

OFFERING MEMORANDUM

THE GEMMA

185 SAXONY RD, ENCINITAS, CA 92024

*A 32 Unit Multifamily Investment
Opportunity Located in Encinitas, CA*







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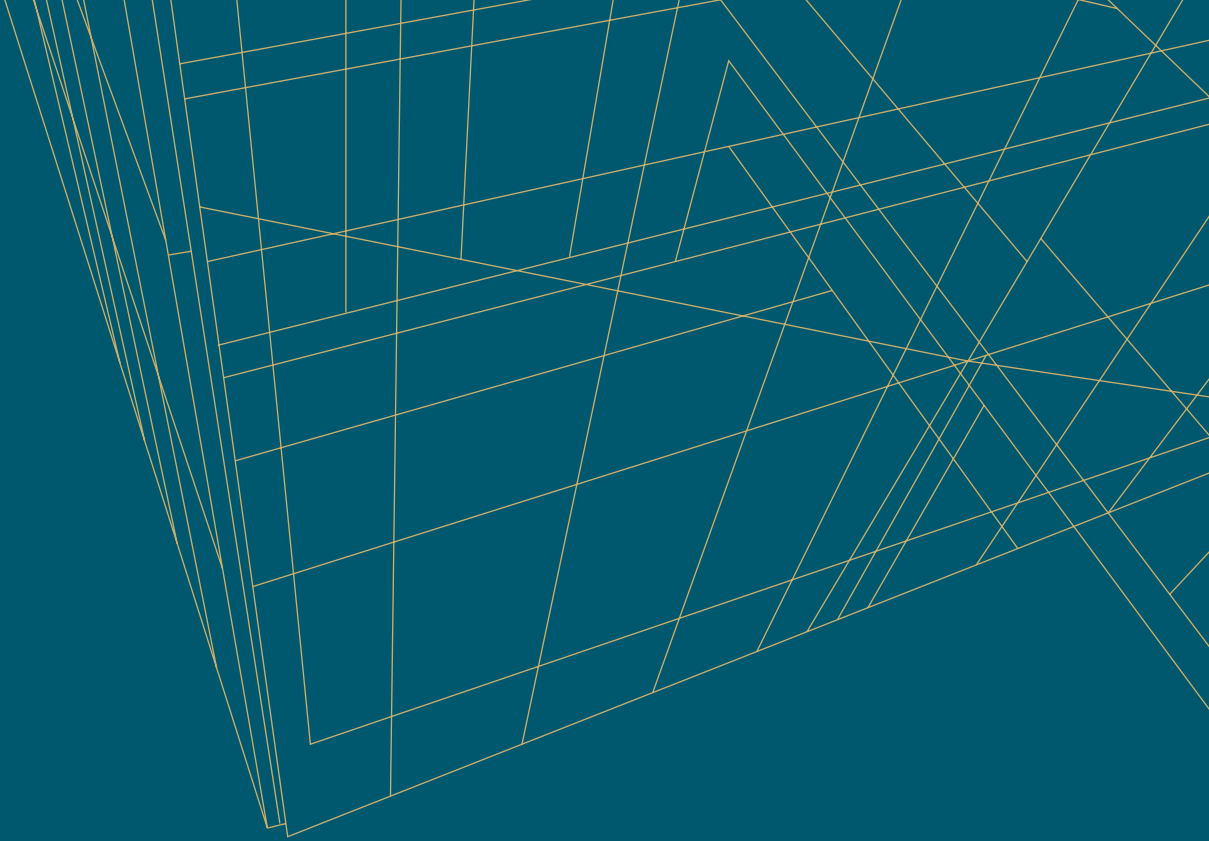
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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY



PREMIER INVESTMENT IN THE HEART OF ENCINITAS, CA

Kidder Mathews is proud to exclusively offer for sale this fully renovated, 32-unit luxury apartment community in the heart of coastal Encinitas.

Nestled in one of North San Diego County's most coveted beachside enclaves—just 0.8 miles from Moonlight State Beach and under 1 mile from Downtown Encinitas' bustling shops, restaurants, and surf culture—The Gemma delivers an irreplaceable walk-to-everything lifestyle in a market with virtually no new supply.

This turn-key trophy asset has undergone a complete 2025 renovation to institutional standards, featuring all-new quartz countertops, fully renovated kitchens and bathrooms, luxury vinyl plank flooring, new AC units, a brand-new roof, and full re-plumbing with new water supply lines in every unit. The freshly painted exterior enhances curb appeal, while 13 spacious two-bedroom, two-bath townhomes and 19 one-bedroom, one-bath flats (32 units total) deliver a highly desirable, family-friendly mix commanding premium coastal rents.

