



AMBASSADOR
APARTMENTS

724 S. MARIPOSA AVE. | LOS ANGELES, CA 90005
Prime Koreatown Location

CONFIDENTIALITY & DISCLAIMER

This offering memorandum has been provided by Iconic Investments for the use of the intended recipient. All information contained in the offering memorandum has been obtained from sources other than Iconic Investments, and neither Iconic Investments nor its affiliates make any representation or warranties, expressed or implied, as to the accuracy or completeness of the information within the offering memorandum. Iconic Investments has provided the unverified information to prospective purchasers only to establish a preliminary interest in the property. Furthermore, Iconic Investments does not guarantee that the information provided herein has not changed since the date the offering memorandum was prepared. It is the sole responsibility of the recipient to analyze, verify and conclude that the information provided herein is accurate and meets the recipient's investment criteria. Iconic Investments and Owner, and their respective officers, directors, employees, equity holders and agents expressly disclaim any and all liability that may be based upon or relate to the use of the information contained within this Offering Memorandum.

Owner and Iconic Investments each expressly reserve the right, at their sole discretion, to reject any or all expressions of interest or offers regarding the property and/or terminate discussions with any entity at any time with or without notice. Owner shall have no legal commitment or obligations to any recipient reviewing the offering memorandum or making an offer to purchase the property unless and until such offer is approved by Owner, a written agreement for the purchase of the property has been fully executed, delivered and approved by Owner and its legal counsel, and any obligations set by Owner thereunder have been satisfied or waived.

The recipient agrees that (a) the Offering Memorandum and its contents are confidential information, except for such information contained in the Offering Memorandum that is a matter of public record or is provided from sources made available to the public, (b) the Recipient will hold and treat it in the strictest of confidence, and the Recipient and the need-to-know parties will not directly or indirectly, disclose or permit anyone else to disclose its contents to any other person, firm, or entity without prior written authorization of Iconic Investments and the Owner.



PETER STRAUSS

Principal
310.993.7600
peter@iconicinv.com
CA License 01335696

ADAM ZUNDER

Executive Vice President
818.554.5560
adam@iconicinv.com
CA License 01821053

AMBASSADOR APARTMENTS

TABLE OF CONTENTS

4 Property Overview

8 Investment Overview

19 Enhancement Ideas

21 Financial Overview

26 Rent Survey



PROPERTY OVERVIEW

DRAIN VALVE

1 THRU 4
ROOF ACCESS
1
STAIR 1





FOR RENT

PROPERTY OVERVIEW

Iconic Investments is pleased to present for sale, Ambassador Apartments, located at 724 S. Mariposa Ave. This prime Koreatown location is just south of Wilshire Blvd. and east of Normandie Ave, offering easy access to the Wilshire/Normandie Metro Station, restaurants, shopping, and entertainment.

Ambassador Apartments features 40 units with eight Bachelors, twenty-four Studios, and eight 1-Bedroom/1-Bath units. The property has a subterranean parking garage with 20 individual parking spaces. Utilities are master-metered for both gas and electric, with one central water heater. The roof was completely replaced, down to the plywood, in 2020. Ambassador Apartments was built in 1930 and is brick construction.

This is a great opportunity to acquire Ambassador Apartments with an in-place Cap Rate of 7.11% and a 7.24 GRM, with upside to a 9.28% Cap Rate and a 6.38 GRM. The price per unit is \$112,500 per unit and \$186 per square foot.

First time on the market in over 30 years! Ambassador Apartments has been professionally managed, however, the current Sellers have owned the building for many years and have never made a hard push to extensively renovate units, or common areas, to maximize rents. New ownership can take a different approach and bring the building back to life, attracting millennial tenants who will pay more for higher quality units. The building is a half a block to Wilshire Blvd, and a very short walk to the Wilshire/Normandie Metro Station.

