

13 COASTAL UNITS LOCATED IN LA JOLLA VIILAGE





$Exclusively listed \overline{by}$

MERRICK MATRICARDI

858.369.3085 merrick.matricardi@kidder.com LIC N°01348986

JIM NEIL 858.369.3083 jim.neil@kidder.com

LIC N° 01352736

ERIC COMER 858.369.3084

eric.comer@kidder.com

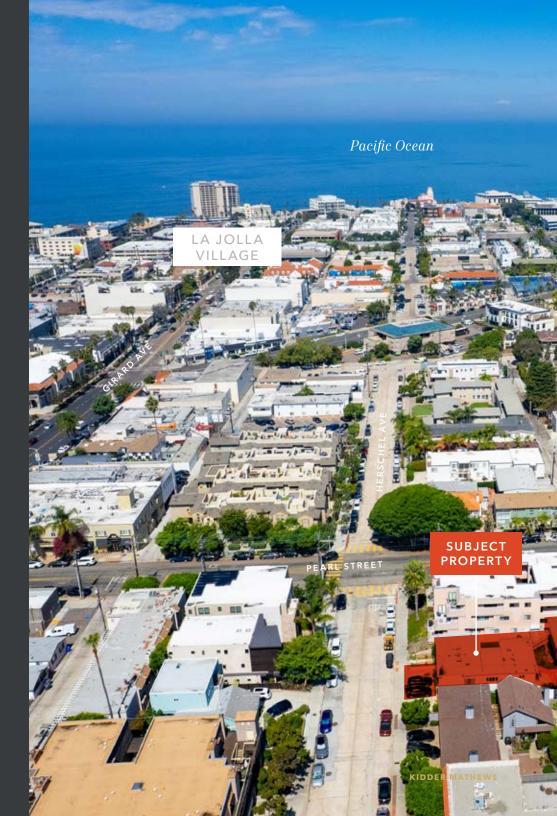
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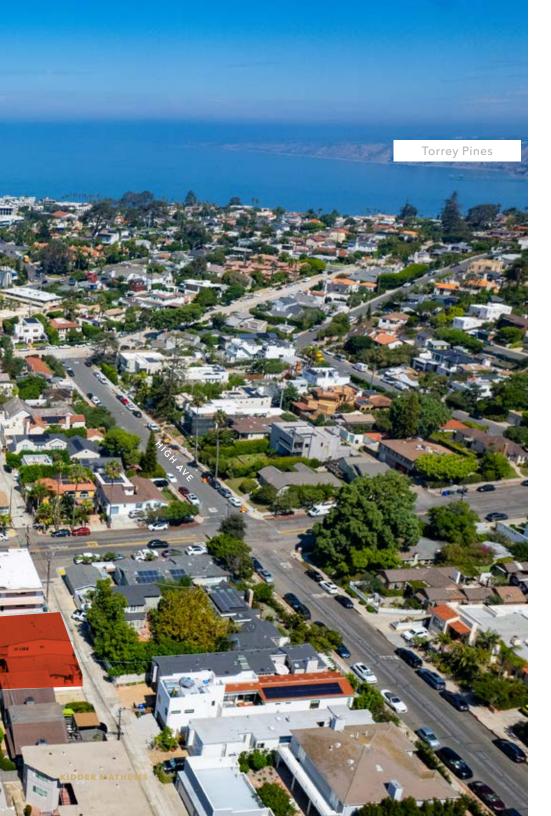


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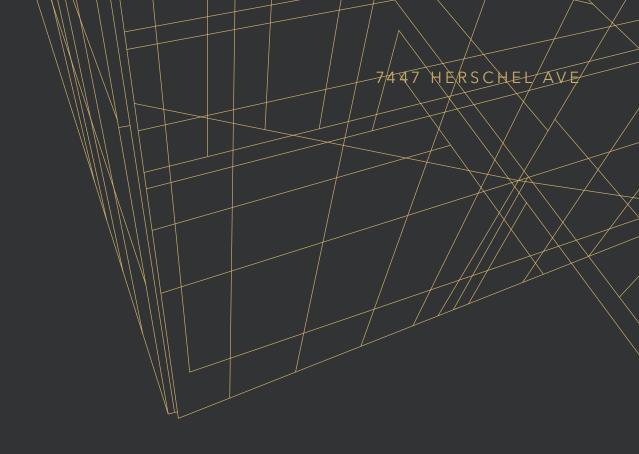
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FINANCIALS

Proforma Apartments







EXECUTIVE SUMMARY

WELL MAINTAINED APARTMENT BUILDING IN AN UPSCALE COASTAL LOCATION

7447-7453 Hershel Avenue Apartments represents a unique value-add and location-driven opportunity in one of San Diego's most desirable neighborhoods. Situated in La Jolla Village and walking distance to beaches, restaurants, and shopping, the property occupies an "A" location in an area that rarely trades.

