



5665 FRANKLIN AVE
LOS ANGELES, CA 90028

5 UNITS - HOLLYWOOD LOCATION - VALUE ADD OPPORTUNITY

TABLE OF CONTENTS

01

PROPERTY DETAILS

Property Summary
The Opportunity
Investment Highlights

02

FINANCIAL ANALYSIS

Rent Roll
Pricing Details

03

MARKET COMPARABLES

Sold Comparables
Rent Comparables

04

AREA OVERVIEW

Location
Accessibility
Employment
Demographics

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5665
FRANKLIN AVE
LOS ANGELES, CA 90028







An aerial photograph of a city, likely Los Angeles, showing a dense urban landscape with a mix of residential and commercial buildings. The sky is a clear, vibrant blue with a few wispy white clouds. The text '01' is prominently displayed in the upper right quadrant of the image.

01

PROPERTY
DETAILS

THE OPPORTUNITY

The Sterman Multi-Family Group of Marcus & Millichap is pleased to present 5665 Franklin Avenue, a 5-unit apartment community located in the vibrant and highly sought-after Hollywood submarket of Los Angeles. Built in 1961, the property offers approximately 5,286 square feet of rentable living area on a 5,324-square-foot lot, delivering investors an exceptionally located asset in one of the city's most enduring and high-demand rental pockets.

This boutique building features a practical and desirable unit mix supported by spacious layouts, abundant natural light, and the lasting structural quality characteristic of mid-century construction. These attributes contribute to strong tenant appeal, consistent occupancy, and operational stability, while still presenting clear avenues for modernization and value-add improvements to further enhance long-term returns.

5665 Franklin Avenue enjoys a premier Hollywood location, nestled between Beachwood Canyon, Los Feliz, and the Hollywood Entertainment District. Residents benefit from immediate proximity to major employment centers including Netflix, Paramount Studios, Sunset Gower Studios, and the broader Hollywood media and creative office hub. The property is surrounded by a diverse and expanding collection of restaurants, cafes, retail amenities, and neighborhood conveniences along Franklin Avenue and Hollywood Boulevard.

Connectivity remains a defining advantage, with the property situated near the US-101 Freeway and within close reach of multiple Metro stations, providing seamless access throughout Greater Los Angeles. The combination of transit accessibility, lifestyle amenities, and employment density continues to position Hollywood as one of the region's most reliably strong rental markets.

PROPERTY SUMMARY

PRICING

Offering Price	\$1,095,000	
Price/Unit	\$219,000	
Price/SQFT	\$207.15	
CAP Rate	3.65% Current	9.34% Market
GRM	13.51 Current	6.84 Market

THE ASSET

Number of Units	5
Year Built	1961
Unit Mix	(1) 1 Bed + 1 Bath (3) 2 Bed + 1 Bath (1) 3 Bed + 1.5 Bath
Gross SqFt	5,286
Lot Size	5,324
Zoning	LAR1
Parcel Number	5587-019-003



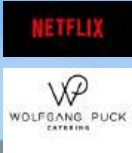
INVESTMENT HIGHLIGHTS

- Prime Hollywood / Los Feliz adjacent location
- Built in 1961 with approximately 5,286 square feet of rentable area on a 5,324-square-foot lot
- Desirable mix of (1) one-bedroom + one-bath unit, (3) two-bedroom + one-bath units, and (1) three-bedroom + one-and-a-half-bath unit
 - Huge Units Averaging Over 1,000 SF
 - Significant Upside In Rents- Approximately 100%
- Walkable access to Franklin Village, Griffith Park, Hollywood Studios, restaurants, cafés, and neighborhood amenities
 - Excellent connectivity via Franklin Ave, Western Ave, and the 101 Freeway
 - Seismic Retrofit is Completed



METROLINK

G|C|T
THE
GAS COMPANY
TOWER



CUE

us bank

WELLS
FARGO

Aon Center



5665
FRANKLIN AVE
LOS ANGELES, CA 90028

An aerial view of a city with a blue sky and clouds. The city is densely packed with buildings and roads, and the sky is a clear blue with scattered white clouds.