With quality post renovation systems installed, minimal near-term CapEx, and Encinitas vacancy below 2.5%, The Gemma offers immediate stabilized cash flow, organic rent growth, and long-term appreciation in a submarket where median home prices exceed \$2.1M.

This rare offering combines 2025-renovated luxury, proven coastal demand, and embedded upside—a true core-plus investment in the crown jewel of North County.



ADDRESS	185 Saxony Rd, Encinitas, CA 92024
NUMBER OF UNITS	32
LAND SIZE	±48,787 SF
APPROX BLDG SF	±20,250 SF
PARCEL NUMBER	258-111-03-00
YEAR BUILT	1988
PRICE	\$20,100,000
PRICE / UNIT	\$628,125
PRICE / SF	\$993

	Current
GRM	16.0
CAP RATE	4.35%

INVESTMENT HIGHLIGHTS



**32 TURN-KEY
RESIDENTIAL
UNITS INC 13
TOWNHOMES**



**LOW
MAINTENANCE
ASSET**



**STABLE
PERFORMING
PROPERTY**



**LUXURY
RENOVATED
ASSET**



**21 GARAGES
26 SURFACE
PARKING SPACES**



**COASTAL BEACH
LOCATION**



**PEX PLUMBING
SUPPLY LINES
THROUGHOUT**



**POTENTIAL
FOR MULTIPLE
ACCESSORY
DWELLING UNITS
(ADUS)**



**2 BEDROOM
TOWNHOMES
WITH PRIVATE
YARDS**



**DIRECT GARAGE
ACCESS IN
2 BEDROOMS**





*Extensively Renovated in 2025
Over \$2.12M in Capital Improvements*

Complete re-roof to
all buildings

New PEX plumbing supply
lines throughout (hot
and cold)