Originally constructed in 1953, the subject consists entirely of one-bedroom, one-bath units. With targeted interior renovations and exterior upgrades, there is potential to increase rents and overall property value, capturing additional upside in a strong market. Renovated properties with comparable locations are listing units for approximately \$6.00/ SF in rent.

The surrounding market supports sustained demand for multifamily rentals, with a median home sale price of \$2.325 million as of June 2025 keeping homeownership out of reach for many and reinforcing the attractiveness of rental housing.

We invite you to learn more about this investment opportunity by reviewing this Offering Memorandum and then touring the Property with us.



ADDRESS	7447- 7453 Herschel Avenue, La Jolla, CA 92037
UNITS	13
YEAR BUILT	1953
PRICE	\$5,500,000
PRICE /UNIT	\$423,077
PRICE/RENTABLE SF	\$973
CAP RATE	3.35%
MARKET CAP RATE	5.02%
GRM	16.9
MARKET GRM	13.4

6 7477 HERSCHEL AVE = OFFERING MEMORANDUM

KIDDER MATHEWS











PRESTIGIOUS LA JOLLA LOCATION

the area's unparalleled coastal beauty and vibrant stunning coastline of wide sandy beaches, secluded cultural scene, surrounded by art galleries, upscale boutiques, and renowned restaurants.

PROXIMITY TO OCEAN

Located in La Jolla Village, the property benefits from The subject walkable to the beach. La Jolla features a Located in the affluent La Jolla community with coves and sea cliffs.

DESIRABLE DEMOGRAPHICS

average household income of \$207,271 within onemile of the property. The median home price in La Jolla is more than \$2.3M as of June 2025, well above the median for San Diego and the United States.

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97 WALK SCORE

unmatched access to groceries, shopping, dining, beaches, and cultural amenities all within steps of Major employers include Amazon, Scripps Health, their front door. This rare "Walker's Paradise" location Scripps Institute, UC San Diego and Illumina. in a beach community will command premium rents.

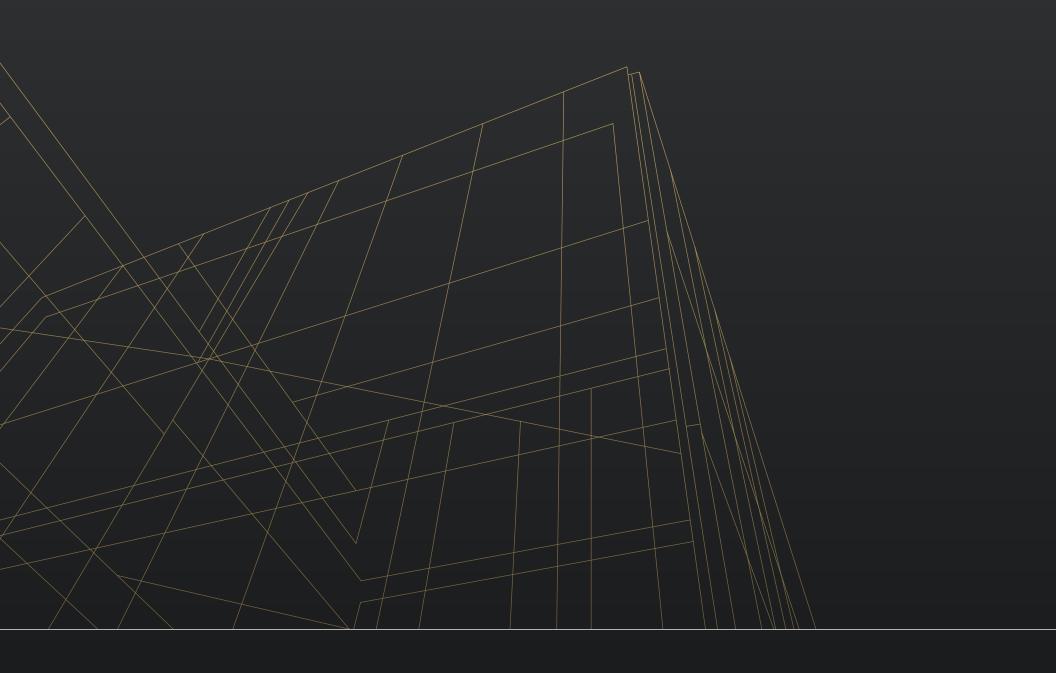
NEARBY EMPLOYMENT

With a Walk Score of 97, the property offers tenants The subject has close proximity to major employment. The subject property presents a strong value-add centers including Torrey Pines and University City.

VALUE ADD OPPORTUNITY

opportunity through unit renovations with modern finishes, allowing the capture of higher market rents that La Jolla's premium location and strong tenant demand consistently support.