27

Ability to Reposition 27 Apartment Units



1

Near the Metro Station
Wilshire & Normandie



3

Entertainment Centers
Koreatown | Hollywood | Downtown Los Angeles

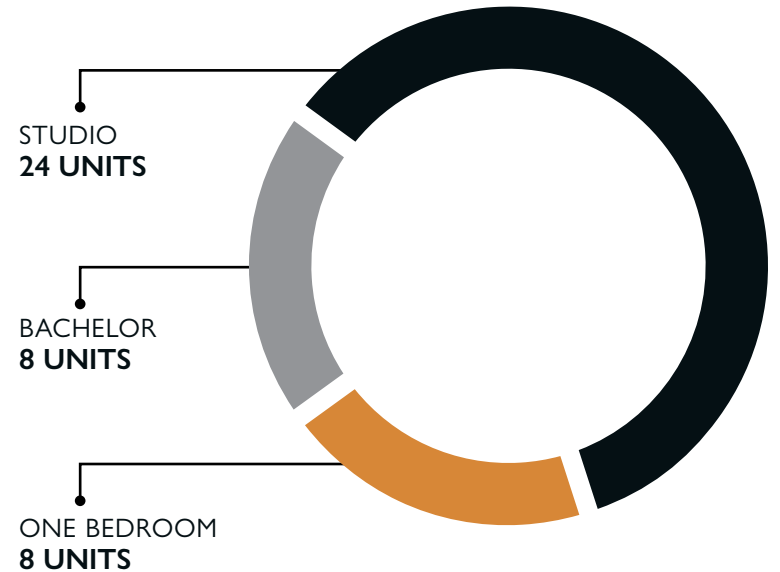
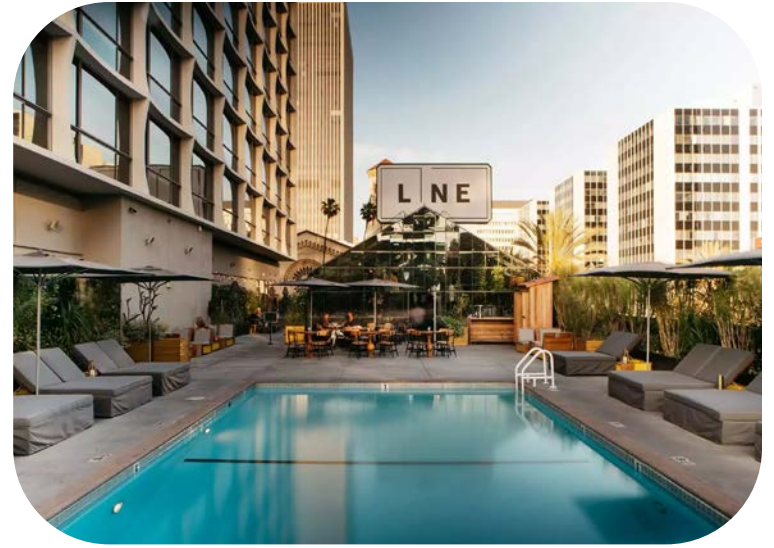


PROPERTY OVERVIEW

Property Address	724 S. Mariposa Ave., Los Angeles, CA 90005
Units	40
Sub-Market	Koreatown
Gross SF	± 24,200
Lot SF	± 8,085
Year Built	1930
Occupancy	98%
Assessor Parcel Number	5094-006-007
Zoning	LAR3

INVESTMENT OVERVIEW

Asking Price	\$4,500,000
Price Per Unit	\$112,500
Price Per SF	\$185.95
CAP Rate (Curr/Renovated)	7.11% 9.28%
GRM (Curr/Renovated)	7.24 6.38