Electrical upgrades

Vinyl dual pane windows

Parking lot slurry coat
and stripping

New exterior paint

Upgraded window
treatments

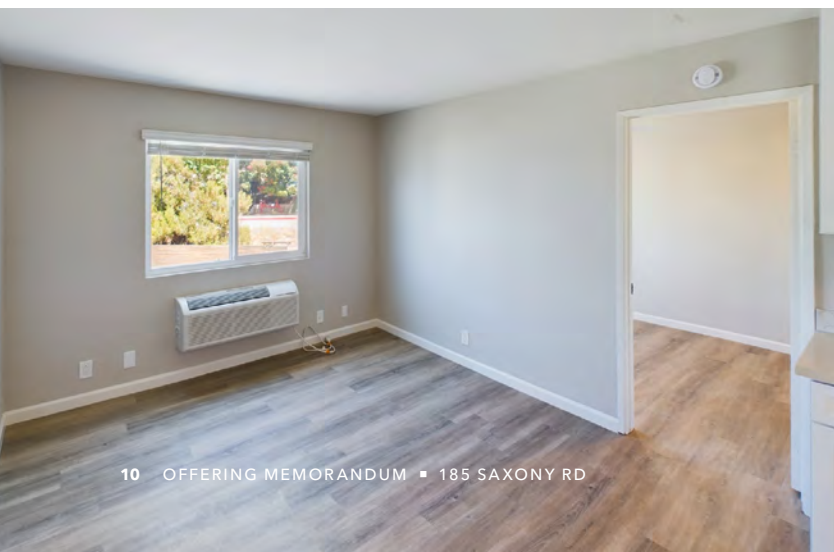
ABS plumbing

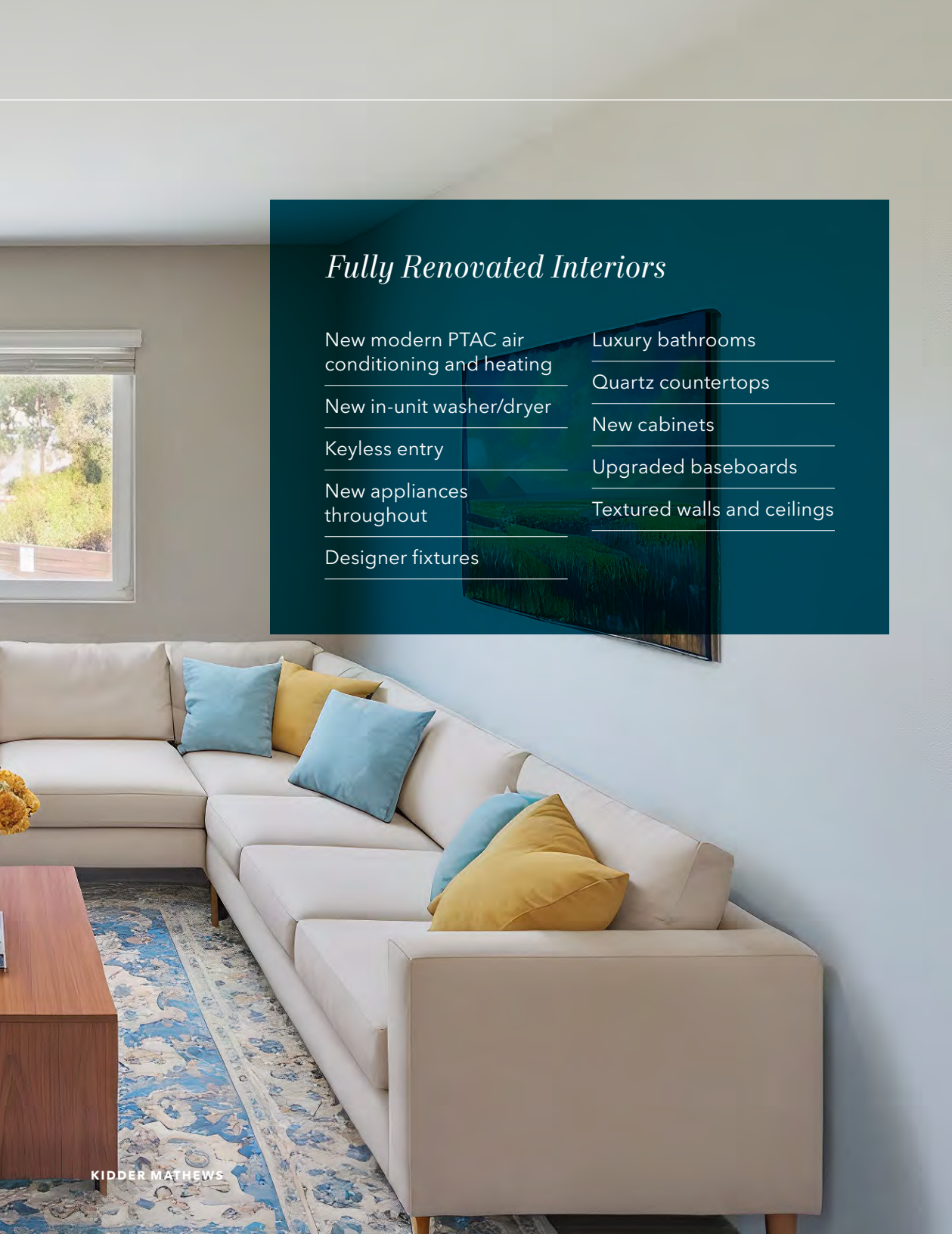
Quartz countertops

New cabinets

Balcony maintenance
and certification

EXECUTIVE SUMMARY





Fully Renovated Interiors

New modern PTAC air conditioning and heating

New in-unit washer/dryer

Keyless entry

New appliances throughout

Designer fixtures

Luxury bathrooms

Quartz countertops

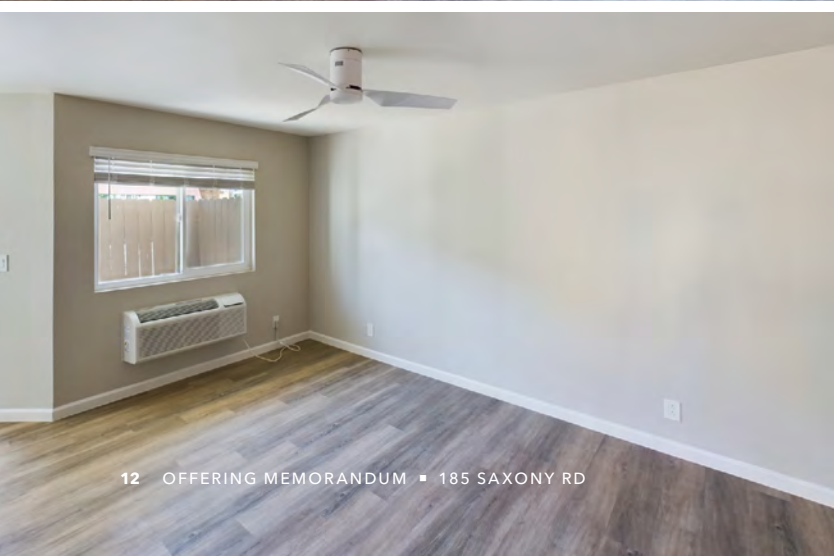
New cabinets

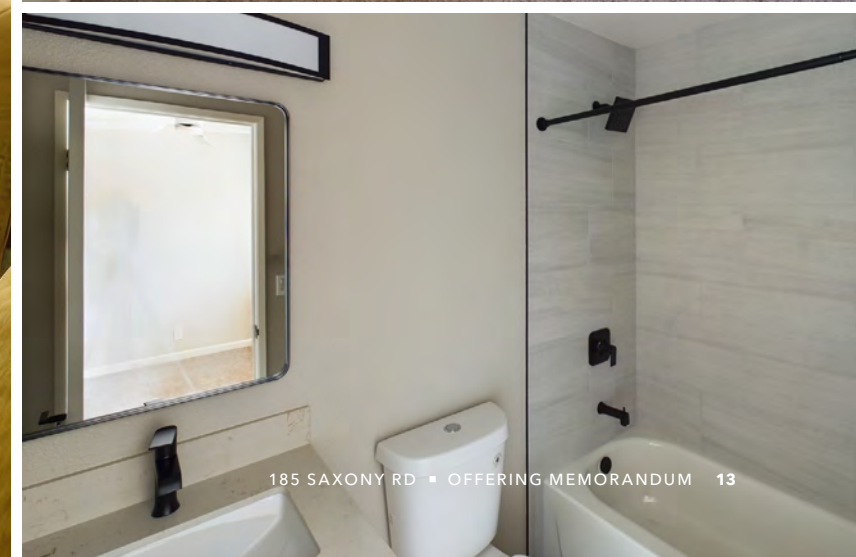
Upgraded baseboards

Textured walls and ceilings



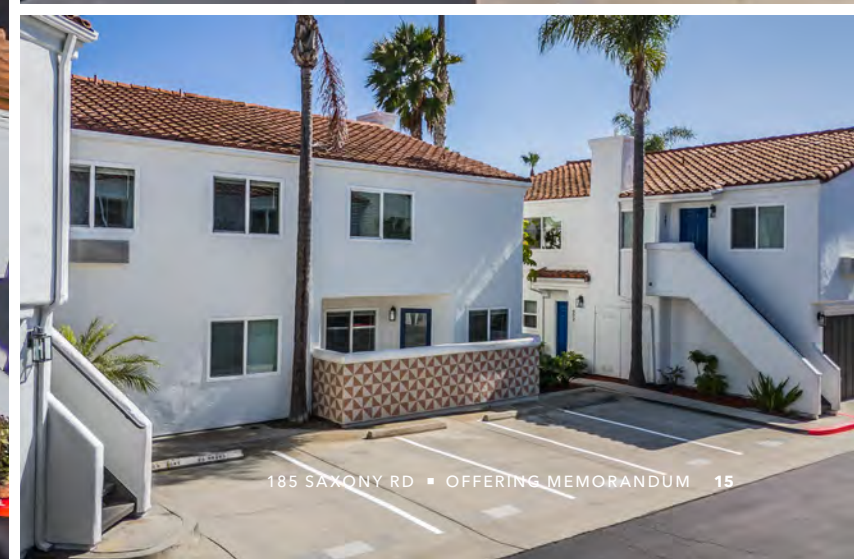
EXECUTIVE SUMMARY





EXECUTIVE SUMMARY







FINANCIALS

UNIT MIX

	Number of Units	Approx Size (SF)	In-place Rent
1 BED, 1 BATH	15	485	\$2,806
2 BED, 2 BATH	13	860	\$3,846
