Marcus & Millichap
MOSSANEN COMMERCIAL REAL ESTATE

A Rare Beverly Hills Street Retail Opportunity

In the Golden Triangle

9775-9777 SANTA MONICA BLVD

BEVERLY HILLS, CA 90210

MULTI-TENANT STOREFRONT RETAIL

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EXECUTIVE SUMMARY

9775–9777 Santa Monica Boulevard presents the opportunity to acquire a highly visible Beverly Hills retail asset positioned along one of the city's most established commercial corridors. Located just east of Wilshire Boulevard and immediately adjacent to the Beverly Hills Golden Triangle, the property combines prestige, boulevard frontage, daily visibility, and leasing flexibility in one of the most supply-constrained luxury retail markets in the country. The offering consists of approximately 1,700 square feet in a two-suite configuration, including a 950-square-foot restaurant suite occupied by Tempura Endo and a 750-square-foot second suite that is currently vacant, ready for a new tenant or an owner-user.

ADDRESS	9775–9777 Santa Monica Blvd, Beverly Hills, CA 90210
BUILDING SIZE	1,700 SF
LAND AREA	1,769 SF
STORIES	1
FRONTAGE	50' on Santa Monica Boulevard
YEAR BUILT	1960
CONFIGURATION	Two Suites
WALK SCORE	96
PARKING	Nearby Public Parking / Santa Monica 5 Structures
PRICE	$3,495,000

PROPERTY OVERVIEW

The subject property is a single-story, multi-tenant street retail building with direct Santa Monica Boulevard frontage in Beverly Hills. Its compact scale is one of its strengths: in this market, boutique-format spaces with prominent boulevard exposure remain highly functional for restaurant, luxury-adjacent retail, showroom, beauty, wellness, and service uses. The building totals approximately 1,700 square feet with about 50 feet of frontage, strong signage exposure, restaurant capability, and a prime Beverly Hills location just east of Wilshire Boulevard.

INVESTMENT HIGHLIGHTS

Prestige Beverly Hills Address

Positioned on Santa Monica Boulevard immediately adjacent to the Golden Triangle and within close proximity to Rodeo Drive, Wilshire Boulevard, and the city's premier hotels, residences, and luxury retail.

Irreplaceable Small-Format Retail

Approximately 1,700 square feet with 50 feet of frontage in one of the most supply-constrained retail corridors in Southern California.

In-Place Income with Immediate Optionality

Tempura Endo occupies the 950 SF restaurant suite under a lease running through 5/31/2035 with one 5-year option, while the 750 SF second suite is vacant and ready for a new tenant or owner-user.

Strong Visibility & Traffic Exposure

Santa Monica Boulevard carries roughly 43,000 to 49,000 vehicles per day past the property, giving both storefronts steady daily exposure.

Walkable, Parking-Supported Convenience

The property sits steps from large city parking lots with monthly parking available, and the City of Beverly Hills' Santa Monica 5 public parking structures — including SM-5 at 485 N Roxbury Drive — serve the immediate area.

Luxury Ecosystem Momentum

The surrounding district continues to benefit from flagship-level luxury investment, new hospitality, and ultra-luxury residential development.

At the Edge of the Beverly Hills Golden Triangle

The property occupies a strategic position along Santa Monica Boulevard just east of Wilshire Boulevard, linking the Golden Triangle to the broader Westside. Unlike interior boutique locations that rely more heavily on destination traffic alone, this stretch benefits from both prestige and circulation — capturing visibility from Beverly Hills residents, hotel guests, Century City employees, luxury shoppers, and regional visitors moving between Wilshire, Rodeo Drive, and Century City. The result is a prime Beverly Hills location with Santa Monica Boulevard frontage and strong visibility throughout the day.

Visibility, Access & Daily Convenience

The subject benefits from one of the most practical combinations in Beverly Hills retail: boulevard frontage, strong daily traffic exposure, immediate nearby public parking, and excellent accessibility to the city's core luxury district. The property also offers strong signage exposure, quick freeway access, adjacency to Century City and West Hollywood, and proximity to large city parking lots with monthly parking available nearby. The City of Beverly Hills' Santa Monica 5 public parking structures reinforce this convenience, with SM-5 located at 485 N Roxbury Drive directly relevant to the subject's immediate trade area.

