

# 10961 Rose Ave

*Los Angeles, CA 90034*



PRICE/UNIT	▪ \$332,778
PRICE/SF	▪ \$313.35
GRM	▪ 11.89
CAP	▪ 5.24%

9 UNITS ▪ PALMS NEIGHBORHOOD

**SAMIMI**  
INVESTMENTS

**LYONSTAHLL**  
INVESTMENT REAL ESTATE



# 10961 Rose Avenue

Los Angeles, CA 90034



**SAMIMI**  
INVESTMENTS

*Cameron Samimi*

**LYON STAHL**  
INVESTMENT REAL ESTATE

310.259.7556 | [cameron@lyonstahl.com](mailto:cameron@lyonstahl.com)

CalDRE #02035763

#### CONFIDENTIALITY & DISCLAIMER

The information contained in the following Marketing Brochure is proprietary and strictly confidential. It is intended to be reviewed only by the party receiving it from Lyon Stahl and should not be made available to any other person or entity without the written consent of Lyon Stahl. This Marketing Brochure has been prepared to provide summary, unverified information to prospective purchasers, and to establish only a preliminary level of interest in the subject property. The information contained herein is not a substitute for a thorough due diligence investigation. Lyon Stahl has not made any investigation, and makes no warranty or representation, with respect to the income or expenses for the subject property, the future projected financial performance of the property, the size and square footage of the property and improvements, the presence or absence of contaminating substances, PCB's or asbestos, the compliance with State and Federal regulations, the physical condition of the improvements thereon, or the financial condition or business prospects of any tenant, or any tenant's plans or intentions to continue its occupancy of the subject property. The information contained in this Marketing Brochure has been obtained from sources we believe to be reliable; however, Lyon Stahl has not verified, and will not verify, any of the information contained herein, nor has Lyon Stahl conducted any investigation regarding these matters and makes no warranty or representation whatsoever regarding the accuracy or completeness of the information provided. All potential buyers must take appropriate measures to verify all of the information set forth herein. Any rent or income information in this offering memorandum, with the exception of actual, historical rent collections, represent good faith projections of potential future rent only, and Lyon Stahl makes no representations as to whether such rent may actually be attainable. Local, state, and federal laws regarding restrictions on rent increases may make these projections impossible, and Buyer and its advisors should conduct their own investigation to determine whether such rent increases are legally permitted and reasonably attainable.

#### NON-ENDORSEMENT NOTICE

Lyon Stahl is not affiliated with, sponsored by, or endorsed by any commercial tenant or lessee identified in this marketing package. The presence of any corporation's logo or name is not intended to indicate or imply affiliation with, or sponsorship or endorsement by, said corporation of Lyon Stahl, its affiliates or subsidiaries, or any agent, product, service, or commercial listing of Lyon Stahl, and is solely included for the purpose of providing tenant lessee information about this listing to prospective customers.



# 01

## Executive Summary

10961 Rose Avenue



# PROPERTY SUMMARY

## PRICING SUMMARY

OFFERING PRICE	\$2,995,000
PRICE/UNIT	\$332,778
PRICE/SF	\$313.35
GRM	11.89
MARKET GRM	7.60
CURRENT CAP	5.24%
MARKET CAP	9.37%



10961 Rose Avenue

UNITS	▪ 9
YEAR BUILT	▪ 1968
GROSS SF	▪ 9,558
LOT SF	▪ 8,166
APN	▪ 4251-020-010
ZONING	▪ LAR3





# The Neighborhood

10961 Rose is a 9 unit apartment building located on the nicest street in all of Palms located in the 90034 zip code. This pocket offers beautiful tree lined streets and a very quiet residential community with single family homes surrounding it. With close proximity to the best public schools in LA, The Rose Apartments are a short walk to Clover Elementary a 10/10 rated school, Palms Middle School 7/10 and Venice High 7/10. The Rose Apartments are also a short walk to grocery, restaurants, and transportation, and are at the heart of LA with easy access to all LA has to offer.





