

OFFERING MEMORANDUM

A three-story apartment building with a light beige facade and dark grey accents. The building features multiple windows with white frames and balconies with black metal railings. A large teal garage door is visible on the ground floor. An orange SUV is parked in front of the building. The sky is blue with some clouds.

369 PALM APARTMENTS

EXCLUSIVELY LISTED by:
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A 24-UNIT ADAMS POINT APARTMENT COMPLEX

Marcus & Millichap
THE HOLMQUIST GROUP

This offering of twenty-four units at 369 Palm Avenue, Oakland, CA represents a rare opportunity to acquire a well-located and attractive multifamily property in the Adams Point neighborhood of Oakland, CA. The current owner has owned the property for several decades and meticulously maintained the property with many interior and exterior capital improvements.

The property is constructed of wood frame and stucco siding with enclosed ground floor parking (earthquake retrofit complete), on-site laundry, and a security entrance. The majority of units have been renovated upon turnover, and the superior unit mix consists of twelve one-bed/one-bath, nine two-bed/one-bath, and three two-bed/two-bath units, with select units have large private balconies (SB-721 inspection complete). The property is separately metered for gas and electricity allowing for stable consist expenses for the owner.

Tenants benefit from great walkability, with a Walk-Score of 91 (Walkers Paradise). Nearby public transport, or short walk allow easy access to Whole Foods, Grand Lake, BART, and the shoreline of Lake Merritt. The building's ideal location positions it to benefit from Oakland's rebound and provide tenants with easy access to Downtown Oakland and San Francisco's primary employment centers. The huge AI boom in San Francisco is starting to provide spillover to Oakland as jobs and rents have stabilized and strengthened.



PROPERTY HIGHLIGHTS:

- Superior location walking distance to Whole Foods, Downtown Oakland, BART, Lake Merritt, and Grand Lake.
- Strong unit mix of twelve one-bed/one-bath, nine two-bed/one-bath, & three two-bed/two-bath.
- Below market rents with immediate upside upon tenant turnover.
- Gated entryway, secured parking, and on-site laundry.
- Surrounded by bars, restaurants, and entertainment including Fox Theater, Paramount Theater, and Grand Lake Theater.

RENT ROLL DETAILED

As of December, 2025

		Square	Rent /	CURRENT Rent / SF/	POTENTIAL Rent /	POTENTIAL Rent/ SF/
1	1Bed/1Bath	600	\$1,795	\$2.99	\$1,975	\$3.29
2	2Bed/1Bath	900	\$1,607	\$1.79	\$2,350	\$2.61
3	1Bed/1Bath	600	\$1,323	\$2.20	\$1,975	\$3.29
4	1Bed/1Bath	600	\$1,750	\$2.92	\$1,975	\$3.29
5	1Bed/1Bath	550	\$1,950	\$3.55	\$1,950	\$3.55
6	2Bed/1Bath	975	\$2,423	\$2.48	\$2,450	\$2.51
7	2Bed/1Bath	820	\$2,160	\$2.63	\$2,295	\$2.80
8	2Bed/1Bath	1,150	\$2,595	\$2.26	\$2,595	\$2.26
21	1Bed/1Bath	500	\$1,928	\$3.86	\$1,950	\$3.90
22	2Bed/2Bath	900	\$2,320	\$2.58	\$2,350	\$2.61
23	1Bed/1Bath	600	\$1,113	\$1.85	\$1,975	\$3.29
24	1Bed/1Bath	600	\$1,809	\$3.02	\$1,975	\$3.29
25	1Bed/1Bath	550	\$1,146	\$2.08	\$1,950	\$3.55
26	2Bed/1Bath	975	\$2,450	\$2.51	\$2,450	\$2.51
27*	2Bed/1Bath	820	\$2,095	\$2.55	\$2,295	\$2.80
28	2Bed/2Bath	1,150	\$2,490	\$2.17	\$2,595	\$2.26
31	1Bed/1Bath	600	\$1,851	\$3.08	\$1,975	\$3.29
32 mngr	2Bed/1Bath	900	\$2,400	\$2.67	\$2,400	\$2.67
33	1Bed/1Bath	600	\$1,950	\$3.25	\$1,975	\$3.29
34	1Bed/1Bath	600	\$1,451	\$2.42	\$1,975	\$3.29
35	1Bed/1Bath	550	\$1,809	\$3.29	\$1,950	\$3.55
36	2Bed/1Bath	975	\$2,320	\$2.38	\$2,450	\$2.51
37	2Bed/1Bath	820	\$2,313	\$2.82	\$2,295	\$2.80
38	2Bed/2Bath	1,150	\$1,833	\$1.59	\$2,595	\$2.26
Total		18,485	\$46,882	\$2.54	\$52,720	\$2.85

PRICING DETAIL

SUMMARY		
Price	\$5,140,000	
Down Payment	\$1,799,000	35%
Number of Units	24	
Price Per Unit	\$214,167	
Price Per SqFt	\$278.06	
Rentable SqFt	18,485	
Lot Size	0.24 Acres	
Approx. Year Built	1965	

RETURNS	Current	Year 1
CAP Rate	6.00%	6.09%
GRM	9.14	9.06
Cash-on-Cash	3.56%	3.82%
Debt Coverage Ratio	1.26	1.28

FINANCING	1st Loan
Loan Amount	\$3,341,000
Loan Type	New
Interest Rate	6.15%
Amortization	30 Years
Year Due	2055

Loan information is subject to change.

# OF UNITS	UNIT TYPE	SQFT/UNIT	CURRENT RENTS	MARKET RENTS
12	1Bed/1Bath	579	\$1,656	\$1,967
9	2Bed/1Bath	926	\$2,263	\$2,398
3	2Bed/2Bath	1,067	\$2,214	\$2,513

IRR Year	IRR Unlevered	IRR Levered
5	16.99%	29.43%
7	15.00%	24.44%
10	13.27%	20.41%

OPERATING DATA				
INCOME		Current	Year 1	
Gross Scheduled Rent		\$562,587	\$567,399	
Less: Vacancy/Deductions	3.0%	\$16,878	3.0%	\$17,022
Total Effective Rental Income		\$545,709	\$550,377	
Other Income		\$6,829	\$7,170	
Effective Gross Income		\$552,538	\$557,547	
Less: Expenses	44.2%	\$244,324	43.9%	\$244,558
Net Operating Income		\$308,213	\$312,990	
Cash Flow		\$308,213	\$312,990	
Debt Service		\$244,252	\$244,252	
Net Cash Flow After Debt Service	3.56%	\$63,962	3.82%	\$68,738
Principal Reduction		\$39,892	\$42,416	
TOTAL RETURN		5.77%	6.18%	\$111,154

EXPENSES	Current	Year 1
Real Estate Taxes	\$65,684	\$65,684
Special Assessments	\$20,591	\$20,591
Utilities	\$40,380	\$40,380
Repairs & Maintenance	\$18,000	\$18,000
Insurance	\$22,800	\$22,800
Landscaping/Cleaning	\$2,640	\$2,640
Oak Business Tax	\$9,022	\$9,022
Office/Accounting/Misc.	\$2,400	\$2,400
Marketing	\$722	\$722
On-Site Manager	\$28,800	\$28,800
Management Fee	\$27,285	\$27,519
TOTAL EXPENSES	\$238,324	\$238,558
Expenses/Unit	\$9,930	\$9,940
Expenses/SF	\$12.89	\$12.91