

OFFERING MEMORANDUM

1001 *N. Croft* Avenue

Beverly Grove · Los Angeles, CA 90069

UNITS
8

YEAR BUILT
1988

BUILDING SF
7,888

LOT SF
6,498

1001
N. CROFT

TN

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— 1001 N. CROFT

“An eight-unit, LARSO-exempt multifamily asset — every unit with central HVAC, in-unit laundry, and private outdoor space — in the West Hollywood / Beverly Grove corridor.

DISCLOSURE

This Offering Memorandum has been prepared by True North CRE | Compass Commercial for the exclusive use of prospective investors. Material herein is derived from sources believed reliable but is not guaranteed. All measurements approximate. Subject to errors, omissions, change of price, condition, or withdrawal without notice. Nothing contained herein constitutes legal, tax, or accounting advice.

— SECTION ONE

01

Property *Overview*

THE ASSET • HIGHLIGHTS • PHOTOGRAPHY

— PROPERTY OVERVIEW

A non-rent-controlled asset with rents *~20% below* market.

— PROPERTY OVERVIEW

True North CRE is pleased to present **1001 N. Croft Avenue**, an eight-unit multifamily investment opportunity in one of Los Angeles' most supply-constrained rental submarkets. Built in 1988, the property is exempt from the Los Angeles Rent Stabilization Ordinance (LARSO) and is governed solely by AB 1482, giving ownership meaningful flexibility rarely found in this location. In-place rents sit approximately 20% below market, and because the property falls outside LARSO, a new owner can immediately implement the full 8.7% rent increase currently permitted under AB 1482 on seven of the eight units. This combination of day-one income growth and long-term mark-to-market upside, in a non-rent-controlled asset west of La Brea, positions 1001 N. Croft Avenue as a rare opportunity to acquire durable cash flow with a clear path to significantly higher returns.

— BUILDING QUALITY & UNIT FEATURES

The unit mix consists of six spacious two-bedroom, two-bathroom units and two one-bedroom, one-bathroom units. Each unit is fully equipped with a gas stove, dishwasher, refrigerator, microwave, and in-unit washer and dryer, complemented by granite countertops and wood flooring throughout. Central air conditioning and heat in every unit further distinguishes the property from its competitive set. Private outdoor space is a defining feature: every unit enjoys a balcony, while Units 201 and 204 each feature two patios, and top-floor units are enhanced by vaulted ceilings. Parking is well provided — seven tandem spaces and one single space give every unit dedicated on-site parking, and one unit has been upgraded with a tenant-installed EV charger. Utility structure is investor-friendly, with ownership responsible only for water, trash, and sewer.

— LOCATION & SUBMARKET

1001 N. Croft Avenue sits in the heart of the West Hollywood / Beverly Grove corridor, one of the most desirable and consistently high-performing rental locations in Los Angeles. Residents are moments from the Melrose District's shopping and dining, the Santa Monica Boulevard commercial corridor, and the design showrooms of the West Hollywood Design District. The Beverly Center, The Grove, and Cedars-Sinai Medical Center — one of the region's largest employers — are all within a short drive, with the employment centers of Century City, Beverly Hills, and Hollywood's studio and media campuses minutes away.

OFFERED AT

\$3,795,000

\$474,375 / unit • \$481 / SF

IN-PLACE CAP

5.0%

PRO FORMA CAP

6.4%

IN-PLACE GRM

13.0

PRO FORMA GRM

10.9

THE PROPERTY

UNITS	8
YEAR BUILT	1988
BUILDING SF	7,888
LOT SF	6,498
ZONING	LAR3
PARKING	On-site

Note: Current GRM and cap rate reflect application of the 8.7% rent increase presently permitted under AB 1482.

— AT A GLANCE

Property *Overview*



PROPERTY ADDRESS	1001 N. Croft Avenue
CITY STATE	Los Angeles, CA
SUBMARKET	West Hollywood / Beverly Grove · 90069
# OF UNITS	8
YEAR BUILT	1988
BUILDING SF	7,888
LOT SF	6,498
# OF BUILDINGS	1
APN	5529-007-027
ZONING	LAR3
PARKING	On-site · 7 Tandem + 1 Single
REGULATORY STATUS	LARSO Exempt · AB 1482 Only

— WHY THIS ASSET

Investment *Highlights*

01 LARSO Exempt · AB 1482 Only

Built in 1988, the property is exempt from the Los Angeles Rent Stabilization Ordinance and governed solely by AB 1482 — regulatory flexibility rarely found west of La Brea, in one of L.A.'s most tightly controlled rental markets.