02

FINANCIAL ANALYSIS

RENT ROLL

UNIT #	TYPE	CURRENT RENT	MARKET RENT	NOTES
1	2 Bed + 1 Bath	\$1,568	\$2,700	Section 8
2	2 Bed + 1 Bath	\$1,366	\$2,700	Section 8
3	2 Bed + 1 Bath	\$1,178	\$2,700	Section 8
4	1 Bed + 1 Bath	\$1,241	\$2,100	Section 8
5	3 Bed + 1.5 Bath	\$1,347	\$3,100	Section 8
		\$6,702	\$13,300	

**All the units are currently eligible for a 3% rent increase. The rents provided here include the 3% increase*

RENT ROLL SUMMARY

#	UNIT TYPE	AVG CURRENT	CURRENT	AVG MARKET	MARKET
1	1 Bed + 1 Bath	\$1,241	\$1,241	\$2,100	\$2,100
3	2 Bed + 1 Bath	\$1,371	\$4,114	\$2,700	\$8,100
1	3 Bed + 1.5 Bath	\$1,347	\$1,347	\$3,100	\$3,100
TOTAL SCHEDULED RENT:			\$6,702		\$13,300

PRICING DETAILS

PRICING	
OFFERING PRICE	\$1,095,000
Number of Units	5
Price per Unit	\$219,000
Price per SqFt	\$207.15
Gross SqFt	5,286
Lot Size	5,324
Year Built	1961

RETURNS	CURRENT	MARKET
Cap Rate	3.65%	9.34%
GRM	13.51	6.84

**All the units are currently eligible for a 3% rent increase.
The rents provided here include the 3% increase*

ANNUALIZED INCOME	CURRENT	MARKET
Gross Potential Rent	\$80,424	\$159,600
Laundry	\$600	\$600
Gross Scheduled Income	\$81,027	\$160,200
Vacancy Reserve	(\$0) 0%	(\$8,010) 5%
Effective Gross Income	\$81,027	\$152,190
Less: Expenses	(\$41,025) 51%	(\$49,952) 31%
Net Operating Income	\$40,001	\$102,238

ANNUALIZED EXPENSES	CURRENT	MARKET
Real Estate Taxes	\$13,002	\$13,002
Insurance	\$7,929	\$7,929
Utilities	\$7,016	\$7,016
Main. & Repairs	\$4,051	\$10,128
Off-Site Management (4%)	\$3,242	\$6,087
Landscaping	\$1,200	\$1,200
Rubbish	\$3,336	\$3,336
Misc. + Reserves	\$1,250	\$1,250
Total Expenses	\$41,027	\$49,949
Expenses/Unit	\$8,205.48	\$9,989.80
Expenses/SF	\$7.76	\$9.45

