

OFFERING MEMORANDUM



1352-54 Imperial Beach Blvd.

Imperial Beach, CA 91932

PIERSON  POST
COMMERCIAL REAL ESTATE

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OFFERING SUMMARY

| | |
|-----------------|--|
| ASKING PRICE | \$1,099,995 |
| ADDRESS | 1352-54 Imperial Beach Blvd., Imperial Beach, CA 91932 |
| SUBMARKET | Imperial Beach |
| BUILDING SF | 2,276 SF |
| LAND SF | 8,211 SF |
| NUMBER OF UNITS | 2 |
| YEAR BUILT | 1960 |
| APN | 627-240-66-00 |

Large Unit Mixes

3 Bed / 1 Bath Units

- Each unit features its own entrance, driveway, attached garage, private backyard, and utilities, and operates more like two single-family homes on one lot.
- Separate Utilities: Water, sewer, electric and trash are separated allowing for direct tenant billing, reduced landlord expense burden and cleaner accounting.
- Enhanced Tenant Privacy: The units are physically separated by two garage spaces, which minimizes noise and supports longer tenancies and stronger tenant satisfaction compared with typical multifamily layouts where tenants share walls.
- Unit 1354 has been completely repainted, and updated with refreshed kitchen cabinets and a new bathroom.

LONG TERM RENTAL

- Due to the unit sizes and enclosed backyards, the property attracts quiet families and long term renters. Unit 1354 is available for immediate move-in and is currently vacant for showings. Unit 1352 is leased month-to-month.
- Market rent for a 3bd/1ba unit for this area of Imperial Beach is approximately \$3,295/month
- Separate gas, electric, trash, and sewer bills simplify management

MIDTERM RENTAL STRATEGY

- The large unit mixes, fenced backyards, attached garages, and separate entrances and driveways, meet the needs of traveling professionals, families, and military housing, which command a rental premium. Per Furnished Finder, rents average \$5,000/mo and up to \$6,000/mo for Department of Defense contractors with a housing allowance, per a local property manager.
- Tenant profile: traveling nurses, military personnel, DoD contractors, relocating families, and insurance displacement tenants searching for furnished rental units.

FUTURE UPSIDE

The property's base zoning is R-1500 High Density Residential Zone. Per the Imperial Beach Planning and Development Department's website, the garages could be converted into an ADU. The City of Imperial Beach publishes pre-approved ADU plans and can be reached at 619-628-1356 or by e-mail at rpua@imperialbeachca.gov for additional research.

| UNIT # | SQ FT | % SHARE | Lease Term | MONTHLY RENT | TOTAL MONTHLY INCOME |
|--------|-------|---------|----------------|---------------|----------------------|
| 1352 | 1,138 | 50 | Month-to-Month | \$2,025 | \$2,025 |
| 1354 | 1,138 | 50 | Vacant | \$3,295 (Mkt) | \$3,295 (Mkt) |
| | | | | | \$5,320 |



PROFORMA INVESTMENT SUMMARY

| | |
|---|--------------------|
| Asking Price | \$1,099,995 |
| Price Per SF | \$483.30 |
| Occupancy | 100% |
| Cap Rate (Long Term Tenants) | 5.4% |
| Cap Rate (Midterm Furnished) | 6.4% |

- Assumes a vacancy factor of 3% of Gross Scheduled Income (GSI) for long-term rentals and 10% of GSI for furnished mid-term rentals.
- The property is currently 50% occupied. Unit 1352 is leased to a tenant on a month-to-month basis at \$2,025/month. Unit 1354 is vacant and available for immediate move-in.
- Pro forma long-term rent is estimated at \$3,295/month per unit. Pro forma furnished mid-term rental income is estimated at \$5,000/month (fully furnished, 30-day minimum stay). Rental data sourced from Rentometer and Furnished Finder (March 2026).
- Utilities (gas, electric, water, and trash) are separately metered for each unit.