03 Excellent Unit Mix & Amenities

Six 2+2s and two 1+1s totaling 7,888 SF. Every unit features central air and heat, in-unit washer and dryer, gas stove, dishwasher, granite countertops, wood flooring, and private outdoor space — top-floor units add vaulted ceilings. An amenity package that competes directly with newer construction.

05 Full On-Site Parking

Seven tandem spaces and one single space give every unit dedicated on-site parking — a critical amenity in this submarket. One unit has been upgraded with a tenant-installed EV charger.

02 Day-One Rent Growth

In-place rents sit approximately 20% below market. The 8.7% increase currently permitted under AB 1482 may be implemented on seven of the eight units upon acquisition — supporting the 5.0% cap rate and 13.0 GRM presented in this offering — with further mark-to-market upside on turnover.

04 Outdoor Space Value-Add

The property's open outdoor area presents a compelling value-add opportunity: converting it into a curated resident amenity — a fire pit, lounge seating, or open-air gathering space — would meaningfully enhance tenant appeal and rent premiums at modest capital cost.

06 Prime West Hollywood Corridor

Moments from the Melrose District, Santa Monica Boulevard, and the Design District, with Cedars-Sinai, the Beverly Center, and The Grove a short drive away — structural rental demand from young professionals, entertainment talent, and healthcare workers.

— EXTERIOR

Exterior *Photos*



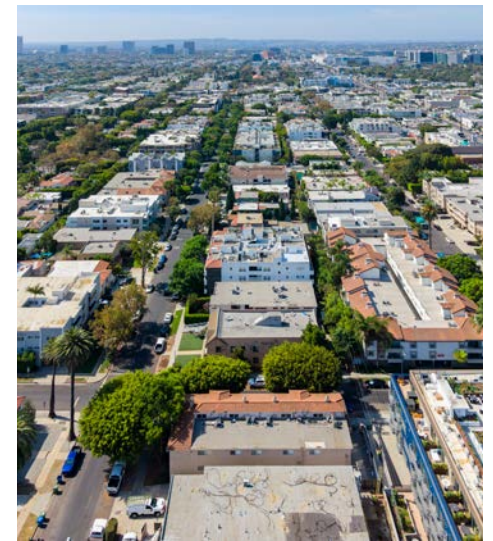
— INTERIOR FINISHES

Interior *Photos*



— AERIAL PHOTOGRAPHY

Aerial *Photos*

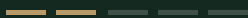


— SECTION TWO

02

Market *Overview*

SUBMARKET • AMENITIES • EMPLOYERS



— SUBMARKET

West Hollywood & *Beverly Grove*

1001 N. Croft Avenue sits in the heart of the West Hollywood / Beverly Grove corridor, one of the most desirable and consistently high-performing rental locations in Los Angeles. Residents are moments from the Melrose District's shopping and dining, the Santa Monica Boulevard commercial corridor, and the design showrooms of the West Hollywood Design District. The Beverly Center, The Grove, and Cedars-Sinai Medical Center — one of the region's largest employers — are all within a short drive.

The surrounding submarket is defined by exceptional walkability, a dense concentration of restaurants, nightlife, and entertainment, and immediate access to the area's major employment centers, including Century City, Beverly Hills, and Hollywood's studio and media campuses. Demand drivers here are structural rather than cyclical: young professionals, entertainment-industry talent, and healthcare workers compete for a limited stock of quality rental housing, and new supply is heavily constrained by land costs and entitlement hurdles.

This translates into historically low vacancy, strong rent growth, and a deep, liquid pool of renters willing to pay a premium for well-located, amenity-rich housing — exactly the profile 1001 N. Croft Avenue delivers.

375,000+

POPULATION • 3-MILE RADIUS

Spanning West Hollywood, Hollywood, Beverly Grove, and Beverly Hills — among the densest rental submarkets in Los Angeles.

\$98,000

MEDIAN HH INCOME • 3-MILE RADIUS

Anchored by the 90069 zip at \$107,987 — well above the L.A. County median of \$90,112.

Employment Core Adjacency

Century City, Beverly Hills, and Hollywood's studio and media campuses — three of L.A.'s densest employment cores — are all within a 15-minute commute.

Structural Rental Demand

Young professionals, entertainment-industry talent, and healthcare workers compete for a limited stock of quality rental housing near work and nightlife.

