

# 6810 Simpson Ave

6810 Simpson Ave, North Hollywood, CA 91605



6810

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Activity ID #ZAC0121080

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LAAA TEAM

OFFICES THROUGHOUT THE U.S. AND CANADA  
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SECTION 1

# Executive Summary

OFFERING SUMMARY

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INVESTMENT HIGHLIGHTS

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Marcus & Millichap  
LAAA TEAM





## OFFERING SUMMARY



Listing Price  
**\$2,750,000**



Cap Rate  
**4.18%**



# of Units  
**4**

### FINANCIAL

Listing Price	\$2,750,000
Down Payment	40% / \$1,100,000
NOI	\$114,830
Cap Rate	4.18%
Total Return	4.86%
Price/SF	\$385.80
Rent/SF	\$2.01
Price/Unit	\$687,500

### OPERATIONAL

Rentable SF	7,128 SF
# of Units	4
Lot Size	0.15 Acres (6,750 SF)
Year Built	2020







# 6810 SIMPSON AVE

6810 Simpson Ave, North Hollywood, CA 91605

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## INVESTMENT OVERVIEW

The LAAA Team of Marcus & Millichap is pleased to present this new construction 4-unit property at 6810 Simpson Ave, North Hollywood. This very well built property was finished in July 2020, making it a fully non rent controlled property.

Sitting on a lot size of 0.15 acres, this 7,128 gross-sqft property is comprised of all 4 units being very large 3-story, 3-bed townhome units, with an average unit size of over 1,750 sqft each. Each unit comes with spacious bedrooms, balconies, hardwood floors, large walk-in closets, a beautiful kitchen with all new top of the line appliances, in-unit washer/dryer, and a den that the tenants may utilize as a 4th bedroom or office area. The property offers its tenants security with 24 hour surveillance systems and an entryway gate which automatically opens for the tenants' cars. At the back of the property, each unit is able to enjoy 2 parking spots of their own with the 8-spot parking lot in the back.

FHFA loan limits were increased at the beginning of 2022, which now allows a qualified investor to receive up to \$1,867,275 in loan dollars on this 4-unit property. Furthermore, we have received loan quotes for as low as 3.125% interest rate on this max FHFA loan. Utilizing this unprecedented loan, the buyer of this property will enjoy an estimated 8.94% total return on this investment from day 1.

For more information on this great loan quote, please reach out to Arrie at Loan Depot:  
[Arrie\\_areich@loandepot.com](mailto:Arrie_areich@loandepot.com)

## INVESTMENT HIGHLIGHTS

Built in 2020 | Newer Construction Property

Fully Non-Rent-Controlled Property

All Units are Large 3-Story, 3-Bed Townhomes

Average Units Size of 1,750 Square Feet

Utilize Increased FHFA Max Loan Amount of \$1,867,275

FHFA Loan Interest Rates as Low as 3.125%

Very Walkable | 75 Walk Score

SECTION 2

# Property Information

REGIONAL MAP

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LOCAL MAP

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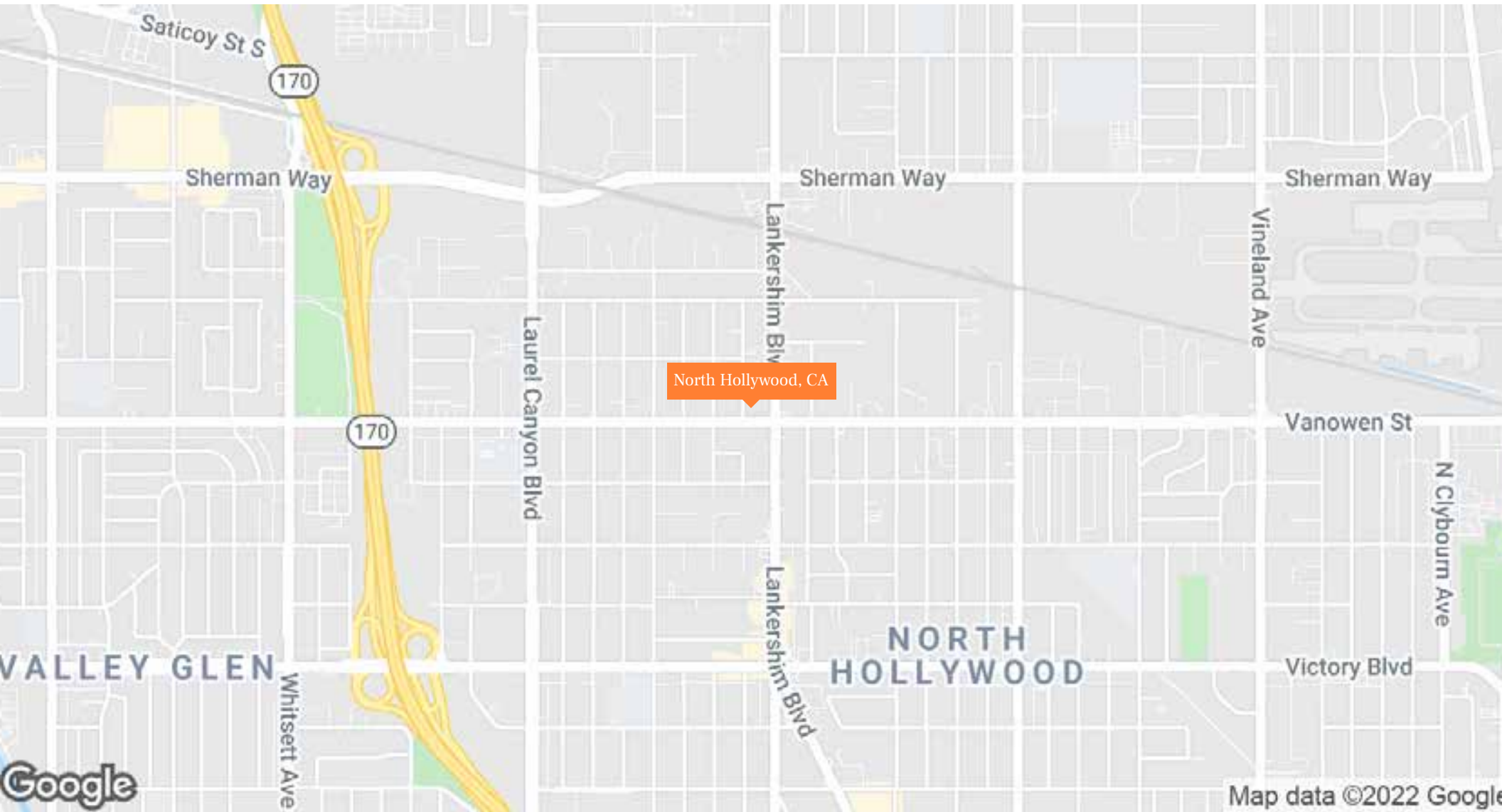
AERIAL MAP

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6810 Simpson Ave // REGIONAL MAP