PROPERTY INFORMATION

OVERVIEW

ADDRESS	7447- 7453 Herschel Avenue, La Jolla, CA 92037			
NO OF UNITS	13			
APN	350-652-03-00			
MUNICIPALITY	San Diego			
LAND AREA	5,966 SF / 0.14 Acres			
DENSITY	93 Units/Acre			
	RM-3-7			
ZONING	The property is within the Complete Communities area: Coastal Zone and Coastal Height Overlay Zone, which allows a 2.5 FAR irrespective of density.			

BUILDING INFORMATION

YEAR BUILT	1953
BUILDING SF	5,650 (Per assessors Parcel records)
CONSTRUCTION	Two, two-story, wood frame buildings and a built-up foundation.
ROOF COVERING	Flat roofs
WINDOWS	Most windows have been replaced by dual pane vinyl
PARKING	Four (4) surface spaces in the front.

MECHANICAL/ELECTRICAL/BUILDING SYSTEM

METERING	Individually metered for Gas and Electric. Water and Sewer on a master meter.		
HVAC	Select units have wall mounted AC		
COOKING ENERGY	Gas		
LAUNDRY	Community laundry facility. Machines are owned.		

TAX INFORMATION*

MILLAGE RATE	1.25114%
FIXED ASSESSMENTS	\$88.76
TAX YEAR	2025-2026

^{*} Property taxes are reassessed at the time of sale



13
UNITS

 $5,655\,SF$

0.14
ACRES

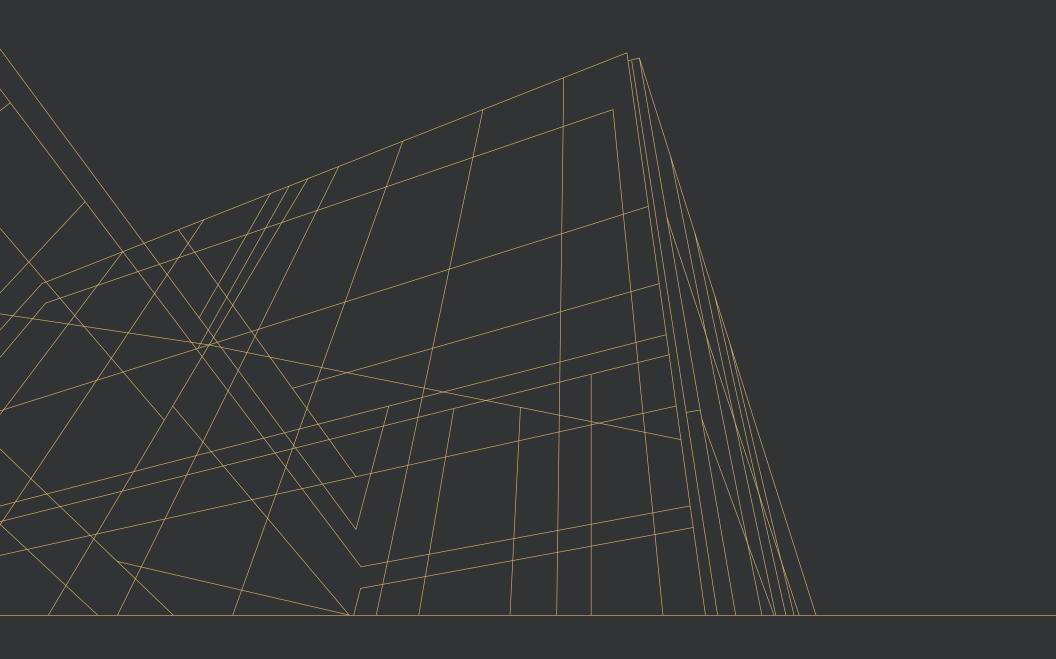












FINANCIALS

INCOME SUMMARY

							Market		Total Market
# Units	Unit Type	Sq. Ft.	Total Sq.Ft.	Actual Rent		Total Rent	Rent	\$/Sq.Ft.	Rent
8	1BD/ 1BA	392	3,136	\$1,965	\$5.01	\$15,716	\$2,600	\$6.63	\$20,800
5	1BD/ 1BA	503	2,515	\$2,285	\$4.54	\$11,425	\$2,700	\$5.37	\$13,500
13	Total/Avg	435	5,651	\$2,088	\$4.80	\$27,141	\$2,638	\$6.07	\$34,300
ANNUALIZED (GROSS INCOME				_	\$325,692		•	\$411,600
	Vacancy and Collecti	on Loss 3.00%				(\$9,771)			(\$12,348)
ADJUSTED GR	ROSS INCOME				_	\$315,921			\$399,252
	RUBS Income					\$1,534			\$10,000
	Laundry					\$1,478			\$1,478
	Parking Rent					\$3,900			\$3,900
				2025 ACTUA					
EFFECTIVE GF	ROSS INCOME			\$298,	728	\$322,833			\$414,630
				2024 ACTUAL					
	_			EXPENSES	EXPENSES				
Less Estimated			FORMA \$/UNIT	\$/YEAR	\$/YEAR				
	Property Taxes (Rea		1.25114%	68,813	,				
	Property Tax Fixed A	ssessment	\$7	\$89	\$89				