Supply-Constrained Inventory

New supply is heavily constrained by land costs and entitlement hurdles — insulating existing amenity-rich assets from competition.

Walkable Retail & Nightlife

The Melrose District, Santa Monica Boulevard corridor, and the Design District's showrooms and restaurants are all within blocks.

Healthcare Anchor

Cedars-Sinai Medical Center — one of the region's largest employers — is minutes away, generating durable, recession-resistant tenant demand.

— LOCATION & AMENITIES

Steps to *Everything*

● RETAIL & GROCERY

- 1 Trader Joe's West Hollywood
- 2 Whole Foods West Hollywood
- 3 Erewhon West Hollywood
- 4 Beverly Center
- 5 The Grove
- 6 Melrose Place

● RESTAURANTS & CAFÉS

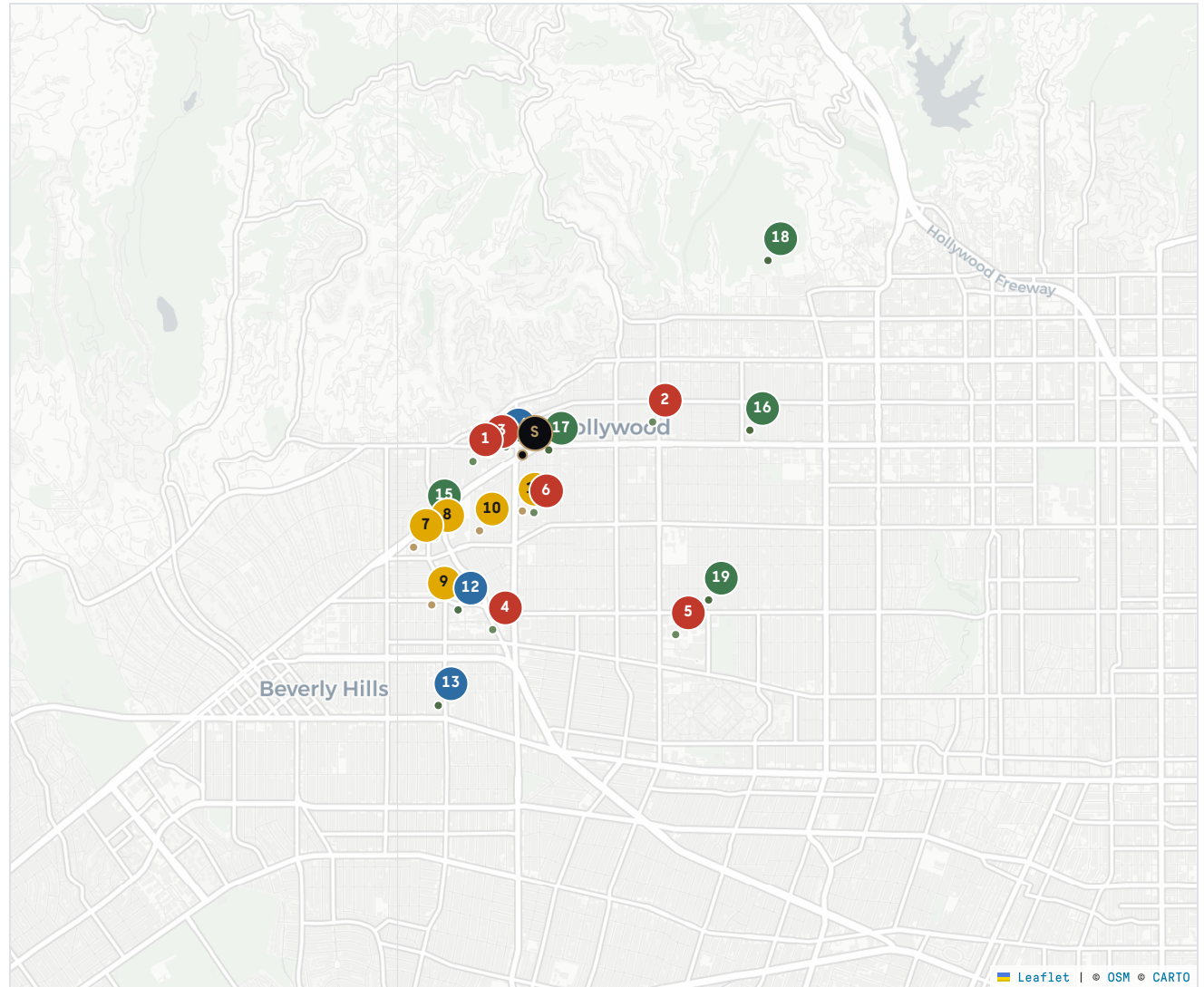
- 7 Craig's
- 8 Catch LA
- 9 The Ivy
- 10 Urth Caffé Melrose
- 11 Melrose Ave Dining