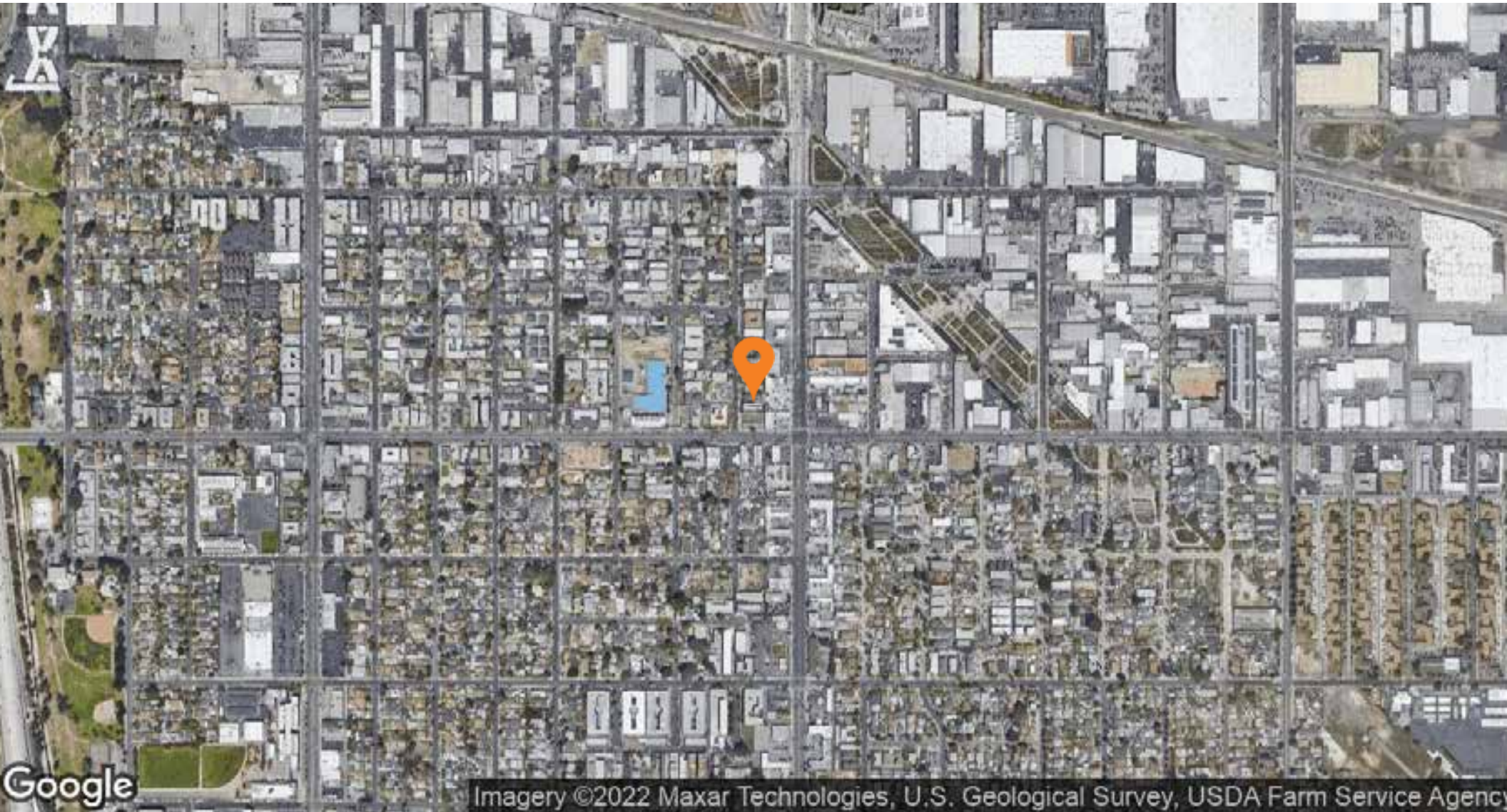


LOCAL MAP // 6810 Simpson Ave





6810 Simpson Ave // AERIAL MAP





SECTION 3

# Financial Analysis

FINANCIAL DETAILS

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## 6810 Simpson Ave // FINANCIAL DETAILS

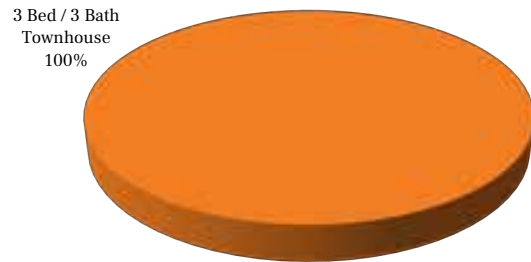
As of January,2022

UNIT	UNIT TYPE	CURRENT	CURRENT	POTENTIAL	POTENTIAL
		Rent / Month	Rent / SF/ Month	Rent / Month	Rent/ SF/ Month
1	3 Bed / 3 Bath Townhouse	\$3,500	\$0.00	\$3,650	\$0.00
2	3 Bed / 3 Bath Townhouse	\$3,500	\$0.00	\$3,650	\$0.00
3	3 Bed / 3 Bath Townhouse	\$3,650	\$0.00	\$3,800	\$0.00
4	3 Bed / 3 Bath Townhouse	\$3,650	\$0.00	\$3,800	\$0.00
<b>Total</b>	<b>Square Feet: 7,128</b>	<b>\$14,300</b>	<b>\$2.01</b>	<b>\$14,900</b>	<b>\$2.09</b>

# FINANCIAL DETAILS // 6810 Simpson Ave

UNIT TYPE	# OF UNITS	AVG SQ FEET	RENTAL RANGE	Current			POTENTIAL		
				Average Rent	Average Rent / SF	Monthly Income	AVERAGE RENT	AVERAGE RENT / SF	MONTHLY INCOME
3 Bed / 3 Bath Townhouse	4	N/A	\$3,500 - \$3,650	\$3,575	N/A	\$14,300	\$3,725	N/A	\$14,900
TOTALS/WEIGHTED AVERAGES	4	1,782		\$3,575	\$2.01	\$14,300	\$3,725	\$2.09	\$14,900
GROSS ANNUALIZED RENTS				\$171,600			\$183,600		

Unit Distribution



Unit Rent





## 6810 Simpson Ave // FINANCIAL DETAILS

INCOME	Current		Pro Forma	NOTES	PER UNIT	PER SF
<b>Rental Income</b>						
Gross Current Rent	171,600		178,800		44,700	25.08
Physical Vacancy	(5,148)	3.0%	(5,364)	3.0%	(1,341)	(0.75)
<b>TOTAL VACANCY</b>	<b>(\$5,148)</b>	<b>3.0%</b>	<b>(\$5,364)</b>	<b>3.0%</b>	<b>(\$1,341)</b>	<b>(\$1)</b>
<b>EFFECTIVE GROSS INCOME</b>	<b>\$166,452</b>		<b>\$173,436</b>		<b>\$43,359</b>	<b>\$24.33</b>
<b>EXPENSES</b>						
	<b>Current</b>		<b>Pro Forma</b>	<b>NOTES</b>	<b>PER UNIT</b>	<b>PER SF</b>
Real Estate Taxes	33,000		33,000	[1]	8,250	4.63
Insurance	3,564		3,564	[2]	891	0.50
Utilities - Common Area	2,400		2,400	[3]	600	0.34
Repairs & Maintenance	2,000		2,000	[4]	500	0.28
Contract Services	3,000		3,000	[5]	750	0.42
General & Administrative	1,000		1,000	[6]	250	0.14
Management Fee	6,658	4.0%	6,937	4.0%	1,734	0.97
<b>TOTAL EXPENSES</b>	<b>\$51,622</b>		<b>\$51,901</b>		<b>\$12,975</b>	<b>\$7.28</b>
<b>EXPENSES AS % OF EGI</b>	<b>31.0%</b>		<b>29.9%</b>			
<b>NET OPERATING INCOME</b>	<b>\$114,830</b>		<b>\$121,535</b>		<b>\$30,384</b>	<b>\$17.05</b>

Notes and assumptions to the above analysis are on the following page.

## FINANCIAL DETAILS // 6810 Simpson Ave

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### NOTES TO OPERATING STATEMENT

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- [1] Estimated at 1.2% of the Purchase Price
- [2] Estimated at \$0.50 per square foot
- [3] Estimated at \$200 per month
- [4] Estimated at \$500 per unit per year
- [5] Estimated at \$250 per month
- [6] Estimated at \$200 per unit per year

## 6810 Simpson Ave // FINANCIAL DETAILS

SUMMARY		
Price	\$2,750,000	
Down Payment	\$1,100,000	40%
Number of Units	4	
Price Per Unit	\$687,500	
Price Per SqFt	\$385.80	
Gross SqFt	7,128	
Lot Size	0.15 Acres	
Approx. Year Built	2020	

RETURNS	Current	Pro Forma	Reno
CAP Rate	4.18%	4.42%	
GRM	16.03	15.38	
Cash-on-Cash	2.10%	2.71%	
Debt Coverage Ratio	1.25	1.33	

FINANCING	1st Loan
Loan Amount	\$1,650,000
Loan Type	New
Interest Rate	3.75%
Amortization	30 Years
Year Due	2027

Loan information is subject to change. Contact your Marcus & Millichap Capital Corporation representative.

# OF UNITS	UNIT TYPE	SQFT/UNIT	SCHEDULED RENTS	MARKET RENTS
4	3 Bed / 3 Bath Townhouse	0	\$3,575	\$3,725

OPERATING DATA				
INCOME		Current		Pro Forma
Gross Scheduled Rent		\$171,600		\$178,800
Less: Vacancy/Deductions	3.0%	\$5,148	3.0%	\$5,364
Total Effective Rental Income		\$166,452		\$173,436
Other Income		\$0		\$0
Effective Gross Income		\$166,452		\$173,436
Less: Expenses	31.0%	\$51,622	29.9%	\$51,901
Net Operating Income		\$114,830		\$121,535
Cash Flow		\$114,830		\$121,535
Debt Service		\$91,697		\$91,697
Net Cash Flow After Debt Service	2.10%	\$23,133	2.71%	\$29,838
Principal Reduction		\$30,340		\$31,497
TOTAL RETURN	4.86%	\$53,473	5.58%	\$61,335

EXPENSES	Current	Pro Forma
Real Estate Taxes	\$33,000	\$33,000
Insurance	\$3,564	\$3,564
Utilities - Common Area	\$2,400	\$2,400
Repairs & Maintenance	\$2,000	\$2,000
Contract Services	\$3,000	\$3,000
General & Administrative	\$1,000	\$1,000
Management Fee	\$6,658	\$6,937
TOTAL EXPENSES	\$51,622	\$51,901
Expenses/Unit	\$12,906	\$12,975
Expenses/SF	\$7.24	\$7.28