For broader mobility context, Metro states that the D Line Extension's Section 2 — including the Beverly Drive station serving the Beverly Hills Golden Triangle and Century City — is expected to open in spring 2027, further strengthening the district's long-term connectivity.

Located in the Prime Beverly Hills Golden Triangle

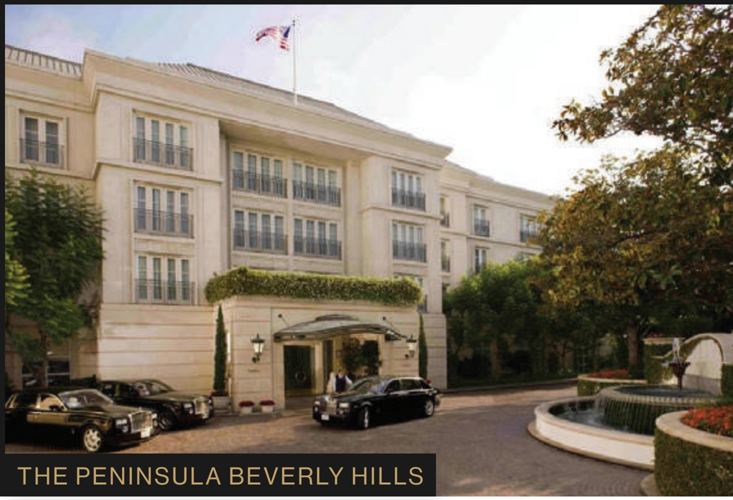
Beverly Hills remains one of the most recognizable luxury retail environments in the world, defined by flagship fashion houses, exceptional barriers to new supply, luxury hospitality, and a concentration of wealth rarely matched in Southern California. The city draws visitors from around the world for shopping, dining, art, and culture, and five-star hotels such as the Beverly Wilshire, the Peninsula, and the Waldorf Astoria anchor the district. At its center, the Golden Triangle ranks among the most prestigious luxury retail districts in the world, and the subject sits at its western edge, just east of where Santa Monica Boulevard meets Wilshire.

BEVERLY HILTON & ONE BEVERLY HILLS

BEVERLY WILSHIRE FOUR SEASONS

WALDORF ASTORIA BEVERLY HILLS

RODEO DRIVE

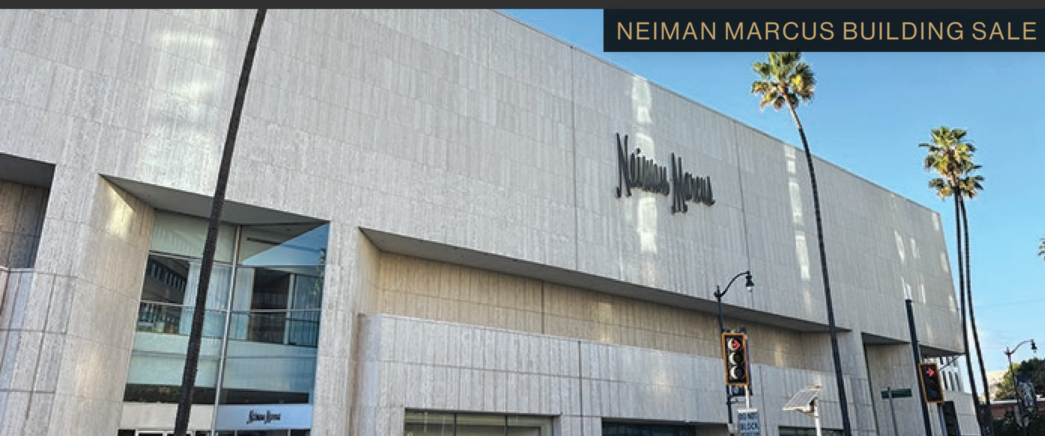


THE PENINSULA BEVERLY HILLS

A District Defined by Reinvestment

The district surrounding the property continues to attract major luxury, hospitality, and mixed-use investment, reinforcing Beverly Hills as an evolving global destination rather than a legacy retail enclave. One Beverly Hills, under construction next to the Beverly Hilton, will add condominium towers, an Aman hotel and residences, restaurant and retail space, and landscaped public open space, with completion anticipated in 2028.