1 BED, 1 BATH-RESIDENT MANAGER	1	485	\$1,876
1 BED, 1 BATH ADU*	3	450	\$2,650*
RUBS	-	-	\$1,250
GARAGE INCOME	-	-	\$800
OTHER INCOME	-	-	\$400
TOTAL EXPENSES		20,250	\$104,416

*ADU currently vacant. Rent is proforma.



ANNUAL PROPERTY OPERATING DATA

		In-place
Down Payment	\$10,050,000	
New Loan	\$10,050,000	
GRM		16.0
Cap Rate		4.35%
Cash-on-Cash		2.7%
Annual Gross Scheduled Income		\$1,247,592
Vacancy	3.00%	(\$37,590)
Collected Income		\$1,215,402
Real Estate Taxes	1.06%	\$212,636
Fixed Charged Assmts (Sewer, etc.)		\$7,652
Insurance		\$20,000
Gas & Electric		\$2,000
Water		\$5,000
Trash		\$6,300
Landscaping/Janitorial		\$8,400
Prof. Mgmt.	3.00%	\$36,462
Payroll		\$10,400
Repairs & Maintenance	\$800	\$25,600
Replacement Reserves	\$200	\$6,400
Misc		\$1,000
Total Operating Expenses		(\$341,850)
Net Operating Income		\$873,553
Proposed New Loan	\$10,050,000	6.00% (\$603,000)
Cash Flow		\$270,553