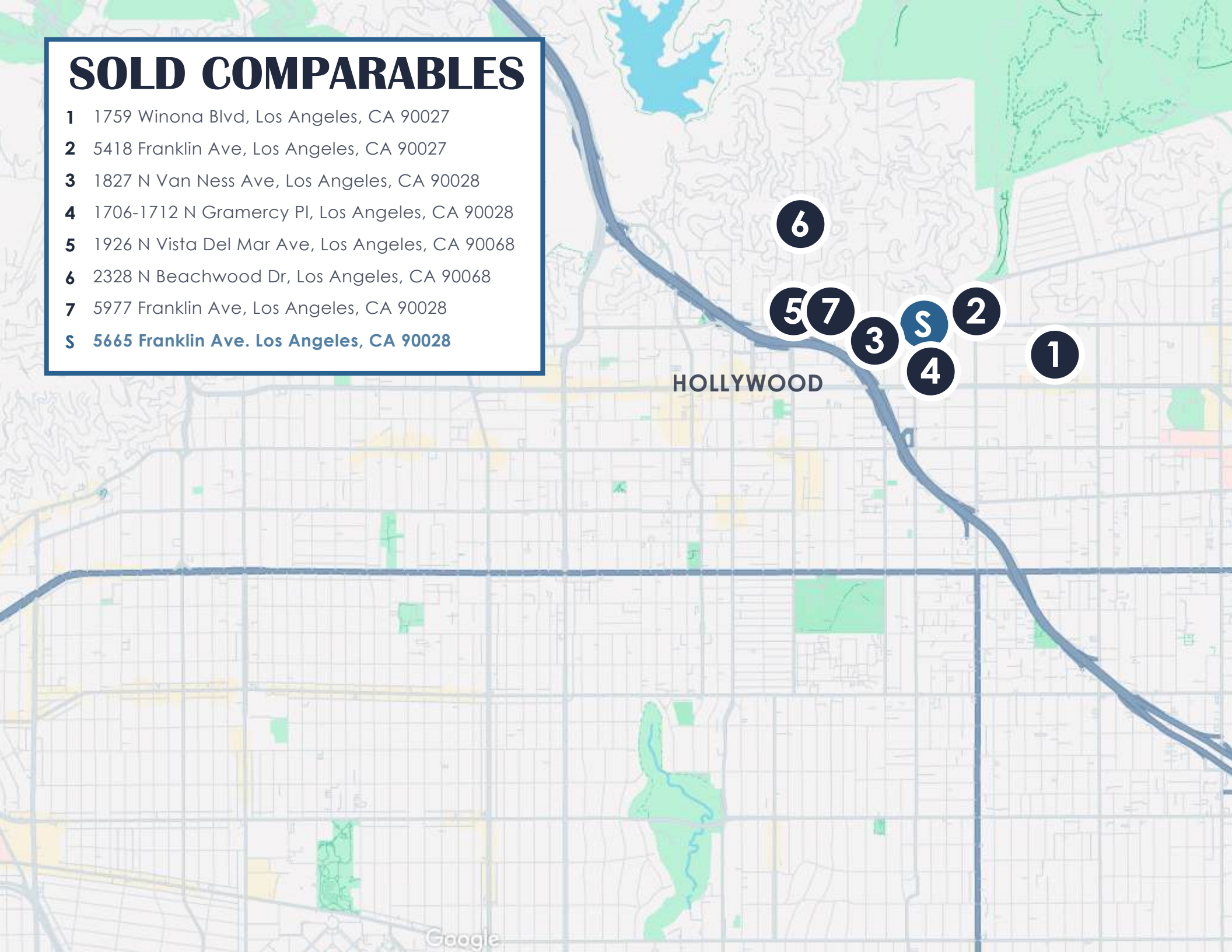


03

MARKET
COMPARABLES

SOLD COMPARABLES

- 1 1759 Winona Blvd, Los Angeles, CA 90027
- 2 5418 Franklin Ave, Los Angeles, CA 90027
- 3 1827 N Van Ness Ave, Los Angeles, CA 90028
- 4 1706-1712 N Gramercy Pl, Los Angeles, CA 90028
- 5 1926 N Vista Del Mar Ave, Los Angeles, CA 90068
- 6 2328 N Beachwood Dr, Los Angeles, CA 90068
- 7 5977 Franklin Ave, Los Angeles, CA 90028
- S 5665 Franklin Ave. Los Angeles, CA 90028**



SOLD COMPARABLES



**5665 FRANKLIN AVE
LOS ANGELES, CA 90028**

Price	\$1,095,000
Units	5
Bldg SF	5,286
Year Built	1961
Cap Rate	3.65%
GRM	13.51
Price/SF	\$207.15
Price/Unit	\$219,000
Close of Escrow	N/A
Unit Mix	(1) 1+1 (3) 2+1 (1) 3+1.5