INCOME (Proforma)

| | Long Term Tenant | Midterm Furnished |
|-------------------------------|------------------|-------------------|
| Gross Scheduled Rental Income | \$79,080 | \$120,000 |
| Less Vacancy Factor* | \$2,372 | \$12,000 |
| Gross Operating Income | \$76,708 | \$108,000 |

OPERATING EXPENSES

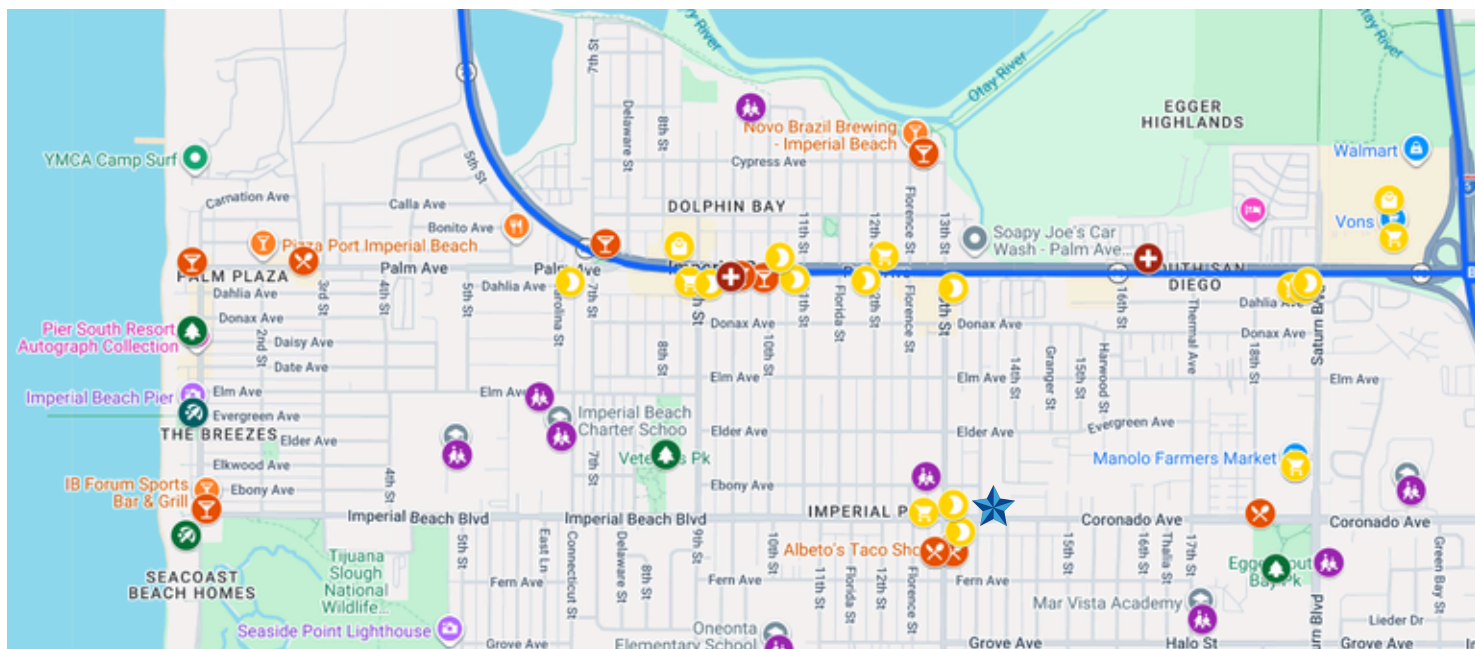
| | | |
|-----------------------------------|-----------------|-----------------|
| Property Tax (adjusted to 1.168%) | \$12,848 | \$12,848 |
| Insurance | \$2,300 | \$2,300 |
| Property Management | - | \$18,000 |
| Gas & Electric | - | \$960 |
| Water & Sewer | - | \$1,440 |
| Trash Removal | - | \$360 |
| Landscaping | \$360 | \$360 |
| Pest Control | \$580 | \$580 |
| Maintenance & Repairs | \$1,000 | \$1,000 |
| Total Est. Op Expense | \$17,088 | \$37,848 |

FINANCIAL SUMMARY

| | | |
|-----------------------------------|-----------------|-----------------|
| Net Operating Income (NOI) | \$59,620 | \$70,152 |
| Cap Rate | 5.4% | 6.4% |







- ★ Subject Property
- 🍷 Retail & Dining
- 🛒 Convenience & Grocery
- 🎒 Schools
- 🏥 Healthcare
- 🌳 Parks & Recreation

The subject property is ideally positioned within the coastal community of Imperial Beach, one of Southern California's last remaining affordable beach cities. Located within approximately a two-mile radius of both the Pacific Ocean and the San Diego Bay, the property benefits from immediate access to relatively uncrowded beaches, scenic waterfronts, and a wide range of outdoor recreational amenities.

