

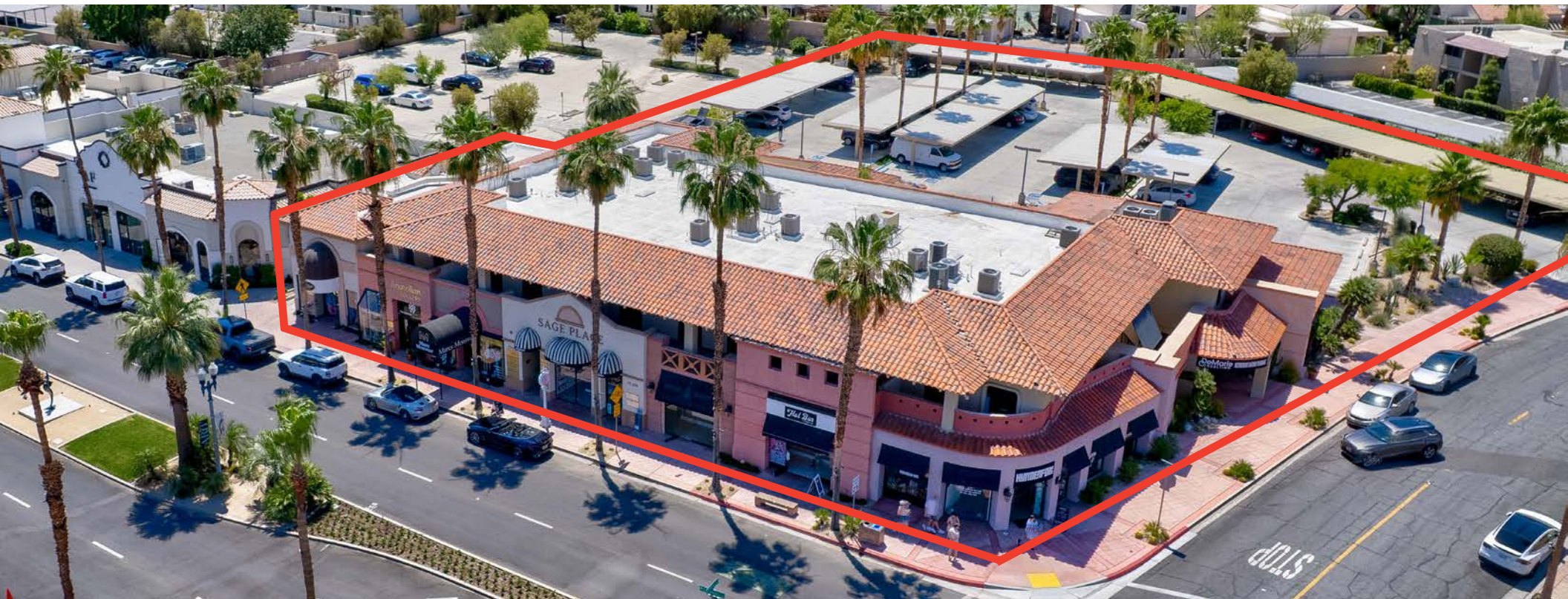


**BLVD** Real Estate  
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## MAIN & MAIN LUXURY RETAIL INVESTMENT EL PASEO "RODEO DRIVE OF THE DESERT"

73255 El Paseo, Palm Desert, CA 92260

**SAGE**  
PLACE





SAGE  
PLACE  
EL PASEO • PALM DESERT

73255 El Paseo, Palm Desert, CA 92260

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# INVESTMENT SUMMARY & PROPERTY SPECIFICATIONS

## PRICING

<b>Price:</b>	\$11,200,000 / \$445 PSF
<b>Occupancy:</b>	90%
<b>NOI Year 1:</b>	\$668,053 (9/1/26-8/31/2027)
<b>NOI Year 5:</b>	\$906,691

