

COMPASS COMMERCIAL



736-740 14th Street

*736-740 14th Street
San Francisco, CA 94122-1432*

Contact:

Michael Onufer

Phone : 415-517-3359

License: 01755437

Email : michael.onufer@compass.com

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736-740 14TH STREET

PROPERTY INFO:

PURCHASE PRICE:

\$2,780,000.00

PROPERTY ADDRESS:

*736-740 14TH STREET
SAN FRANCISCO, CA 94122-1432*

YEAR BUILT:

1900

PROPERTY SIZE

7,195 SQ. FT.

LAND SIZE

3,698.00 SQ. FT.

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PROPERTY OVERVIEW

Prime San Francisco mixed-use investment in the heart of Duboce Triangle! Classic Edwardian building featuring four fully leased residential units and two highly visible street-front commercial spaces—offering investors immediate income, strong foot traffic, and long-term upside.

Nestled between the Castro and Lower Haight, the property is surrounded by popular cafés, boutiques, and wellness services, steps from Duboce Park and major MUNI and F-Market transit lines. The area’s professional, active demographic supports consistent rental demand and retail vitality. A rare opportunity for investors and 1031 exchange buyers seeking a stable, character-rich asset with enduring income, appreciation potential, and prime San Francisco location.

736-740 14th Street San Francisco CA 94122-1432



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736-740 14TH STREET

736-740 14th Street, San Francisco, CA, 94122-1432

DETAILED PROPERTY DESCRIPTION

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736–740 14th Street is a well-maintained three-story mixed-use building located in the highly walkable Duboce neighborhood, adjacent to the Castro district. The property consists of 7,195± square feet of gross building area on a 3,698± square foot parcel, offering 37 feet of frontage along 14th Street with a lot depth of 100 feet.

The structure features two ground-floor retail suites and four full-floor residential apartments above, combining a balanced commercial and residential use mix within a classic San Francisco urban fabric.

PROPERTY COMPOSITION

Retail (Ground Floor):

- Suite 736: Approx. 1,175± SF with an additional 30± SF private rear patio (exclusive use)
Suite 740A: Approx. 920± SF
- Both suites feature high ceilings, and large storefront windows
- Access from 14th Street with rear service entry

Residential (Upper Floors):

- Four (4) apartment units
- Each unit: 3 Bedrooms / 1 Bath configuration
- Private entries and functional floorplans typical of pre-war Mission flats

PHYSICAL DETAILS

- Gross Building Area: 7,195± SF
- Land Area: 3,698± SF
- Frontage: 37 feet along 14th Street
- Lot Depth: 100 feet
- Construction: Wood-frame over concrete foundation

736-740 14TH STREET

736-740 14th Street, San Francisco, CA, 94122-1432

DETAILED PROPERTY DESCRIPTION

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- Stories: Three (3)
- Zoning: Likely NC-3 (Neighborhood Commercial) — permitting a variety of commercial and residential uses, subject to local planning verification
- Rear yard and patio space for ground-floor tenant use

TRANSPORTATION & ACCESSIBILITY

- Located within walking distance of Muni light rail and bus lines along Market
- Approximately 0.5 miles from the 16th Street BART Station
- Easy access to major thoroughfares including U.S. 101 and Interstate 280
- Surrounded by neighborhood-serving retail, restaurants, and amenities, enhancing tenant demand and convenience

COMMUNITY & LOCATION INSIGHTS

These indicators underscore the area's strong residential stability, community character, and long-term desirability.

- Walk Score: 99 / 100 (Walker's Paradise)
- Median Home Value: \$1,845,353 (Q1 2025 Forecast: \$1,908,397)
- Home Value Trend: 5% appreciation over the past two years
- Crime Score: 2 / 100 (significantly below national average)
- Median Home Value Rating: 10 / 10

SUMMARY

736–740 14th Street exemplifies classic San Francisco mixed-use construction, combining strong street-level retail visibility with desirable residential density above. Its three-story scale, functional layout, and central Mission District location contribute to its enduring appeal as a versatile and well-positioned urban asset.