● MEDICAL

- 12 Cedars-Sinai Medical Ctr
- 13 Cedars-Sinai Urgent Care
- 14 CVS / Walgreens

● PARKS & RECREATION

- 15 West Hollywood Park
- 16 Plummer Park
- 17 Kings Road Park
- 18 Runyon Canyon Park
- 19 Pan Pacific Park



Leaflet | © OSM © CARTO

— LIFESTYLE ANCHORS

Nearby *Hotspots*



RETAIL • 0.3 MI

Melrose District

One of L.A.'s signature retail and dining corridors — designer boutiques, galleries, and acclaimed restaurants stretch along Melrose Avenue just blocks from the property.



DINING & NIGHTLIFE • 0.2 MI

Santa Monica Boulevard

West Hollywood's primary commercial corridor — restaurants, cafés, nightlife, and everyday services begin at the end of the block.



DESIGN • 0.5 MI

West Hollywood Design District

The design showrooms of Melrose Avenue and Robertson Boulevard, anchored by the Pacific Design Center — a global center for interiors, fashion, and art.



SHOPPING & DINING • 2.2 MI

Beverly Hills

Rodeo Drive and the Golden Triangle — world-renowned luxury shopping, fine dining, and five-star hotels minutes from the property.



LIFESTYLE • 1.4 MI

The Grove & Farmers Market

The city's most-visited outdoor retail and entertainment destination, alongside the historic Original Farmers Market at 3rd & Fairfax.



NIGHTLIFE • 0.5 MI

The Sunset Strip

The legendary mile-and-a-half of Sunset Boulevard — iconic music venues, rooftop hotels, comedy clubs, and billboards that define West Hollywood nightlife.

— EMPLOYMENT CORE

Top *Employers*

The property sits between three of Los Angeles' densest employment cores — Century City, Beverly Hills, and Hollywood's studio and media campuses — with Cedars-Sinai Medical Center, one of the region's largest employers, a short drive away. The corridor's dense concentration of healthcare, entertainment, media, and professional-services jobs fuels durable rental demand from a highly skilled, high-income workforce.

With **37,000+ professionals** employed by the area's top-tier institutions and firms, demand drivers are structural rather than cyclical — ensuring sustained housing demand within minutes of 1001 N. Croft Avenue.

37,000+

JOBS • TOP-10 EMPLOYERS

Healthcare, entertainment, media, and government within a short commute.

3

EMPLOYMENT CORES

Century City, Beverly Hills, and Hollywood — all within 15 minutes.

#	EMPLOYER	INDUSTRY	EMPLOYEES	DISTANCE
1	Cedars-Sinai Medical Center	Healthcare	17,000	1.1 mi
2	Paramount Pictures	Media	5,000	2.9 mi
3	Netflix — Hollywood	Technology	3,500	3.3 mi
4	Fox Corporation	Media	3,000	4.5 mi
5	Creative Artists Agency	Entertainment	2,500	4.3 mi
6	William Morris Endeavor	Entertainment	2,500	2.6 mi
7	United Talent Agency	Entertainment	1,200	2.4 mi
8	Live Nation Entertainment	Entertainment	1,000	1.5 mi
9	City of Beverly Hills	Government	1,000	2.5 mi
10	City of West Hollywood	Government	700	1.2 mi
Top-10 Total		Healthcare • Media • Entertainment	37,400	—