## INVESTMENT SUMMARY

Sage Place is a ±25,590 SF high-street retail center located at the “Main & Main” of Palm Desert’s premier El Paseo corridor, the luxury retail corridor of the Coachella Valley. Offered at \$11.2M (\$445/SF) with a 6.0% cap rate and 90% occupancy, the property combines strong in-place cash flow (~\$668K NOI Year 1) with strong scheduled rent growth and upside through lease-up and mark-to-market rent growth. The asset features exceptional frontage at El Paseo’s main entrance, with an estimated 500,000 pedestrian counts per year and strong vehicular traffic counts (39,462 CPD on Hwy 111), and rare covered on-site parking (79 spaces), all within one of the Coachella Valley’s most affluent and supply-constrained retail markets. Overall, Sage Place represents a trophy core-plus investment opportunity in one of Southern California’s most coveted retail destinations.

## PROPERTY SPECIFICATIONS

<b>Address:</b>	73255 El Paseo, Palm Desert, CA 92260
<b>Building Size:</b>	25,590 SF
<b>Land Area:</b>	1.31 Acres (Approx)
<b>Parking:</b>	79 (3:1000) / Rare Covered Parking
<b>Year Built/Renovated:</b>	1977 / 2000 / 2017-2026*
<b>Traffic Counts:</b>	
<b>El Paseo:</b>	500,000 Estimated Pedestrian
<b>El Paseo:</b>	16,641 VPD
<b>Highway 111:</b>	39,462 VPD

## DEMOGRAPHICS

Source: Costar 2025	1 Mile	3 Miles	5 Miles
Population	13,117	55,913	99,219
Average HHI	\$100,086	\$122,185	\$128,588
Employees	12,900	33,726	51,470

\*See details on Recent Capital Improvements Page

# INVESTMENT HIGHLIGHTS

## MAIN & MAIN OF THE PREMIER EL PASEO LUXURY RETAIL DESTINATION

Sage Place is located at “Main & Main” in the heart of El Paseo — the Coachella Valley’s premier luxury retail corridor, widely recognized as the “Rodeo Drive of the Desert.” The property benefits from affluent surrounding permanent population, along with strong seasonal visitor traffic. The immediate trade area is anchored by high-end retailers, luxury boutiques, upscale dining, art galleries, boutique hotels, and major regional events that drive consistent pedestrian activity and reinforce El Paseo’s position as the dominant luxury shopping destination in the desert.

## EXCELLENT PHYSICAL CONDITION AND RECENT CAPITAL IMPROVEMENTS

Ownership has recently completed extensive capital improvements throughout the property, including major roofing, HVAC, electrical, plumbing, parking structure, elevator, landscaping, and common area upgrades. These improvements help minimize future deferred maintenance exposure while enhancing tenant experience and preserving the property’s premier positioning within the El Paseo corridor.

## COMPETITIVE LEASING ADVANTAGES - PREMIER CORE EL PASEO LOCATION WITH RARE COVERED PARKING

Located at the premier retail site within El Paseo combined with a covered/surface parking lot — a highly rare amenity within this luxury high-street retail corridor. The combination of premier frontage, strong foot and vehicular traffic, affluent surrounding demographics, and available covered parking creates a significant competitive leasing advantage over neighboring properties with limited or street-only parking access.

## STRONG IN-PLACE CASH FLOW WITH FUTURE UPSIDE

The property offers stable in-place income with approximately \$668,000 in Year 1 NOI and 90% occupancy, supported by a diverse mix of retail, service, food, and boutique office tenants. Existing annual rent increases, near-term lease rollover, lease-up of remaining vacancy, and mark-to-market opportunities provide investors with meaningful long-term NOI growth potential and value-add upside.

## ATTRACTIVE CORE-PLUS INVESTMENT OPPORTUNITY

Sage Place represents a rare opportunity to acquire a well-located, institutionally scaled El Paseo retail asset combining strong current cash flow, durable long-term real estate fundamentals, and embedded leasing upside within one of the most desirable luxury retail destinations in Southern California.