CASH FLOW

For the Year Ending	Year 1 Nov-2026
POTENTIAL RENTAL INCOME (PRI)	\$258,012
- Vacancy / Credit Loss	\$5,160
EFFECTIVE RENTAL INCOME	\$252,852
+ Other Income	\$0
GROSS OPERATING INCOME (GOI)	\$252,852
- Operating Expenses	\$78,128
NET OPERATING INCOME (NOI)	\$174,724
- Capital Expenses / Replacement Reserves	\$0
- Annual Debt Service 1st Lien	\$0
CASH FLOW BEFORE TAXES	\$174,724

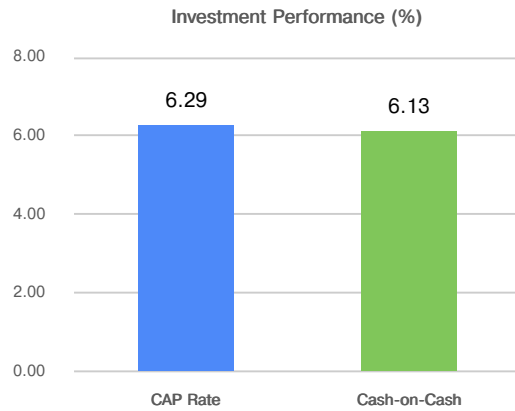
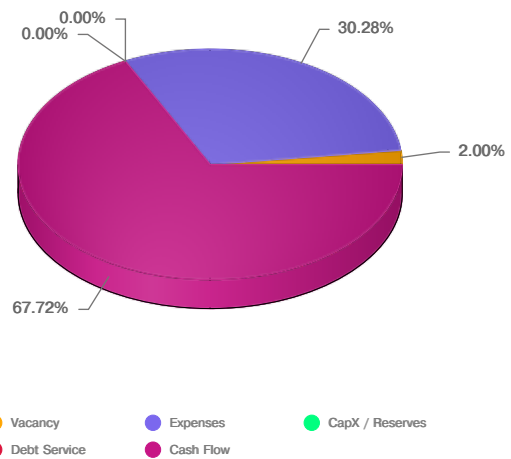
EXPENSE DETAIL

TOTAL OPERATING EXPENSES	\$78,128
NET OPERATING INCOME (NOI)	\$174,724

INITIAL INVESTMENT

Purchase Price	\$2,780,000
+ Acquisition Costs	\$69,500
- Mortgage(s)	\$0
+ Loan Fees Points	\$0
Initial Investment	\$2,849,500

INVESTMENT PERFORMANCE



Michael Onufer

Compass Commercial
 Phone: 415-517-3359
 License: 01755437
 Email: michael.onufer@compass.com
<https://www.compass-cre.com/>
 1699 Van Ness Ave 1, San Francisco CA 94109



PROPERTY PHOTOS

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PROPERTY PHOTOS

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	5 minutes	10 minutes	15 minutes
Population			
2010 Population	10,295	38,708	77,675
2020 Population	10,592	39,806	80,511
2024 Population	10,004	37,551	75,869
2029 Population	10,004	37,676	76,644
2010-2020 Annual Rate	0.28%	0.28%	0.36%
2020-2024 Annual Rate	-1.33%	-1.36%	-1.39%
2024-2029 Annual Rate	0.00%	0.07%	0.20%
2020 Male Population	47.1%	48.2%	50.1%
2020 Female Population	52.9%	51.8%	49.9%
2020 Median Age	37.4	38.9	38.2
2024 Male Population	47.9%	48.9%	50.8%
2024 Female Population	52.1%	51.1%	49.2%
2024 Median Age	37.2	38.7	38.3

In the identified area, the current year population is 75,869. In 2020, the Census count in the area was 80,511. The rate of change since 2020 was -1.39% annually. The five-year projection for the population in the area is 76,644 representing a change of 0.20% annually from 2024 to 2029. Currently, the population is 50.8% male and 49.2% female.