On Santa Monica Boulevard, Rosewood Residences Beverly Hills is advancing as a boutique collection of 17 luxury residences. Luxury brands are investing as well. In February 2026, Hermès was reported to be the buyer behind a roughly $400 million Rodeo Drive acquisition, a record for Beverly Hills retail real estate, and the land beneath the Beverly Hills Neiman Marcus store changed hands in late 2025, with the store remaining in place under a long-term lease.

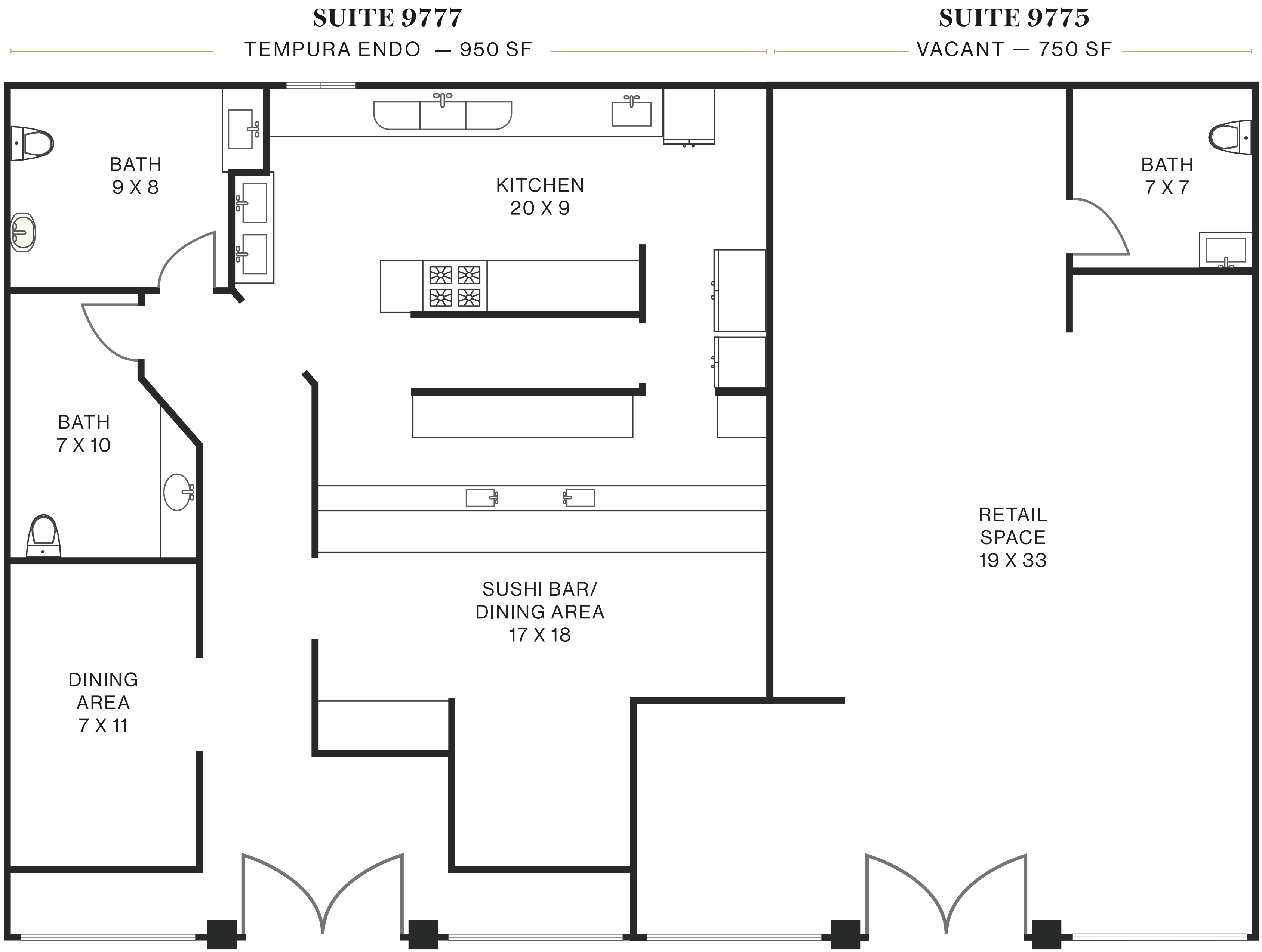

NEIMAN MARCUS BUILDING SALE


ROSEWOOD RESIDENCES BEVERLY HILLS

HERMÈS RODEO ACQUISITION


BROADER WILSHIRE / GOLDEN TRIANGLE REINVESTMENT

FLOOR PLAN


SUITE 9777
TEMPURA ENDO — 950 SF
SUITE 9775
VACANT — 750 SF
BATH
9 X 8
KITCHEN
20 X 9
BATH
7 X 7
BATH
7 X 10
RETAIL
SPACE
19 X 33
SUSHI BAR/
DINING AREA
17 X 18
DINING
AREA
7 X 11

LEASE ABSTRACT

SUITE 9777
TEMPURA ENDO

SUITE SIZE	950 SF, 55.9% of the building
USE	Restaurant
LEASE TERM	June 1, 2025 to May 31, 2035
CURRENT RENT	$11,500 per month, $138,000 per year
RENT PER SF	$12.11 per month, $145.26 per year
RENT INCREASES	Rises $600 per month every June 1, to $12,100 in June 2027
RENEWAL OPTION	One 5-year option
LEASE TYPE	Gross. Tenant pays its own electricity, gas and trash
SECURITY DEPOSIT	$50,000
GUARANTY	Personal guaranty
TENANT SINCE	2015, more than 11 years at the property

SUITE 9775
VACANT

SUITE SIZE	750 SF, 44.1% of the building
STATUS	Vacant