# RECENT CAPITAL IMPROVEMENTS

Ownership has recently invested substantial capital into the property to maintain Sage Place's position as one of El Paseo's premier mixed-use retail destinations while improving long-term operational reliability and reducing future deferred maintenance exposure. ***Below is an outline of recent work completed, with values based on today's estimates consisting of up to approximately \$2,400,000.***

## Scope of Work

## Description

### Roofing Improvements

Completed replacement and/or restoration of the foam roofing membrane system, including waterproofing and preventative maintenance upgrades.

### Covered Parking Enhancements

Significant improvements completed to the property's approximately 79 covered parking stalls (very rare in this location), including structural, lighting, and surface-related upgrades.

### HVAC System Upgrades

Replacement and modernization of multiple HVAC condensers, compressors, ducting components, and related mechanical infrastructure throughout the property.

### Elevator Modernization

Renovated elevator cab and completed upgrades to improve aesthetics, functionality, and tenant experience.

### Electrical & Fire/Life Safety Improvements

Upgrades completed to property lighting, electrical systems, fire alarm panels, smoke detection systems, and related life-safety infrastructure.

### Stairways & Common Area Repairs

Repairs and cosmetic enhancements completed to stair systems, railings, walkways, and common area surfaces, including painting and deferred maintenance items.

### Landscape & Irrigation Improvements

Refreshed landscaping and irrigation systems, including enhanced palm tree lighting and exterior aesthetic improvements throughout the property.

### Plumbing Infrastructure Improvements

Replacement and repair of portions of aging plumbing infrastructure, including cast iron piping and related components.

### Exterior & Miscellaneous Improvements

Additional capital improvements included bird proofing, balcony repairs, exterior maintenance items, and various property-wide operational enhancements.

**Disclaimer:** Certain capital improvements were completed by ownership acting in an owner-builder capacity. Permits, approvals, warranties, and related documentation for some or all work may not be available or may not have been obtained. Buyer shall independently verify all improvements, permitting, and code compliance to its sole satisfaction through its own inspection reports.

THE EL PASEO TRADE AREA BENEFITS FROM GREATER PALM SPRINGS' ROBUST TOURISM ECONOMY, WHICH ATTRACTS APPROX. 14.4 MILLION ANNUAL VISITORS GENERATING ROUGHLY \$9 BILLION IN ANNUAL VISITOR SPENDING THROUGHOUT THE COACHELLA VALLEY.

TARGET.

Marshalls.

BED BATH & BEYOND

WHOLE FOODS MARKET

GROCERY OUTLET  
bargain Market

T.J. MAXX

THE SHOPS  
AT PALM DESERT

TRADER JOE'S

ROSS  
DRESS FOR LESS

ATHLETA

DAILY GRILL  
RESTAURANT & BAR

WARBY PARKER

HIGHWAY 111 (39,462 VPD)

SHAKE SHACK

EL PASEO (16,641 VPD)