Median Age

The median age in this area is 38.3, compared to U.S. median age of 39.3.

Race and Ethnicity

2024 White Alone	46.4%	41.4%	42.7%
2024 Black Alone	1.4%	1.9%	3.0%
2024 American Indian/Alaska Native Alone	0.2%	0.3%	0.5%
2024 Asian Alone	42.3%	46.6%	40.9%
2024 Pacific Islander Alone	0.1%	0.2%	0.3%
2024 Other Race	2.3%	2.6%	4.5%
2024 Two or More Races	7.3%	7.0%	8.1%
2024 Hispanic Origin (Any Race)	6.9%	7.3%	10.2%

Persons of Hispanic origin represent 10.2% of the population in the identified area compared to 19.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 70.7 in the identified area, compared to 72.5 for the U.S. as a whole.

Households

2024 Wealth Index	125	105	95
2010 Households	5,382	20,638	43,299
2020 Households	5,487	20,998	43,818
2024 Households	5,320	20,412	42,737
2029 Households	5,334	20,482	43,236
2010-2020 Annual Rate	0.19%	0.17%	0.12%
2020-2024 Annual Rate	-0.72%	-0.66%	-0.59%
2024-2029 Annual Rate	0.05%	0.07%	0.23%
2024 Average Household Size	1.88	1.82	1.73

The household count in this area has changed from 43,818 in 2020 to 42,737 in the current year, a change of -0.59% annually. The five-year projection of households is 43,236, a change of 0.23% annually from the current year total. Average household size is currently 1.73, compared to 1.79 in the year 2020. The number of families in the current year is 13,209 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

	5 minutes	10 minutes	15 minutes
Mortgage Income			
2024 Percent of Income for Mortgage	81.9%	86.6%	97.3%
Median Household Income			
2024 Median Household Income	\$135,618	\$108,708	\$99,590
2029 Median Household Income	\$173,424	\$136,095	\$119,107
2024-2029 Annual Rate	5.04%	4.60%	3.64%
Average Household Income			
2024 Average Household Income	\$203,667	\$177,013	\$163,779
2029 Average Household Income	\$237,436	\$206,341	\$189,992
2024-2029 Annual Rate	3.12%	3.11%	3.01%
Per Capita Income			
2024 Per Capita Income	\$107,897	\$96,486	\$93,029
2029 Per Capita Income	\$126,318	\$112,468	\$107,978
2024-2029 Annual Rate	3.20%	3.11%	3.03%
GINI Index			
2024 Gini Index	37.2	40.5	41.7
Households by Income			
Current median household income is \$99,590 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$119,107 in five years, compared to \$91,442 all U.S. households.			
Current average household income is \$163,779 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$189,992 in five years, compared to \$130,581 for all U.S. households.			
Current per capita income is \$93,029 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$107,978 in five years, compared to \$51,203 for all U.S. households.			
Housing			
2024 Housing Affordability Index	31	29	26
2010 Total Housing Units	6,281	23,428	48,844
2010 Owner Occupied Housing Units	1,071	3,320	5,579
2010 Renter Occupied Housing Units	4,311	17,318	37,720
2010 Vacant Housing Units	899	2,790	5,545
2020 Total Housing Units	6,438	24,213	50,164
2020 Owner Occupied Housing Units	1,072	3,396	5,964
2020 Renter Occupied Housing Units	4,415	17,602	37,854
2020 Vacant Housing Units	899	3,188	6,287
2024 Total Housing Units	6,452	24,247	50,403
2024 Owner Occupied Housing Units	1,075	3,421	6,029
2024 Renter Occupied Housing Units	4,245	16,991	36,708
2024 Vacant Housing Units	1,132	3,835	7,666
2029 Total Housing Units	6,533	24,530	51,334
2029 Owner Occupied Housing Units	1,070	3,411	6,020
2029 Renter Occupied Housing Units	4,264	17,071	37,217
2029 Vacant Housing Units	1,199	4,048	8,098
Socioeconomic Status Index			
2024 Socioeconomic Status Index	52.2	45.9	45.4