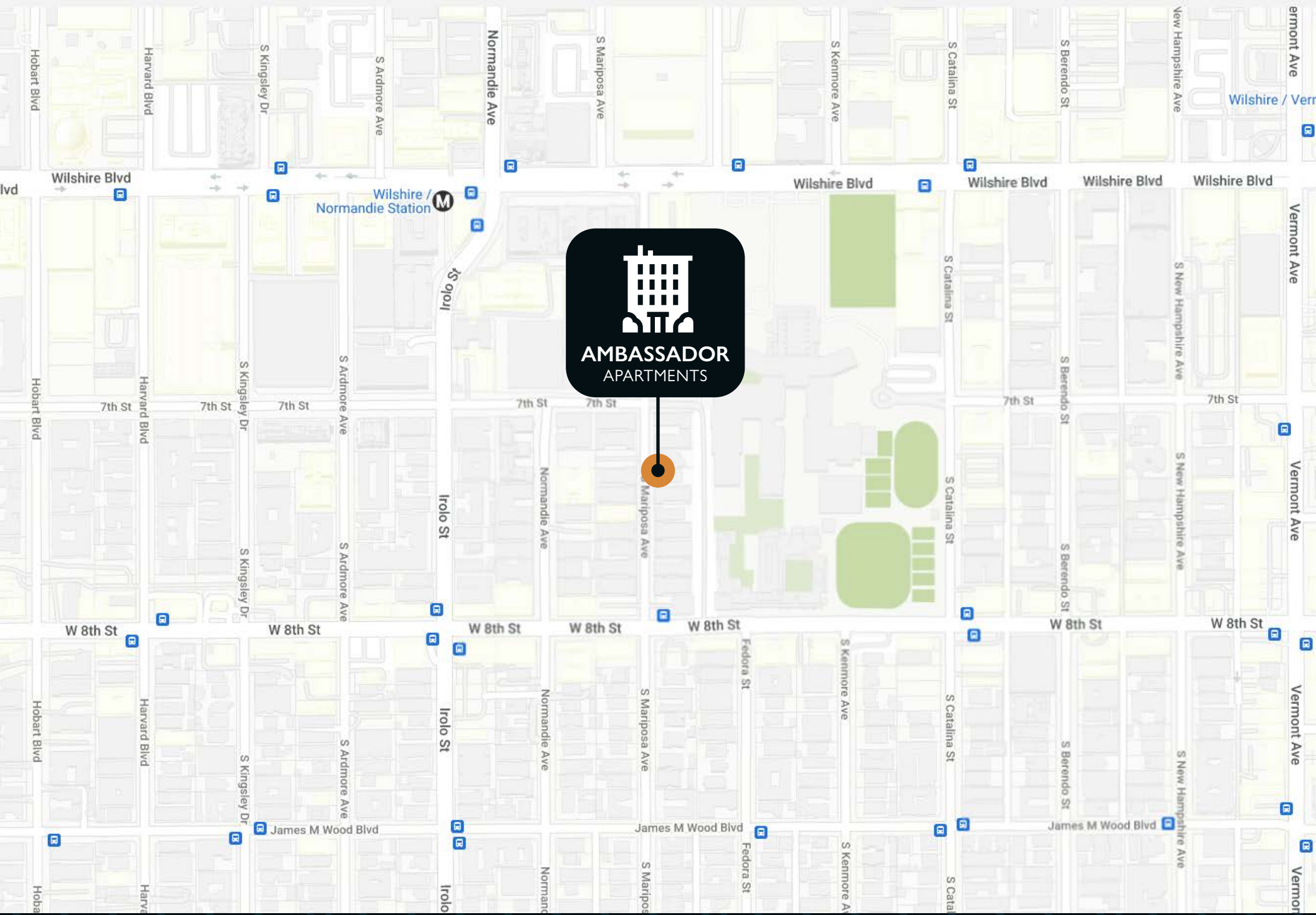




EQUIABLE

lou

WALKWAY




AMBASSADOR
APARTMENTS





INVESTMENT OVERVIEW

AMBASSADOR APARTMENTS

Property Address	724 S. Mariposa Ave., Los Angeles, CA 90005
Sub-Market	Koreatown
Units	40
Year Built	1930
Gross SF	± 24,200
Lot SF	± 8,085
Zoning	LAR3
Construction	Brick
Rent Controlled	100% of Units
Utilities	Master Metered (Gas & Electric)
Parking	20 Spaces
Laundry	Leased Machines
Roof Type	Flat





