



1216-1218 POINSETTIA DR
WEST HOLLYWOOD, CA 90046

2 UNITS - WEST HOLLYWOOD LOCATION - VALUE ADD OPPORTUNITY

Marcus & Millichap

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An aerial photograph of a residential neighborhood in West Hollywood, California. The scene is dominated by lush green trees and palm trees interspersed among various residential buildings. In the center, a white callout box with a red border contains the address information. A red line extends from the bottom of this box to a specific house with a light-colored roof and a small arched entrance. The background shows a dense urban landscape with taller buildings and hills under a clear blue sky with scattered clouds.

1216-1218
POINSETTIA DR
WEST HOLLYWOOD, CA 90046





01

PROPERTY
DETAILS

THE OPPORTUNITY

The Sterman Multifamily Group of Marcus & Millichap and The Kamara Multifamily Group of Lyon Stahl are pleased to present 1216–1218 Poinsettia Drive, a two-unit apartment property located in the highly sought-after West Hollywood submarket. Constructed in 1923, the property is situated on an approximately 5,853 square foot lot and offers roughly 1,782 square feet of rentable space. The unit mix consists of two (2) one-bedroom/one-bath units, providing an efficient layout that caters to strong renter demand in this premier location.

1216–1218 Poinsettia Drive benefits from its prime positioning within West Hollywood, offering immediate access to some of the area's most notable dining, retail, and entertainment destinations. The property is conveniently located near major thoroughfares, providing connectivity to Beverly Hills, Hollywood, and the greater Los Angeles region. The surrounding neighborhood continues to attract consistent tenant demand due to its walkability, vibrant lifestyle amenities, and proximity to key employment hubs.

The property presents a compelling opportunity for investors seeking a boutique, well-located multifamily asset in one of Los Angeles' most desirable rental markets. With its classic architecture, irreplaceable location, and strong long-term fundamentals, 1216–1218 Poinsettia Drive offers both stability and upside potential in a high-barrier-to-entry submarket.

PROPERTY SUMMARY

PRICING

Offering Price	\$1,095,000	
Price/Unit	\$547,500	
Price/SQFT	\$614.48	
CAP Rate	2.25% Current	3.19% Market
GRM	21.88 Current	17.55 Market

THE ASSET

Number of Units	2
Year Built	1923
Unit Mix	(2) 1 Bed + 1 Bath
Gross SqFt	1,782
Lot Size	5,853
Zoning	WDR1B
Parcel Number	5531-006-015



INVESTMENT HIGHLIGHTS

West Hollywood location

Approximately 1,782 square feet of rentable area situated on a 5,853 square foot lot

Unit mix consisting of (2) one-bedroom/one-bath units

Convenient connectivity to major employment hubs, including Beverly Hills, Hollywood, and

Downtown Los Angeles

Excellent freeway access to the US-101 and I-10, allowing efficient connectivity to Hollywood,

Beverly Hills, Downtown Los Angeles, and key Westside employment hubs



CENTURY PARK



5900 Wilshire



HOLLYWOOD HIGH SCHOOL



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02

FINANCIAL
ANALYSIS

RENT ROLL

UNIT #	TYPE	CURRENT RENT	MARKET RENT	NOTES
1216	1 Bed + 1 Bath	\$2,600	\$2,600	Vacant
1218	1 Bed + 1 Bath	\$1,570	\$2,600	Occupied
		\$4,170	\$5,200	

RENT ROLL SUMMARY

UNIT #	UNIT TYPE	AVG CURRENT	CURRENT	AVG MARKET	MARKET
2	1 Bed + 1 Bath	\$2,085	\$4,170	\$2,600	\$5,200
TOTAL SCHEDULED RENT:			\$4,170		\$5,200

PRICING DETAILS

PRICING	
OFFERING PRICE	\$1,095,000
Number of Units	2
Price per Unit	\$547,500
Price per SqFt	\$614.48
Gross SqFt	1,782
Lot Size	5,853
Year Built	1923

RETURNS	CURRENT	MARKET
Cap Rate	2.25%	3.19%
GRM	21.88	17.55

ANNUALIZED INCOME	CURRENT		MARKET	
Gross Scheduled Income	\$50,040		\$62,400	
Vacancy Reserve	(\$1,501)	3%	(\$1,872)	5%
Effective Gross Income	\$48,539		\$60,528	
Less: Expenses	(\$23,917)	48%	(\$25,647)	41%
Net Operating Income	\$24,622		\$34,881	