SECTION 4

# Sale Comparables

SALE COMPS MAP

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SALE COMPS SUMMARY

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CAP RATE AND GRM CHART

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PRICE PER SF CHART

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PRICE PER UNIT CHART

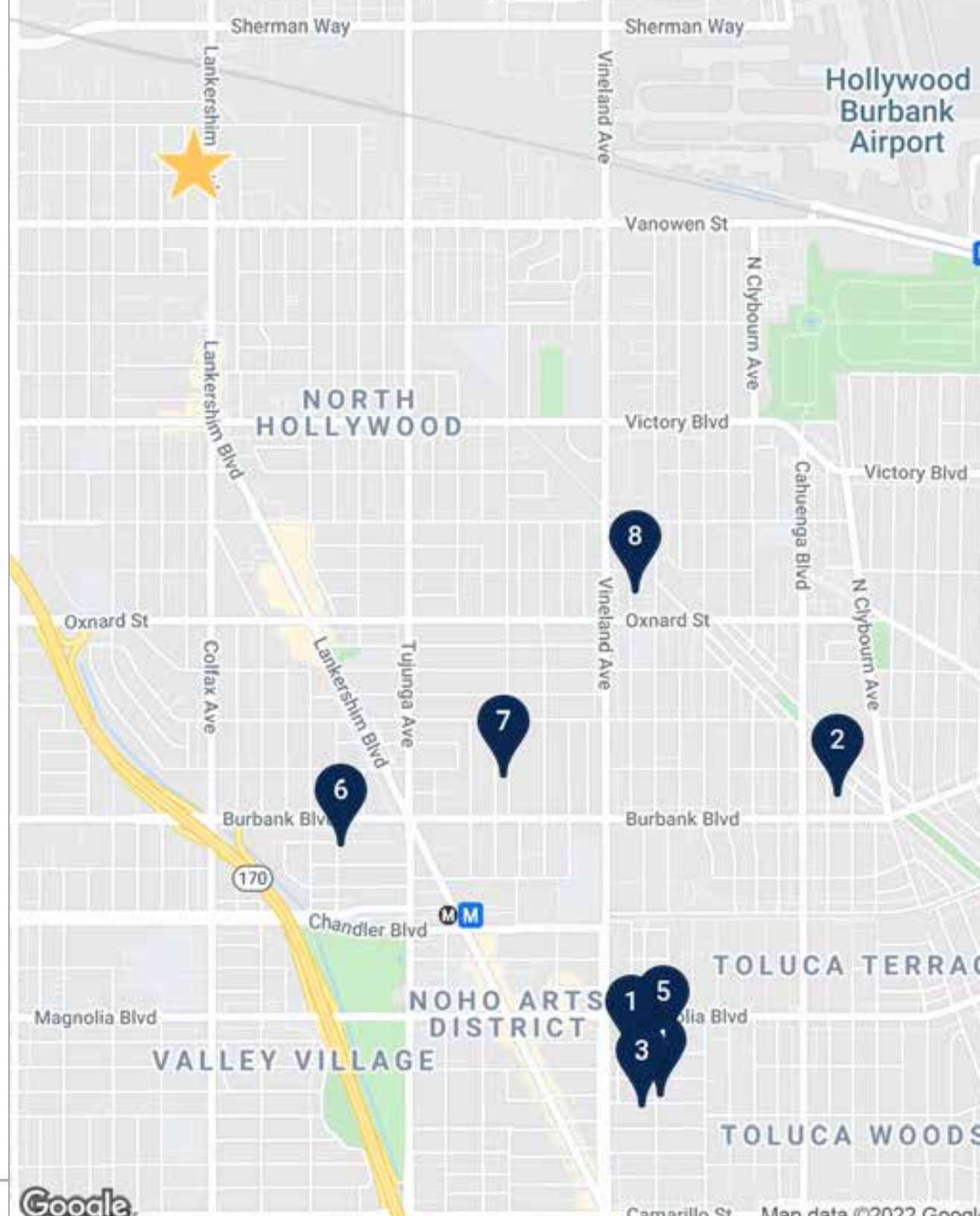
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SALE COMPS








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# SALE COMPS MAP

-  6810 Simpson Ave
-  10930 Hartsook St
-  5626 Auckland Ave
-  Hesby Apartments
-  10861 Hesby St
-  10853 Hartsook St
-  11494 Killion St
-  5653 Fair Ave
-  6032 Craner Ave





## SALE COMPS SUMMARY // 6810 Simpson Ave

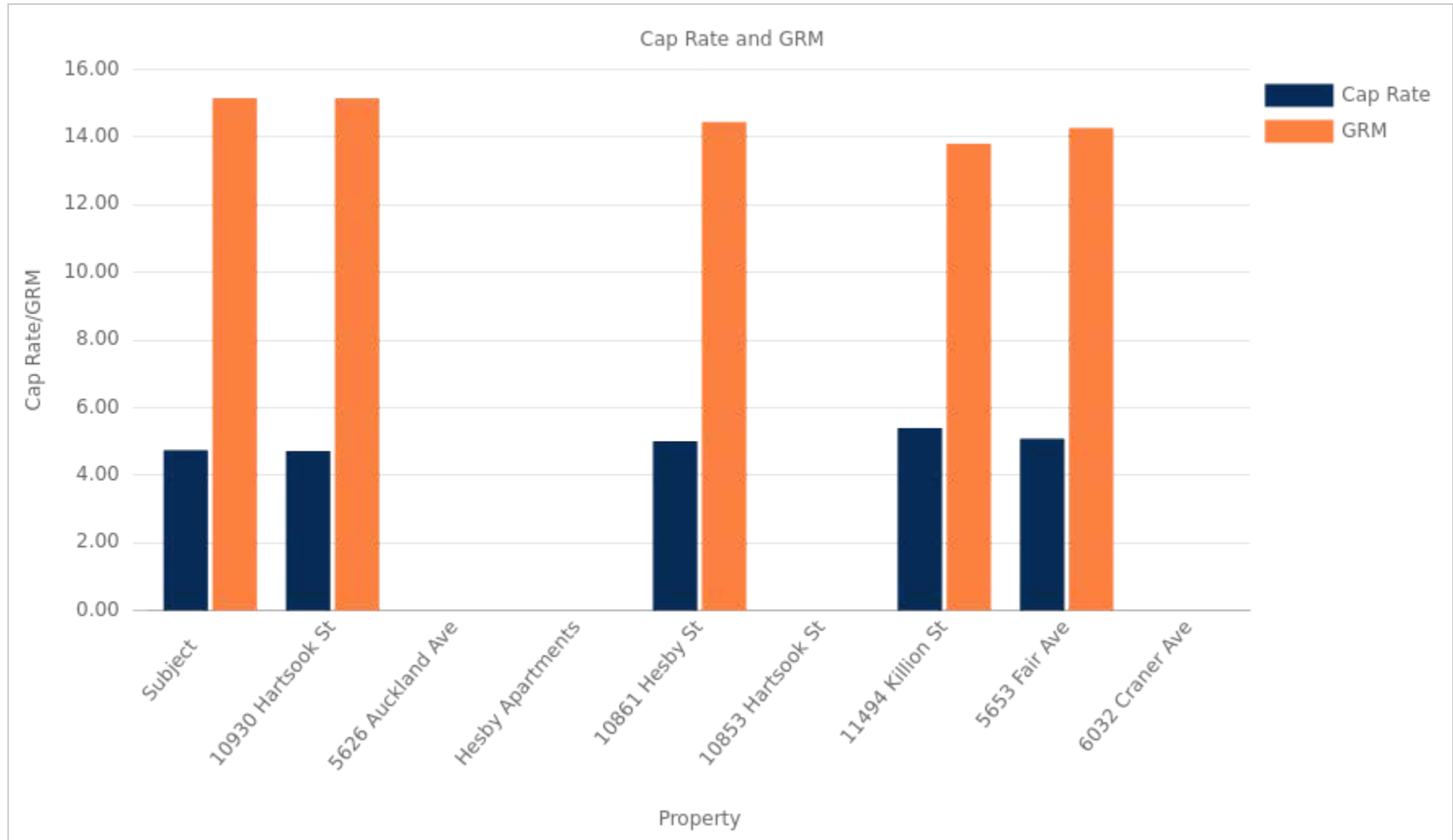
	SUBJECT PROPERTY	PRICE	BLDG SF	PRICE/SF	LOT SIZE	PRICE/UNIT	CAP RATE	# OF UNITS	CLOSE
	<b>6810 Simpson Ave</b> 6810 Simpson Ave North Hollywood, CA 91605	\$2,750,000	7,128 SF	\$385.80	0.15 AC	\$687,500	4.18%	4	On Market
	SALE COMPARABLES	PRICE	BLDG SF	PRICE/SF	LOT SIZE	PRICE/UNIT	CAP RATE	# OF UNITS	CLOSE
	<b>10930 Hartsook St</b> 10930 Hartsook St North Hollywood, CA 91601	\$2,800,000	5,028 SF	\$556.88	0.16 AC	\$700,000	4.72%	4	10/27/2021
	<b>5626 Auckland Ave</b> 5626 Auckland Ave North Hollywood, CA 91601	\$2,695,000	6,200 SF	\$434.68	0.14 AC	\$673,750	-	4	12/20/2019
	<b>Hesby Apartments</b> 10916 Hesby St North Hollywood, CA 91601	\$2,650,000	5,805 SF	\$456.50	0.13 AC	\$662,500	-	4	10/02/2020
	<b>10861 Hesby St</b> 10861 Hesby St North Hollywood, CA 91601	\$2,600,000	6,068 SF	\$428.48	0.14 AC	\$650,000	5.01%	4	01/24/2020
	<b>10853 Hartsook St</b> 10853 Hartsook St North Hollywood, CA 91601	\$2,525,000	5,085 SF	\$496.56	0.16 AC	\$631,250	-	4	11/06/2020
	<b>11494 Killion St</b> 11494 Killion St North Hollywood, CA 91601	\$2,500,000	5,632 SF	\$443.89	0.15 AC	\$625,000	5.40%	4	09/16/2020