FOR RENT

FOR RENT

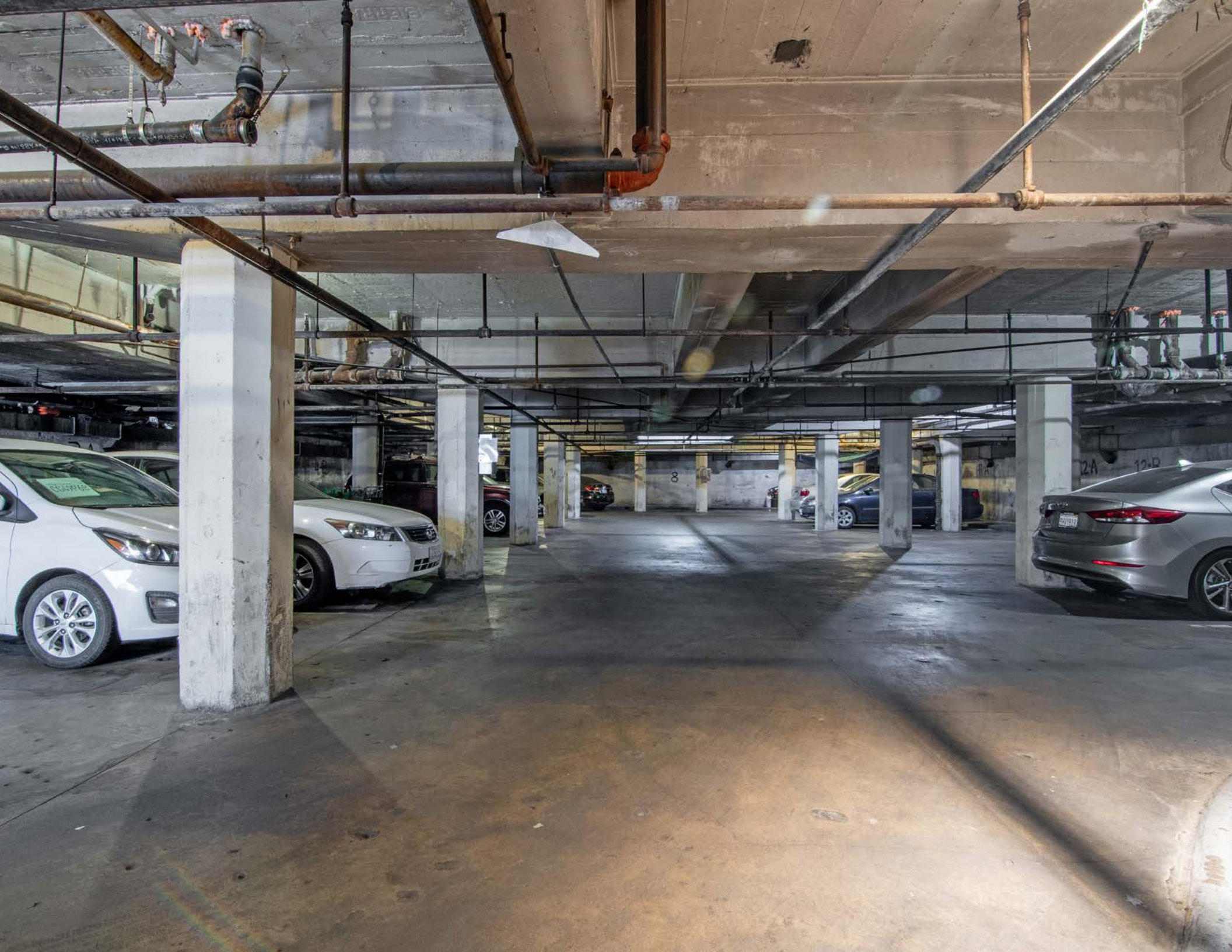
FOR RENT

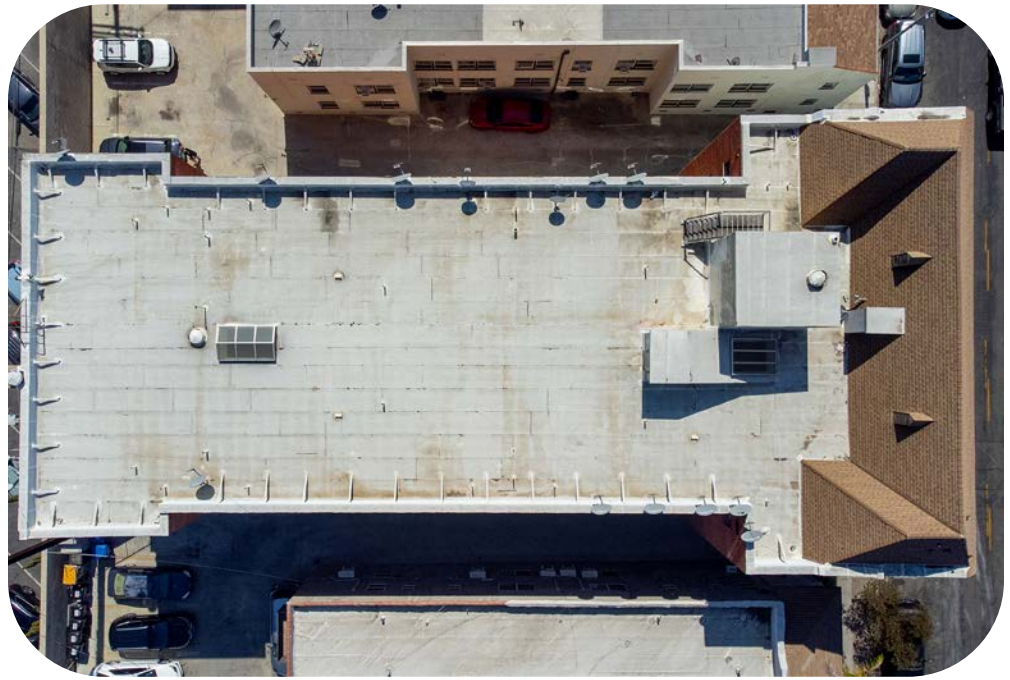