ANNUALIZED EXPENSES	CURRENT	MARKET
Real Estate Taxes	\$13,140	\$13,140
Insurance	\$2,673	\$2,673
Utilities	\$2,160	\$2,160
Main. & Repairs	\$2,502	\$3,753
Off-Site Management (4%)	\$1,942	\$2,421
Landscaping	\$1,000	\$1,000
Misc. + Reserves	\$500	\$500
Total Expenses	\$23,917	\$25,647
Expenses/Unit	\$11,958.28	\$12,823.50
Expenses/SF	\$13.42	\$14.39

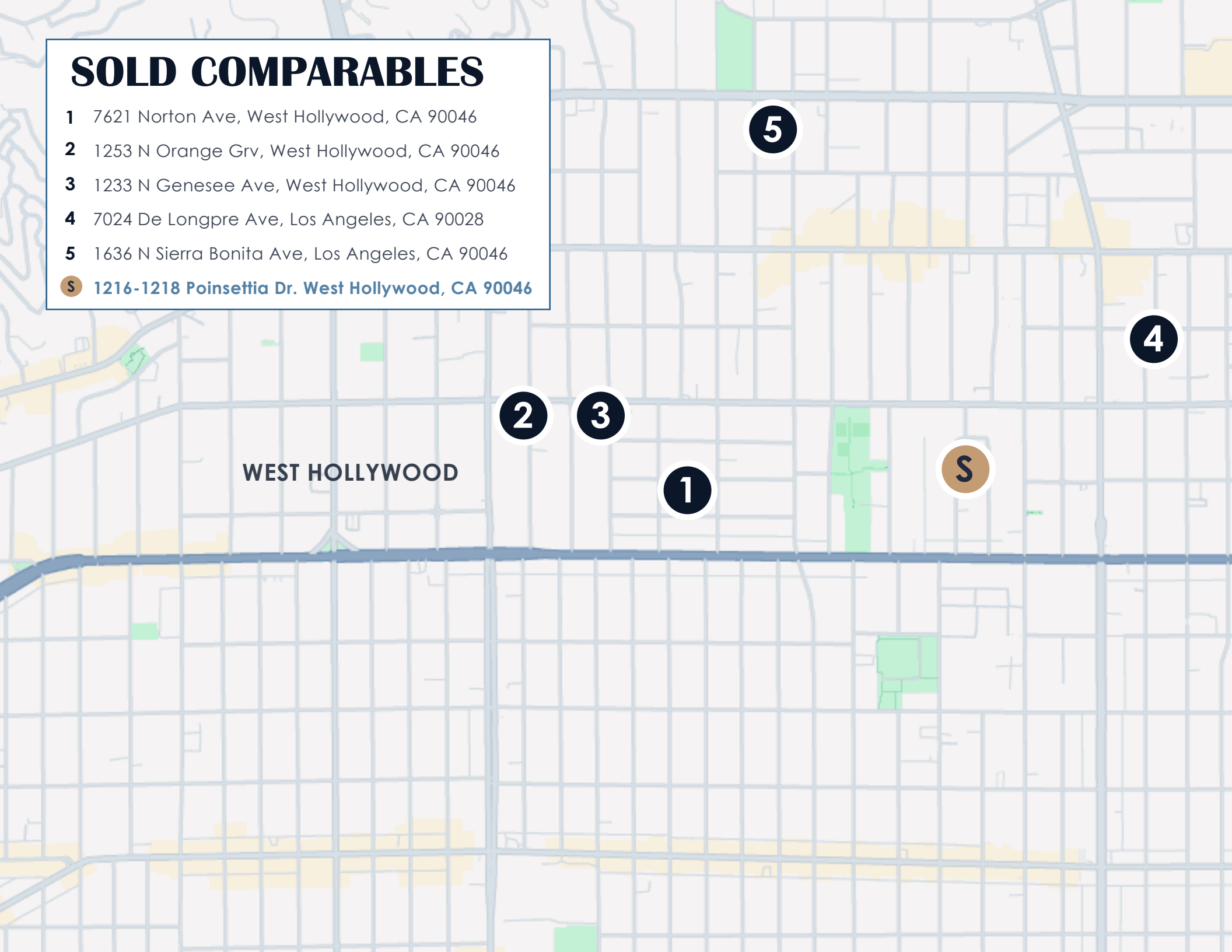


03

MARKET
COMPARABLES

SOLD COMPARABLES

- 1 7621 Norton Ave, West Hollywood, CA 90046
- 2 1253 N Orange Grv, West Hollywood, CA 90046
- 3 1233 N Genesee Ave, West Hollywood, CA 90046
- 4 7024 De Longpre Ave, Los Angeles, CA 90028
- 5 1636 N Sierra Bonita Ave, Los Angeles, CA 90046
- S** 1216-1218 Poinsettia Dr. West Hollywood, CA 90046