— SECTION THREE

03

Financials

RENT ROLL • INCOME & EXPENSES • INDICATORS

— RENT ROLL

Rent *Roll*

UNIT	TYPE	IN-PLACE MO.	IN-PLACE ANNUAL	PRO FORMA MO.	PRO FORMA ANNUAL	LTL	MOVE-IN	NOTES
101	2+2	\$3,550	\$42,600	\$3,750	\$45,000	5.6%	Jul-2026	—
102	2+2	\$3,261	\$39,132	\$3,750	\$45,000	15.0%	Jul-2021	—
103	1+1	\$2,283	\$27,392	\$2,950	\$35,400	29.2%	Mar-2015	—
104	2+2	\$3,304	\$39,654	\$3,750	\$45,000	13.5%	Jul-2021	—
201	2+2	\$2,718	\$32,610	\$3,895	\$46,740	43.3%	Oct-2006	Vaulted Ceilings · 2 Patios
202	2+2	\$3,261	\$39,132	\$3,895	\$46,740	19.4%	Oct-2019	Vaulted Ceilings
203	1+1	\$2,609	\$31,306	\$3,195	\$38,340	22.5%	Apr-2021	Vaulted Ceilings
204	2+2	\$3,261	\$39,132	\$3,895	\$46,740	19.4%	Sep-2022	Vaulted Ceilings · 2 Patios
Total	8 Units	\$24,246	\$290,958	\$29,080	\$348,960	19.9%		

RENT ROLL SUMMARY BY UNIT TYPE

#	TYPE	AVG IN-PLACE	AVG PRO FORMA	LTL	IN-PLACE ANNUAL	PRO FORMA ANNUAL
2	1+1	\$2,446	\$3,073	25.6%	\$58,698	\$73,740
6	2+2	\$3,226	\$3,823	18.5%	\$232,260	\$275,220
8	Total / Avg	\$3,031	\$3,635	19.9%	\$290,958	\$348,960

* In-place rents for Units 102–104 and 201–204 assume the allowable 8.7% AB 1482 rent increase.

RENT GROWTH STORY

+19.9% *to Market*

IN-PLACE \$290,958

PRO FORMA *\$348,960*

BY UNIT TYPE

1+1 LOSS TO LEASE 25.6%

2+2 LOSS TO LEASE 18.5%

— INCOME & EXPENSES

Financial *Summary*

ANNUALIZED INCOME

LINE ITEM	IN-PLACE	PRO FORMA
Gross Potential Rent	\$290,958	\$348,960
Other Income	\$0	\$0
Gross Potential Income	\$290,958	\$348,960
Less: Vacancy 3.0%	(\$8,729)	(\$10,469)
Effective Gross Income	\$282,229	\$338,491

ANNUALIZED EXPENSES

LINE ITEM	IN-PLACE			PRO FORMA		
	\$	PER UNIT	\$/SF	\$	PER UNIT	\$/SF
Real Estate Taxes 1.19% of Price	\$45,161	\$5,645	\$5.73	\$45,161	\$5,645	\$5.73
Insurance	\$7,600	\$950	\$0.96	\$7,600	\$950	\$0.96
Utilities	\$20,400	\$2,550	\$2.59	\$20,400	\$2,550	\$2.59
Repairs & Maintenance	\$4,800	\$600	\$0.61	\$4,800	\$600	\$0.61
Turnover	\$1,600	\$200	\$0.20	\$1,600	\$200	\$0.20
Management Fee 3.0% EGI	\$8,467	\$1,058	\$1.07	\$10,155	\$1,269	\$1.29
Administrative	\$1,000	\$125	\$0.13	\$1,000	\$125	\$0.13
Contract Services	\$1,600	\$200	\$0.20	\$1,600	\$200	\$0.20
Reserves	\$1,600	\$200	\$0.20	\$1,600	\$200	\$0.20
Total Expenses	\$92,227	\$11,528	\$11.69	\$93,915	\$11,739	\$11.91
Net Operating Income	\$190,002			\$244,576		
Expenses % of EGI	32.7%			27.7%		
Expenses Per Unit	\$11,528			\$11,739		

* In-place GRM and cap rate assume the allowable 8.7% increase is given to seven units (102–204)

FINANCIAL INDICATORS

List Price *\$3,795,000*

IN-PLACE CAP	5.0%
PRO FORMA CAP	<i>6.4%</i>
IN-PLACE GRM	13.0
PRO FORMA GRM	<i>10.9</i>
PRICE PSF	\$481
PRICE PER UNIT	\$474,375

THE PROPERTY

UNITS	8
BUILDING SF	7,888
LOT SF	6,498
YEAR BUILT	1988
ZONING	LAR3
APN	5529-007-027



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1001 N CROFT AVE • LOS ANGELES, CA

— SECTION FOUR

04

Comparables

SALES • RENTS • MAPPING



— SALES COMPARABLES

Recent Sales *Comps*

Four recent multifamily trades across West Hollywood, Beverly Hills, and Beverly Grove closing between September 2025 and July 2026 — averaging \$485 / SF and \$640,917 per unit, with the subject offered at \$481 / SF and \$474,375 per unit.