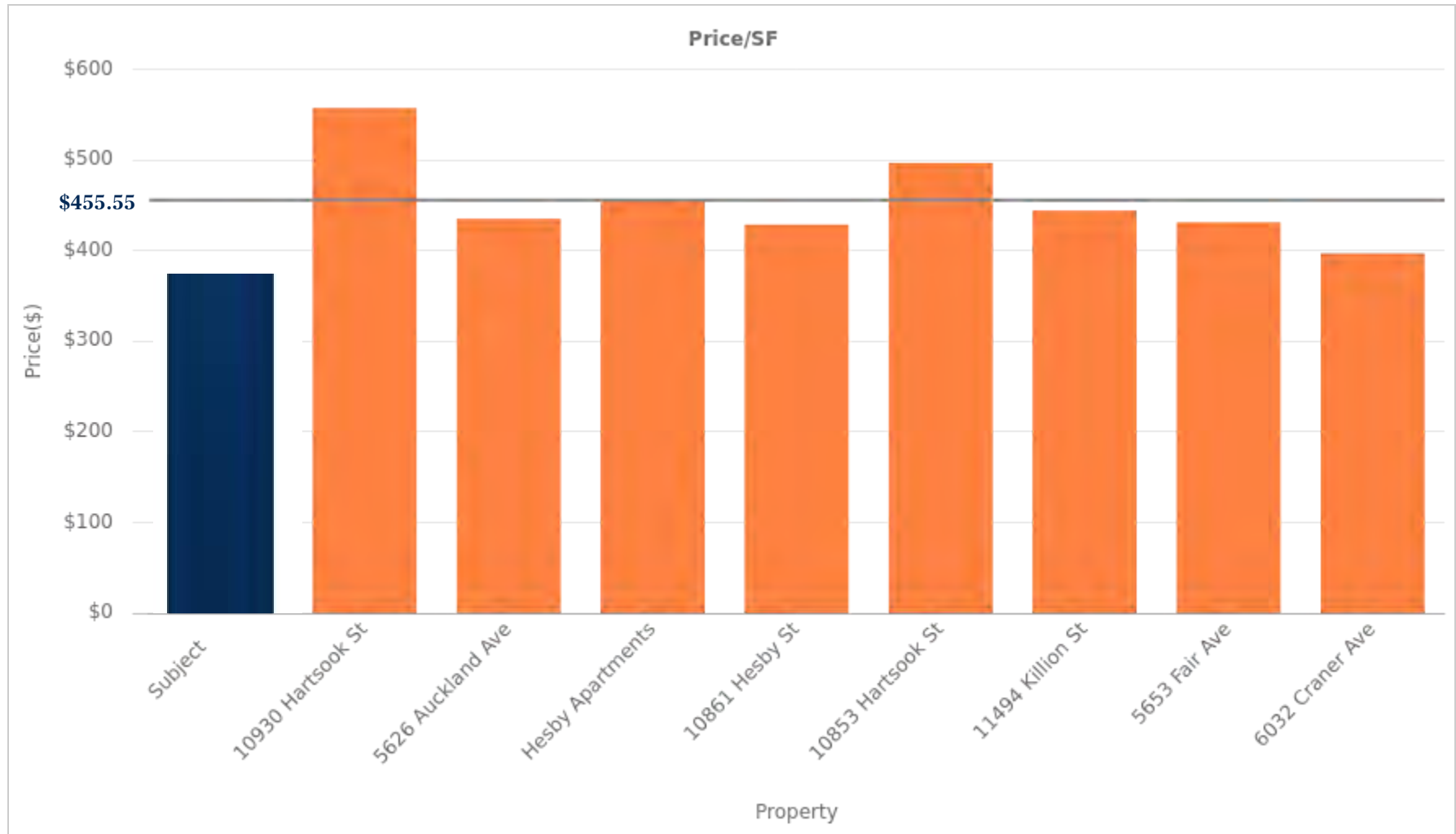
## 6810 Simpson Ave // SALE COMPS SUMMARY

	SUBJECT PROPERTY	PRICE	BLDG SF	PRICE/SF	LOT SIZE	PRICE/UNIT	CAP RATE	# OF UNITS	CLOSE
	<b>5653 Fair Ave</b> 5653 Fair Ave North Hollywood, CA 91601	\$2,499,000	5,800 SF	\$430.86	0.17 AC	\$624,750	5.08%	4	09/21/2020
	<b>6032 Craner Ave</b> 6032 Craner Ave North Hollywood, CA 91606	\$2,450,000	6,178 SF	\$396.57	0.17 AC	\$612,500	-	4	03/02/2021
	<b>AVERAGES</b>	<b>\$2,589,875</b>	<b>5,725 SF</b>	<b>\$455.55</b>	<b>0.15 AC</b>	<b>\$647,468</b>	<b>5.05%</b>	<b>4</b>	<b>-</b>

## CAP RATE AND GRM CHART // 6810 Simpson Ave

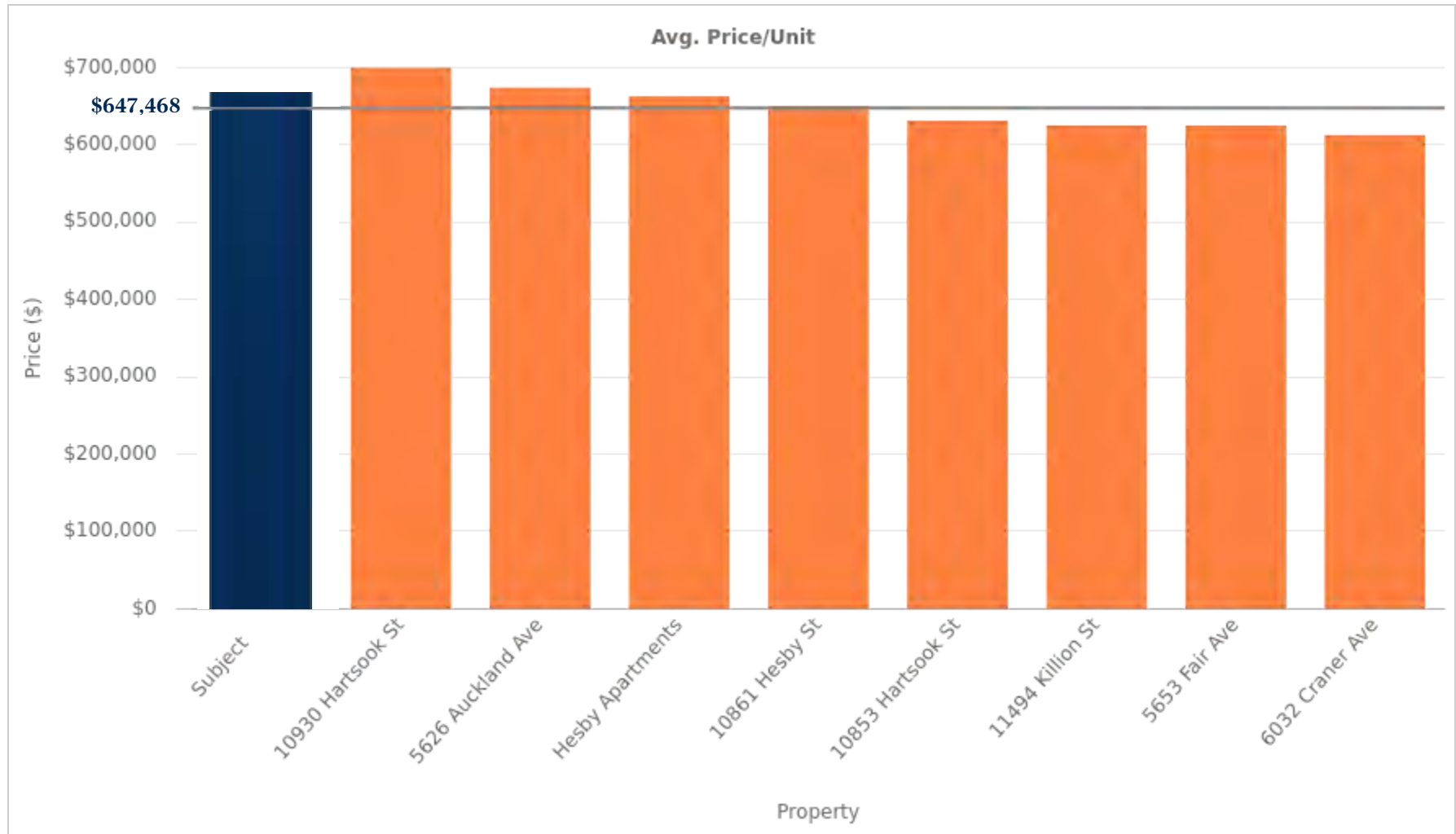


## 6810 Simpson Ave // PRICE PER SF CHART





## PRICE PER UNIT CHART // 6810 Simpson Ave



## 6810 Simpson Ave // SALE COMPS



★ **6810 Simpson Ave**  
6810 Simpson Ave, North Hollywood, CA 91605

Listing Price:	\$2,750,000	Price/SF:	\$385.80
Property Type:	Multifamily	GRM:	16.03
NOI:	\$114,830	Cap Rate:	4.18%
Occupancy:	-	Year Built:	2020
COE:	On Market	Number Of Units:	4
Lot Size:	0.15 Acres	Price/Unit:	\$687,500
Total SF:	7,128 SF		

UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
3 Bed / 3 Bath Twnhs	4	100.0	1,782	\$3,575	\$2.01
TOTAL/AVG	4	100%	1,782	\$3,575	\$2.01



1 **10930 Hartsook St**  
10930 Hartsook St North Hollywood, CA 91601

Sale Price:	\$2,800,000	Price/SF:	\$556.88
Property Type:	Multifamily	GRM:	15.14
NOI:	\$132,160	Cap Rate:	4.72%
Occupancy:	-	Year Built:	2018
COE:	10/27/2021	Number Of Units:	4
Lot Size:	0.16 Acres	Price/Unit:	\$700,000
Total SF:	5,028 SF		

UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
3 Bed / 3 Bath	3	75			
4 Bed / 3 Bath	1	25			
TOTAL/AVG	4	100%	0	\$0	

## SALE COMPS // 6810 Simpson Ave



**2 5626 Auckland Ave**  
5626 Auckland Ave North Hollywood, CA 91601

Sale Price:	\$2,695,000	Price/SF:	\$434.68
Property Type:	Multifamily	GRM:	-
NOI:	-	Cap Rate:	-
Occupancy:	0%	Year Built:	2019
COE:	12/20/2019	Number Of Units:	4
Lot Size:	0.14 Acres	Price/Unit:	\$673,750
Total SF:	6,200 SF		

UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
3 Bed / 3 Bath	4	100	1,550		
TOTAL/AVG	4	100%	1,550	\$0	\$0.00

Property was brand new and fully vacant at the time of sale.



**3 Hesby Apartments**  
10916 Hesby St North Hollywood, CA 91601

Sale Price:	\$2,650,000	Price/SF:	\$456.50
Property Type:	Multifamily	GRM:	-
NOI:	-	Cap Rate:	-
Occupancy:	25%	Year Built:	2020
COE:	10/02/2020	Number Of Units:	4
Lot Size:	0.13 Acres	Price/Unit:	\$662,500
Total SF:	5,805 SF		

UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
3 bed / 3 Bath	4	100	1,375		
TOTAL/AVG	4	100%	1,375	\$0	\$0.00

3 of the 4 units were vacant at the time of sale. CAP Rate and GRM are excluded from this comp.



## 6810 Simpson Ave // SALE COMPS



**4 10861 Hesby St**  
10861 Hesby St North Hollywood, CA 91601

Sale Price:	\$2,600,000	Price/SF:	\$428.48
Property Type:	Multifamily	GRM:	14.44
NOI:	\$130,260	Cap Rate:	5.01%
Occupancy:	-	Year Built:	2019
COE:	01/24/2020	Number Of Units:	4
Lot Size:	0.14 Acres	Price/Unit:	\$650,000
Total SF:	6,068 SF		

UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
3 Bed / 3 Bath	2	50			
4 Bed / 3 Bath	2	50			
<b>TOTAL/AVG</b>	<b>4</b>	<b>100%</b>	<b>0</b>	<b>\$0</b>	



**5 10853 Hartsook St**  
10853 Hartsook St North Hollywood, CA 91601

Sale Price:	\$2,525,000	Price/SF:	\$496.56
Property Type:	Multifamily	GRM:	-
NOI:	-	Cap Rate:	-
Occupancy:	0%	Year Built:	2020
COE:	11/06/2020	Number Of Units:	4
Lot Size:	0.16 Acres	Price/Unit:	\$631,250
Total SF:	5,085 SF		

UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
3 Bed / 3 Bath	3	75	1,201		
4 Bed / 3 Bath	1	25	1,496		
<b>TOTAL/AVG</b>	<b>4</b>	<b>100%</b>	<b>1,274</b>	<b>\$0</b>	<b>\$0.00</b>

Property was fully vacant at the time of sale. CAP rate and GRM have been excluded.

## SALE COMPS // 6810 Simpson Ave



**6 11494 Killion St**  
11494 Killion St North Hollywood, CA 91601

Sale Price:	\$2,500,000	Price/SF:	\$443.89
Property Type:	Multifamily	GRM:	13.8
NOI:	\$136,800	Cap Rate:	5.40%
Occupancy:	75%	Year Built:	2020
COE:	09/16/2020	Number Of Units:	4
Lot Size:	0.15 Acres	Price/Unit:	\$625,000
Total SF:	5,632 SF		

UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
4 Bed / 2 Bath	2	50	1,308		
5 Bed / 3 Bath	2	50	1,508		
TOTAL/AVG	4	100%	1,408	\$0	\$0.00

Sold with one unit vacant.



**7 5653 Fair Ave**  
5653 Fair Ave North Hollywood, CA 91601

Sale Price:	\$2,499,000	Price/SF:	\$430.86
Property Type:	Multifamily	GRM:	14.26
NOI:	\$127,000	Cap Rate:	5.08%
Occupancy:	100%	Year Built:	2020
COE:	09/21/2020	Number Of Units:	4
Lot Size:	0.17 Acres	Price/Unit:	\$624,750
Total SF:	5,800 SF		

UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
3 Bed / 3 Bath	2	50	1,250		
4 Bed / 3 Bath	2	50	1,650		
TOTAL/AVG	4	100%	1,450	\$0	\$0.00



**8 6032 Craner Ave**  
6032 Craner Ave North Hollywood, CA 91606

Sale Price:	\$2,450,000	Price/SF:	\$396.57
Property Type:	Multifamily	GRM:	-
NOI:	-	Cap Rate:	-
Occupancy:	0%	Year Built:	2019
COE:	03/02/2021	Number Of Units:	4
Lot Size:	0.17 Acres	Price/Unit:	\$612,500
Total SF:	6,178 SF		

UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
3 Bed / 3 Bath	2	50	1,503		
4 Bed / 3 Bath	2	50	1,586		
<b>TOTAL/AVG</b>	<b>4</b>	<b>100%</b>	<b>1,544</b>	<b>\$0</b>	<b>\$0.00</b>

Property was fully vacant at the time of sale. CAP rate and GRM not included in this comp.



SECTION 5

# Lease Comparables

RENT COMPS MAP

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RENT COMPS SUMMARY

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RENT BY BED CHART

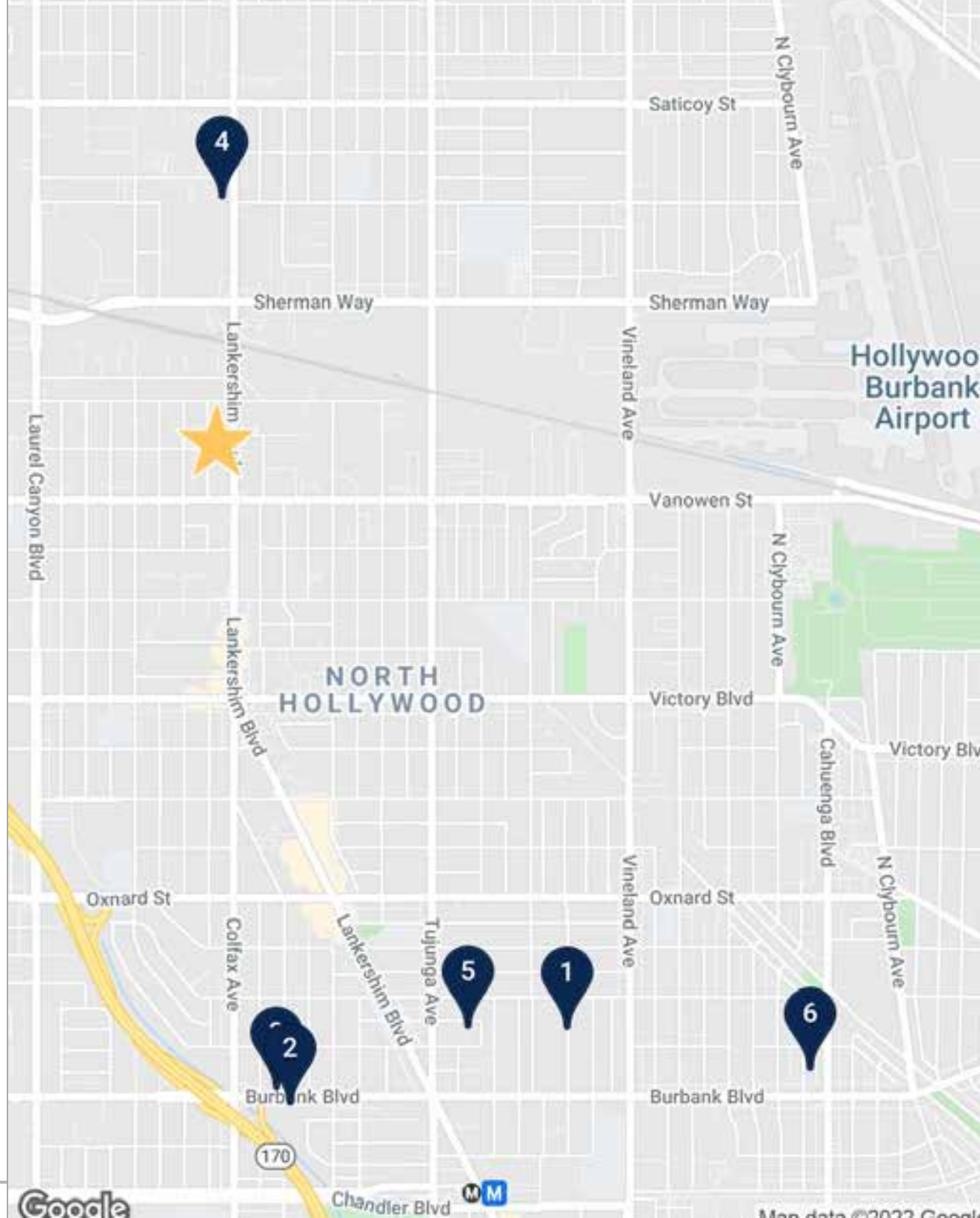
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RENT COMPS