# Property Overview

10961 Rose is located on the best street in all of Palms. Rose is a primarily residential area of Palms that does not have many apartment buildings. Quiet and beautiful, this area is the single best spot to own in the 90034 zip code. **The Rose Apartments are coming to the market for the first time in over 30 years.** A beautiful asset with oversized units. The units are currently rented well under market and a buyer can achieve over **57% upside** on this asset just by increasing the current rents. **A value-add investor may build 2 attached ADU's on the site as well to further increase the income over 100%.**

We are delivering the property at a very **attractive 5.24% cap rate** and **11.89 GRM**. The property is also being delivered well under market at **only \$313 a foot**. Some of these oversized units have large dens that can be converted to bedrooms to further increase the upside. The property has had its soft story retro fit completed and is well parked with 9 individual spaces + 3 extra tandem spaces on-site for a total of 12 parking.

This is a prime asset in an A+ location of LA being delivered under market with tremendous upside!

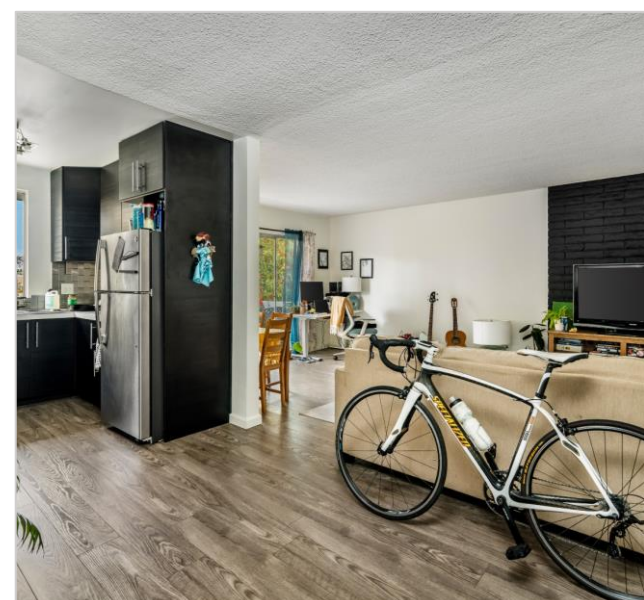


9 UNITS ■ PALMS NEIGHBORHOOD






# Interior Layout



# FLOOR PLANS







# 02

## Financial Analysis

10961 Rose Avenue



# Financial Analysis

## PRICING

<b>OFFERING PRICE</b>	<b>\$2,995,000</b>
PRICE/UNIT	\$332,778
PRICE/SF	\$313.35
GRM	11.89
MARKET GRM	7.60
CURRENT CAP	5.24%
MARKET CAP	9.37%

## PROPOSED FINANCING

Down	45%	\$1,347,750
Loan	55.0%	\$1,647,250
Ammort Years		30
Interest Rate		6.00%
Payments		(\$9,876)

## MONTHLY RENT SCHEDULE

# of Units	Type	Avg. Current	Current Total	Market	Market Total
2	1+1	\$1,831	\$3,663	\$2,800	\$5,600
4	1+1.5	\$2,022	\$8,088	\$3,000	\$12,000
1	1+1.5+Den	\$1,122	\$1,122	\$4,250	\$4,250
2	2+2	\$4,057	\$8,113	\$5,500	\$11,000
<b>Total Scheduled Rent</b>			<b>\$20,986</b>		<b>\$32,850</b>

## ANNUALIZED INCOME

	Current	Market
<b>Scheduled Gross Income</b>	<b>\$251,834</b>	<b>\$394,200</b>
Vacancy Rate Reserve	3% (\$7,555)	5% (\$19,710)
<b>Gross Operating Income</b>	<b>\$244,279</b>	<b>\$374,490</b>

## ANNUALIZED EXPENSES

	Current	Market
New Taxes (% Purchase Price):	1.20%	\$35,940
Repairs & Maintenance (\$/Unit):	\$650	\$5,850
Insurance (\$/SF):	\$1.25	\$11,948
Utilities (\$/Unit):	\$1,300	\$11,700
Trash (\$/Month):	\$700	\$8,400
Landscaping (\$/Month):	\$100	\$1,200
Property Management (%GOI):	5%	\$12,214
<b>ESTIMATED EXPENSES</b>	<b>\$87,251</b>	<b>\$93,762</b>
Expenses/Unit	\$9,695	\$10,418
Expenses/SF	\$9.13	\$9.81
% of SGI	34.65%	23.79%

