

OFFERING MEMORANDUM



6-UNIT INVESTMENT OFFERING IN THE SAN FERNANDO VALLEY

20542 HARTLAND ST, WINNETKA, CA 91306

km Kidder
Mathews

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EXECUTIVE SUMMARY

PREMIER OFFERING IN THE HEART OF WINNETKA, CA

20542 Hartland St presents a rare opportunity to acquire a six-unit multifamily asset in the heart of Winnetka, one of the San Fernando Valley's most desirable rental markets.

Ideally positioned adjacent to Canoga Park and Woodland Hills, the property offers residents convenient access to major employment centers, shopping, dining, and entertainment throughout the West Valley.

Situated on a 7,412 SF lot, the property features approximately 4,800 SF of rentable space and consists of four (4) two-bedroom, two-bath units and two (2) one-bedroom, one-bath units, with an average unit size of approximately 800 SF. One unit will be delivered vacant, providing an immediate opportunity to achieve market rents upon acquisition. Built in 1957, the property offers approximately 38% rental upside, creating a compelling value-add opportunity for investors seeking increased cash flow and long-term appreciation.

Additionally, the detached garage presents potential for ADU development, allowing a new owner to further maximize income and property value. Combining a strong unit mix, significant rental upside, a vacant unit, and ADU potential in a high-demand rental market, 20542 Hartland St represents an exceptional opportunity to acquire a well-located multifamily asset with substantial upside in one of the San Fernando Valley's most sought-after submarkets.



ADDRESS	20542 Hartland St Winnetka, CA 91306
PRICE	\$1,465,000
GROSS INCOME	\$126,228
NOI	\$76,748
UNITS	6 (One Vacant)
BUILDING SF	±4,800 SF
APN	2137-030-009

INVESTMENT HIGHLIGHTS

Four - 2BR/1BA and Two - 1BR/1BA

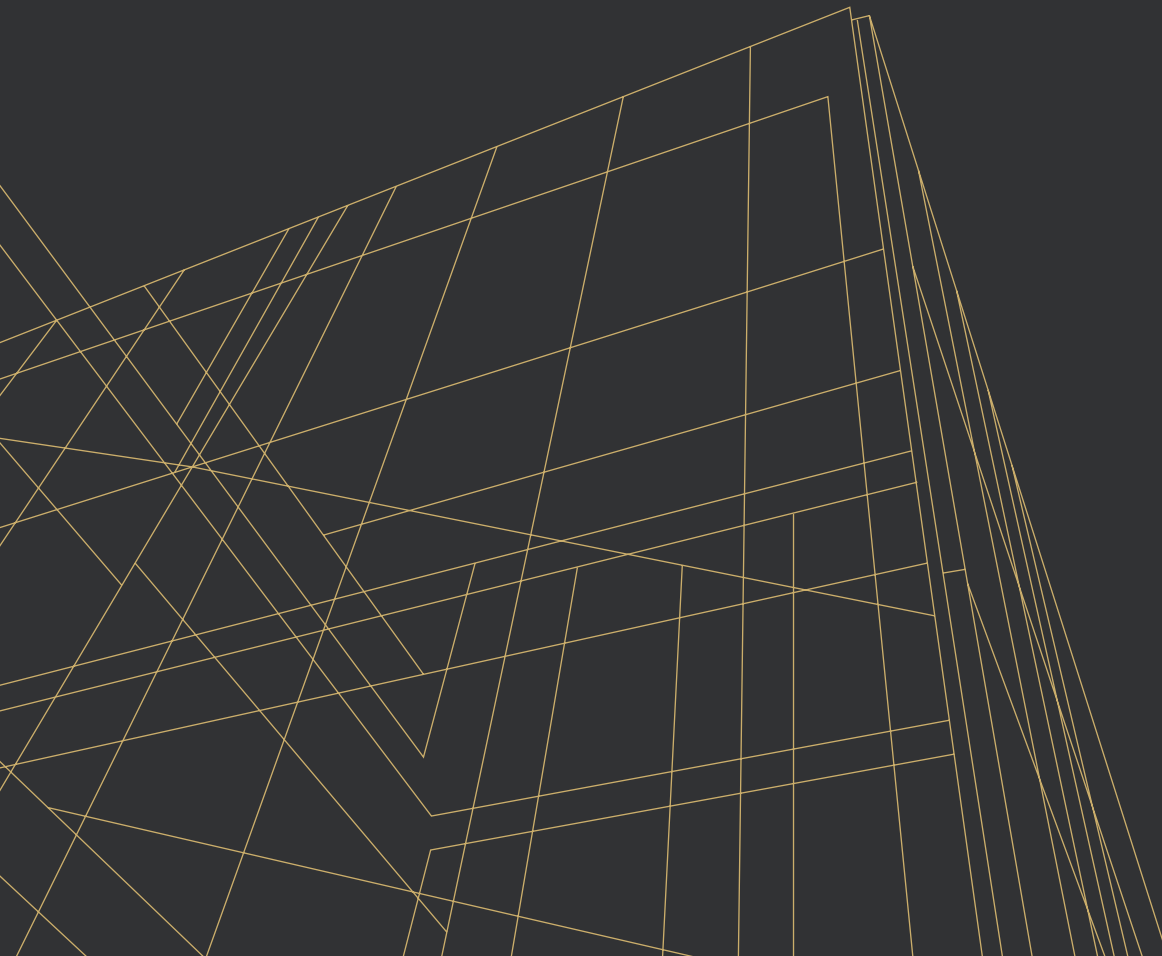
Value add investment opportunity with approximately 38% upside in rents