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# RENT COMPS MAP

- ★ 6810 Simpson Ave
- 1 5721 Fulcher Ave
- 2 11616 Burbank Blvd
- 3 11639 Burbank Blvd
- 4 NoHo West
- 5 11318 Miranda St
- 6 5632 Willowcrest Ave

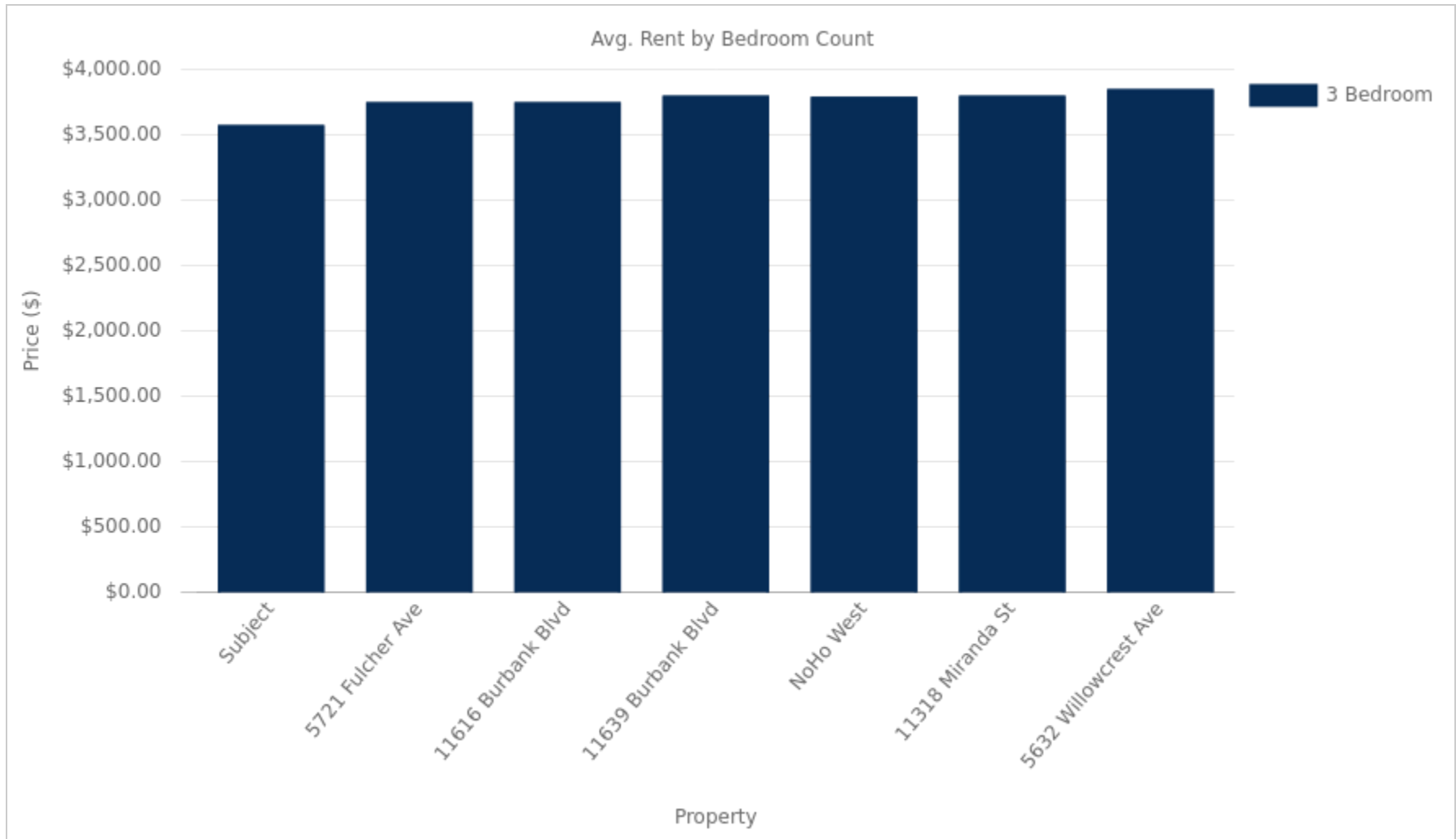


## RENT COMPS SUMMARY // 6810 Simpson Ave

	SUBJECT PROPERTY	RENT/SF	AVAILABLE SF	LOT SIZE	BLDG SF	# OF UNITS	OCCUPANCY %
	<b>6810 Simpson Ave</b> 6810 Simpson Ave North Hollywood, CA 91605	\$2.01	7,128 SF	0.15 AC	7,128 SF	4	-
	<b>RENT COMPARABLES</b>	<b>RENT/SF</b>	<b>AVAILABLE SF</b>	<b>LOT SIZE</b>	<b>BLDG SF</b>	<b># OF UNITS</b>	<b>OCCUPANCY %</b>
	<b>5721 Fulcher Ave</b> 5721 Fulcher Ave North Hollywood, CA 91601	\$2.65	1,416 SF	0.16 AC	-	8	-
	<b>11616 Burbank Blvd</b> 11616 Burbank Blvd North Hollywood, CA 91601	\$2.40	18,452 SF	0.42 AC	-	21	-
	<b>11639 Burbank Blvd</b> 11639 Burbank Blvd North Hollywood, CA 91601	\$2.43	26,546 SF	0.15 AC	-	4	-
	<b>NoHo West</b> 7401 Lankershim Blvd North Hollywood, CA 91605	\$3.25	-	0.93 AC	-	106	-
	<b>11318 Miranda St</b> 11318 Miranda St North Hollywood, CA 91601	\$2.24	8,980 SF	0.19 AC	-	5	-
	<b>5632 Willowcrest Ave</b> 5632 Willowcrest Ave North Hollywood, CA 91601	\$2.09	1,538 SF	0.15 AC	-	4	-
	<b>AVERAGES</b>	<b>\$2.51</b>	<b>- SF</b>	<b>0.33 AC</b>	<b>0 SF</b>	<b>25</b>	<b>0%</b>



## 6810 Simpson Ave // RENT BY BED CHART



## RENT COMPS // 6810 Simpson Ave

★ **6810 Simpson Ave**  
6810 Simpson Ave, North Hollywood, CA 91605

🏠 4 Units | 🕒 Year Built 2020



UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
3 Bed / 3 Bath Twnhs	4	100.0	1,782	\$3,575	\$2.01
TOTAL/AVG	4	100%	1,782	\$3,575	\$2.01

1 **5721 Fulcher Ave**  
5721 Fulcher Ave, North Hollywood, CA 91601

🏠 8 Units | 🕒 Year Built 2019



UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
3 Bed / 4 Bath	1	100	1,416	\$3,750	\$2.65
TOTAL/AVG	1	100%	1,416	\$3,750	\$2.65

# 6810 Simpson Ave // RENT COMPS

**2 11616 Burbank Blvd**  
11616 Burbank Blvd, North Hollywood, CA 91601

 21 Units |  Year Built 2017



UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
3 Bed / 2 Bath	1	100	1,562	\$3,750	\$2.40
TOTAL/AVG	1	100%	1,562	\$3,750	\$2.40