**1759 WINONA BLVD
LOS ANGELES, CA 90027**

Price	\$2,475,000
Units	11
Bldg SF	8,211
Year Built	1956
Cap Rate	5.49%
GRM	10.56
Price/SF	\$301.42
Price/Unit	\$225,000
Close of Escrow	12/12/2025
Unit Mix	(11) 1+1

**5418 FRANKLIN AVE
LOS ANGELES, CA 90027**

Price	\$1,850,000
Units	6
Bldg SF	6,556
Year Built	1923
Cap Rate	6.07%
GRM	10.88
Price/SF	\$282.18
Price/Unit	\$308,333
Close of Escrow	11/25/2025
Unit Mix	(4) 1+1 (2) 3+2

SOLD COMPARABLES



1827 N VAN NESS AVE LOS ANGELES, CA 90028	
Price	\$3,700,000
Units	16
Bldg SF	14,300
Year Built	1964
Cap Rate	5.75%
GRM	10.84
Price/SF	\$258.74
Price/Unit	\$231,250
Close of Escrow	11/7/2025
Unit Mix	(8) 1+1 (8) 2+1

1706-1712 N GRAMERCY PL LOS ANGELES, CA 90028	
Price	\$1,917,833
Units	8
Bldg SF	7,636
Year Built	1922
Cap Rate	4.90%
GRM	-
Price/SF	\$251.16
Price/Unit	\$239,729
Close of Escrow	9/17/2025
Unit Mix	(8) 1+1

1926 N VISTA DEL MAR AVE LOS ANGELES, CA 90068	
Price	\$1,985,000
Units	8
Bldg SF	6,464
Year Built	1960
Cap Rate	5.61%
GRM	10.74
Price/SF	\$307.09
Price/Unit	\$248,125
Close of Escrow	2/28/2025
Unit Mix	(5) 1+1 (3) 2+1

SOLD COMPARABLES

6



7





**2328 N BEACHWOOD DR
LOS ANGELES, CA 90068**

Price	\$1,400,000
Units	5
Bldg SF	4,000
Year Built	1960
Cap Rate	5.52%
GRM	10.66
Price/SF	\$350.00
Price/Unit	\$280,000
Close of Escrow	2/26/2026
Unit Mix	(3) 1+1 (2) 2+1


**5977 FRANKLIN AVE
LOS ANGELES, CA 90028**

Price	\$1,950,000
Units	8
Bldg SF	4,464
Year Built	1930
Cap Rate	4.75%
GRM	11.76
Price/SF	\$436.83
Price/Unit	\$243,750
Close of Escrow	2/6/2025
Unit Mix	(4) Studio (4) 1+1