COMPARABLES

RENT SURVEY

				
	SUBJECT PROPERTY The Gemma 185 Saxony Rd Encinitas, CA 92024	01 Waverly Cottages 139 Avocado St Encinitas, CA 92024	02 The Palms 1415 N Vulcan Ave Encinitas, CA 92024	03 Housey Housey 951 Vulcan Encinitas, CA 92024
# of Units	32	10	14	9
Year Built	1988	1949	2005	1972
1 Bedroom	1x1			1x1
Rent	\$2,806	-	-	\$3,195
Avg SF	485	-	-	625
Rent/SF	\$5.78	-	-	\$5.11
2 Bedroom	2x2 Twnhm	2x2.5	2x2	2x1
Rent	\$3,846	\$4,195	\$3,750	\$3,595
Avg SF	860	660	900	750
Rent/SF	\$4.47	\$6.36	\$4.17	\$4.79
Notes	-	Renovated, Superior location, comparable appearance and unit interiors	Unrenovated (dated interiors but clean), comparable location, appearance and unit interiors	Renovated, superior location, comparable appearance, inferior unit interiors.



04

1020 Golden Rd

1020 Golden Rd
Encinitas, CA 92024

4

1963

1x1

\$2,850

430

\$6.63

2x2

\$4,150

1,100

\$3.77

Renovated, Inferior location, inferior appearance, inferior interiors



05

The Resort at Encinitas

1300 N Vulcan Ave
Encinitas, CA 92024

200

2005

1x1

\$3,195

843

\$3.79

2x2 flat

\$3,550

1,106

\$3.21

Resort-style pool & view deck, putting green, fitness center, pet-friendly, in-unit laundry, walk to Moonlight Beach