The surrounding area is characterized by an abundance of natural attractions, including the Tijuana River National Estuarine Research Reserve and several public parks, such as Veterans Park, offering residents access to open space, walking trails, and coastal habitats. The property is also supported by a well-established neighborhood infrastructure, with approximately ten public and private schools serving the immediate area, along with a diverse mix of local dining, retail, and neighborhood shopping centers along Imperial Beach Boulevard and nearby corridors.

Imperial Beach continues to experience steady growth and revitalization, driven by its proximity to Downtown San Diego, South Bay employment hubs, and cross-border economic activity. The combination of coastal accessibility, improving amenities, and relative affordability positions the area as an attractive submarket for both renters and investors.



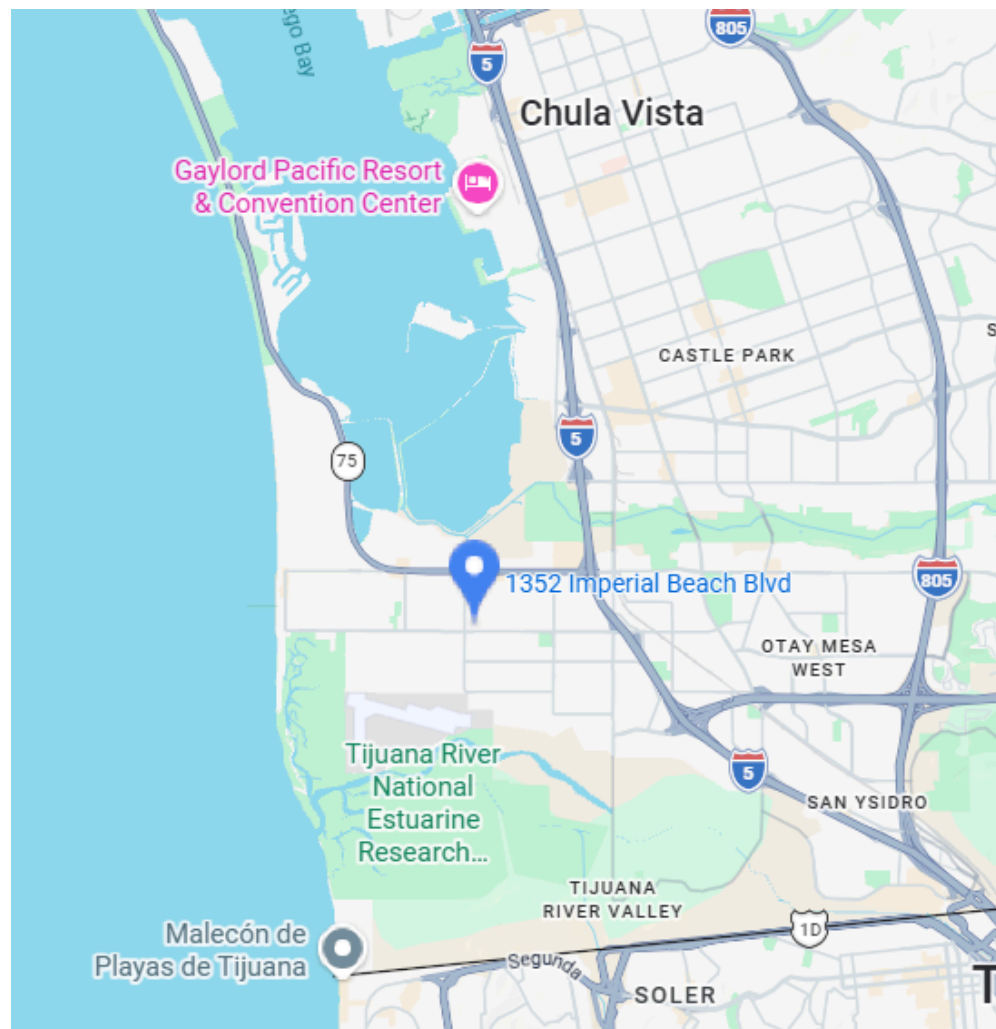
POPULATION

| | |
|---------|---------|
| 31,780 | 1 Mile |
| 106,075 | 5 Miles |



MEDIAN
HOUSEHOLD
INCOME

| | |
|----------|---------|
| \$72,842 | 1 Mile |
| \$76,994 | 5 Miles |



Pierson Post, Inc. (“Broker”) has been exclusively retained by Property’s ownership (“Owner”) in connection with the potential sale of 1352-54 Imperial Beach Blvd., Imperial Beach, CA 91932 (the “Property”).

This Offering Memorandum (“Offering”) is provided solely for informational purposes to assist prospective purchasers in evaluating the Property. The information contained herein is confidential and is intended only for the recipient. By receipt of this Offering, the recipient agrees not to distribute or disclose its contents to any other party without the prior written consent of Broker.

This Offering has been prepared from materials supplied by Owner and from sources deemed reliable; however, no representation or warranty, express or implied, is made by Broker, Owner, or any of their respective affiliates as to the accuracy or completeness of the information contained herein. All information, including financial projections, rent assumptions, and market data, is subject to change without notice.

This Offering contains selected information and does not purport to be all-inclusive or to contain all information that a prospective purchaser may require. All summaries are provided for convenience only and are not intended to be complete statements of the matters referenced. Prospective purchasers must conduct their own independent investigations and due diligence, including, without limitation, verification of income and expenses, review of leases and legal documents, physical inspections, and evaluation of environmental and regulatory matters. Any reliance on this Offering is solely at the recipient’s own risk.