LAYOUT	Open retail floor, about 19' × 33', with a private restroom
STOREFRONT	Full-height glass with double entry doors
OPPORTUNITY	Lease to a new tenant or occupy as an owner-user
PRO FORMA RENT	$10.00 per SF per month, NNN

PRO FORMA

Both suites leased, at the $3,495,000 offering price

INCOME

Suite 9777 · Tempura Endo · 950 SF In-place gross lease through May 2035	$138,000
Suite 9775 · 750 SF Pro forma at $10.00 per SF per month, NNN	$90,000
Expense Reimbursements · Suite 9775 44.1% share of operating expenses	$21,371
GROSS INCOME	**$249,371**

OPERATING EXPENSES

Property Taxes 1.2% of the offering price	$41,940
Insurance Current premium about $3,818 per year	$4,000
Water & Sewer City of Beverly Hills, last 12 months	$2,500
TOTAL EXPENSES	**$48,440**

NET OPERATING INCOME	**$200,931**

OFFERING PRICE

$3,495,000

$2,056 per SF

NET OPERATING INCOME

$200,931

Both suites leased

CAP RATE

5.75%

Net operating income divided by price

RENT GROWTH

Tempura Endo's rent rises $600 per month every June 1, reaching $16,300 per month in the final lease year.

SUITE 9775

Vacant today. Shown leased at $10.00 per SF per month NNN, the median of recent Beverly Hills retail leases.

EXPENSES

Property taxes are reassessed at the offering price. The building is owner-managed; no vacancy or management fee is deducted.

SALES COMPARABLES

Recent Beverly Hills retail sales, plus the closest-sized trades in the West Hollywood area