06

Triton Encinitas

595 N Vulcan Ave
Encinitas, CA 92024

150

2023

1x1

\$4,055

738

\$5.49

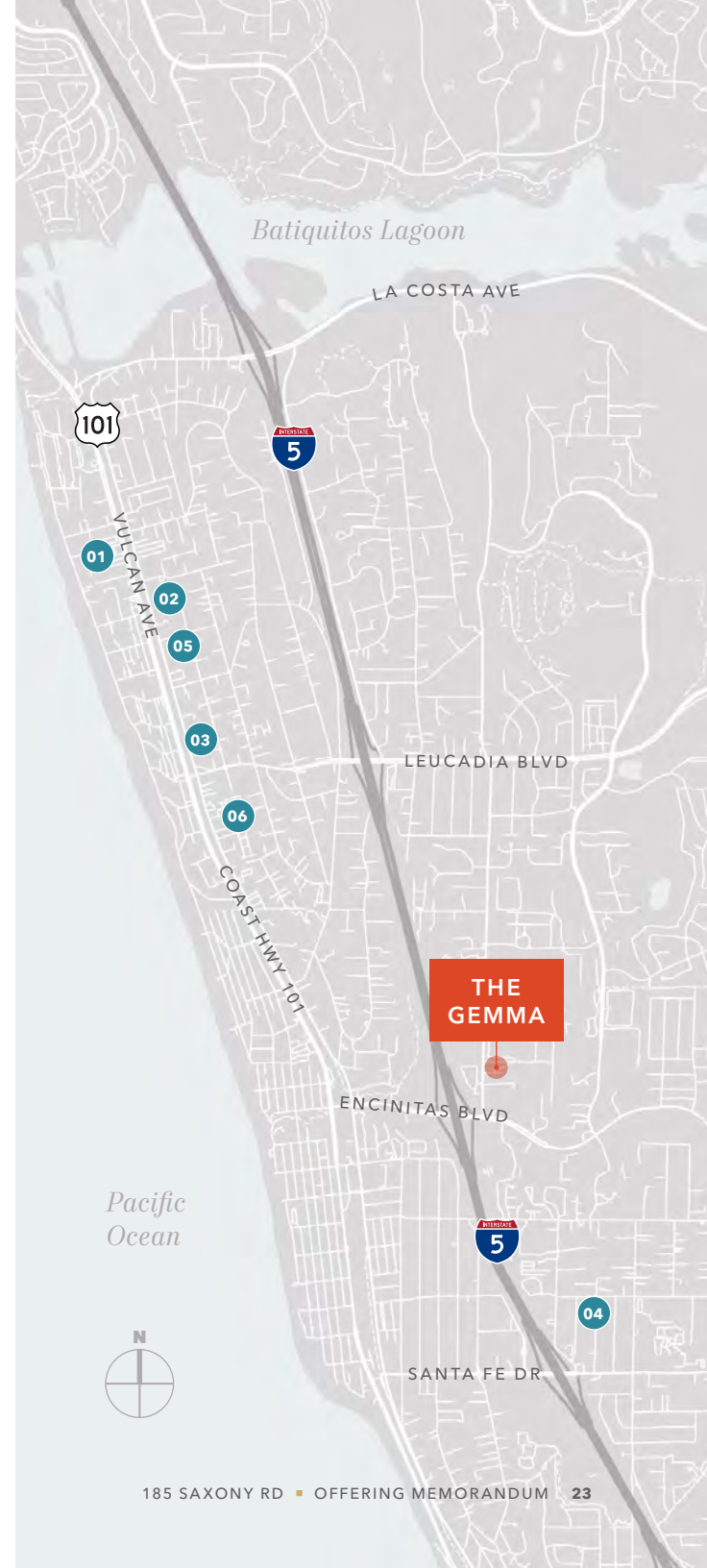
2x2 Flat

\$4,700

955

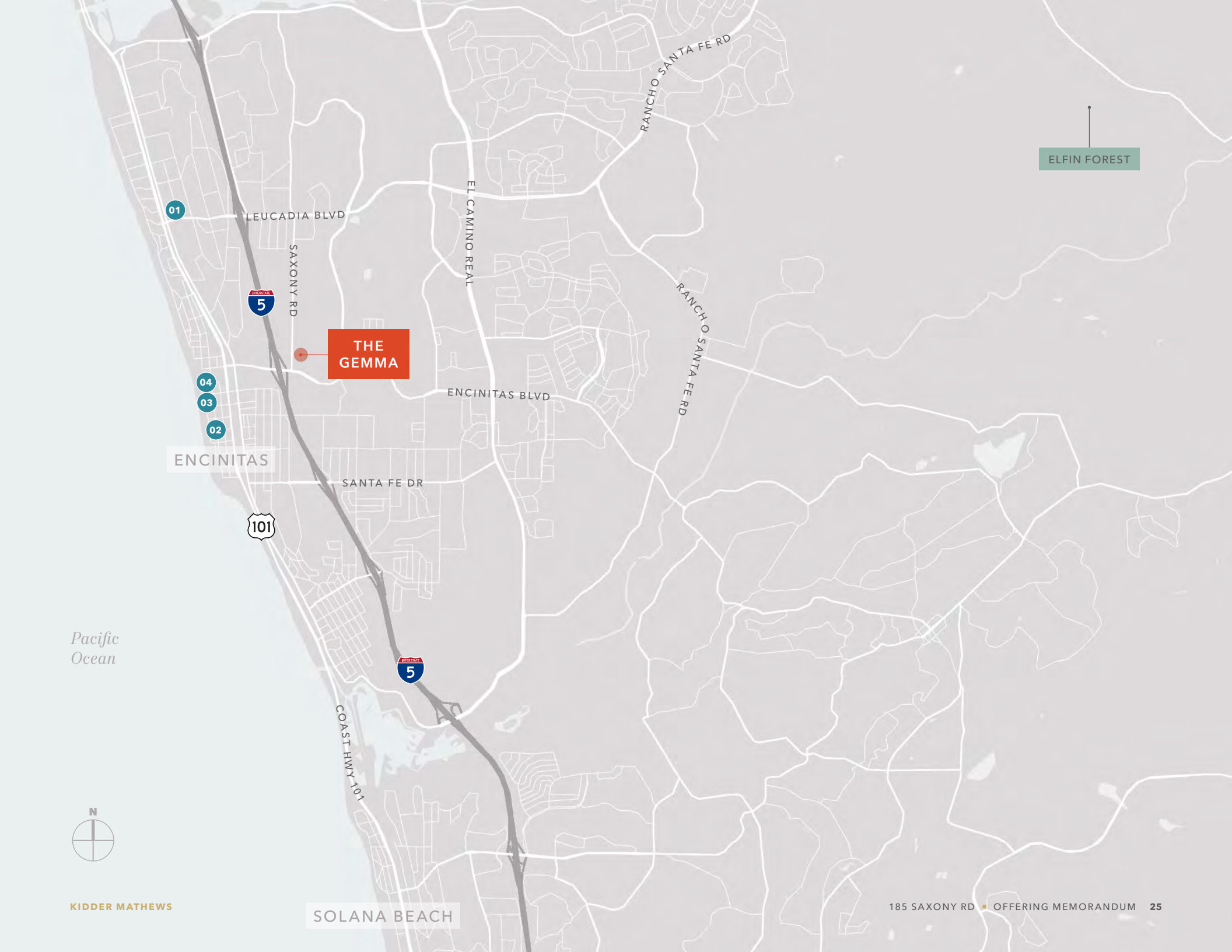
\$4.92

Ocean & lagoon views from skydeck, poolside cabanas, clubhouse lounge & kitchen, fitness center, EV charging