**3 11639 Burbank Blvd**  
11639 Burbank Blvd, North Hollywood, CA 91601

 4 Units |  Year Built 2020



UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
3 Bed / 3 Bath	1	100	1,565	\$3,800	\$2.43
TOTAL/AVG	1	100%	1,565	\$3,800	\$2.43



## RENT COMPS // 6810 Simpson Ave

**4 NoHo West**  
7401 Lankershim Blvd, North Hollywood, CA 91605

 106 Units |  Year Built 2021



UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
3 Bed / 2 Bath	1	100	1,167	\$3,791	\$3.25
TOTAL/AVG	1	100%	1,167	\$3,791	\$3.25

**5 11318 Miranda St**  
11318 Miranda St, North Hollywood, CA 91601

 5 Units |  Year Built 2020



UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
3 Bed / 4 Bath	1	100	1,700	\$3,800	\$2.24
TOTAL/AVG	1	100%	1,700	\$3,800	\$2.24

6810 Simpson Ave // RENT COMPS

**6** 5632 Willowcrest Ave  
5632 Willowcrest Ave, North Hollywood, CA 91601

 4 Units |  Year Built 2020



UNIT TYPE	# UNITS	% OF	SIZE SF	RENT	RENT/SF
3 Bed / 4 Bath	1	100	1,845	\$3,850	\$2.09
TOTAL/AVG	1	100%	1,845	\$3,850	\$2.09

SECTION 6

# Market Overview

MARKET OVERVIEW

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DEMOGRAPHICS

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### SAN FERNANDO VALLEY

Approximately 2.5 million people reside in the San Fernando Valley, which includes the submarkets of Northridge-Northwest San Fernando Valley, Van Nuys-Northeast San Fernando Valley, Woodland Hills, Burbank-Glendale-Pasadena and Sherman Oaks-North Hollywood-Encino. The area's population is expected to increase by 55,600 residents through 2025 as more households are attracted to the market's regionally affordable home prices and multifamily rents.



### METRO HIGHLIGHTS



**DIVERSE ECONOMY**

While the entertainment industry underpins the economy, other economic drivers include aerospace, insurance and healthcare.



**EDUCATED WORKFORCE**

Roughly 37 percent of San Fernando Valley residents who are age 25 and older hold a bachelor's degree and 13 percent also obtained a graduate or professional degree.



**GROWTH**

Population and household gains will increase faster than other large metros in Southern California, generating a demand for housing, and goods and services.

### ECONOMY

- Known for its entertainment industry, the Valley boasts more than 100 soundstages. Entertainment giants calling the Valley home include Walt Disney Co., Universal Studios, Warner Brothers, DreamWorks and Paramount Ranch.
- Aerospace firms Boeing and Northrop Grumman as well as 21st Century Insurance generate numerous well-paying jobs.
- Healthcare is also a major source of employment and providers here include Kaiser Permanente and Providence Health & Services. As a result of the Valley's large concentration of high salaries and successful companies, household incomes are above the national average.

### DEMOGRAPHICS



\*Forecast  
Sources: Marcus & Millichap Research Services; BLS; Bureau of Economic Analysis; Experian; Fortune; Moody's Analytics; U.S. Census Bureau



# DEMOGRAPHICS // 6810 Simpson Ave

POPULATION	1 Mile	3 Miles	5 Miles
<b>2026 Projection</b>			
Total Population	39,784	300,756	701,816
<b>2021 Estimate</b>			
Total Population	39,402	295,223	686,149
<b>2010 Census</b>			
Total Population	39,015	287,437	664,443
<b>2000 Census</b>			
Total Population	39,890	285,911	644,946
<b>Daytime Population</b>			
2021 Estimate	33,959	260,077	666,402
<b>HOUSEHOLDS</b>			
<b>2026 Projection</b>			
Total Households	12,391	105,465	250,950
<b>2021 Estimate</b>			
Total Households	12,185	102,779	244,374
Average (Mean) Household Size	3.2	2.8	2.8
<b>2010 Census</b>			
Total Households	11,856	98,046	232,854
<b>2000 Census</b>			
Total Households	11,572	95,833	227,824
Growth 2021-2026	1.7%	2.6%	2.7%
<b>HOUSING UNITS</b>			
<b>Occupied Units</b>			
2026 Projection	13,140	112,996	269,568
2021 Estimate	12,894	109,738	261,653
Owner Occupied	2,724	35,820	90,256
Renter Occupied	9,461	66,958	154,118
Vacant	709	6,959	17,279
<b>Persons in Units</b>			
2021 Estimate Total Occupied Units	12,185	102,779	244,374
1 Person Units	22.2%	27.4%	28.7%
2 Person Units	21.9%	26.7%	27.1%
3 Person Units	15.7%	15.5%	15.3%
4 Person Units	16.4%	13.8%	13.3%
5 Person Units	11.6%	7.8%	7.3%
6+ Person Units	12.3%	8.7%	8.3%

HOUSEHOLDS BY INCOME	1 Mile	3 Miles	5 Miles
<b>2021 Estimate</b>			
\$200,000 or More	2.8%	6.7%	9.4%
\$150,000-\$199,999	3.4%	6.0%	6.8%
\$100,000-\$149,999	9.3%	15.1%	15.6%
\$75,000-\$99,999	10.9%	13.1%	13.1%
\$50,000-\$74,999	16.0%	16.6%	16.0%
\$35,000-\$49,999	15.0%	12.3%	11.5%
\$25,000-\$34,999	11.8%	8.7%	8.1%
\$15,000-\$24,999	13.9%	9.8%	8.8%
Under \$15,000	16.9%	11.7%	10.6%
Average Household Income	\$62,825	\$88,496	\$101,440
Median Household Income	\$42,159	\$61,499	\$67,329
Per Capita Income	\$19,511	\$30,959	\$36,277
<b>POPULATION PROFILE</b>			
<b>Population By Age</b>			
2021 Estimate Total Population	39,402	295,223	686,149
Under 20	26.9%	22.6%	22.7%
20 to 34 Years	26.4%	25.3%	24.6%
35 to 39 Years	7.9%	8.0%	8.2%
40 to 49 Years	13.1%	13.7%	14.0%
50 to 64 Years	15.9%	18.1%	17.9%
Age 65+	9.8%	12.3%	12.7%
Median Age	33.1	36.2	36.6
<b>Population 25+ by Education Level</b>			
2021 Estimate Population Age 25+	25,878	209,350	488,162
Elementary (0-8)	19.4%	12.3%	12.3%
Some High School (9-11)	13.1%	9.2%	8.4%
High School Graduate (12)	24.5%	20.4%	19.5%
Some College (13-15)	16.5%	20.5%	19.5%
Associate Degree Only	7.4%	8.3%	7.4%
Bachelor's Degree Only	14.9%	21.8%	23.5%
Graduate Degree	4.2%	7.5%	9.3%
<b>Population by Gender</b>			
2021 Estimate Total Population	39,402	295,223	686,149
Male Population	50.9%	50.1%	49.9%
Female Population	49.1%	49.9%	50.1%



### POPULATION

In 2021, the population in your selected geography is 686,149. The population has changed by 6.4 percent since 2000. It is estimated that the population in your area will be 701,816 five years from now, which represents a change of 2.3 percent from the current year. The current population is 49.9 percent male and 50.1 percent female. The median age of the population in your area is 36.6, compared with the U.S. average, which is 38.4. The population density in your area is 8,735 people per square mile.



### HOUSEHOLDS

There are currently 244,374 households in your selected geography. The number of households has changed by 7.3 percent since 2000. It is estimated that the number of households in your area will be 250,950 five years from now, which represents a change of 2.7 percent from the current year. The average household size in your area is 2.8 people.



### INCOME

In 2021, the median household income for your selected geography is \$67,329, compared with the U.S. average, which is currently \$65,694. The median household income for your area has changed by 68.6 percent since 2000. It is estimated that the median household income in your area will be \$71,247 five years from now, which represents a change of 5.8 percent from the current year.

The current year per capita income in your area is \$36,277, compared with the U.S. average, which is \$36,445. The current year's average household income in your area is \$101,440, compared with the U.S. average, which is \$94,822.



### EMPLOYMENT

In 2021, 326,089 people in your selected area were employed. The 2000 Census revealed that 62.8 percent of employees are in white-collar occupations in this geography, and 37.2 percent are in blue-collar occupations. In 2021, unemployment in this area was 11.0 percent. In 2000, the average time traveled to work was 26.0 minutes.



### HOUSING

The median housing value in your area was \$612,347 in 2021, compared with the U.S. median of \$227,827. In 2000, there were 90,574 owner-occupied housing units and 137,251 renter-occupied housing units in your area. The median rent at the time was \$641.