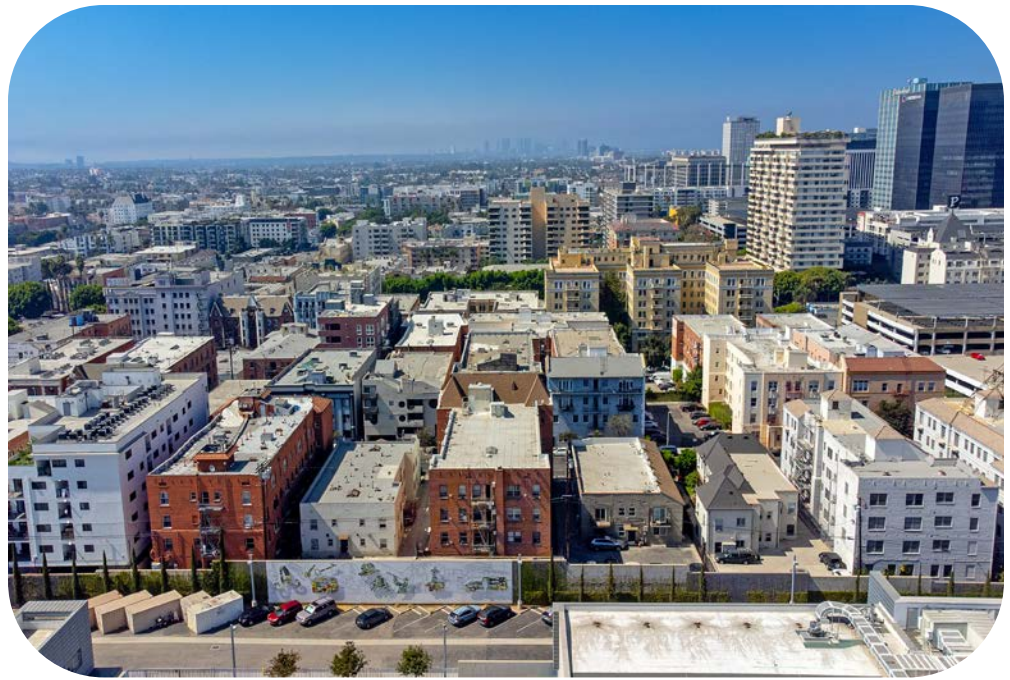
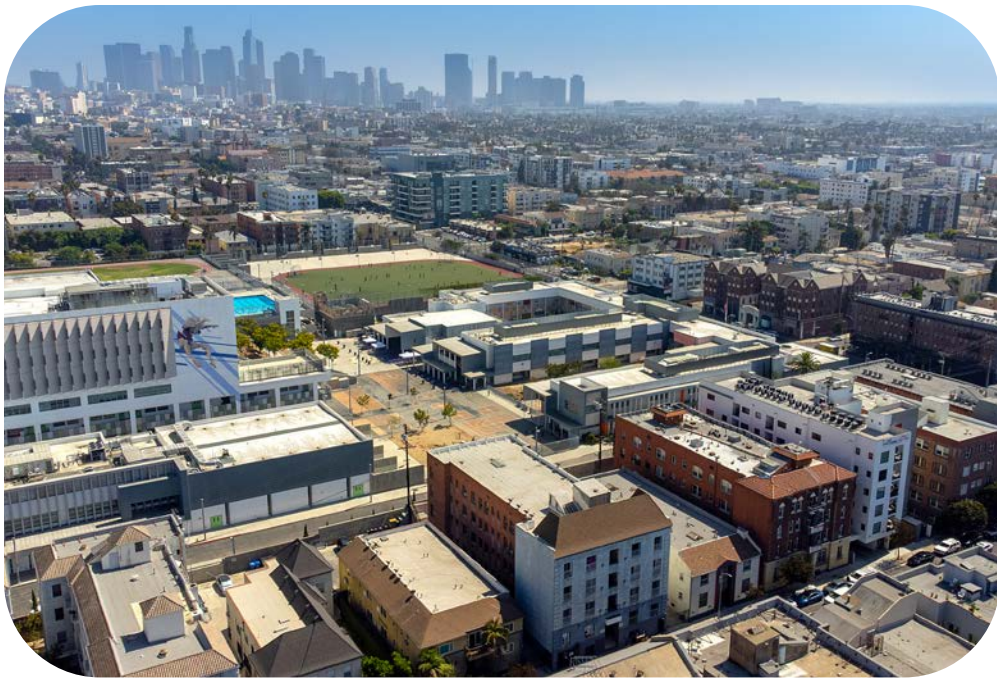
STOP