SOLD COMPARABLES

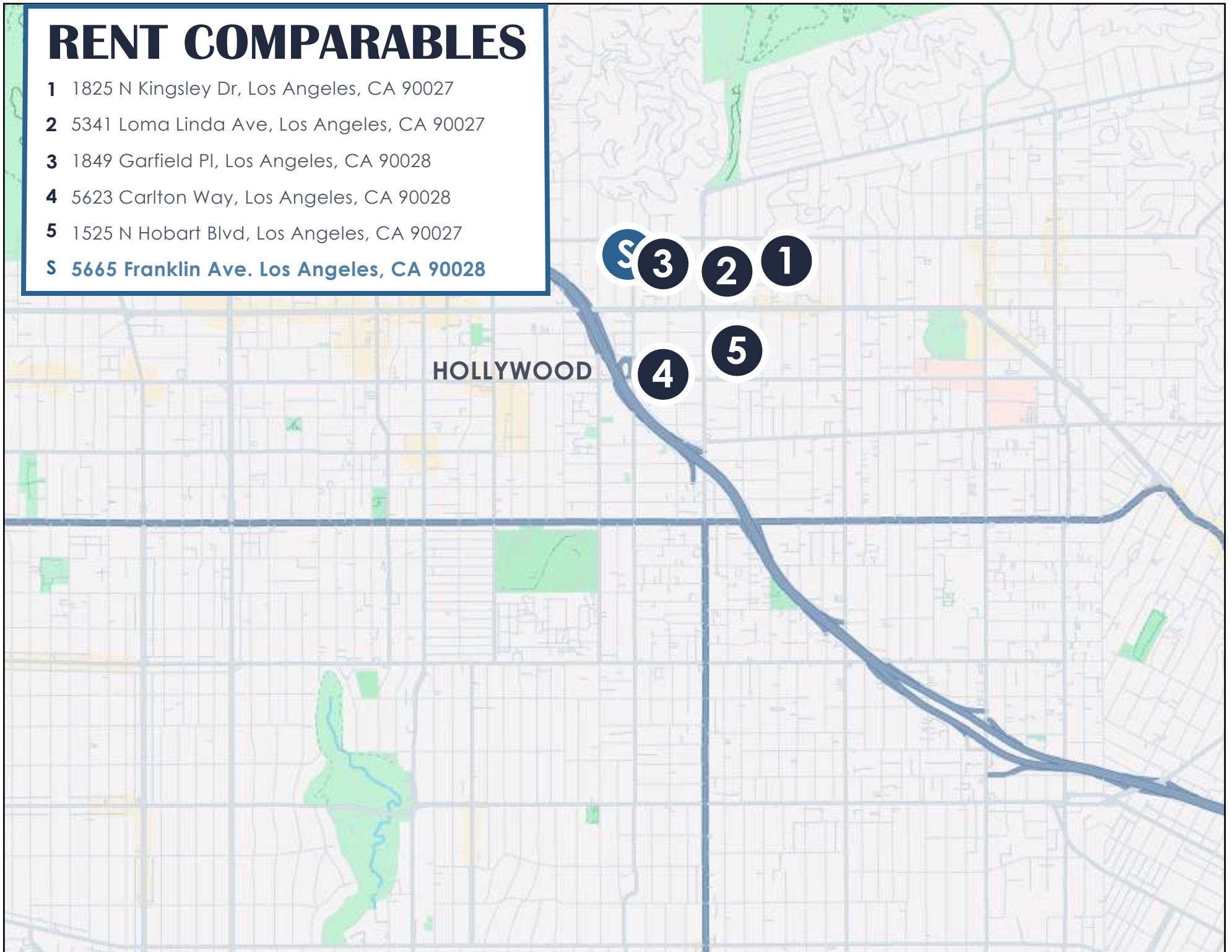
	ADDRESS	UNITS	COE	BUILT	UNIT MIX	PRICE	\$/UNIT	\$/SQFT	CAP	GRM
	1759 Winona Blvd Los Angeles, CA 90027	11	12/12/2025	1956	(11) 1+1	\$2,475,000	\$225,000	\$301.42	5.49%	10.56
	5418 Franklin Ave Los Angeles, CA 90027	6	11/25/2025	1923	(4) 1+1 (2) 3+2	\$1,850,000	\$308,333	\$282.18	6.07%	10.88
	1827 N Van Ness Ave Los Angeles, CA 90028	16	11/7/2025	1964	(8) 1+1 (8) 2+1	\$3,700,000	\$231,250	\$258.74	5.75%	10.84
	1706-1712 N Gramercy Pl Los Angeles, CA 90028	8	9/17/2025	1922	(8) 1+1	\$1,917,833	\$239,729	\$251.16	4.90%	-
	1926 N Vista Del Mar Ave Los Angeles, CA 90068	8	2/28/2025	1960	(5) 1+1 (3) 2+1	\$1,985,000	\$248,125	\$307.09	5.61%	10.74
	2328 N Beachwood Dr Los Angeles, CA 90068	5	2/26/2026	1960	(3) 1+1 (2) 2+1	\$1,400,000	\$280,000	\$350.00	5.52%	10.66
	5977 Franklin Ave Los Angeles, CA 90028	8	2/6/2025	1930	(4) Studio (4) 1+1	\$1,950,000	\$243,750	\$436.83	4.75%	11.76
						\$2,182,548	\$253,741	\$312.49	5.44%	10.91