SUBJECT PROPERTY

9775–9777 SANTA MONICA BLVD

Beverly Hills 90210 · Street retail · Two suites

1,700 SF
BUILDING

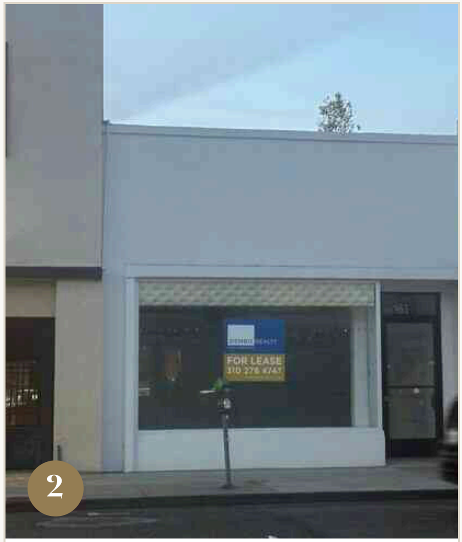
1,769 SF
LOT

LIST PRICE
$3,495,000
$2,056 per SF

468 N Bedford Dr

Beverly Hills 90210 · Retail

$25,500,000 SALE PRICE	13,866 SF BUILDING
Aug 2026 SALE DATE	$1,839 PER SF



9631–9637 Santa Monica Blvd

Beverly Hills 90210 · Retail

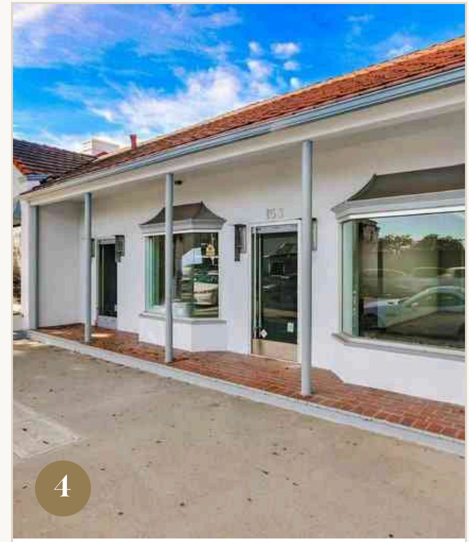
$7,448,000 SALE PRICE	2,584 SF BUILDING
May 2026 SALE DATE	$2,882 PER SF

9970 Santa Monica Blvd

Beverly Hills 90212 · Retail

$12,750,000 SALE PRICE	4,200 SF BUILDING
Sep 2024 SALE DATE	$3,036 PER SF

Sold by Marcus & Millichap



153–155 S Robertson Blvd

Beverly Hills 90211 · Retail

$4,450,000 SALE PRICE	2,634 SF BUILDING
Apr 2024 SALE DATE	$1,689 PER SF

5.56% cap rate at sale

SALES COMPARABLES

Continued

354 N Beverly Dr

Beverly Hills 90210 · Retail

$21,075,203 SALE PRICE	5,687 SF BUILDING
Aug 2024 SALE DATE	$3,706 PER SF

Part of a two-property sale

408–410 N Beverly Dr

Beverly Hills 90210 · Retail

$18,124,797 SALE PRICE	5,437 SF BUILDING
Aug 2024 SALE DATE	$3,334 PER SF

Part of a two-property sale

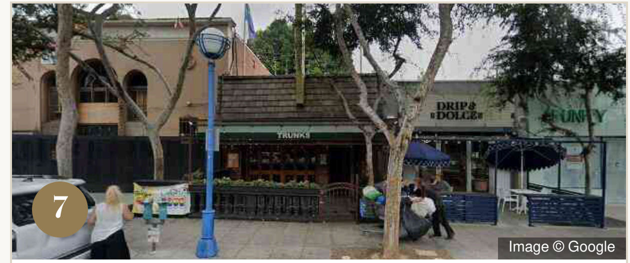


Image © Google

8809 Santa Monica Blvd

West Hollywood 90069 · Retail

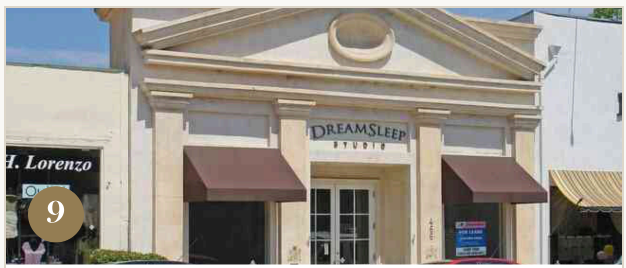
$3,036,000 SALE PRICE	1,840 SF BUILDING
Feb 2026 SALE DATE	$1,650 PER SF