ENHANCEMENT IDEAS

ENHANCEMENT IDEAS

As units become vacant, new ownership has the opportunity to immediately remodel and reposition the interior of the property to enhance the details of the historic beauty that Ambassador Apartments offer. Young urban professionals are demanding an infusion of modern comforts amid old-world craftsmanship, with tastefully upgraded units with modern trappings and conveniences. New ownership can significantly push rents by installing new kitchen and bathroom cabinetry, refinishing existing hardwood floors, modern stainless steel appliances, and period tiles. Other enhancements could include renovation of the lobby.

NEW CABINETS



QUARTZ COUNTERTOPS



DESIGNER FAUCETS



REFINISHED HARDWOOD FLOORS



STAINLESS STEEL APPLIANCES



MODERN BATHTUBS

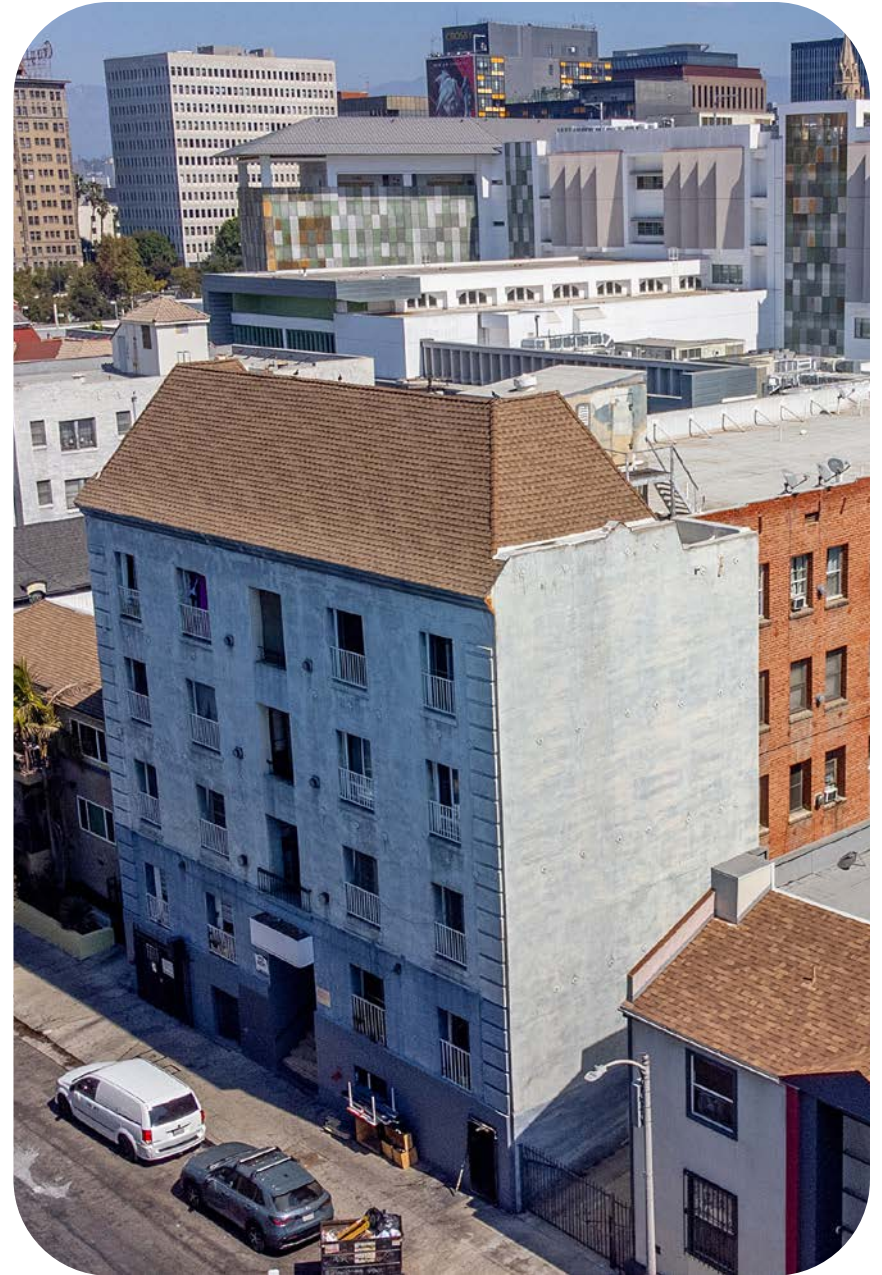




FINANCIAL OVERVIEW

INVESTMENT SUMMARY

Asset	Ambassador Apartments
Location	724 S. Mariposa Ave., Los Angeles, CA 90005
Opportunity	40 Apartment Units
Year Built	1930
Purchase Price	\$4,500,000
Price Per Unit	\$112,500
Current CAP Rate	7.11%
Pro-Forma CAP Rate	9.28%
Current GRM	7.24
Pro-Forma GRM	6.38
Price Per SF	\$185.95



RENT ROLL

CURRENT

RENOVATED

UNIT #	UNIT TYPE	NOTES	UNIT SF	RENT	\$ PER SF	RENT	\$ PER SF
101	1 Bedroom + 1 Bath	Occupied	650	\$1,695.00	\$2.61	\$1,695.00	\$2.61
102	1 Bedroom + 1 Bath	Occupied	650	\$1,446.76	\$2.23	\$1,695.00	\$2.61
103	Studio	Occupied	400	\$1,264.90	\$3.16	\$1,450.00	\$3.63
104	Studio	Occupied	400	\$1,508.00	\$3.77	\$1,450.00	\$3.63
105	Studio	Occupied	400	\$1,131.51	\$2.83	\$1,450.00	\$3.63
106	Studio	Occupied	400	\$1,300.00	\$3.25	\$1,450.00	\$3.63
107	Bachelor	Occupied	300	\$1,300.00	\$4.33	\$1,300.00	\$4.33
108	Bachelor	Occupied	300	\$892.29	\$2.97	\$1,300.00	\$4.33
109	Studio	Occupied	400	\$1,247.26	\$3.12	\$1,450.00	\$3.63
110	Studio	Occupied	400	\$1,203.35	\$3.01	\$1,450.00	\$3.63
201	1 Bedroom + 1 Bath	Occupied	650	\$1,446.80	\$2.23	\$1,695.00	\$2.61
202	1 Bedroom + 1 Bath	Occupied	650	\$1,474.89	\$2.27	\$1,695.00	\$2.61
203	Studio	Notice	400	\$1,395.00	\$3.49	\$1,450.00	\$3.63
204	Studio	Occupied	400	\$1,270.41	\$3.18	\$1,450.00	\$3.63
205	Studio	Occupied	400	\$1,270.41	\$3.18	\$1,450.00	\$3.63
206	Studio	Occupied	400	\$1,300.00	\$3.25	\$1,450.00	\$3.63
207	Bachelor	Occupied	300	\$1,095.00	\$3.65	\$1,300.00	\$4.33
208	Bachelor	Occupied	400	\$1,250.00	\$3.13	\$1,300.00	\$3.25
209	Studio	Occupied	400	\$1,350.00	\$3.38	\$1,450.00	\$3.63
210	Studio	Occupied	400	\$1,239.54	\$3.10	\$1,450.00	\$3.63
301	1 Bedroom + 1 Bath	Occupied	650	\$1,240.65	\$1.91	\$1,695.00	\$2.61
302	1 Bedroom + 1 Bath	Occupied	650	\$1,612.00	\$2.48	\$1,695.00	\$2.61
303	Studio	Occupied	400	\$1,508.00	\$3.77	\$1,450.00	\$3.63
304	Studio	Occupied	400	\$1,218.60	\$3.05	\$1,450.00	\$3.63
305	Studio	Occupied	400	\$1,174.69	\$2.94	\$1,450.00	\$3.63