SUBJECT PROPERTY

	ADDRESS	UNITS	COE	BUILT	UNIT MIX	PRICE	\$/UNIT	\$/SQFT	CAP	GRM
	5665 Franklin Ave Los Angeles, CA 90028	5	N/A	1961	(1) 1+1 (3) 2+1 (1) 3+1.5	\$1,095,000	\$219,000	\$207.15	3.65%	13.51

RENT COMPARABLES

- 1 1825 N Kingsley Dr, Los Angeles, CA 90027
- 2 5341 Loma Linda Ave, Los Angeles, CA 90027
- 3 1849 Garfield Pl, Los Angeles, CA 90028
- 4 5623 Carlton Way, Los Angeles, CA 90028
- 5 1525 N Hobart Blvd, Los Angeles, CA 90027
- S 5665 Franklin Ave. Los Angeles, CA 90028**



RENT COMPARABLES

	ADDRESS	UNIT MIX	PRICE	SQFT	PRICE/SQFT
ONE BEDROOM					
	 1825 N Kingsley Dr Los Angeles, CA 9002	1 Bed + 1 Bath	\$2,100	650	\$3.23
	 5341 Loma Linda Ave Los Angeles, CA 90027	1 Bed + 1 Bath	\$2,100	650	\$3.23
TWO BEDROOM					
	 1849 Garfield Pl Los Angeles, CA 90028	2 Bed + 1 Bath	\$2,672	840	\$3.18
	 5623 Carlton Way Los Angeles, CA 90028	2 Bed + 1 Bath	\$2,700	875	\$3.09
THREE BEDROOM					
	 1525 N Hobart Blvd Los Angeles, CA 90027	3 Bed + 2 Bath	\$3,095	1,150	\$2.69



An aerial photograph of a city, likely Los Angeles, showing a dense urban landscape with a mix of greenery and buildings. The sky is a clear, bright blue with a few wispy white clouds. The text '04' is overlaid in the upper left corner in a large, dark blue, serif font.

04

AREA
OVERVIEW

WELCOME TO **HOLLYWOOD**

Hollywood is one of Los Angeles' most recognizable and active urban neighborhoods, offering strong rental demand and a diverse mix of classic apartment buildings and newer mixed-use developments.