All financial projections are for illustrative purposes only and are based on assumptions that may not materialize. Actual results may differ materially.

Owner expressly reserves the right, at its sole discretion, to accept or reject any offer, to terminate negotiations at any time, and to negotiate with one or more prospective purchasers without obligation to others. No legal commitment or obligation shall arise unless and until a definitive purchase agreement has been fully executed by Owner.

**ALL PROPERTY SHOWINGS ARE BY APPOINTMENT ONLY.
PLEASE CONSULT YOUR PIERSON POST AGENT FOR MORE DETAILS.**

**ERIC LOWE**

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License: 02231420 (CA)

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PROFESSIONAL BACKGROUND

Eric Lowe is the founder and owner of Pierson Post, a San Diego based commercial real estate brokerage specializing in the sale of commercial and multifamily properties.

Eric started his career in real estate as a lawyer. In that role, he had the opportunity to work on some of the largest, most complex commercial real estate transactions in the country, and oversaw hundreds of closings. He earned a degree in Economics from the University of California, Irvine, and law degree from Loyola Law School, Los Angeles.

Eric combines his extensive real estate experience with a boutique brokerage practice focused on helping property owners evaluate a future sale and executing it successfully as part of their broader financial goals.

WHY SELLERS WORK WITH ERIC

- He brings expert-level clarity to contracts, due diligence, and negotiation
- He executes creative, targeted marketing campaigns to sell real estate (no passive listing plans)
- He identifies challenges early and keeps clients ahead of them
- He works directly with every client: no junior agent handoffs, no bureaucracy

PROFESSIONAL AFFILIATIONS

- California Department of Real Estate, licensed real estate broker
- State Bar of California, licensed attorney
- Business Network International, Bonita Chapter
- Apartment Owner Association of California, article contributor

PERSONAL LIFE

- Eric lives in San Diego with his wife and their two children
- Outside of real estate, Eric enjoys spending time with his family, competing in endurance sports, and training Brazilian jiu jitsu.

CLIENT TESTIMONIALS & SUCCESS STORIES

Scan this QR code to review client testimonials and 5-star Google Reviews





Exclusively Marketed by:

Eric Lowe

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