One unit to be delivered VACANT

Offering located in one of the most desirable rental markets in the San Fernando Valley

Potential to add two additional dwelling units (ADU's) located at the detached garage





PROPERTY OVERVIEW

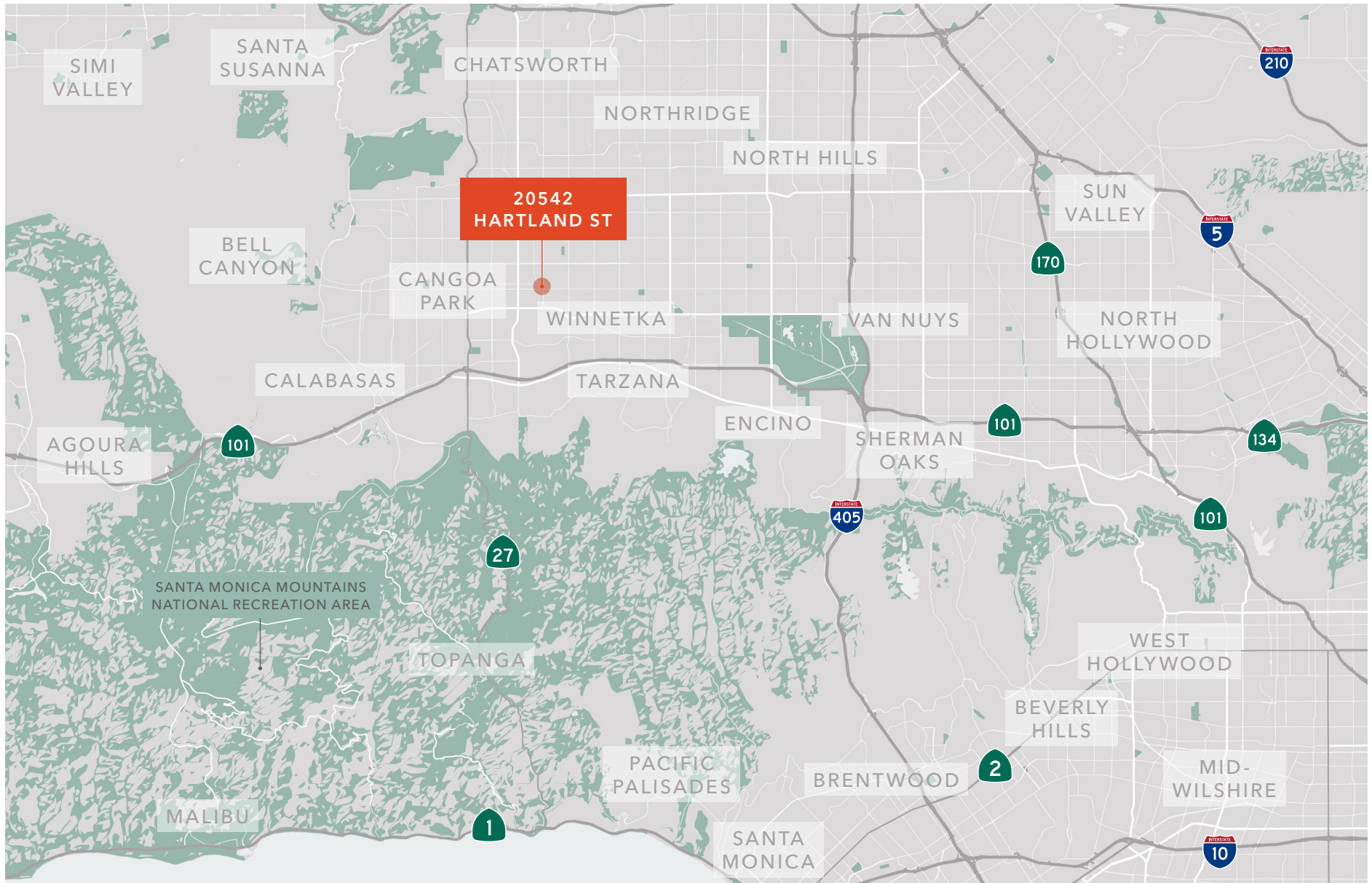
PROPERTY OVERVIEW

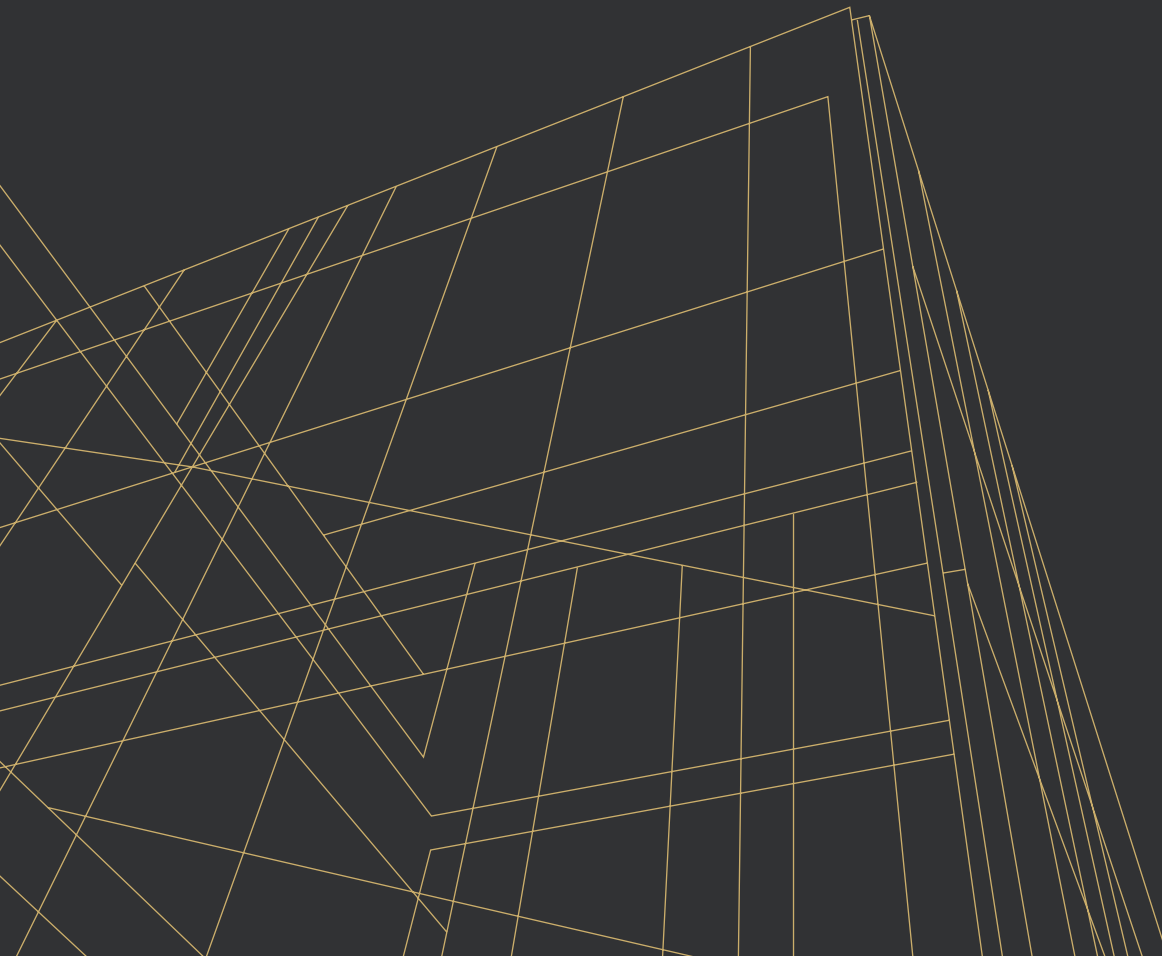
20542
HARTLAND ST

PROPERTY OVERVIEW



PROPERTY OVERVIEW





LOCATION OVERVIEW



THE SAN FERNANDO VALLEY — A GLOBAL ENTERTAINMENT HUB

The San Fernando Valley is a vibrant economic and cultural hub within the Greater Los Angeles Area.

The San Fernando Valley, or “the Valley” as it is generally known, encompasses most of the northern portion of the City of Los Angeles. It is bounded on the west by the Santa Susana Mountains, on the north by the San Gabriel Mountains, on the east by the Verdugo Hills, and on the south by the Santa Monica Mountains. Home to 1.77 million people, the Valley has become one of the most densely populated areas in Los Angeles County. The Valley’s bustling economy employs over 700,000 people and boasts a significant percentage of Los Angeles County’s media and entertainment firms, aerospace, technology, manufacture, finance, health, insurance and real estate companies. With its highly diversified development, the San Fernando Valley boasts some of Southern California’s premier employer concentrations, destination retail, tourist attractions, and residential living.

±1.8M

2025 TOTAL
POPULATION

±\$92K

2025 MEDIAN
HH INCOME

±\$1.1M

2025 MEDIAN
HOME VALUE

LOCATION OVERVIEW

DEMOGRAPHICS & EDUCATION