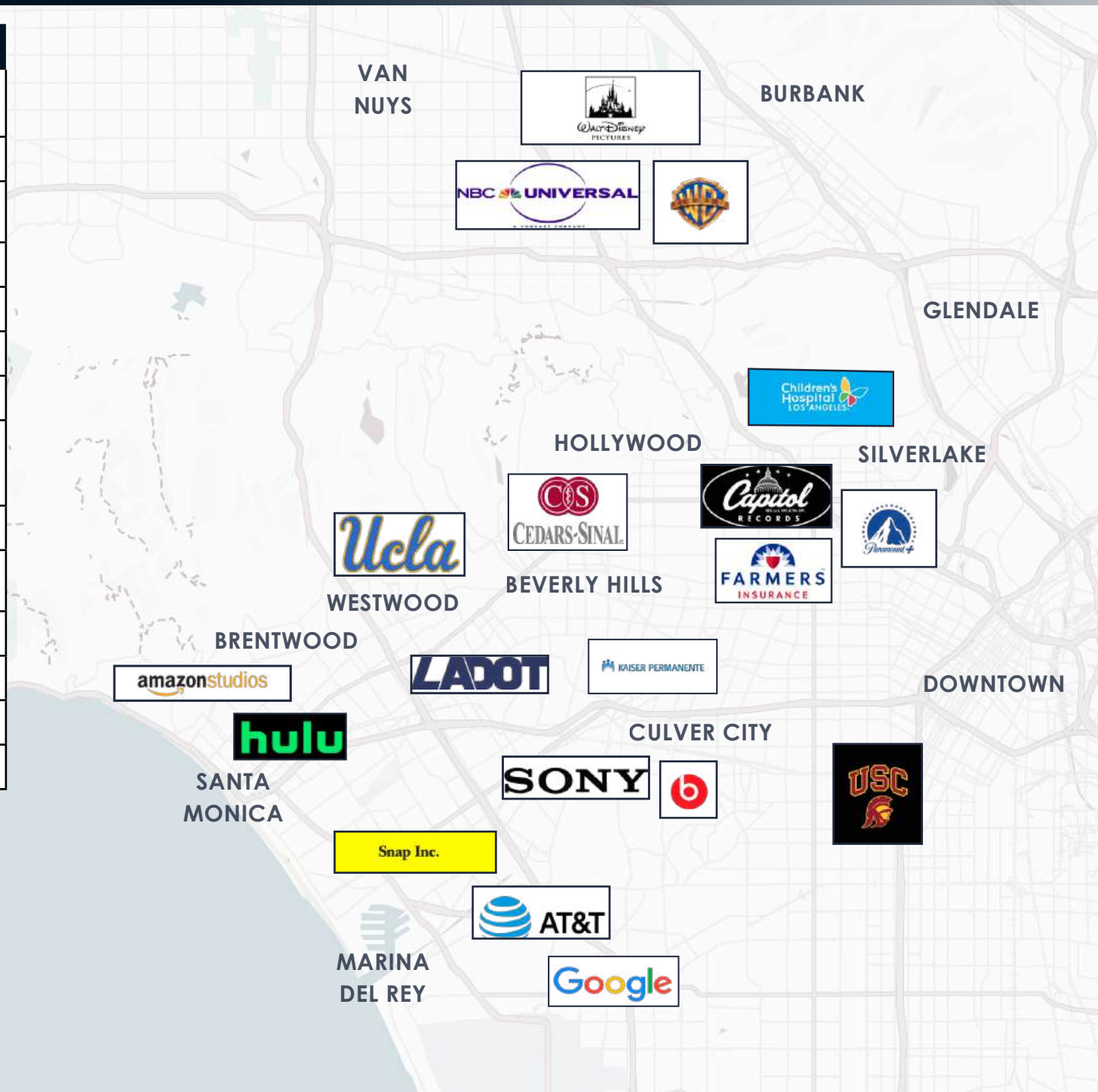
Residents enjoy walkable access to major entertainment, dining, and cultural destinations, including Hollywood Blvd, the Hollywood Bowl, Griffith Park, and Franklin Village. Nearby studios and production offices support a steady employment base and consistent renter interest.

With excellent connectivity via the 101 Freeway, Franklin Ave, Hollywood Blvd, and multiple Metro stations, Hollywood remains a centrally located, highly desirable rental market with strong long-term appeal.



TOP EMPLOYERS

EMPLOYERS	EMPLOYEES
University of California Los Angeles	50,200
Kaiser Permanente	40,800
University of Southern California	27,000
Target Corp	20,000
NBC Universal	15,000
Cedars-Sinai Medical Center	14,000
Walt Disney Co.	12,200
Los Angeles County Metro Transportation Authority	11,700
AT&T Inc.	10,500
Warner Bros. Entertainment Inc.	10,000
Farmer's Insurance Group	8,000
Children's Hospital Los Angeles	6,400
Paramount Pictures	4,500
Capitol Records	600



HOLLYWOOD DEMOGRAPHICS

62,164
TOTAL POPULATION

35
MEDIAN AGE

32,825
TOTAL HOUSEHOLDS

\$61,566
AVERAGE HOUSEHOLD INCOME

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