474 N Robertson Blvd

West Hollywood 90048 · Retail

$4,933,249 SALE PRICE	1,873 SF BUILDING
Jan 2025 SALE DATE	$2,634 PER SF

Part of a two-property sale



466 N Robertson Blvd

Los Angeles 90048 · Retail

$3,066,751 SALE PRICE	1,701 SF BUILDING
Jan 2025 SALE DATE	$1,803 PER SF

Part of a two-property sale

THE COMPARABLE SET

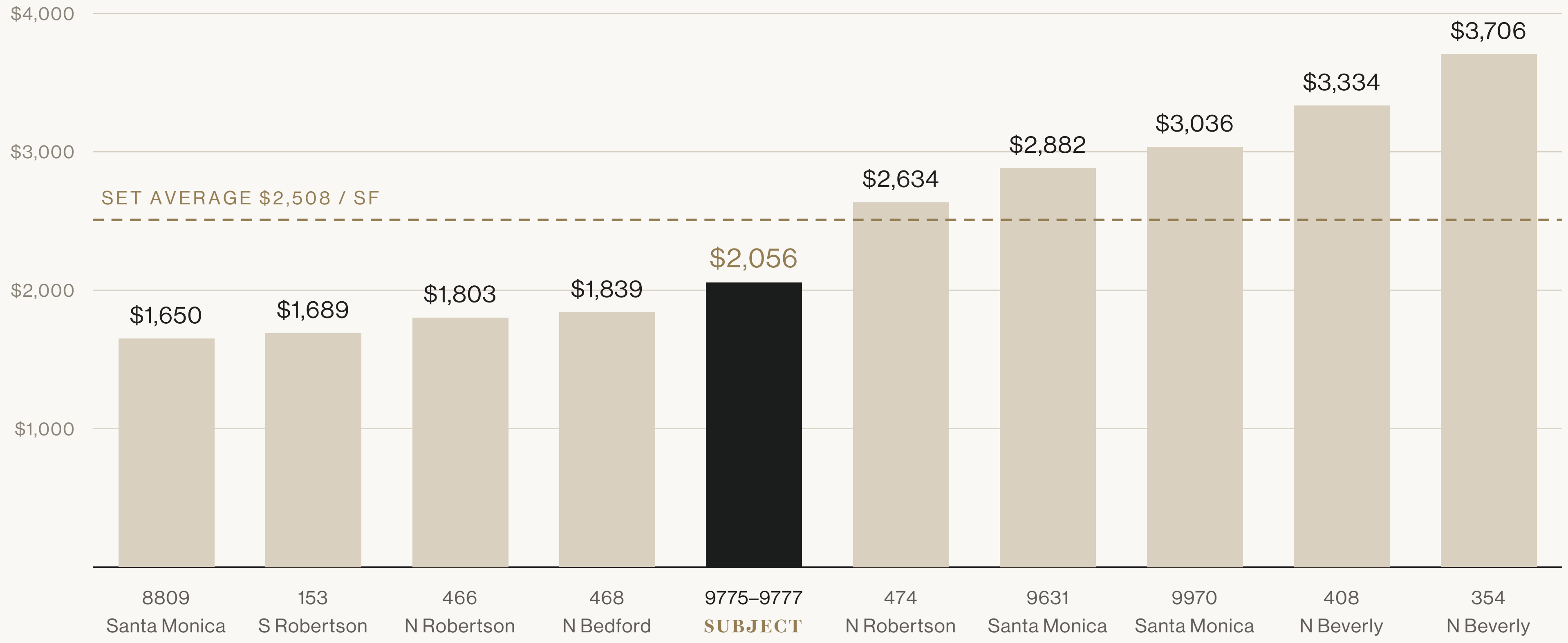
	BLDG SF	PER SF	PRICE
AVERAGE	4,425	$2,508	$11,153,778
MEDIAN	2,634	$2,634	$7,448,000
LOW	1,701	$1,650	$3,036,000
HIGH	13,866	$3,706	$25,500,000
SUBJECT	1,700	$2,056	$3,495,000

Nine sales from April 2024 to August 2026. Source: CoStar.