	Insurance		\$615	\$5,621	\$8,000				
	Utilities		\$1,615	\$20,998	\$20,998				
	Landscaping and Pes		\$462	\$3,328	\$6,000				
	Repairs/ Maintenance		\$1,154	\$50,651	\$15,000				
	Management Fee	5.00%		\$11,392					
	Administrative	. 5	\$115	\$3,907					
	CAP EX/ Replaceme	nt Reserves	\$200	\$9,320	\$2,600				
			_ ,	\$174,119		(0.400.700)			(0.400 700)
			Exp./unit:	\$13,394	\$10,677	(\$138,796)			(\$138,796)
			Exp/psf:	\$30.81	\$24.56				
NET OPERATIO	NO INCOME		Exp/EGI:	53.9%	33.5% _	0404.000			0075.004
NET OPERATION	NG INCOME		00			\$184,038			\$275,834
Amortization Rate			30 5.75%						
Debt Service	\$2,100,000	@	3.7370		_	\$147,060			\$147,060
CASH FLOW						\$36,977			\$128,774
			Cash on Cash			1.09%			3.79%
			Principal Loan	Reduction		\$26,310			\$26,310
			Total Return			\$63,288			\$155,084
			Return on Equ	ıity		1.86%			4.56%
			DCR			1.25			1.88
NET OPERATION	NG INCOME				_	\$184,038		•	\$275,834
Interest Only Rate			5.75%						
Debt Service	\$2,100,000	@				\$120,750			\$120,750
CASH FLOW		-			_	\$63,288		•	\$155,084
			Cash on Cash	Return		1.86%			4.56%
			DCR			1.52			2.28

OFFERING SUMMARY

\$5,500,000

\$423,077

\$973
PRICE / RENTABLE SF

DOWN PMT	\$3,400,000
% DOWN	62%
IN-PLACE CAP	3.35%
IN-PLACE GRM	16.9
MARKET CAP	5.02%
MARKET GRM	13.4

INCOME & EXPENSE NOTES

In-Place Income & Expenses are based on the 2024 Year End Operating Statement unless otherwise noted below.

INCOME NOTES

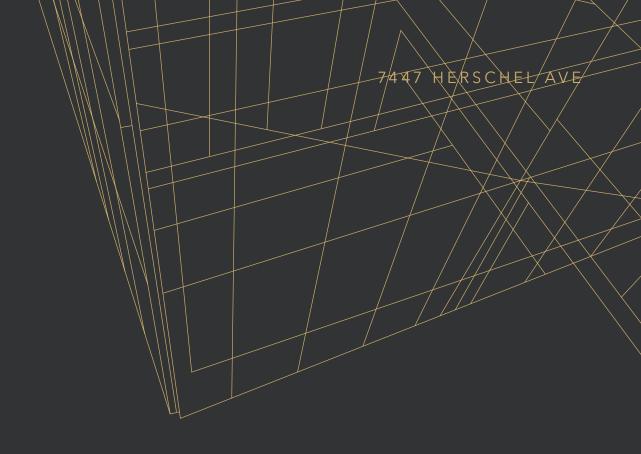
IN PLACE RENT	From rent roll dated November 14, 2025
RUBS INCOME	Proforma assumes tenants in pay RUBS
VACANCY	Underwritten at 3% per industry standard.
EXPENSE NOTES	

Calculated on millage rate of 1.25114%. Property is reassessed at time of sale. Based on the property tax bill for 2025/2026. Fixed assessments are \$88.76. MANAGEMENT Professional, off-site management. Assumes 5.00% of collected rents, which is the industry average for this property size REPLACEMENT RESERVES Assumes \$200 per unit per year which is the industry average