SOLD COMPARABLES



**1216-1218 POINSETTIA DR
WEST HOLLYWOOD, CA 90046**

Price	\$1,095,000
Units	2
Bldg SF	1,782
Year Built	1923
Price/SF	\$614.48
Price/Unit	\$547,500
Close of Escrow	N/A
Unit Mix	(2) 1+1

**7621 NORTON AVE
WEST HOLLYWOOD, CA 90046**

Price	\$1,982,500
Units	2
Bldg SF	2,353
Year Built	1921
Price/SF	\$842.54
Price/Unit	\$991,250
Close of Escrow	4/24/2026
Unit Mix	(1) 2+1 (1) 3+2

**1253 N ORANGE GRV
WEST HOLLYWOOD, CA 90046**

Price	\$1,700,000
Units	3
Bldg SF	2,980
Year Built	1916
Price/SF	\$570.47
Price/Unit	\$566,667
Close of Escrow	1/27/2026
Unit Mix	(2) 2+1 (1) 3+2

SOLD COMPARABLES








1233 N GENESEE AVE WEST HOLLYWOOD, CA 90046	
Price	\$1,625,000
Units	3
Bldg SF	1,798
Year Built	1922
Price/SF	\$903.78
Price/Unit	\$541,667
Close of Escrow	9/25/2025
Unit Mix	(1) 1+1 (1) 2+1 (1) 3+2


7024 DE LONGPRE AVE LOS ANGELES, CA 90028	
Price	\$1,460,000
Units	2
Bldg SF	1,824
Year Built	1924
Price/SF	\$271.20
Price/Unit	\$730,000
Close of Escrow	9/19/2025
Unit Mix	(1) 1+1 (1) 3+2

1636 N SIERRA BONITA AVE LOS ANGELES, CA 90046	
Price	\$1,250,000
Units	2
Bldg SF	2,114
Year Built	1910
Price/SF	\$591.30
Price/Unit	\$625,000
Close of Escrow	7/11/2025
Unit Mix	(1) 1+1 (1) 2+1