The San Fernando Valley is extremely dense and has a population density of approximately 4,181 people per square mile. As of 2023, median household income for the Valley is \$84,265 and average household income is \$124,145. Los Angeles County only reports a median household income of \$81,362 and an average household income of \$120,981. Overall, the Valley has an average home value of \$935,230 where LA County reports a slightly less expensive average home value of \$930,606.

Of the 1,290,313 residents over the age of 25 roughly 48% have an associate, bachelors, or graduates' degree. The Valley provides its residents with plenty of great education options where that includes LAUSD, private schools, or higher education. The Valley is home to over 100 accredited institutions that offer higher education degrees. Some of them include California State University Northridge, Pierce College, Los Angeles Valley College, and more. These institutions create an impressive employee base from which companies can draw.

HOUSING

The Valley has some great neighborhoods that attract professionals from all over LA County that provide more

Home to the nation's epicenter of the film and television industry, the San Fernando Valley has over 1.8 million residents and over 90,000 businesses. It is comprised of the cities of Glendale, Burbank, Calabasas, San Fernando, and Los Angeles.

affordable housing options when compared to the trendier neighborhoods on the other side of the hill. Whether you are a renter or looking to purchase a home, the valley provides much cheaper housing alternatives while still being accessible to all of Los Angeles' business districts. As of October 2023, Average asking rent per unit in the Valley is \$2,030. Other neighborhoods like West Hollywood, Hollywood, & Downtown Los Angeles are reporting average asking rents per unit of \$2,753, \$2,299, & \$2,599 respectively.

TRANSPORTATION

The Valley makes transportation easy and accessible for

employees and their families. Anchored by three major airports in the region including Van Nuys, Bob Hope Airport in Burbank, and is close enough to Los Angeles International Airport. On the ground, The Valley has commuter rail services, dedicated high-speed bus lanes a subway, and an elaborate freeway system which connects the Valley to all of Los Angeles. The 405 freeway connects neighborhoods within the valley such as Sherman Oaks and Encino to West Los Angeles. The 101 freeway runs through the entirety of The Valley to Hollywood and Downtown. Most of Los Angeles is within a 20-minute drive from the San Fernando Valley.

ECONOMICS & BUSINESSES

The Valley is home to many of the world's most recognizable corporate names. They include companies such as The Walt Disney Co., Amgen Inc., Warner Bros, Public Storage, and Universal Pictures. Regardless of the industry, it can be found in The Valley and the surrounding cities. The Valley has a total of 98,363 businesses and 778,734 employees. Majority of the employees work in Health Care & Social Assistance (13%), Retail Trade (12.4%), and the Professional Sector (9.0%). The Valley is also a prime destination for tourism with millions of annual visitors allowing for growth in the retail and hotel industries.