RENT & SALE COMPARABLES

7447-53 HERSCHEL

LA JOLLA WEST WIND 344 PROSPECT STREET 428-38 ROSEMONT ST LA JOLLA HERMOSA











7447- 7453 Herschel Avenue 7601 Eads Ave

344 Prospect Street

6051-61 La Jolla Hermosa

ADDRESS	La Jolla, CA 92037	La Jolla, CA 92037	La Jolla, CA 92037	428-438 Rosemont Street La Jolla, CA 92037	La Jolla, CA 92037
			·		
# OF UNITS	13	12	5	6	6
YEAR BUILT	1953	1976	1961	1950	unknwon
SALE DATE	For Sale	10/22/2025	2/14/2025	5/13/2024	5/6/2024
SALE PRICE	\$5,500,000	\$9,350,000	\$3,931,000	\$3,700,000	\$3,450,000
PRICE PER UNIT	\$423,077	\$779,167	\$786,200	\$616,667	\$575,000
PRICE PER SF	\$973	\$760	\$848	\$837	\$688
CAP RATE	3.35%	3.90%	3.01%	not reported	1.0%
GRM	16.9	16.9	19.57	17.74	28.0
COMMUNITY AMENITIES	Common laundry	Controlled access	Common laundry, controlled access, storage	Unknown	Common laundry
			4 41 1/41	2 - 1bd/1ba	
UNIT MIX	13 - 1bd/1ba	12 - 2bd/2ba	4 - 1bd/1ba	3 - 2bd/1ba	6 - 2bd/1ba
			1 - 1bd/1.5ba	1 - 2bd/2ba	
PARKING	4 Surface Spaces	20 Covered Spaces	3 Surface Spaces	Four Garages	6 Surface Spaces



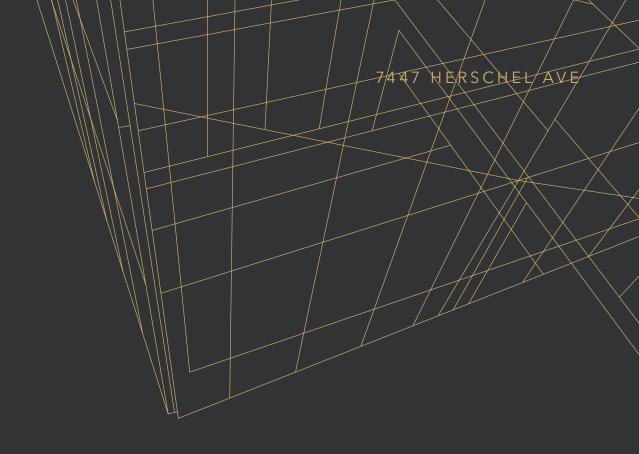
	Subject	01 801 PEARL	02 401 WESTBOURNE	03 OCEAN HOUSE ON PROSPECT	04 GIRARD LOFTS	05 THE LELAND
	7447- 53 Herschel Ave	801 Pearl Street	401-405 Westbourne St	400 Prospect St	7606 Girard Ave	6229-6237 La Jolla Blvd
Address	La Jolla, CA 92037	La Jolla, CA 92037	La Jolla, CA 92037	La Jolla, CA 92037	La Jolla, CA 92037	La Jolla, CA 92037
# of Units	13	26	3	60	18	5
Built/Reno	1953	2023	Not known	1970 Reno 2013	2024	1952 Renov 2023
Studio		\$3,350				
Avg SF		554				
Rent/SF		\$6.05				
1-Bed	\$2,088	\$3,750 (1bd/1.5ba)	\$2,995	\$4,772	\$3,899	\$3,695
Avg SF	435	565	500	748	489	625
Rent/SF	\$4.80	\$4.47	\$5.99	\$6.38	\$7.97	\$5.91
Amenities	Common laundry	Secured entry, BBQ	Private yard	Fitness center, community lounge, swimming pool, sundeck	Private outdoor spaces, bike storage, BBQ area, boutique lounge	Private balcony/patio
Renovation Notes		New construction. Granite, stainless steel, vinyl plank flooring	Recently renovated, new windows, plank flooring, stainless steel.	Recently renovated, plank flooring, stainless steel. Floor to ceiling windows with ocean views from select units	New construction. Quartz, stainless steel, vinyl plank flooring	Recently renovated, new windows, plank flooring, stainless steel
Laundry	Common laundry facilities	In-unit washer/dryer	Common laundry facilities	In-unit washer/dryer	In-unit washer/dryer	Common laundry facilities

Survey date: 9/8/2025. Rents are asking or advertised rents. KM does not make any representation on the rent comparables' effective rent.









LOCATION OVERVIEW





LA JOLLA IS REGARDED AS THE JEWELL OF SAN DIEGO

Consistently voted one of the top beach destinations in the world, La Jolla offers a wide range of museums, art galleries, one-of-a-kind boutiques, great restaurants and a slew of outdoor activities.

The seaside community of La Jolla occupies 7 miles Beyond its natural beauty, La Jolla boasts a rich cultural of coastline along the Pacific Ocean within San Diego County. Surrounded on three sides by the sea and backed by the steep slopes of Mt. Soledad. The main route in and out of La Jolla is the I-5 freeway. It is approximately 14 miles from the airport with an area also has a thriving culinary scene, with a variety average drive time of 20 minutes.

La Jolla is often described as one of Southern California's most beautiful and affluent La Jolla's charming village atmosphere is neighborhoods. The area is renowned for its rugged coastline, featuring dramatic cliffs and pristine beaches that draw visitors and locals alike. La Jolla Cove, with its clear turquoise waters and vibrant marine life, is a favorite spot for snorkeling, kayaking, and enjoying picturesque sunsets.

scene. The neighborhood is home to several notable institutions, including the Museum of Contemporary Art San Diego and the La Jolla Playhouse, which offer a range of artistic and theatrical experiences. The of dining options that range from casual seaside eateries to high-end restaurants.

characterized by its boutique shops, art galleries, and cozy cafes. The local architecture reflects a mix of Mediterranean and modern influences, contributing to the neighborhood's elegant yet laid-back vibe.