SOLD COMPARABLES

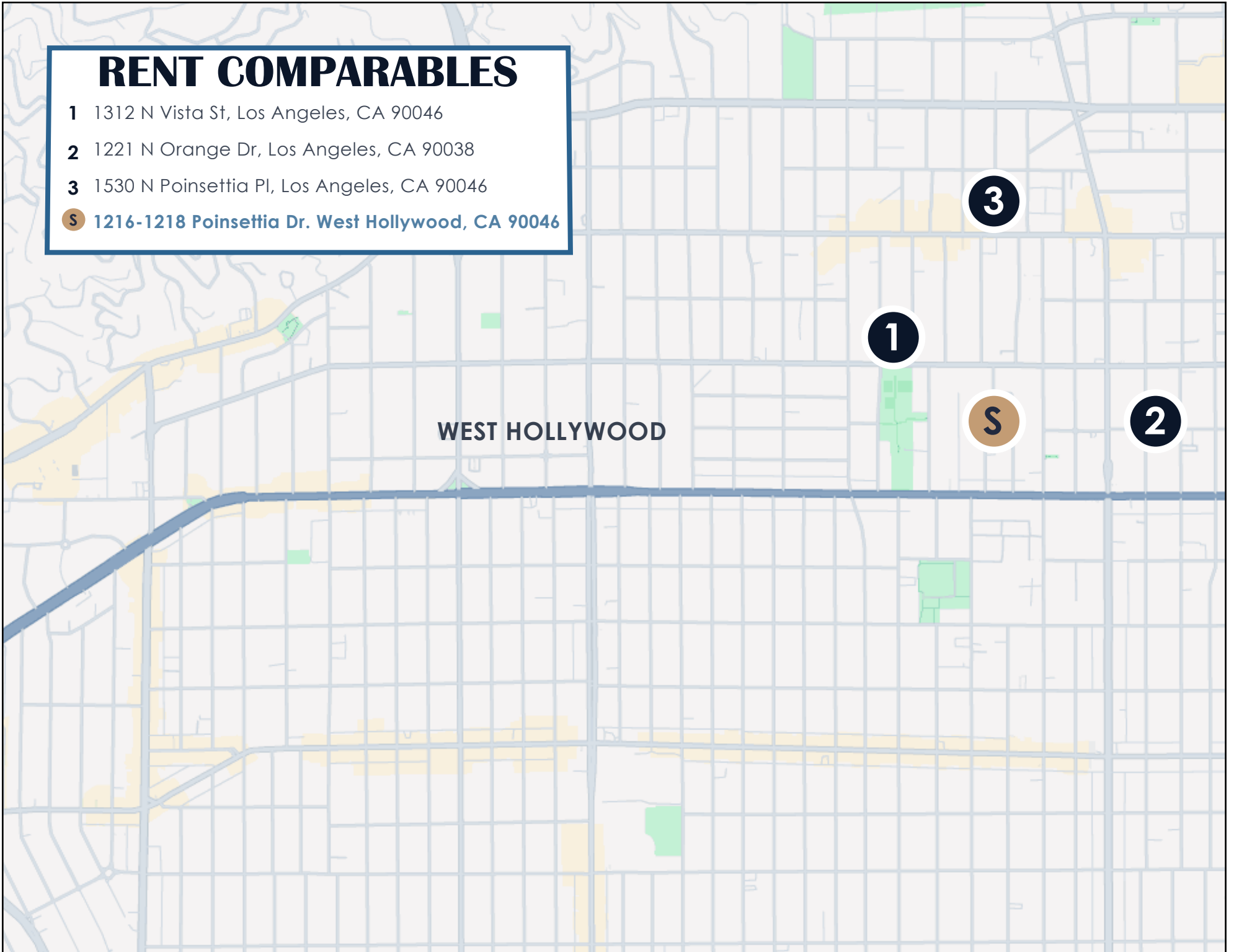
	ADDRESS	UNITS	COE	BUILT	UNIT MIX	PRICE	\$/UNIT	\$/SQFT
	7621 Norton Ave West Hollywood, CA 90046	2	4/24/2026	1921	(1) 2+1 (1) 3+2	\$1,982,500	\$991,250	\$842.54
	1253 N Orange Grv West Hollywood, CA 90046	3	1/27/2026	1916	(2) 2+1 (1) 3+2	\$1,700,000	\$566,667	\$570.47
	1233 N Genesee Ave West Hollywood, CA 90046	3	9/25/2025	1922	(1) 1+1 (1) 2+1 (1) 3+2	\$1,625,000	\$541,667	\$903.78
	7024 De Longpre Ave Los Angeles, CA 90028	2	9/19/2025	1924	(1) 1+1 (1) 3+2	\$1,460,000	\$730,000	\$800.44
	1636 N Sierra Bonita Ave Los Angeles, CA 90046	2	7/11/2025	1910	(1) 1+1 (1) 2+1	\$1,250,000	\$625,000	\$591.30
						\$1,603,500	\$690,917	\$741.71

SUBJECT PROPERTY







	ADDRESS	UNITS	COE	BUILT	UNIT MIX	PRICE	\$/UNIT	\$/SQFT
	1216-1218 Poinsettia Dr West Hollywood, CA 90046	2	N/A	1923	(2) 1+1	\$1,095,000	\$547,500	\$614.48

RENT COMPARABLES

- 1 1312 N Vista St, Los Angeles, CA 90046
- 2 1221 N Orange Dr, Los Angeles, CA 90038
- 3 1530 N Poinsettia Pl, Los Angeles, CA 90046
- S 1216-1218 Poinsettia Dr. West Hollywood, CA 90046



RENT COMPARABLES

ADDRESS	UNIT MIX	PRICE	SQFT	PRICE/SQFT
ONE BEDROOM				
  1312 N Vista St Los Angeles, CA 90046	1 Bed + 1 Bath	\$2,595	750	\$3.46
  1221 N Orange Dr Los Angeles, CA 90038	1 Bed + 1 Bath	\$2,500	800	\$3.13
  1530 N Poinsettia Pl Los Angeles, CA 90046	1 Bed + 1 Bath	\$2,600	850	\$3.06



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, vibrant blue with scattered white clouds. The text '04' is prominently displayed in the upper left quadrant in a large, dark blue, serif font.

04

AREA
OVERVIEW

WEST HOLLYWOOD

West Hollywood is one of the most desirable and supply-constrained rental markets in Los Angeles County, offering a vibrant, walkable environment with premier access to dining, retail, and entertainment. The city continues to attract a diverse and affluent renter base.