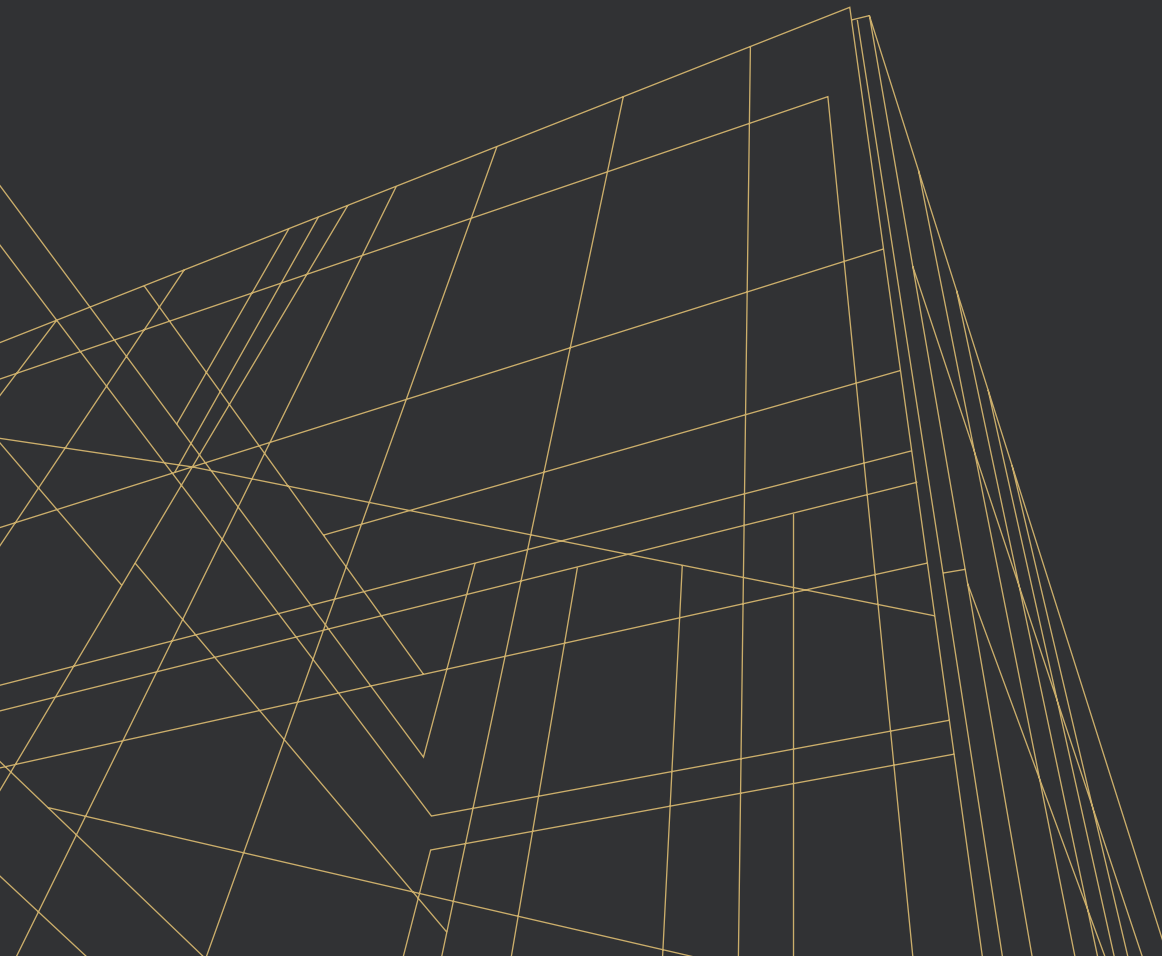
WINNETKA, CA — ONE OF THE VALLEY'S MOST DESIRABLE NEIGHBORHOODS

Winnetka is a diverse, predominantly residential neighborhood located in the west-central San Fernando Valley of Los Angeles, CA.