## RETURN

	Current	Market
NOI	\$157,028	\$280,728
Less Debt	(\$118,513)	(\$118,513)
Cashflow	2.86% \$38,514	12.04% \$162,215
Principal Paydown	\$20,228	\$20,228
Total Return Before Taxes	4.36% \$58,743	13.54% \$182,443



# Rent Roll

10961 ROSE AVENUE

Unit #	Unit Type	Unit SF	Current Rent	Current Rent/SF	Market Rent	Market Rent/SF	Notes
01	1+1	700	\$1,263	\$1.80	\$2,800	\$2.22	
02	2+2	1,800	\$2,613	\$1.45	\$5,500	\$2.10	
03	1+1.5	800	\$2,916	\$3.65	\$3,000	\$1.03	
04	1+1.5	800	\$2,604	\$3.26	\$3,000	\$1.15	
05	1+1	700	\$2,400	\$3.43	\$2,800	\$1.17	Renovated
06	2+2	1,800	\$5,500	\$3.06	\$5,500	\$1.00	Vacant; Renovated
07	1+1.5	800	\$1,422	\$1.78	\$3,000	\$2.11	
08	1+1.5+Den	800	\$1,122	\$1.40	\$4,250	\$3.79	
09	1+1.5	800	\$1,145	\$1.43	\$3,000	\$2.62	
Total Monthly Rent			\$20,986		\$32,850		
Total Annual Rent			\$251,834		\$394,200		



An aerial photograph of a residential neighborhood, overlaid with a dark blue semi-transparent filter. In the foreground, a large, light-colored, two-story house with a flat roof and arched windows is visible. The house is surrounded by lush green trees and a well-maintained lawn. Several cars are parked on the street in front of the house. In the background, a dense residential area with many smaller houses and trees extends towards a range of hills under a clear sky. The overall scene is peaceful and suburban.


# 03

## Market Comparables

10961 Rose Avenue




# SALES COMPARABLES

PHOTO	ADDRESS	UNITS	BUILT	GROSS SF	LOT SF	UNIT MIX	SALE DATE	PRICE	PRICE/UNIT	PRICE/SF	CAP	GRM
	<b>S Subject</b> <b>10961 Rose Avenue</b> Los Angeles 90034	9	1968	9,558	8,166	2 - 1+1 4 - 1+1.5 1 - 1+1.5+Den 2 - 2+2	On Market	<b>\$2,995,000</b>	\$332,778	\$313.35	5.24%	11.89
	<b>1 3741 S Bentley Ave</b> Los Angeles, CA	6	1963	4,194	7,559	3 - 2+1 2 - 1+1 1 - 0+1	6/17/2024	<b>\$1,575,000</b>	\$262,500	\$375.54	4.70%	13.84
	<b>2 10603 Palms Blvd</b> Los Angeles, CA	5	1915	4,860	8,658	4 - 2+2 1 - 3+1	5/1/2024	<b>\$2,360,000</b>	\$472,000	\$485.60	4.97%	13.08
	<b>3 3608 Mentone Ave</b> Los Angeles, CA	9	1957	7,782	7,503	3 - 1+1 2 - 2+1 4 - 2+2	4/25/2025	<b>\$2,175,000</b>	\$241,667	\$279.49	4.71%	13.79
	<b>4 3764 Barry Ave</b> Los Angeles, CA	6	1953	5,620	7,554	6 - 2+1	2/3/2025	<b>\$2,219,500</b>	\$369,917	\$394.93	5.06%	12.84
	<b>5 4080 Madison Ave</b> Los Angeles, CA	6	1951	5,388	8,101	4 - 1+1 2 - 2+1	10/25/2025	<b>\$2,550,000</b>	\$425,000	\$473.27	4.73%	13.75
	<b>6 9117 National Blvd</b> Los Angeles, CA	8	1964	6,734	6,831	2 - 2+2 4 - 1+1 2 - 2+1.5	10/7/2024	<b>\$2,478,400</b>	\$309,800	\$368.04	4.81%	13.50