RENT ROLL

				CURRENT		RENOVATED	
UNIT #	UNIT TYPE	NOTES	UNIT SF	RENT	\$ PER SF	RENT	\$ PER SF
306	Studio	Occupied	400	\$1,195.05	\$2.99	\$1,450.00	\$3.63
307	Bachelor	Occupied	300	\$1,100.00	\$3.67	\$1,300.00	\$4.33
308	Bachelor	Occupied	300	\$995.00	\$3.32	\$1,300.00	\$4.33
309	Studio	Occupied	400	\$1,404.00	\$3.51	\$1,450.00	\$3.63
310	Studio	Occupied	400	\$1,199.29	\$3.00	\$1,450.00	\$3.63
401	1 Bedroom + 1 Bath	Occupied	650	\$1,505.63	\$2.32	\$1,695.00	\$2.61
402	1 Bedroom + 1 Bath	Occupied	650	\$1,390.09	\$2.14	\$1,695.00	\$2.61
403	Studio	Occupied	400	\$1,404.00	\$3.51	\$1,450.00	\$3.63
404	Studio	Occupied	400	\$1,495.00	\$3.74	\$1,450.00	\$3.63
405	Studio	Vacant	400	\$1,450.00	\$3.63	\$1,450.00	\$3.63
406	Studio	Occupied	400	\$1,300.00	\$3.25	\$1,450.00	\$3.63
407	Bachelor	Occupied	300	\$1,006.94	\$3.36	\$1,300.00	\$4.33
408	Bachelor	Occupied	300	\$1,015.76	\$3.39	\$1,300.00	\$4.33
409	Studio	Occupied	400	\$1,243.95	\$3.11	\$1,450.00	\$3.63
410	Studio	Occupied	400	\$1,239.73	\$3.10	\$1,450.00	\$3.63
TOTALS/AVERAGES		MONTHLY RENTAL INCOME		\$51,779.50	\$3.11	\$58,760.00	\$3.54
LAUNDRY INCOME				\$330.00		\$330.00	
RUBS INCOME				\$534.00		\$2,128.00	
PARKING INCOME				\$800.00		\$2,000.00	
MISC INCOME				\$281.00		\$281.00	
MONTHLY INCOME				\$53,443.50		\$63,218.00	

OPERATIONS OVERVIEW

METRICS

PROPERTY OVERVIEW

Property Address	724 S. Mariposa Ave. Los Angeles, CA 90005
Assessor Parcel Number	5094-006-007
Sub-Market	Koreatown
Zoning	LAR3
Units	40
Year Built	1930
Gross SF	± 24,200
Lot SF	± 8,085

INVESTMENT OVERVIEW

Purchase Price	\$4,500,000
Price Per Unit	\$112,500
Price Per SF	\$185.95

FINANCING OVERVIEW

Down Payment %	\$1,800,000 (40%)
Loan Amount	\$2,700,000
Fixed Interest Rate	6.20% - 5 Years
Loan Type	Interest Only
Amortization Period	30 Years
Annual Debt Service	(\$167,400)
Debt Coverage Ratio	1.91

INVESTMENT RETURNS

Current CAP Rate:	7.11%
Pro Forma Cap Rate:	9.28%
Current GRM:	7.24
Pro Forma GRM:	6.38