Currently, 12.0% of the 50,403 housing units in the area are owner occupied; 72.8%, renter occupied; and 15.2% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 50,164 housing units in the area and 12.5% vacant housing units. The annual rate of change in housing units since 2020 is 0.11%. Median home value in the area is \$1,547,593, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 2.22% annually to \$1,726,906.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

Summary	Census 2010	Census 2020	2024	2029
Population	10,295	10,592	10,004	10,004
Households	5,382	5,487	5,320	5,334
Families	1,891	1,917	1,774	1,782
Average Household Size	1.91	1.93	1.88	1.87
Owner Occupied Housing Units	1,071	1,072	1,075	1,070
Renter Occupied Housing Units	4,311	4,415	4,245	4,264
Median Age	39.9	37.4	37.2	39.2

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.00%	0.09%	0.38%
Households	0.05%	0.38%	0.64%
Families	0.09%	0.37%	0.56%
Owner HHs	-0.09%	0.58%	0.97%
Median Household Income	5.04%	2.70%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	589	11.1%	472	8.8%
\$15,000 - \$24,999	295	5.5%	196	3.7%
\$25,000 - \$34,999	236	4.4%	178	3.3%
\$35,000 - \$49,999	209	3.9%	153	2.9%
\$50,000 - \$74,999	396	7.4%	330	6.2%
\$75,000 - \$99,999	500	9.4%	485	9.1%
\$100,000 - \$149,999	565	10.6%	572	10.7%
\$150,000 - \$199,999	451	8.5%	531	10.0%
\$200,000+	2,079	39.1%	2,417	45.3%

Median Household Income	\$135,618	\$173,424
Average Household Income	\$203,667	\$237,436
Per Capita Income	\$107,897	\$126,318