LOUIS VUITTON

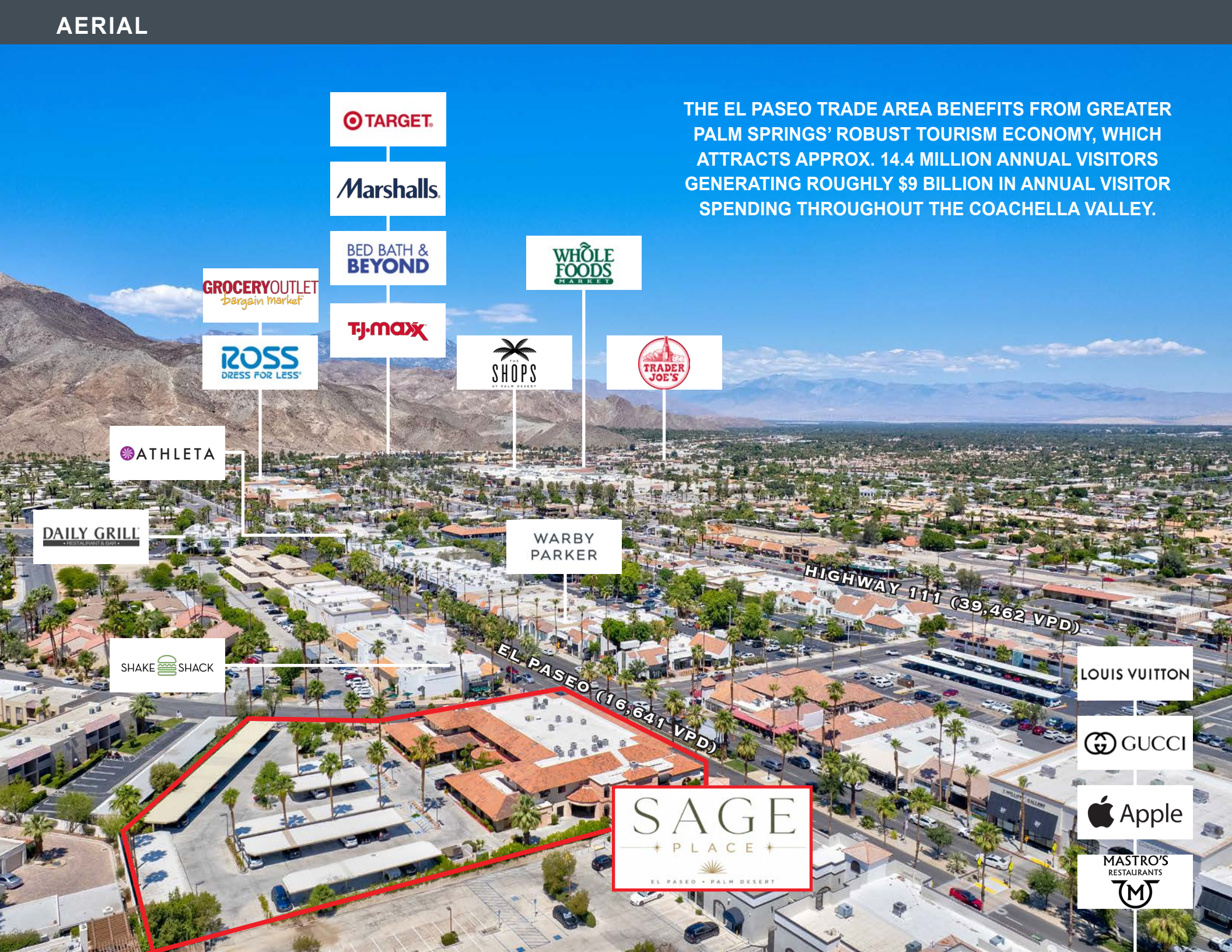
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Apple

MASTRO'S RESTAURANTS

SAGE PLACE

EL PASEO • PALM DESERT



EL PASEO — THE PREMIER LUXURY RETAIL CORRIDOR WITHIN THE VALLEY,  
ATTRACTS AN ESTIMATED 500,000+ ANNUAL PEDESTRIAN VISITS

EL PASEO (16,641 VPD)