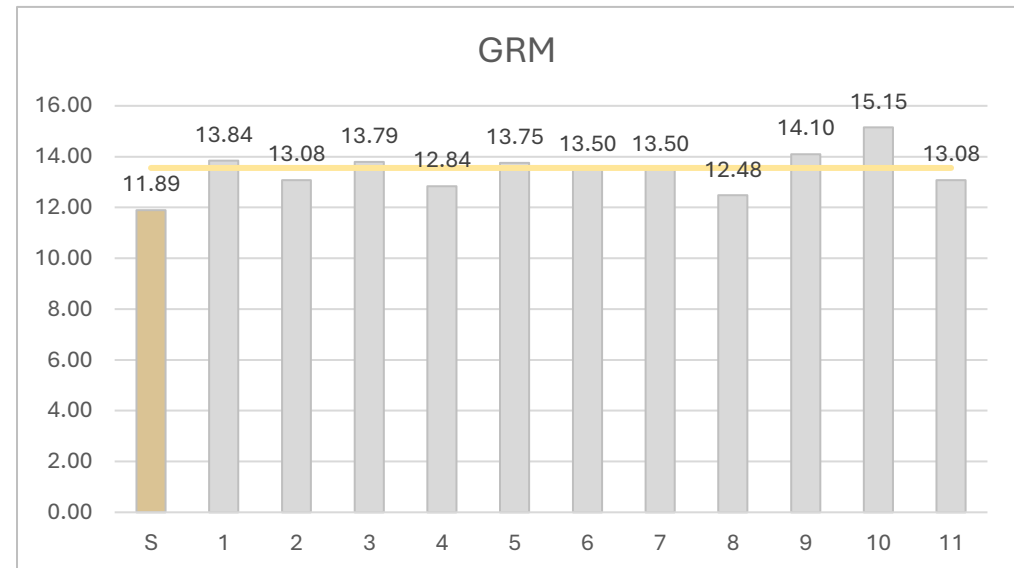
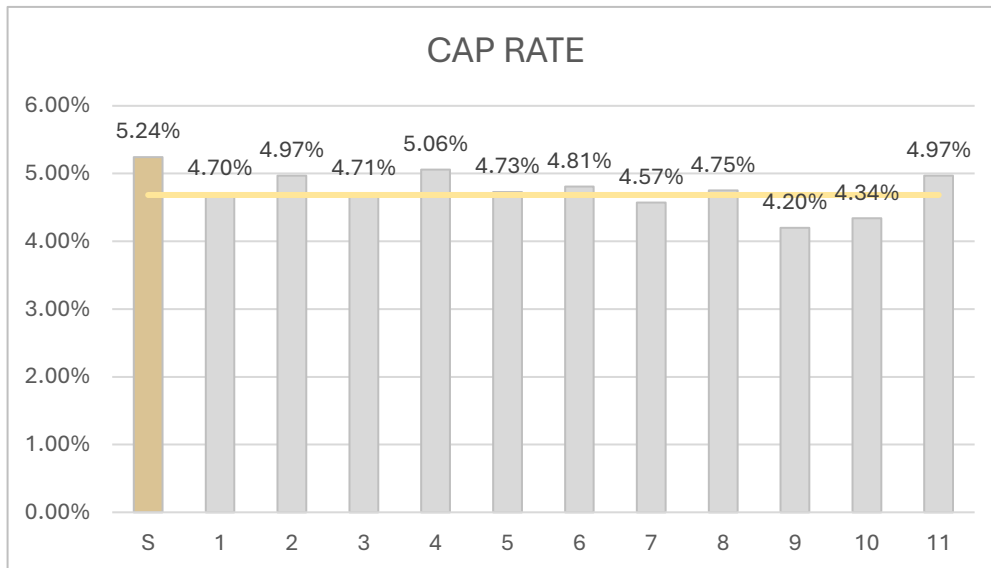
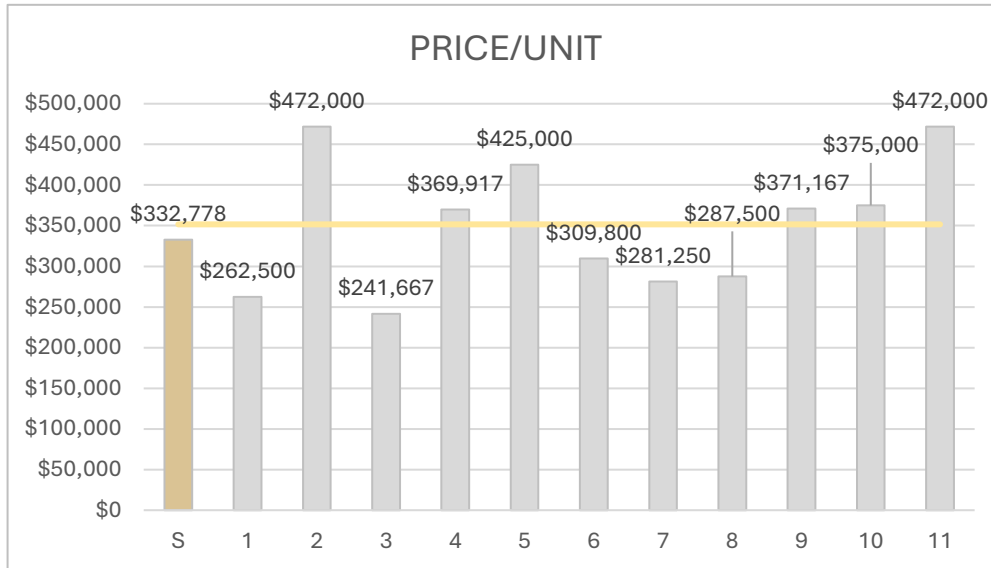