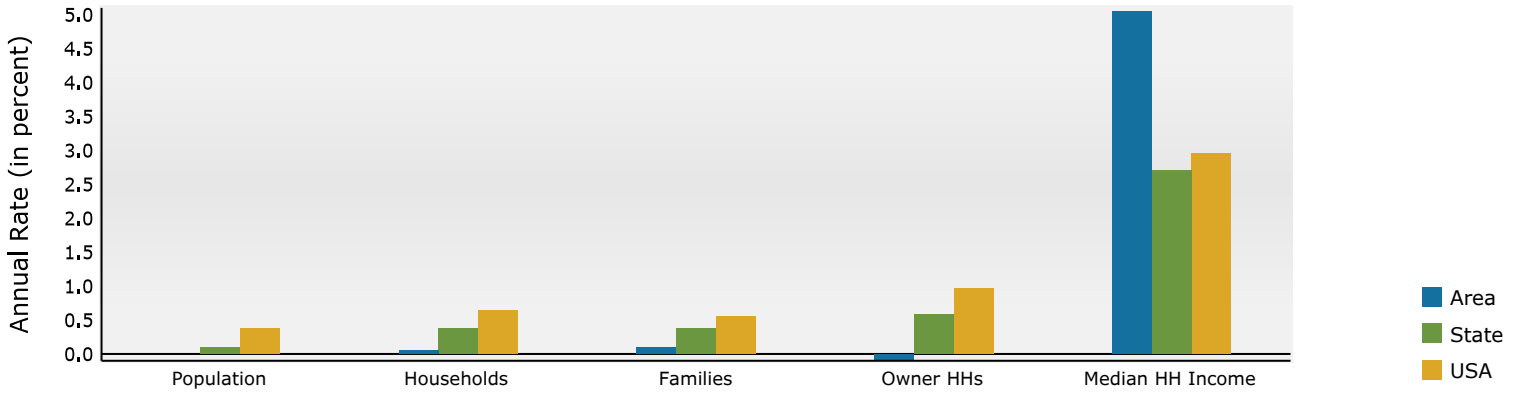
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	291	2.8%	315	3.0%	305	3.0%	293	2.9%
5 - 9	204	2.0%	187	1.8%	184	1.8%	191	1.9%
10 - 14	197	1.9%	209	2.0%	169	1.7%	185	1.8%
15 - 19	247	2.4%	199	1.9%	175	1.7%	186	1.9%
20 - 24	792	7.7%	791	7.5%	469	4.7%	430	4.3%
25 - 34	2,645	25.7%	3,170	29.9%	3,247	32.5%	2,632	26.3%
35 - 44	1,446	14.0%	1,435	13.5%	1,603	16.0%	2,028	20.3%
45 - 54	1,235	12.0%	1,034	9.8%	934	9.3%	1,001	10.0%
55 - 64	1,332	12.9%	1,120	10.6%	921	9.2%	881	8.8%
65 - 74	820	8.0%	1,133	10.7%	1,007	10.1%	1,017	10.2%
75 - 84	718	7.0%	619	5.8%	656	6.6%	800	8.0%
85+	369	3.6%	379	3.6%	335	3.3%	359	3.6%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	4,930	47.9%	5,229	49.4%	4,642	46.4%	4,353	43.5%
Black Alone	133	1.3%	152	1.4%	143	1.4%	139	1.4%
American Indian Alone	11	0.1%	16	0.2%	16	0.2%	15	0.1%
Asian Alone	4,806	46.7%	4,218	39.8%	4,229	42.3%	4,488	44.9%
Pacific Islander Alone	6	0.1%	7	0.1%	6	0.1%	6	0.1%
Some Other Race Alone	137	1.3%	234	2.2%	234	2.3%	241	2.4%
Two or More Races	272	2.6%	737	7.0%	735	7.3%	761	7.6%
Hispanic Origin (Any Race)	449	4.4%	684	6.5%	688	6.9%	718	7.2%

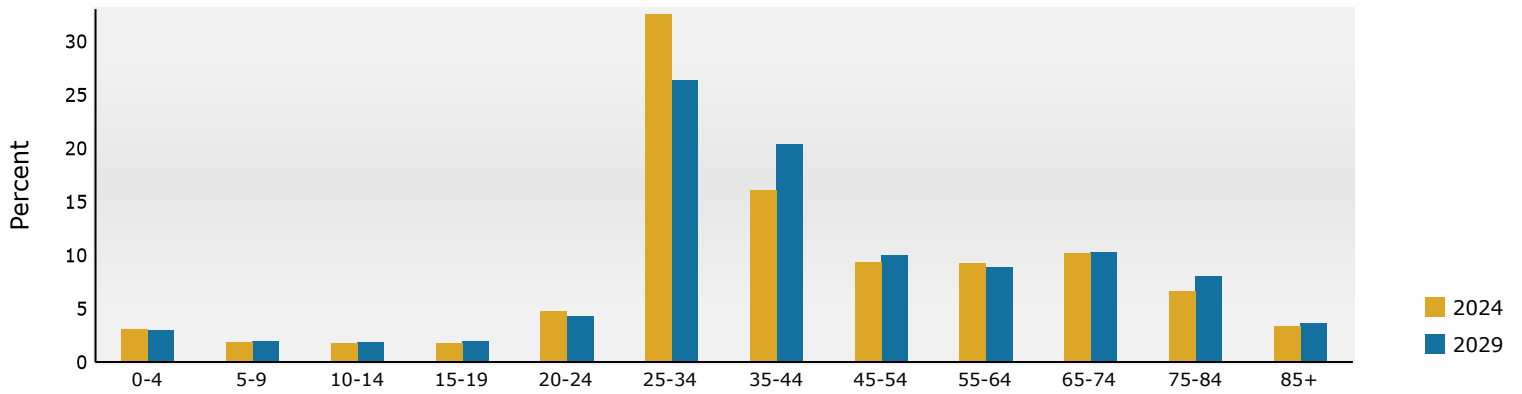
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