SALE COMPARABLES

		Property Name	Sale Date	Sale Price	Price/Unit	Price/SF	Cap Rate	GRM	Year Built	Unit Mix
		THE GEMMA 185 Saxony Rd Encinitas, CA 92024	-	\$20,100,000	\$628,125	\$993	4.35%	160	1988	19 1x1; 13 2x2 TH
01		HOUSEY HOUSEY 951 N Vulcan Ave Encinitas, CA 92024	7/25/25	\$5,487,000	\$609,667	\$920	4.30%	15.4	1976	1 studio; 6 1x1; 2 2x1
02		THE BLUFFS 843-51 4th St Encinitas, CA 92024	7/17/24	\$5,487,000	\$693,000	\$617	4.10%	16.3	1977	2 1x1; 8 2x2
03		333 W D ST 333 W D St Encinitas, CA 92024	9/12/24	\$4,850,000	\$692,857	\$1,023	2.00%	-	1974	2 1x1; 8 2x2
04		409 4TH 409 4th St Encinitas, CA 92024	9/10/24	\$7,500,000	\$750,000	\$849	4.10%	16.3	1977	7 1x1; 1 2x1; 2 2x2



THE
GEMMA

ELFIN FOREST

ENCINITAS

SOLANA BEACH

Pacific
Ocean





500

AREA OVERVIEW

ENCINITAS, CA A COASTAL GEM

129,045

POPULATION WITHIN
A 5-MILE RADIUS

\$231,013

AVG HOUSEHOLD INCOME
WITHIN A 5-MILE RADIUS

\$3.3M

MEDIAN HOME
VALUE IN LEUCADIA

44

MEDIAN AGE WITHIN
A 5-MILE RADIUS

263

SUNNY DAYS
PER YEAR



CHARMING COASTAL CITY OF SAN DIEGO COUNTY

Encinitas is known for its laid-back vibe, beautiful beaches, and vibrant surf culture. The city offers a unique blend of natural beauty, small-town charm, and modern amenities.

LOCATION

Encinitas sits along the Pacific coastline, about 25 miles north of downtown San Diego. It is bordered by the Pacific Ocean to the west, and neighboring communities like Carlsbad, Leucadia, Cardiff-by-the-Sea, and Solana Beach surround it. The city is easily accessible via Interstate 5, making it a popular destination for both locals and tourists.

BEACHES AND SURFING CULTURE

Encinitas is home to some of San Diego's most iconic beaches. Whether you're into surfing, swimming, or simply relaxing in the sand, the city offers a range of beautiful coastal spots. Some of the most notable beaches include, Moonlight Beach, Swami's Beach and Cardiff State Beach.

Encinitas has a rich history in surf culture, and it's often considered one of the best surf towns in the U.S. The city's coastal lifestyle revolves around the surf community, and it was even the home of legendary surf icon Rob Machado. The city hosts annual surf

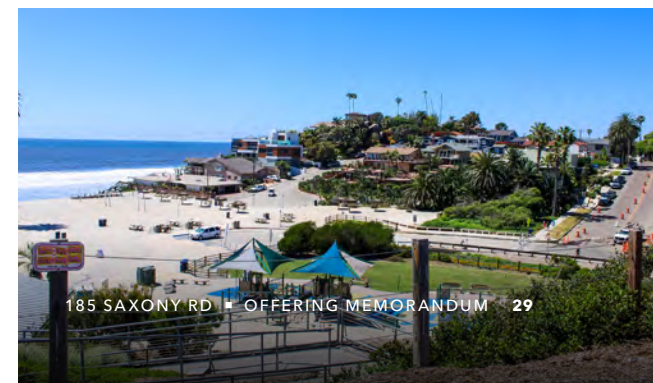
events, and surf shops, schools, and rental businesses are scattered throughout, making it an ideal place for both novice and experienced surfers.

CLIMATE

Encinitas enjoys a mild, Mediterranean climate with pleasant year-round temperatures. Summers are warm but not excessively hot, and winters are cool and mild, with average highs in the 60s and 70s°F. The coastal breezes help moderate temperatures, making it an ideal place for outdoor activities year-round.

EDUCATION AND FAMILY LIFE

Encinitas has a number of highly regarded schools, making it an attractive destination for families. The local school district, the Encinitas Union School District, is well-known for its excellent educational programs, and there are also several private schools in the area. Families are drawn to the city for its safe, family-friendly environment and its abundance of outdoor activities, making it an ideal place to raise children.



ENCINITAS, CA IS RIPE FOR CHANGE

LEUCADIA STREETScape

The Leucadia Streetscape project aims to revitalize the North Coast Highway 101 corridor in Leucadia, California, with a focus on improving safety and accessibility for pedestrians, cyclists, and drivers. The project seeks to transform the area into a lively public space that serves the community in various ways, such as encouraging community engagement, offering spaces for gatherings, sidewalk dining, retail displays, outdoor seating, and public art.