# SALES COMPARABLES

PHOTO	ADDRESS	UNITS	BUILT	GROSS SF	LOT SF	UNIT MIX	SALE DATE	PRICE	PRICE/UNIT	PRICE/SF	CAP	GRM
	<b>S Subject</b> <b>10961 Rose Avenue</b> Los Angeles 90034	9	1968	9,558	8,166	2 - 1+1 4 - 1+1.5 1 - 1+1.5+Den 2 - 2+2	On Market	<b>\$2,995,000</b>	\$332,778	\$313.35	5.24%	11.89
	<b>7 3754 Vinton Ave</b> Los Angeles, CA	8	1957	6,570	7,405	5 - 1+1 2 - 2+1 1 - 3+1	9/6/2024	<b>\$2,250,000</b>	\$281,250	\$342.47	4.57%	13.50
	<b>8 11465 Venice Blvd</b> Los Angeles, CA	14	1956	12,090	12,197	10 - 2+1 4 - 1+1	7/9/2024	<b>\$4,025,000</b>	\$287,500	\$332.92	4.75%	12.48
	<b>9 3355 Manning Ave</b> Los Angeles, CA	18	1956	28,296	22,167	8 - 1+1 8 - 2+1 2 - 3+1	6/14/2024	<b>\$6,681,000</b>	\$371,167	\$236.11	4.20%	14.10
	<b>10 3101 Bagley Ave</b> Los Angeles, CA	10	1990	9,840	7,649	2 - 1+1 8 - 2+1	5/24/2024	<b>\$3,750,000</b>	\$375,000	\$381.10	4.34%	15.15
	<b>11 10603 Palms Blvd</b> Los Angeles, CA	5	1915	4,860	8,658	4 - 2+2 1 - 3+1	5/1/2024	<b>\$2,360,000</b>	\$472,000	\$485.60	4.97%	13.08
<b>AVERAGES</b>		<b>9</b>	<b>1952</b>	<b>8,749</b>	<b>7,701</b>				<b>\$351,618</b>	<b>\$377.73</b>	<b>4.68%</b>	<b>13.56</b>