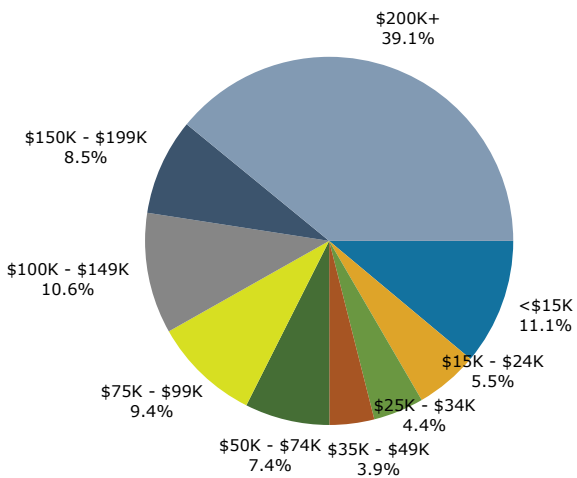
Trends 2024-2029



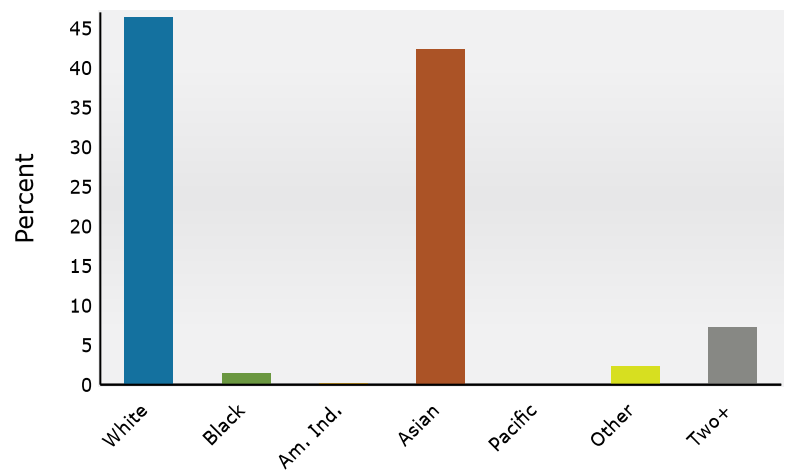
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 6.9%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

Summary	Census 2010	Census 2020	2024	2029
Population	38,708	39,806	37,551	37,676
Households	20,638	20,998	20,412	20,482
Families	7,119	7,567	7,028	7,055
Average Household Size	1.85	1.88	1.82	1.82
Owner Occupied Housing Units	3,320	3,396	3,421	3,411
Renter Occupied Housing Units	17,318	17,602	16,991	17,071
Median Age	41.2	38.9	38.7	40.8

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.07%	0.09%	0.38%
Households	0.07%	0.38%	0.64%
Families	0.08%	0.37%	0.56%
Owner HHs	-0.06%	0.58%	0.97%
Median Household Income	4.60%	2.70%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	2,392	11.7%	2,074	10.1%
\$15,000 - \$24,999	1,500	7.3%	1,103	5.4%
\$25,000 - \$34,999	878	4.3%	699	3.4%
\$35,000 - \$49,999	971	4.8%	787	3.8%
\$50,000 - \$74,999	1,947	9.5%	1,652	8.1%
\$75,000 - \$99,999	1,936	9.5%	1,893	9.2%
\$100,000 - \$149,999	2,547	12.5%	2,602	12.7%
\$150,000 - \$199,999	1,776	8.7%	2,081	10.2%
\$200,000+	6,465	31.7%	7,591	37.1%

Median Household Income	\$108,708	\$136,095
Average Household Income	\$177,013	\$206,341
Per Capita Income	\$96,486	\$112,468