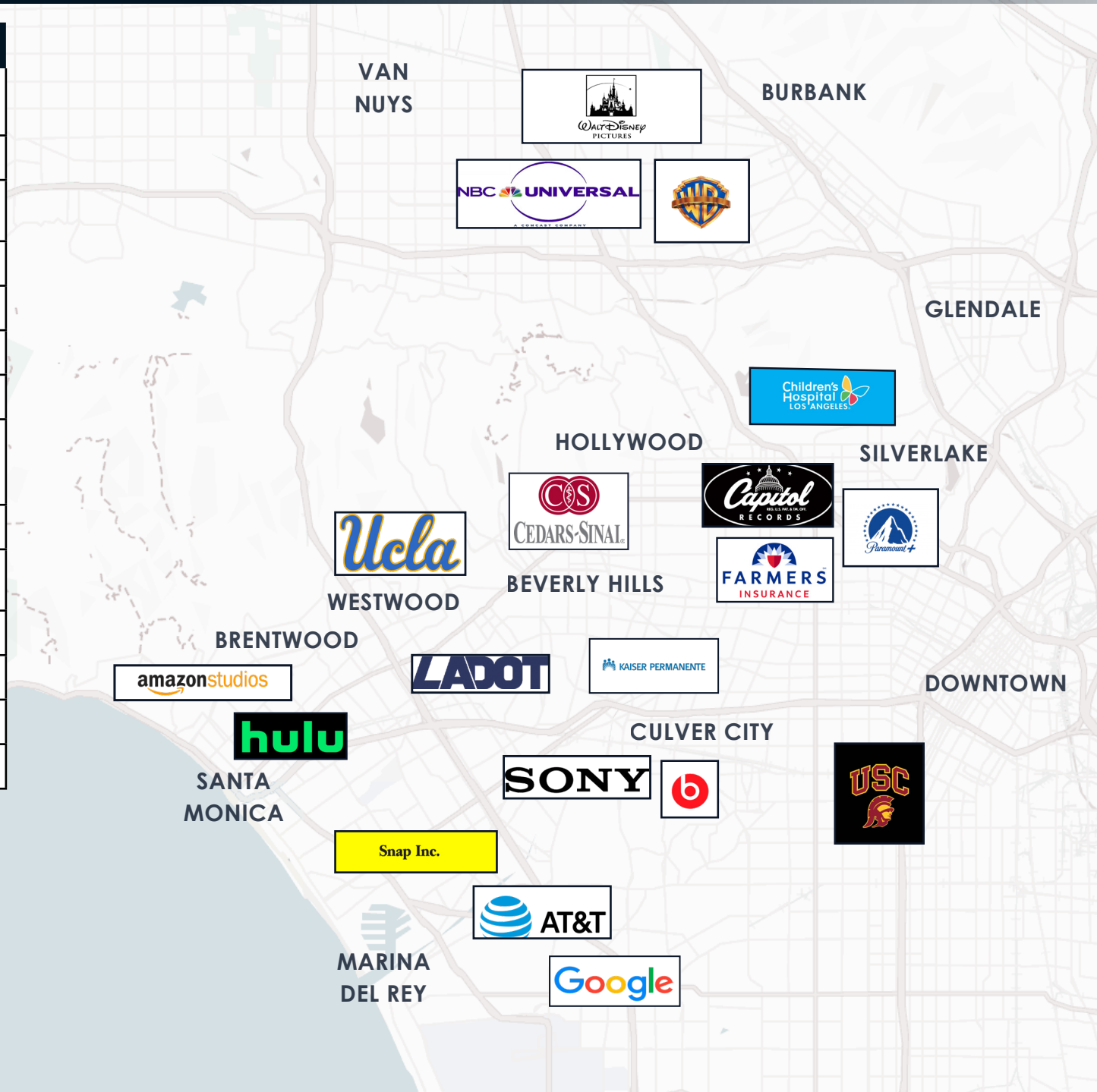
Proximity to major employment hubs in Beverly Hills, Hollywood, and the Westside supports consistent rental demand, driven by industries such as entertainment, media, and creative services.

With convenient access to Santa Monica Boulevard, Sunset Boulevard, and nearby US-101 and I-10 freeways, West Hollywood remains a premier multifamily investment market with strong long-term fundamentals.



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



WEST HOLLYWOOD DEMOGRAPHICS

35,000

TOTAL POPULATION

40

MEDIAN AGE

20,000

TOTAL HOUSEHOLDS

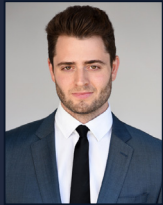
\$110,000

AVERAGE HOUSEHOLD INCOME

1216-1218 POINSETTIA DR

WEST HOLLYWOOD, CA 90046

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