# PROPERTY PHOTOS



FEATURES RARE COVERED PARKING

# RENT ROLL

Suite #	Tenant	Size (SF)	Current Monthly Rent	Current Base \$/SF	Increases	CAM Recovery Type	Lease Start	Lease Expires	Lease Options
1)	Hundenfolk	1,820	\$7,498	\$4.12	April, 3% annually	NNN	1/1/24	3/31/29	(2) 3-Year
2)	Pretty Please	1,520	\$5,320	\$3.50	Jan, 3% annually	NNN	8/1/24	12/31/29	(1) 5-Year
3)	Vacant	1,670	\$5,845	\$3.50	-	NNN	-	-	-
4)	Mares Menswear	1,530	\$5,681	\$3.71	Sept, 5% annually	NNN	9/1/23	8/31/26	(1) 3-Year
5)	Anatolian Rugs	1,530	\$4,870	\$3.18	Jan, 2.5% annually	NNN	12/15/17	10/31/28	(1) 5-Year
6)	Elegant Nails on El Paseo	1,000	\$2,583	\$2.58	Aug, 3% annually	NNN	8/1/17	7/31/27	(1) 5-Year
7)	De Marie Consulting, Inc.	1,000	\$2,750	\$2.75	Jan, 4% annually	NNN	11/1/24	12/31/27	(1) 5-Year
8)	Courtney Lauren Skincare, Inc.	1,000	\$2,750	\$2.75	Apr, 3% annually	NNN	4/1/21	3/31/26	(1) 5-Year
9)	La Dolce Piccola Gelateria	1,000	\$2,750	\$2.75	Nov, 3% annually	NNN	11/1/25	10/31/30	(1) 5-Year
10)	Mark Gregory Willems	770	\$1,002	\$1.30	Sep, 3% annually	NNN	9/1/24	8/31/29	(1) 5-Year
11)	Desert Psychiatric Associates	2,167	\$2,790	\$1.29	Feb, 3% annually	NNN	1/15/24	1/14/29	(1) 5-Year
12)	Nationwide Fair Lending	770	\$1,083	\$1.41	Apr, 3% annually	NNN	4/1/21	4/30/26	(1) 5-Year
14)	Lance Crossborder Law & Tax	990	\$1,426	\$1.44	Nov, 5% annually	NNN	11/19/18	10/31/27	(1) 4-Year
15)	Heart of Gold Nursing	1,463	\$1,905	\$1.30	-	NNN	6/1/26	8/31/31	-
16)	HGRE Desert Lifestyle Propertie	1,320	\$1,858	\$1.41	Aug, 3% annually	NNN	8/1/21	7/31/26	(1) 5-Year
17)	Vacant	1,100	\$1,540	\$1.40	-	NNN	-	-	-
18)	The Refinery Integrated Wellness	860	\$1,075	\$1.25	July, 4% annually	NNN	7/1/24	8/31/29	(1) 5-Year
19)	Salvador Bommarito	1,760	\$2,288	\$1.30	Aug, 3% annually	NNN	9/1/24	7/31/29	(1) 5-Year
20)	La Dolce Piccola Gelateria	520	\$3,310	\$6.37	Apr, 5% annually	NNN	4/1/23	10/31/30	(2) 5-Year
21)	CoCo Rose	1,800	\$5,729	\$3.18	Nov, 3% annually	NNN	11/1/23	12/31/27	(2) 4-Year
Total Occupied		22,820	\$56,668	\$2.48	0%				
Vacant		2,770	\$7,385		0%				
<b>Total / Wtd. Avg:</b>		<b>25,590</b>	<b>\$64,053</b>	<b>\$2.50</b>	<b>0%</b>				



# TRANSACTION SUMMARY

## Financial Information

Price: \$11,200,000

## Estimated Operating Information

	<u>Year 1</u>		<u>Year 5</u>	
Gross Potential Rent	\$784,622		\$906,691	
Plus Recapture	\$258,200		\$258,200	
Tot. Gross Potential Income	\$1,042,822		\$1,164,891	
Less Vacancy (Rent)	(\$88,620)	11%	\$0	0%
Less Vacancy (NNN)	(\$27,949)	11%	\$0	0%
Effective Gross Income	\$926,253		\$1,164,891	
Less Expenses	(\$258,200)	\$0.84	(\$258,200)	\$0.84
<b>Net Operating Income</b>	<b>\$668,053</b>		<b>\$906,691</b>	
<b>Cap Rate:</b>	<b>6.0%</b>		<b>8.1%</b>	