8815 Cynthia St 90069 • WEST HOLLYWOOD \$9,350,000 CLOSED Jul 2026 \$ / UNIT \$445,238 BLDG SF 23,675 UNITS 21 CAP. RATE N/A \$ / PSF \$395 YR. BUILT 1989	313 S Reeves Dr 90212 • BEVERLY HILLS \$13,200,000 CLOSED Apr 2026 \$ / UNIT \$1,320,000 BLDG SF 22,313 UNITS 10 CAP. RATE 4.3% \$ / PSF \$592 YR. BUILT 2016	132 S Clark Dr 90048 • BEVERLY GROVE \$5,105,000 CLOSED Jan 2026 \$ / UNIT \$340,333 BLDG SF 12,574 UNITS 15 CAP. RATE 4.4% \$ / PSF \$406 YR. BUILT 1985	1320 N Harper Ave 90046 • WEST HOLLYWOOD \$10,800,000 CLOSED Sep 2025 \$ / UNIT \$771,429 BLDG SF 20,786 UNITS 14 CAP. RATE 5.1% \$ / PSF \$520 YR. BUILT 1995
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— SALES COMPARABLES

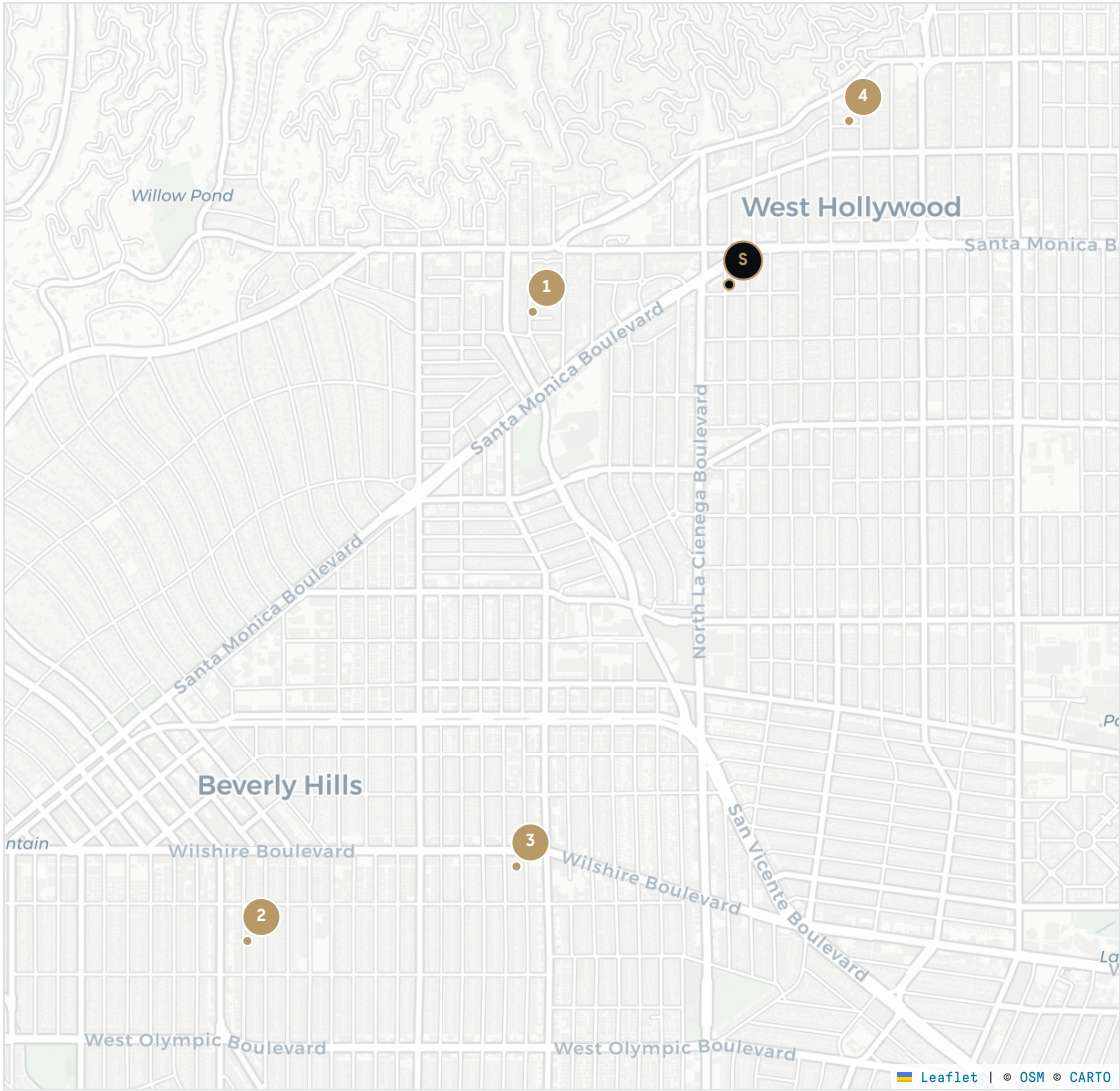
Sales Comps — *Summary*

Four recent multifamily trades across West Hollywood, Beverly Hills, and Beverly Grove closing between September 2025 and July 2026 — averaging \$485 / SF and \$640,917 per unit, with the subject offered at \$481 / SF and \$474,375 per unit.