CURRENT NOI ANNUALIZED

RENOVATED PRO FORMA

INCOME	PER UNIT		PER UNIT	
EFFECTIVE GROSS INCOME				
Gross Potential Income	\$705,120	\$17,628	\$705,120	\$17,628
Loss-to-Lease	(\$83,766)	(\$2,094)	\$0	\$0
GROSS SCHEDULED RENT	\$621,354	\$15,534	\$705,120	\$17,628
Vacancy @ 3.00% / 5.00%	(\$18,641)	(\$466)	(\$35,256)	(\$881)
TOTAL EFFECTIVE RENTAL INCOME	\$602,713	\$15,068	\$669,864	\$16,747
Plus: Misc Income	\$3,372	\$84	\$3,372	\$84
Plus: Laundry Income	\$3,960	\$99	\$3,960	\$99
Plus: RUBS Income	\$6,408	\$160	\$25,536	\$160
Plus: Parking Income	\$9,600	\$240	\$24,000	\$600
TOTAL OTHER INCOME	\$23,340	\$584	\$56,868	\$1,422
EFFECTIVE GROSS INCOME	\$626,053	\$15,651	\$726,732	\$18,168
EXPENSES				
FIXED EXPENSES				
AD Valorem Property Taxes (1.175%)	\$52,875	\$1,322	\$52,875	\$1,322
Direct Assessments	\$2,871	\$72	\$2,871	\$72
Property & Liability Insurance	\$50,000	\$1,250	\$50,000	\$1,250
TOTAL FIXED EXPENSES	\$105,746	\$2,644	\$105,746	\$2,644
CONTROLLABLE EXPENSES				
On-Site Management Unit Allowance	\$15,000	\$375	\$15,000	\$375
Management Fee (4.5%)	\$27,122	\$678	\$30,144	\$754
General & Administrative Costs	\$6,000	\$150	\$6,000	\$150
Repairs & Maintenance / Turnover Costs	\$31,875	\$797	\$31,875	\$797
Utilities	\$78,174	\$1,954	\$78,174	\$1,954
Rubbish Removal	\$22,849	\$571	\$22,849	\$571
Interior Cleaning / Janitorial	\$12,000	\$300	\$12,000	\$300
Contract Services	\$4,250	\$106	\$4,250	\$106
Pest Control	\$3,000	\$75	\$3,000	\$75
TOTAL CONTROLLABLE EXPENSES	\$200,270	\$5,007	\$203,292	\$5,082
TOTAL EXPENSES	\$306,016	\$7,650	\$309,038	\$7,726
NET OPERATING INCOME	\$320,037	\$8,001	\$417,694	\$10,442
Capital Reserves	(\$8,000)	(\$200)	(\$8,000)	(\$200)
Debt Service	(\$167,400)		(\$167,400)	
Cash Flow / Cash-on-Cash Return %	\$144,637	8.04%	\$242,294	13.46%



RENT SURVEY

RENT SURVEY

PROPERTY	UNITS	YEAR BUILT	PARKING	RENOVATED	INDIVIDUALLY METERED	TYPE	RENT	SF	RENT/SF
724 S. Mariposa Ave. Los Angeles, CA 90005	40	1930	Yes	Yes	No	1 Bed / 1 Bath	\$1,695	650	\$2.61
750 S. Mariposa Ave. Los Angeles, CA 90005	23	1925	Yes	Yes	No	1 Bed / 1 Bath	\$1,695	750	\$2.26
840 S. Hobart Blvd. Los Angeles, CA 90005	31	1929	No	Yes	No	1 Bed / 1 Bath	\$1,700	650	\$2.62
932 S. Irolo Street Los Angeles, CA 90006	32	1927	No	Yes	No	1 Bed / 1 Bath	\$1,695	675	\$2.51
777 S. Westmoreland Ave. Los Angeles, CA 90005	40	1924	No	Yes	Yes	1 Bed / 1 Bath	\$1,745	700	\$2.49
724 S. Mariposa Ave. Los Angeles, CA 90005	40	1930	Yes	Yes	No	Studio	\$1,450	400	\$3.63
901 S. Ardmore Ave. Los Angeles, CA 90005	28	1928	No	Yes	No	Studio	\$1,495	525	\$2.85
615 S. Normandie Ave. Los Angeles, CA 90005	61	1948	No	Yes	No	Studio	\$1,425	525	\$2.71
715 S. Normandie Ave. Los Angeles, CA 90005	181	1927	No	Yes	No	Studio	\$1,495	500	\$2.99
3184 W. 8th Street Los Angeles, CA 90005	47	1926	No	Yes	Yes	Studio	\$1,495	480	\$3.11

RENT SURVEY MAP





PETER STRAUSS

Principal
310.993.7600
peter@iconicinv.com
CA License 01335696

ADAM ZUNDER

Executive Vice President
818.554.5560
adam@iconicinv.com
CA License 01821053

16530 Ventura Boulevard, Suite 605 | Encino, California 91436
747.444.3300 | info@iconicinv.com | www.iconicinv.com

