective purchaser have any other claims against Seller or Lyon Stahl and The Group CRE or any of their affiliates or any of their respective officers, Directors, shareholders, owners, employees, or agents for any damages, liability, or causes of action relating to this solicitation process or the marketing or sale of the Property.

This Offering Memorandum shall not be deemed to represent the state of affairs of the Property or constitute an indication that there has been no change in the state of affairs of the Property since the date this Offering Memorandum.



# Exclusive listing by



**TAYLOR AVAKIAN**

Founder

916.996.4421

[taylor@thegroupcre.com](mailto:taylor@thegroupcre.com)

License: 02060040