COASTLINE

VALUE

LA JOLLA MARKET OVERVIEW

Quality of Life

La Jolla's natural beauty, abundance of activities and upscale village lifestyle ensure that it lives up to its nickname as "the jewel" of San Diego.

La Jolla is home to Birch Aquarium at Scripps Institute of Oceanography and plenty of cultural attractions including the La Jolla Playhouse and the Museum of Contemporary Art.

Upscale Shopping

La Jolla is known for its shopping, offering everything from luxury labels to unique designers, as well as one-of-a-kind boutiques. The Westfield UTC shopping center is located just east of La Jolla Village. This ultimate shopping and leisure experience features over 200 specialty and luxury stores, services and award-winning restaurants in an openair setting.

Beaches

Consistently voted as one of the top beach destinations in the world. During the summer and autumn months, the surf is relatively gentle, with warm waters in 70s. Swimmers, snorkelers, scuba divers, kayakers and surfers can enjoy the golden sands of La Jolla Shores, the Cove and Windansea. Whales can be seen off the coast as they travel to and from Baja California.



WORLD CLASS GOLFING

courses including Torrey Pines Golf Course, known for its breathtaking coastal views and challenging layout. The South Course is highly acclaimed and has hosted several major tournaments, including the U.S. Open. Its cliffside location offers spectacular views of the Pacific Ocean, making it a favorite among both professional and amateur golfers.

La Jolla is also home to the exclusive private La Jolla County Club. Known for its exclusive atmosphere and meticulously maintained course, the La Jolla Country Club features an 18-hole, par-71 course.

PRESTIGIOUS PRIVATE SCHOOLS

La Jolla is home to several prestigious private schools known for their academic excellence, holistic education, and distinctive programs. Most notably, the Bishop's School is located directly across the street from the subject. Founded in 1909, The Bishop's School is a highly regarded independent Episcopal school serving students from grades 6 through 12. It is known for its strong academic programs, commitment to character development, and a diverse range of extracurricular activities. The school emphasizes a well-rounded education with opportunities in the arts, athletics, and leadership.

ARTS & EVENTS

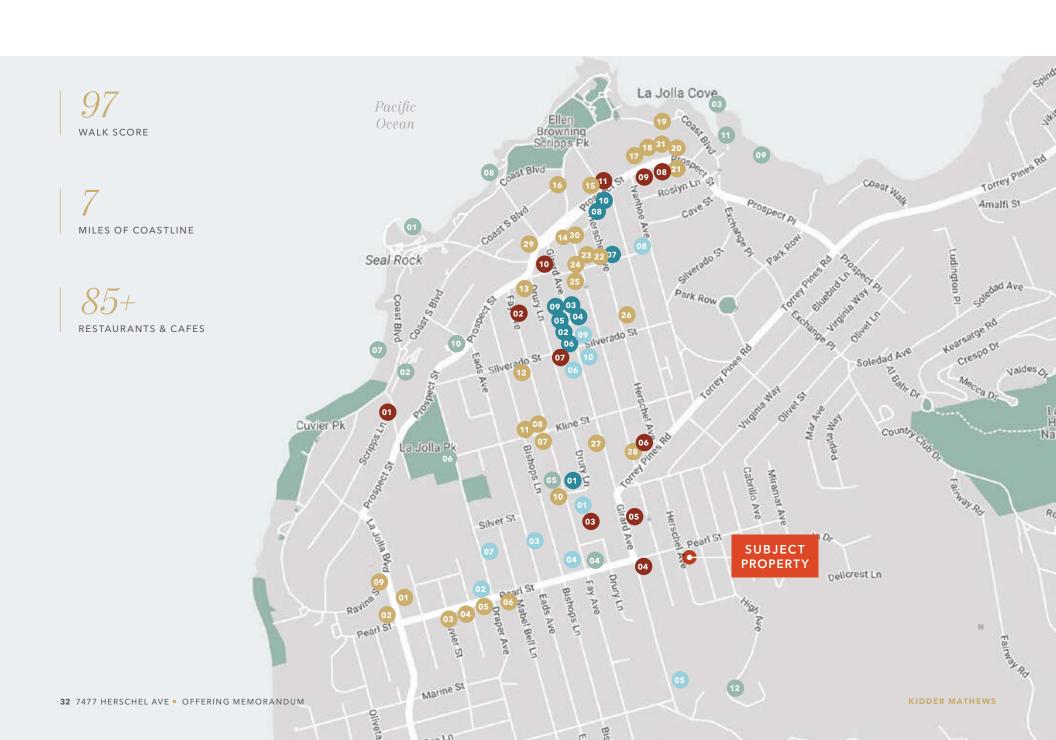
La Jolla is home to many renowned golf La Jolla has a vibrant arts scene and rich cultural offerings. The Museum of Contemporary Art San Diego (MCASD) stands as a central pillar in the local arts community, showcasing a diverse collection of modern works and hosting a range of exhibitions and educational programs. Nearby, the La Jolla Playhouse is celebrated for its innovative theater productions, including dramas, comedies, and musicals, many of which have gone on to success on Broadway. Another cultural gem is The Athenaeum Music & Arts Library, which blends a traditional library with an art gallery and music venue, offering a variety of visual art exhibitions, live music performances, and educational workshops.