#	PROPERTY ADDRESS	ZIP	YR BUILT	SOLD	SALE PRICE	CAP	GRM	\$ PSF	\$ / UNIT	BLDG SF	AVG UNIT SF	UNITS
1	8815 Cynthia St	90069	1989	Jul-26	\$9,350,000	—	12.5	\$395	\$445,238	23,675	1,127	21
2	313 S Reeves Dr	90212	2016	Apr-26	\$13,200,000	4.3%	14.6	\$592	\$1,320,000	22,313	2,231	10
3	132 S Clark Dr	90048	1985	Jan-26	\$5,105,000	4.4%	14.2	\$406	\$340,333	12,574	838	15
4	1320 N Harper Ave	90046	1995	Sep-25	\$10,800,000	5.1%	12.8	\$520	\$771,429	20,786	1,485	14
Total / Average					\$38,455,000	4.6%	13.5	\$485	\$640,917	79,348	1,322	60
SUBJ	1001 N Croft Ave	90069	1988	—	\$3,795,000	5.0%	13.0	\$481	\$474,375	7,888	986	8

— MAPPED

Sales Comps *Map*



Sales *Legend*

S	1001 N Croft Ave SUBJECT • BEVERLY GROVE	\$3.80M
1	8815 Cynthia St WEST HOLLYWOOD • JUL 2026	\$9.35M
2	313 S Reeves Dr BEVERLY HILLS • APR 2026	\$13.2M
3	132 S Clark Dr BEVERLY GROVE • JAN 2026	\$5.11M
4	1320 N Harper Ave WEST HOLLYWOOD • SEP 2025	\$10.8M

— RENT COMPARABLES

Active Market *Rents*

Three 1+1 comps averaging **\$2,965/mo** support the subject's \$2,950–\$3,195 market range; three 2+2 comps averaging **\$3,784/mo** support \$3,750–\$3,895 — all within blocks of the property, two on Croft Avenue itself.