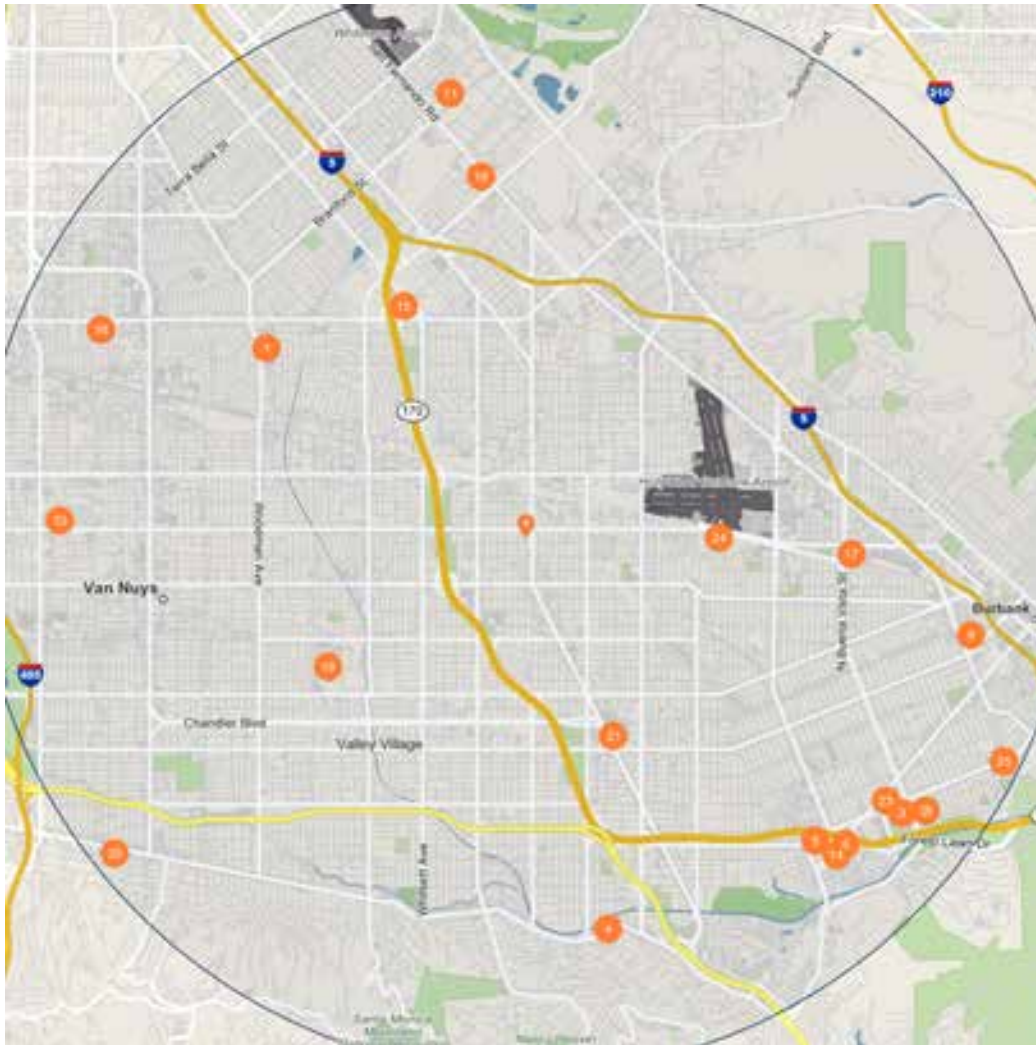
### EDUCATION

The selected area in 2021 had a lower level of educational attainment when compared with the U.S. averages. Only 9.3 percent of the selected area's residents had earned a graduate degree compared with the national average of 12.0 percent, and 23.5 percent completed a bachelor's degree, compared with the national average of 19.5 percent.

The number of area residents with an associate degree was lower than the nation's at 7.4 percent vs. 8.3 percent, respectively.

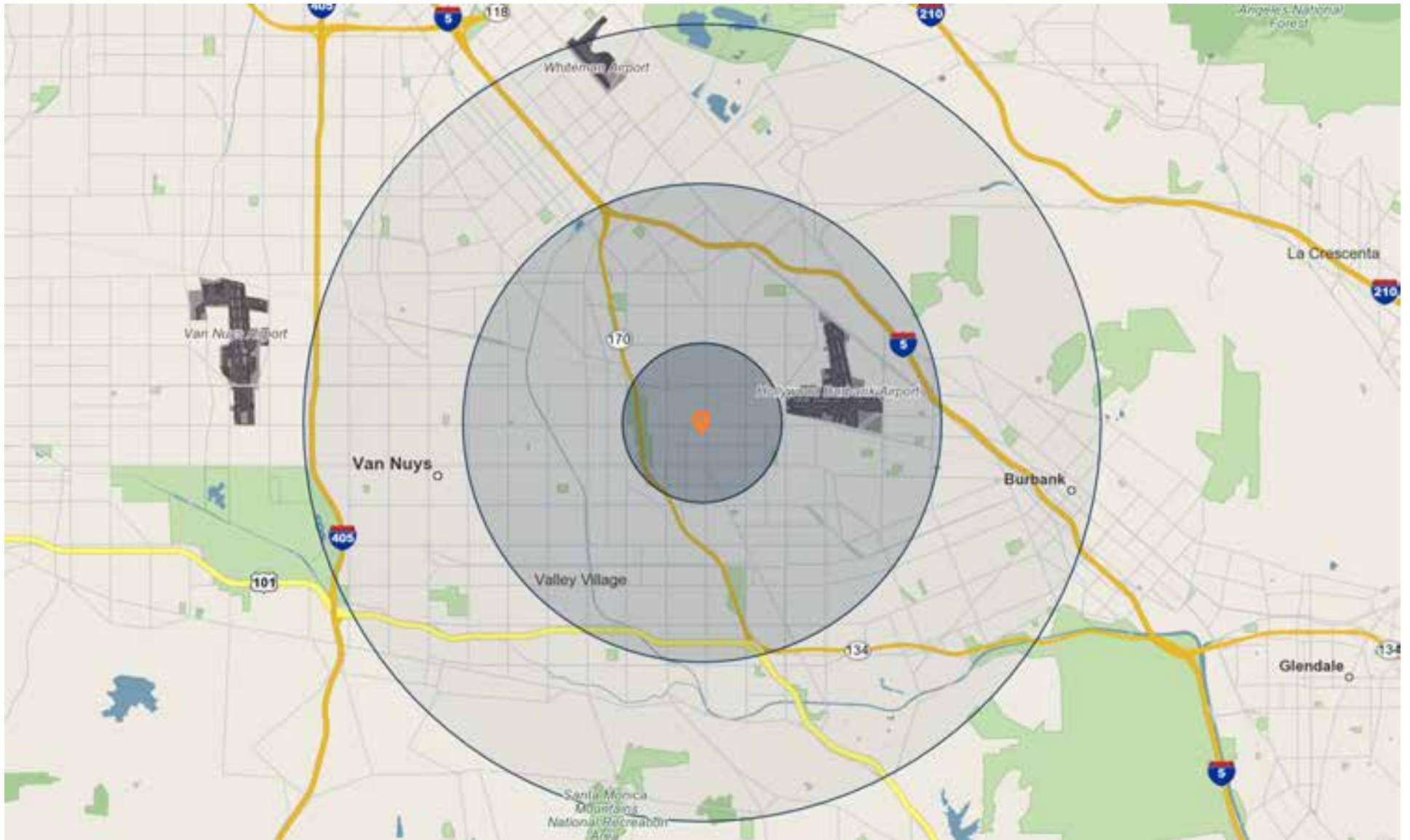
The area had fewer high-school graduates, 19.5 percent vs. 27.2 percent for the nation. The percentage of residents who completed some college is also lower than the average for the nation, at 19.5 percent in the selected area compared with the 20.5 percent in the U.S.

## DEMOGRAPHICS // 6810 Simpson Ave



Major Employers		Employees
1	Kaiser Foundation Hospitals-Kaiser Permanente	3,000
2	Walt Disney Records Direct-Disney	2,990
3	Providence Holy Cross	2,931
4	Dream Lounge Inc	2,210
5	Twdc Enterprises 18 Corp	2,002
6	WF Cinema Holdings LP-Mann Theaters	2,000
7	Providence Health & Services F-Providence Holy Cross Foundation	2,000
8	Providence Health System-Providence St Joseph Med Ctr	2,000
9	Andrews International Inc	1,700
10	Valley Presbyterian Hospital	1,600
11	PMC Global Inc	1,579
12	PMC Capital Partners LLC	1,000
13	Twdc Enterprises 18 Corp-Walt Disney Studios HM Entrmt	1,000
14	Bonanza Productions Inc	1,000
15	City of Los Angeles-Water & Power Dept	900
16	Deanco Healthcare LLC-Mission Community Hospital	700
17	Deluxe Laboratories Inc-Color By Deluxe	626
18	Pacifica of Valley Corporation-Pacifica Hospital of Valley	607
19	Los Angeles Cmnty College Dst-La Valley College	600
20	Mega Appraisers Inc	600
21	Kaiser Foundation Hospitals-North Hollywood Medical Offs	593
22	Warner Bros Transatlantic Inc-Warner Bros	590
23	Vintage Senior Management Inc	565
24	ACT Lighting Inc	556
25	Foto-Kem Industries Inc-Fotokem	550

## 6810 Simpson Ave // DEMOGRAPHICS





## EXCLUSIVELY LISTED BY

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