CELEBRITIES & BILLIONAIRES

La Jolla has been home to various high-profile individuals from different fields, including entertainment, business, and sports.

One of the most notable figures is Dr. Seuss (Theodor Seuss Geisel), the beloved children's author who lived in the area during the latter part of his life. In the realm of business, several billionaires have made La Jolla their home or have invested in the area. Among them is Qualcomm co-founder Irwin Jacobs, who has had a significant impact on both the local economy and the broader tech industry. Jacobs and his family have been prominent figures in the community, contributing to local institutions and philanthropic efforts.





LOCATION AMENITIES

EAT + DRINK	EAT + DRINK	GROCERY & ERRANDS	ATTRACTIONS
01 Takaramonso Sushi	22 Queenstown	01 Vons	01 Children's Pool La Jolla
02 La Corriente	23 Marisi	02 El Pescador Fish Market	02 Museum of Contemporary Art
03 Pizza on Pearl	24 Puesto	03 CVS	03 Sea Cave
04 The Taco Stand	25 Catania	04 Bevmo	04 The Comedy Store
05 Breakfast Republic	26 Hennessey's La Jolla	05 La Jolla Farmers Market	05 Conrad Prebys Performing Arts
06 Cafe Milano	27 Trilogy Sanctuary	06 Ace Hardware	06 La Jolla Tennis Club
07 Sugar and Scribe	28 Himitsu Sushi	07 La Jolla Library	07 Wipeout Beach
08 The Cottage	29 Nine Ten	- 08 USPS	08 Shell Beach
09 Smallgood Cheese Shop & Cafe	30 Beeside Balcony	09 US Bank	09 Coast Walk Trail
10 Ambrogio by Acquerello	— 31 Blue Ocean	10 Chase	10 La Jolla Historical Society
11 Public House La Jolla	CAFFEINE		11 The Cave Store
12 Manhattan of La Jolla	01 Kong Cafe	SHOPPING	12 La Jolla Country Club
13 Richard Walker's Pancake	02 Better Buzz Coffee	01 The Lot	
14 The Spot	03 Starbucks	02 Warwick's Bookstore	
15 The Whaling Bar	04 Paru	03 Vuori	
16 Cove House	05 Harry's Coffee Shop	04 Iululemon	
17 Duke's La Jolla	06 Java Earth Coffee	05 Ralph Lauren	
18 George's at the Cove	O7 Parakeet Cafe	06 Blue Mercury	
	08 Subterranean Coffee	07 Tommy Bahama	
	09 Living Room Coffeehouse La Jolla	08 Quicksilver	
20 Eddie V's	10 Peet's Coffee	09 Aviator Nation	

DEMOGRAPHICS

POPULATION

	1 Mile	3 Miles	5 Miles
2024 TOTAL	8,788	38,610	160,905
2029 PROJECTION	8,710	38,215	159,689
2020 CENSUS	8,759	39,085	161,797
PROJECTED GROWTH 2024 - 2029	-0.18%	-0.21%	-0.15%
AVERAGE AGE 2024	53.1	47.4	34.0

EMPLOYMENT & INCOME

	1 Mile	3 Miles	5 Miles
2024 AVERAGE HH INCOME	\$190,471	\$224,668	\$165,024
2029 AVERAGE HH INCOME	\$218,562	\$254,479	\$187,384
2024 PER CAPITA INCOME	\$94,580	\$99,478	\$70,409
TOTAL EMPLOYEES 2024	4,177	19,256	88,234

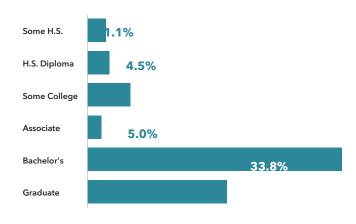
HOUSEHOLDS

	1 Mile	3 Miles	5 Miles
2024 HOUSING UNITS	5,458	19,841	76,711
2029 PROJECTED HOUSING UNITS	5,505	19,942	77,377
2020 CENSUS	5,464	19,942	76,010
2024 AVERAGE HH SIZE	2.72	2.86	2.77
OWNER-OCCUPIED 2024	37.2%	52.8%	36.7%
AVERAGE HOME VALUE 2024	\$1,869,215	\$1,761,280	\$1,347,311