1+1 COMPARABLES • AVG \$2,965/MO

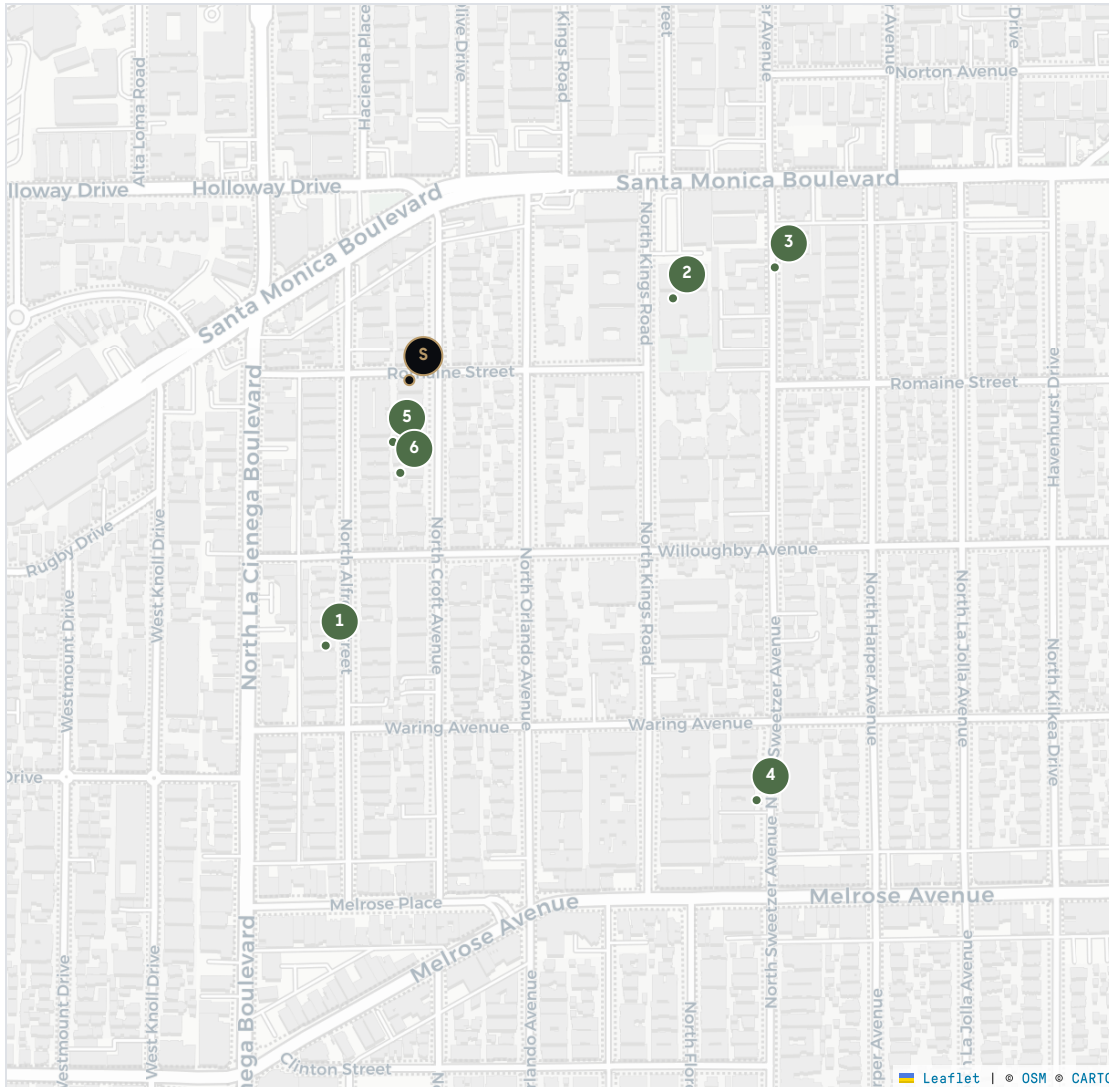
837 N Alfred St 90069 • WEST HOLLYWOOD \$2,750 / MO TYPE 1+1	1010 Kings Rd 90069 • WEST HOLLYWOOD \$2,950 / MO TYPE 1+1	1032 N Sweetzer Ave 90069 • WEST HOLLYWOOD \$3,195 / MO TYPE 1+1	1001 N Croft Ave SUBJECT • MARKET RANGE \$2,950–\$3,195 / MO TYPE 1+1
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2+2 COMPARABLES • AVG \$3,784/MO

739 N Sweetzer Ave 90069 • WEST HOLLYWOOD \$3,662 / MO TYPE 2+2	949 Croft Ave 90069 • SAME STREET \$3,995 / MO TYPE 2+2	922 Croft Ave 90069 • SAME STREET \$3,695 / MO TYPE 2+2	1001 N Croft Ave SUBJECT • MARKET RANGE \$3,750–\$3,895 / MO TYPE 2+2
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— MAPPED

Rent Comps *Map*



Rent *Legend*

S	1001 N Croft Ave SUBJECT • PRO FORMA AVG	\$3,635
1	837 N Alfred St 1+1 • WEST HOLLYWOOD	\$2,750
2	1010 Kings Rd 1+1 • WEST HOLLYWOOD	\$2,950
3	1032 N Sweetzer Ave 1+1 • WEST HOLLYWOOD	\$3,195
4	739 N Sweetzer Ave 2+2 • WEST HOLLYWOOD	\$3,662
5	949 Croft Ave 2+2 • CROFT AVENUE	\$3,995
6	922 Croft Ave 2+2 • CROFT AVENUE	\$3,695

— CONFIDENTIALITY & DISCLAIMER

Confidentiality *Agreement*

CONFIDENTIALITY

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EXCLUSIVELY OFFERED BY



TRUE
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