The City has completed Phase 1, which includes the initial improvement segment, known as "Segment A North," stretching between Marcheta Street and Basil Street. Additionally, an interim project aligned "Segments B & C" between Basil Street and La Costa Avenue with the Streetscape vision, providing a quick and affordable solution. Finished in the summer of 2022, Phase 1 improvements include wider sidewalks, dedicated bike lanes,

landscaping, irrigation, new streetlights, a storm drain system, parking pods, pedestrian trails, crosswalks, traffic striping, and street furniture like benches, tables, bike racks, and trash bins. A roundabout and a pedestrian under-crossing at El Portal Street have also been completed and are now open to the public.

The overall vision for the project is to celebrate Leucadia's arts, culture, and history while restoring the historic tree canopy, creating community spaces, enhancing accessibility, incorporating drought-tolerant landscaping, and supporting local businesses.

For more details about the Leucadia Streetscape project, click on the link below.

→ ENCINITASCA.GOV/STREETSCAPE



South View

Smart & Final

CVS/pharmacy

petco

FedEx
Office

THE HONEY BAKED
HAMS

CRACK
SHACK

IN-N-OUT
BURGER

Oggi's
SPORTS | BREWHOUSE | PIZZA

Valero

Chevron

THE GEMMA

ENCINITAS BLVD

SEACREST WAY

SAXONY RD

DEMOGRAPHICS

POPULATION

	1 Mile	3 Miles	5 Miles
2024 TOTAL ESTIMATED	14,395	69,783	137,583
2029 PROJECTION	14,403	69,322	136,846
2020 CENSUS	13,946	70,144	137,426
MEDIAN AGE	43.1	44.6	45.1

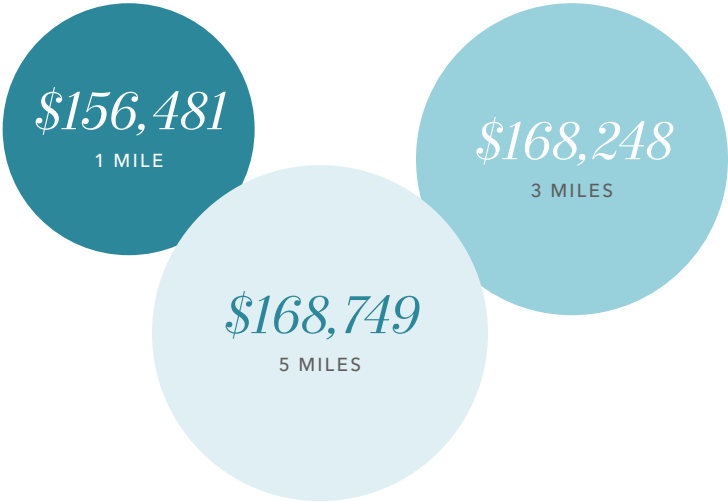
EMPLOYMENT & INCOME

	1 Mile	3 Miles	5 Miles
2024 MEDIAN HH INCOME	\$129,347	\$142,242	\$142,699
TOTAL BUSINESSES	1,946	36,930	64,032
TOTAL EMPLOYEES	12,273	6,018	9,886

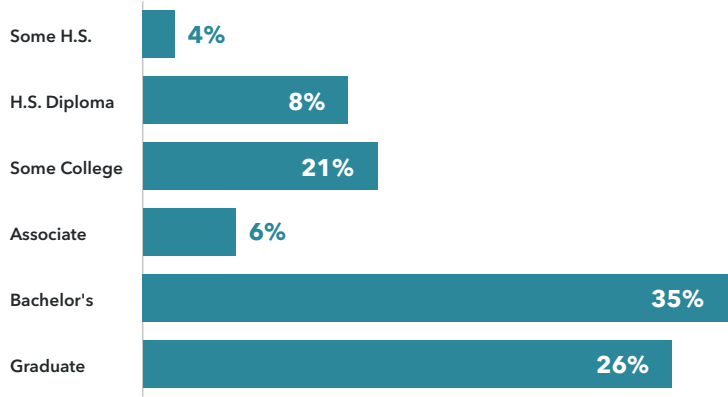
HOUSEHOLDS

	1 Mile	3 Miles	5 Miles
2024 TOTAL	5,717	27,390	53,933
2029 PROJECTED	5,712	27,183	53,616
2020 CENSUS	5,556	27,606	53,891
OWNER OCCUPIED HOUSEHOLDS	2,986	17,525	35,708
RENTER OCCUPIED HOUSEHOLDS	2,725	9,658	17,908

AVERAGE HOUSEHOLD INCOME



EDUCATION



Data Source: ©2025, CoStar

West View

S COAST HWY 101

S VULCAN AVE

THE ENCINITAN
HOTEL & SUITES

ENCINITAS
LIBRARY



SAXONY RD

THE GEMMA



ENCINITAS BLVD

SEACREST WAY

Exclusively listed by

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