AVERAGE HOUSEHOLD INCOME

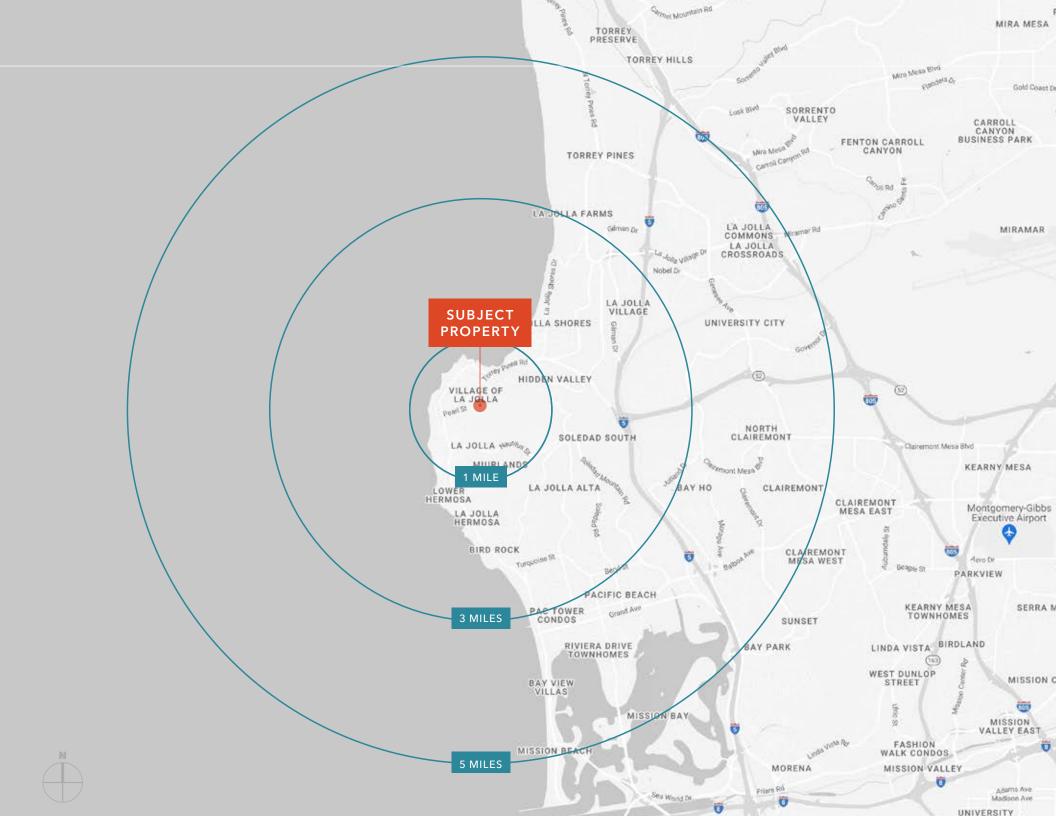


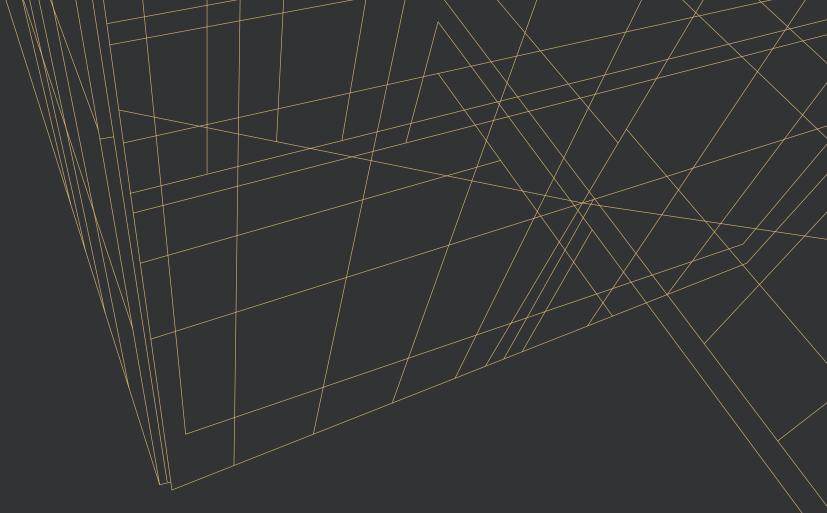
EDUCATION (2024)



Data Source: ©2024 ESRI

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Exclusively listed by

MERRICK MATRICARDI

858.369.3085 merrick.matricardi@kidder.com

LIC N°01348986

ERIC COMER

858.369.3084 eric.comer@kidder.com

LIC N° 00842230

JIM NEIL 858.369.3083 jim.neil@kidder.com LIC N° 01352736

km Kidder Mathews