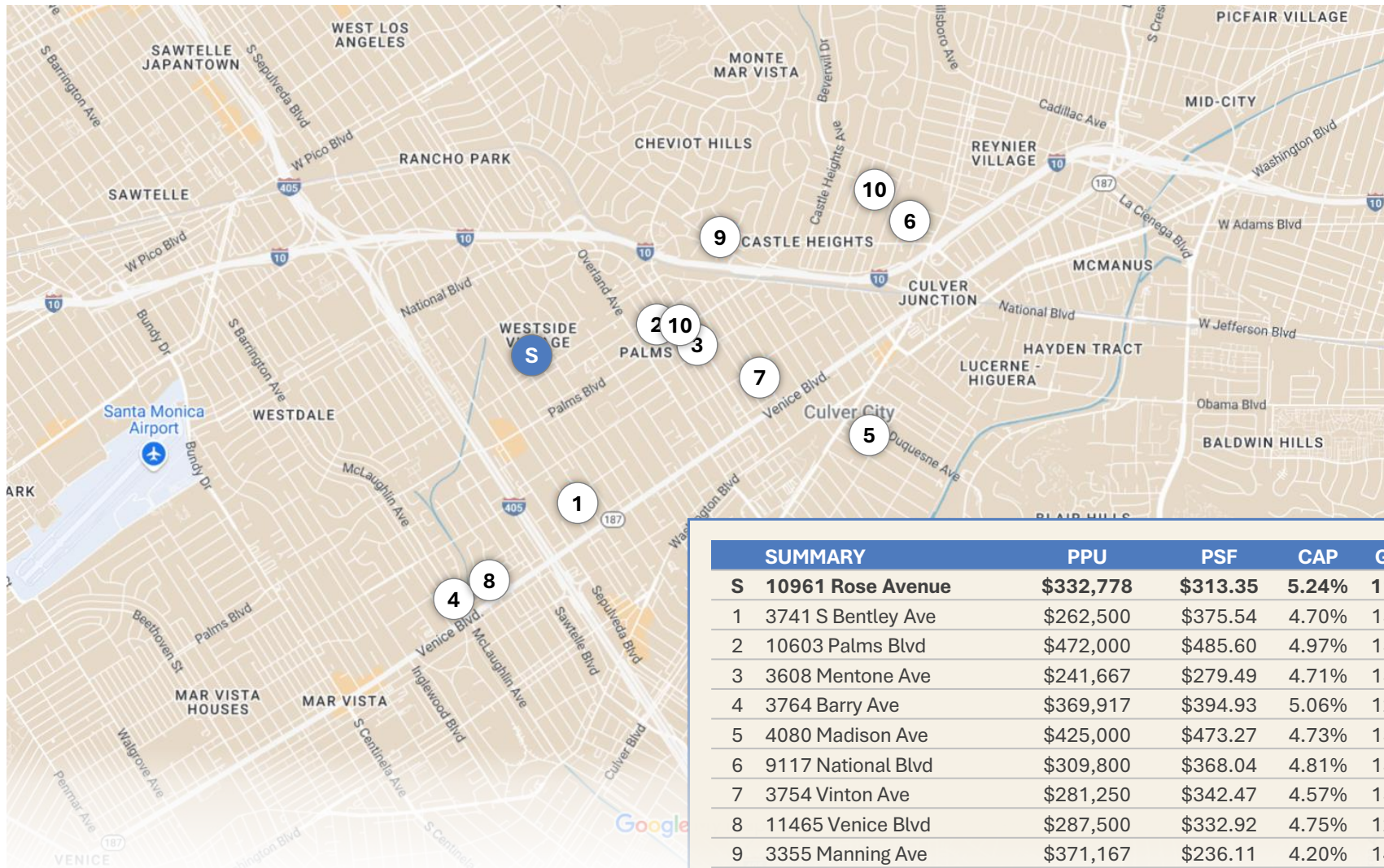


# SALES COMPARABLES





# SALES COMPARABLES



	SUMMARY	PPU	PSF	CAP	GRM
<b>S</b>	<b>10961 Rose Avenue</b>	<b>\$332,778</b>	<b>\$313.35</b>	<b>5.24%</b>	<b>11.89</b>
1	3741 S Bentley Ave	\$262,500	\$375.54	4.70%	13.84
2	10603 Palms Blvd	\$472,000	\$485.60	4.97%	13.08
3	3608 Mentone Ave	\$241,667	\$279.49	4.71%	13.79
4	3764 Barry Ave	\$369,917	\$394.93	5.06%	12.84
5	4080 Madison Ave	\$425,000	\$473.27	4.73%	13.75
6	9117 National Blvd	\$309,800	\$368.04	4.81%	13.50
7	3754 Vinton Ave	\$281,250	\$342.47	4.57%	13.50
8	11465 Venice Blvd	\$287,500	\$332.92	4.75%	12.48
9	3355 Manning Ave	\$371,167	\$236.11	4.20%	14.10
10	3101 Bagley Ave	\$375,000	\$381.10	4.34%	15.15
11	10603 Palms Blvd	\$472,000	\$485.60	4.97%	13.08





# 04

## Location Overview

10961 Rose Avenue



# Palms *Los Angeles*

Nestled between the dynamic energy of Culver City and the prestige of Beverly Hills, the 90034 zip code—home to neighborhoods like Castle Heights and Beverlywood-adjacent—offers the perfect fusion of lifestyle, location, and long-term value. Families are drawn to the area for its top-tier public and private schools, including Castle Heights Elementary, known for its high test scores and community involvement. For professionals and creatives alike, 90034 is a job magnet: the Amazon Studios headquarters, Sony Pictures, HBO, Apple TV+, and TikTok's LA offices are all just minutes away, making commuting effortless and opportunity abundant.

The charm of 90034 goes beyond business and schools. Every Sunday, residents enjoy the Culver City Farmers Market—just blocks away—where local produce, artisan vendors, and live music create a thriving neighborhood atmosphere. With new dining hotspots, access to the Expo Line, and a growing tech footprint, this pocket of Los Angeles offers stable returns for investors and a vibrant lifestyle for tenants. Simply put: 90034 is where convenience meets culture, and demand continues to outpace supply.