Situated roughly 25 miles northwest of Downtown LA, the community spans just under five square miles and is home to about 50,000 residents. Winnetka is bounded by Nordhoff Street to the north, Victory Boulevard to the south, DeSoto Avenue to the west, and Corbin Avenue to the east. It neighbors Canoga Park, Reseda, Northridge, and Woodland Hills.

Known for its suburban feel, the area is family-oriented and ethnically diverse, with a mix of single-family homes and mid-sized apartment complexes. The median household income hovers around \$81,000, with a median resident age of about 40.

Winnetka features several public and private schools, and is positioned just north of Pierce College. Nearby California State University, Northridge (CSUN) makes it a convenient spot for college students and staff. The neighborhood offers convenient access to the wider Los Angeles area via the Ventura Freeway (101) to the south and Topanga Canyon Boulevard. For public transit, the Metro G Line (Orange Line) runs directly by nearby Pierce College, connecting commuters to North Hollywood and beyond.



FINANCIALS

Section 04

RENT ROLL

Unit	Unit Mix	Current Rent	Market Rent	Square Footage	Current Rent PSF	Market Rent PSF
1	2B/1B	\$1,731	\$2,650	900	\$1.92	\$2.94
2 (Vacant)	2B/1B	\$2,650	\$2,650	900	\$2.94	\$2.94
3	1B/1B	\$1,020	\$1,950	600	\$1.70	\$3.25
4	2B/1B	\$2,504	\$2,650	900	\$2.78	\$2.94
5	2B/1B	\$1,469	\$2,650	900	\$1.63	\$2.94
6	1B/1B	\$1,145	\$1,950	600	\$1.91	\$3.25
Monthly Rental Income		\$10,519	\$14,500			
Total Monthly Income		\$10,519	\$14,500			
Total Scheduled Gross Income		\$126,228	\$174,000			
Upside			38%			
Market GRM			8.42			
Market Cap Rate			8.30%			






FINANCIAL ASSUMPTIONS

PRICE	\$1,465,000
PRICE PER UNIT	\$244,167
PRICE PER NET BLDG SF	\$305
ACTUAL GRM	11.61
ACTUAL CAPITALIZATION RATE	5.24%
DOWN PAYMENT	\$655,511
FIRST TRUST DEED	\$809,489
INTEREST RATE/TERMS	6.5%
% DOWN	45%
NET OPERATING INCOME	\$76,748
LESS LOAN PAYMENTS	\$48,569
CASH FLOW (PRE-TAX)	\$28,178
RETURN ON DOWN PAYMENT	4.30%

ESTIMATED ANNUAL OPERATING EXPENSES

	Current	Market
NEW PROPERTY TAXES	\$18,313	\$18,313
VACANCY (3%)	\$3,787	\$5,220
PROPERTY MANAGEMENT (4%)	\$3,787	\$5,220
PROPERTY INSURANCE (EST)	\$4,400	\$4,400
TRASH	\$3,994	\$3,994
UTILITIES (LADWP + GAS)	\$13,000	\$13,000
REPAIR AND MAINTENANCE	\$1,000	\$1,000
CLEANING & GARDENING	\$1,200	\$1,200
EXPENSES	\$45,693	\$47,127
%	36.20%	27.08%
SCHEDULED GROSS INCOME	\$126,228	\$174,000
EFFECTIVE GROSS INCOME	\$122,441	\$168,780
NET OPERATING INCOME	\$76,748	\$121,654

SALE COMPARABLES

	Property Name	Sold Date	Building SF	Sale Price	Units	\$ Per Unit	PPSF	GRM	Cap Rate	Year Built
01	 7032 MILWOOD AVE Canoga Park, CA	3/10/2026	3,735	\$1,170,000	7	\$167,143	\$313	N/A	5.70%	1983
02	 7356 ETON AVE Canoga Park, CA	2/3/2026	4,392	\$1,100,000	5	\$220,000	\$250	N/A	5.61%	1965
03	 20618 HARTLAND ST Winnetka, CA	12/27/2025	4,216	\$935,000	6	\$155,833	\$222	11.75	3.84%	1957
04	 7028 ALABAMA AVE Canoga Park, CA	3/2/2026	7,167	\$1,685,000	10	\$168,500	\$235	9.50	6.05%	1977
Averages						\$177,869	\$255	10.63	5.30%	
SP	 20542 HARTLAND ST Winnetka, CA		4,800	\$1,465,000	6	\$244,167	\$305	11.61	5.24%	1957

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