## Estimated Operating Expenses

Taxes (est)		\$123,200	\$0.40	\$123,200	\$0.40
Insurance (est)		\$43,000	\$0.14	\$43,000	\$0.14
CAM (est)		\$72,000	\$0.23	\$72,000	\$0.23
Mgmt (market)	2.2%	\$20,000	\$0.07	\$20,000	\$0.07
<b>Total</b>		<b>\$258,200</b>	<b>\$0.84</b>	<b>\$258,200</b>	<b>\$0.84</b>

\*Year 1 projections for 9/1/2026 - 8/31/2027

# AREA OVERVIEW - EL PASEO RETAIL CORRIDOR

Sage Place is ideally located along El Paseo, which is a premier luxury retail corridor in the Coachella Valley and is commonly referred to as the “Rodeo Drive of the Desert.” This corridor spans approximately 1 mile and features a curated mix of luxury retailers, national brands, boutique shops, art galleries, and high-end dining. The corridor benefits from strong tourism, affluent seasonal residents, and limited competing luxury retail supply.

## Retail & Tenant Profile

El Paseo features a highly curated mix of luxury retailers, nationally recognized brands, boutique fashion concepts, fine jewelry stores, art galleries, wellness operators, and experiential retail uses that collectively position the corridor as the dominant luxury shopping destination within the Coachella Valley. The street is anchored by a combination of internationally recognized luxury brands and successful regional lifestyle concepts, creating a strong synergy between fashion, dining, hospitality, and entertainment.

Notable retailers and brands along or immediately surrounding El Paseo include:

- Louis Vuitton
- Gucci
- Saint Laurent
- Lululemon
- Tommy Bahama
- Johnny Was
- Kiehl's
- Trina Turk
- Sephora
- Williams Sonoma



## Dining & Experience

Strong mix of upscale restaurants and outdoor dining, creating a lifestyle-driven environment with extended dwell time.

## Demand Drivers

Affluent demographics, seasonal residents, tourism, and resort-driven economy support consistent demand.

## Traffic & Activation

Peak season October through April with major events such as Fashion Week and Food & Wine Festival driving traffic.

## Positioning

El Paseo is a best-in-class, experience-driven retail corridor with strong long-term investment fundamentals.

## Palm Desert, CA

Palm Desert is a premier affluent submarket within the Coachella Valley, known for its luxury retail, resort-driven economy, and high-income seasonal population. Anchored by the region's top shopping destination, El Paseo, the city benefits from strong tourism, second-home ownership, and limited competing retail corridors, supporting long-term retail and mixed-use investment demand.

### Key Demand Drivers

- Affluent demographic base (Palm Desert, Indian Wells, Rancho Mirage)
- Significant seasonal population ("snowbirds") with high discretionary income
- Strong tourism economy (resorts, golf, events, wellness)
- Proximity to Palm Springs (regional draw + airport access)

### Retail & Commercial Profile

Home to Coachella Valley's top retail corridor (El Paseo), which features:

- Luxury + lifestyle retail
- Grocery-anchored and neighborhood centers
- Experiential dining + boutique fitness
- Street retail + restaurant space
- Service-oriented tenants (medical, wellness, beauty)

### Tourism & Lifestyle Economy

- Major resort destination with year-round visitation
- Key drivers:
  - Golf tourism (100+ courses valley-wide)
  - Festivals + events (Coachella, Stagecoach nearby)
  - Wellness / spa / luxury leisure
- Supported by Palm Springs International Airport

### Ultra-High-Net-Worth Individuals with Homes Nearby (The Madison Club)



# COACHELLA

COACHELLA VALLEY MUSIC AND ARTS FESTIVAL

# STAGECOACH

**620,000+**

People Attend Coachella Music Festival

**\$600 Million**

Economic Impact to the Local Economy

**90,000+**

People Attend Stagecoach Music Festival

**\$430 Million**

Economic Impact to the Local Economy





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