# Palms Amenities





# PRIME

## *Westside Location*

Palms is located on the Westside of Los Angeles, south of Beverly Hills, Rancho Park, and Beverlywood and just north of Culver City. Small in size it covers only a two-square mile area marked by signs on Venice, Robertson, and Palms boulevards. With 45,475 people in that small plot of land, it is currently one of the most densely populated areas in Los Angeles County.

Palms was recently declared the best neighborhood in Los Angeles for Millennials and with good reason; while ethnically diverse, nearly half of the population falls within the 19-35 age range and a high proportion identifies as single or never married. The population is educated, with about 45% of residents in possession of at least a four year degree, while many residents have masters degrees or higher. It is not unusual to see UCLA Bruins gold and blue throughout the neighborhood, as many residents are either grad students or alumni at the nearby UCLA campus.

## LOCATION HIGHLIGHTS

- ❖ Diverse, residential area of both multi- and single-family residences that are home to a large number of renters
- ❖ Residents have convenient access to local employers, cultural attractions, and entertainment destinations
- ❖ Palms Station of the LA Expo Line provides efficient transportation to Downtown Los Angeles (to the East) and Santa Monica (to the West).
- ❖ The Westside is a major force in the Southern California economy, with an area of over 52 million square feet of rentable office space
- ❖ Its top-tier public and private schools, including Castle Heights Elementary, known for its high test scores and community involvement
- ❖ 90034 is a job magnet: the Amazon Studios headquarters, Sony Pictures, HBO, Apple TV+, and TikTok's LA offices are all just minutes away, making commuting effortless and opportunity abundant.