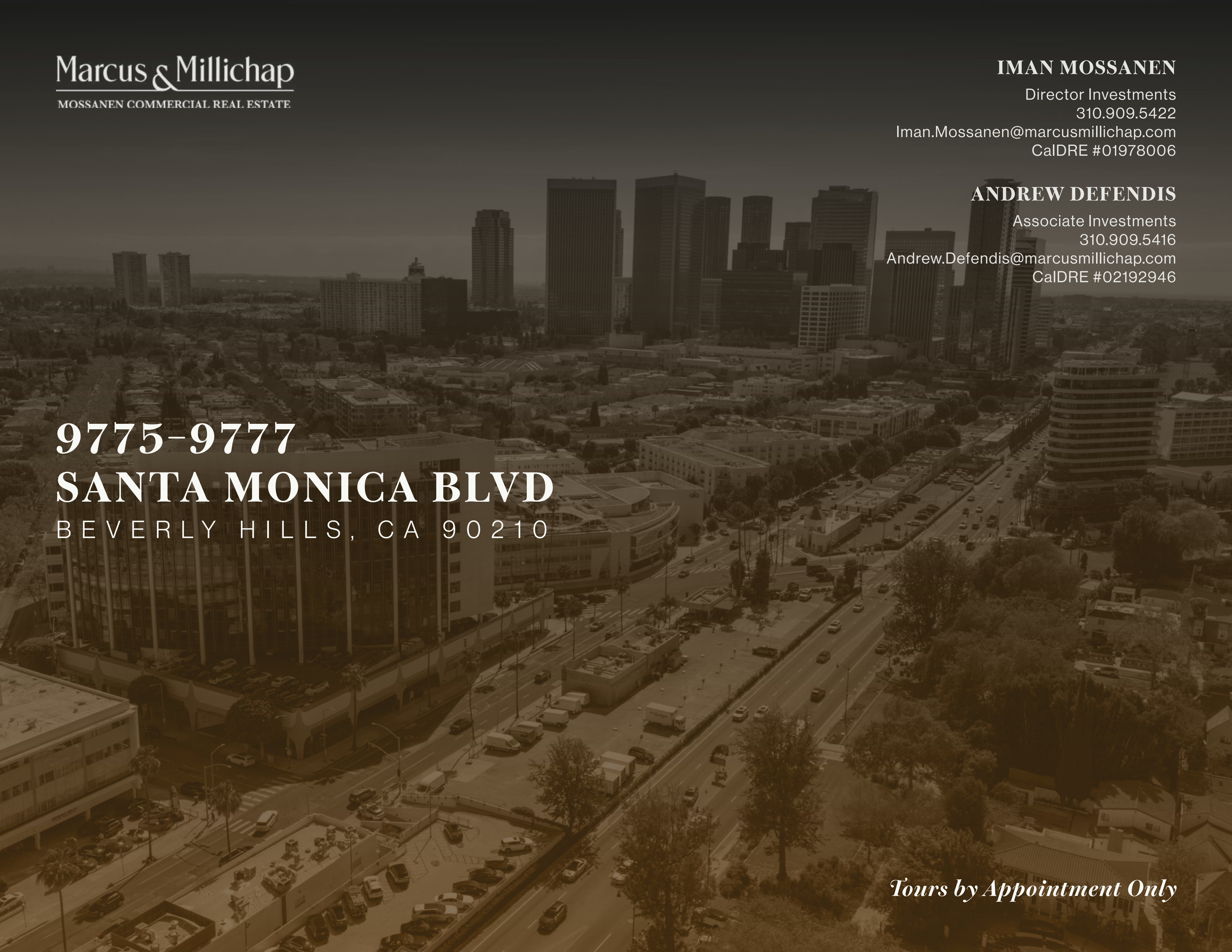
PRICE PER SQUARE FOOT

The subject against the comparable set

At $2,056 per square foot, the subject is priced below five of the nine sales and about 18% under the set average of $2,508. The sales range from $1,650 to $3,706 per foot, with the highest prices paid for Golden Triangle and Santa Monica Boulevard frontage. The one sale with a reported cap rate, 153–155 S Robertson Blvd, traded at 5.56%; the subject is offered at a 5.75% pro forma cap rate.



Source: CoStar, sales from April 2024 to August 2026. Price per SF is the sale price divided by building SF, rounded to the nearest dollar. 354 and 408–410 N Beverly Dr were sold together, as were 466 and 474 N Robertson Blvd; prices shown are CoStar allocations. The $400 million Hermès purchase of 338–346 N Rodeo Dr ($16,213 per SF) is excluded as an outlier.



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Tours by Appointment Only