Adjacent Culver City



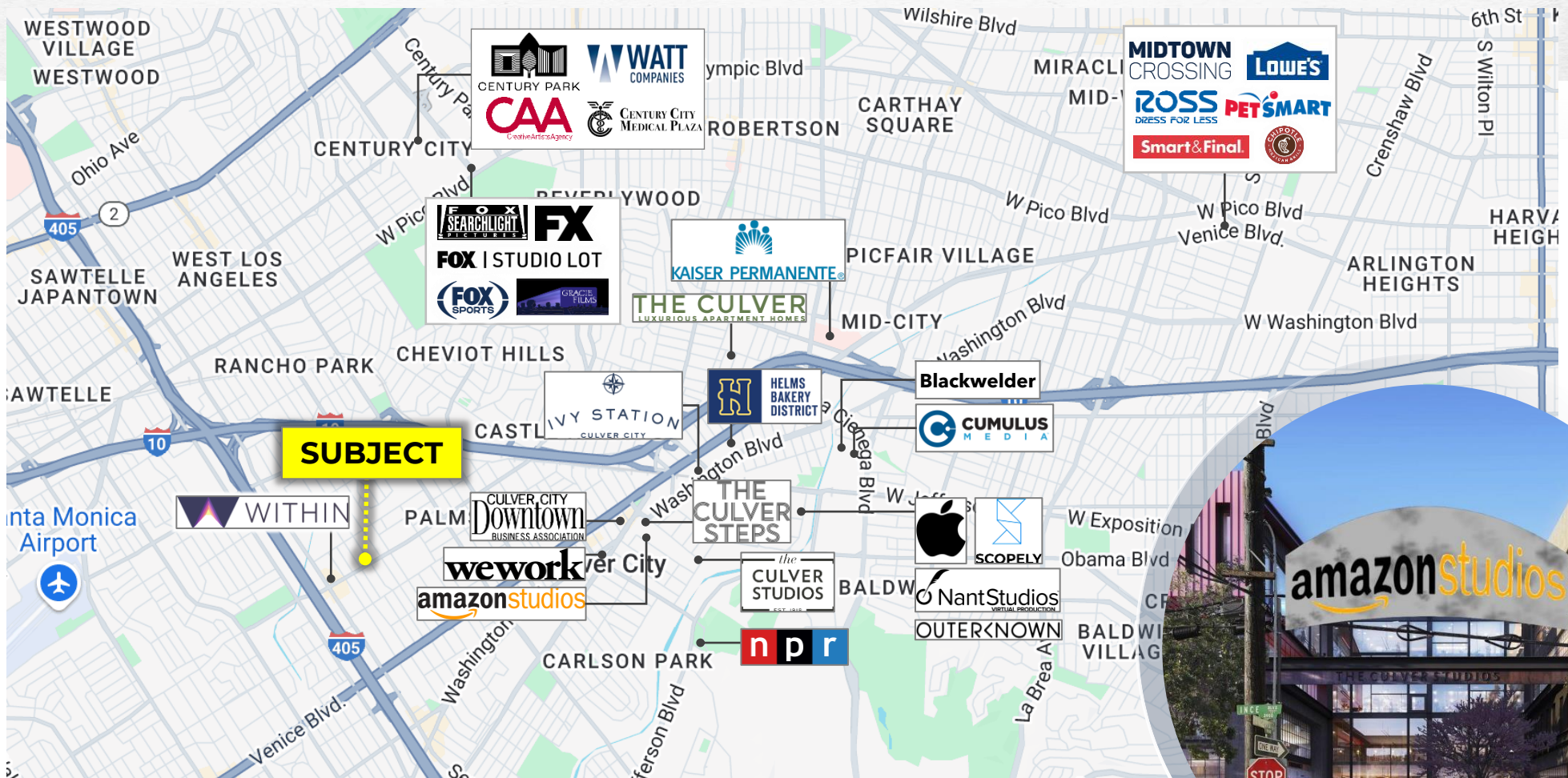
Westfield Mall



Platform Mall

# Media Hotspot

Adjacent Culver City and the Hayden Tract neighborhood are now home to some of the most well-known startups in the LA area. As the leading destination for short-form mobile video, TikTok offers a home for creative expression and a unique and joyful experience. Sweetgreen is on a mission to make sustainably-sourced and scratch-made food more widely available. Omaze is an online fundraising platform that gives donors the chance to win unique experiences when they donate to their favorite causes. Scopely, one of LA's most noteworthy gaming companies, recently closed a \$60 million round less than a year after securing its Series B.





# 10961 Rose Ave

*Los Angeles, CA 90034*



**SAMIMI**  
INVESTMENTS

*Cameron Samimi*

**LYONSTAHLL**  
INVESTMENT REAL ESTATE

310.259.7556 | [cameron@lyonstahl.com](mailto:cameron@lyonstahl.com)

CalDRE #02035763

9 UNITS ▪ PALMS NEIGHBORHOOD