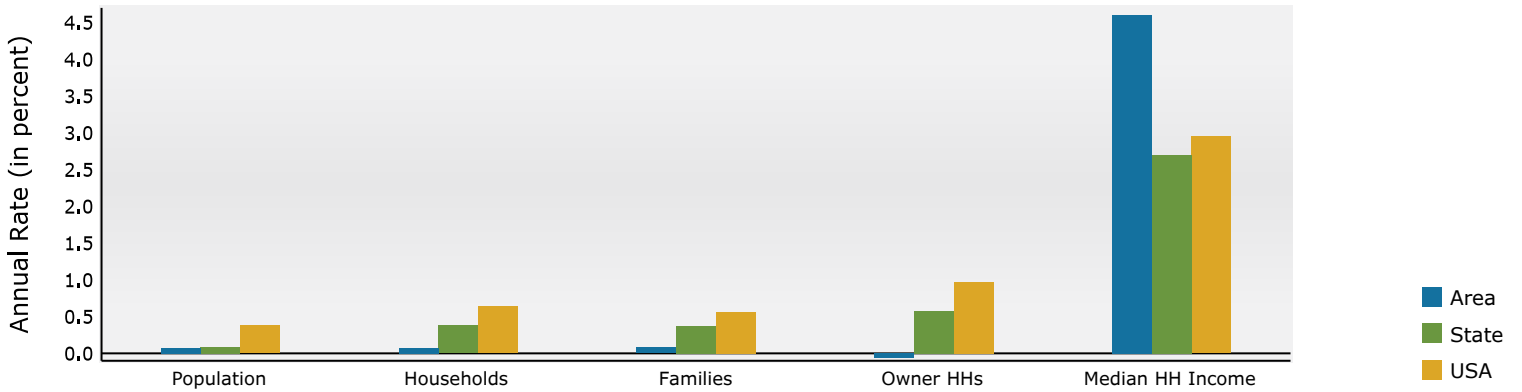
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	989	2.6%	1,081	2.7%	1,039	2.8%	1,005	2.7%
5 - 9	733	1.9%	721	1.8%	726	1.9%	764	2.0%
10 - 14	788	2.0%	800	2.0%	641	1.7%	746	2.0%
15 - 19	1,128	2.9%	774	1.9%	729	1.9%	746	2.0%
20 - 24	3,176	8.2%	2,869	7.2%	1,974	5.3%	1,868	5.0%
25 - 34	9,131	23.6%	11,047	27.8%	10,951	29.2%	8,899	23.6%
35 - 44	5,214	13.5%	5,534	13.9%	6,044	16.1%	7,224	19.2%
45 - 54	4,666	12.1%	4,038	10.1%	3,651	9.7%	3,939	10.5%
55 - 64	5,121	13.2%	4,528	11.4%	3,753	10.0%	3,630	9.6%
65 - 74	3,375	8.7%	4,561	11.5%	4,187	11.2%	4,180	11.1%
75 - 84	2,979	7.7%	2,344	5.9%	2,496	6.6%	3,233	8.6%
85+	1,409	3.6%	1,509	3.8%	1,360	3.6%	1,442	3.8%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	17,380	44.9%	17,503	44.0%	15,538	41.4%	14,654	38.9%
Black Alone	665	1.7%	767	1.9%	723	1.9%	708	1.9%
American Indian Alone	74	0.2%	99	0.2%	98	0.3%	97	0.3%
Asian Alone	18,850	48.7%	17,727	44.5%	17,505	46.6%	18,384	48.8%
Pacific Islander Alone	40	0.1%	60	0.2%	57	0.2%	57	0.2%
Some Other Race Alone	640	1.7%	1,000	2.5%	991	2.6%	1,034	2.7%
Two or More Races	1,060	2.7%	2,650	6.7%	2,639	7.0%	2,742	7.3%
Hispanic Origin (Any Race)	2,032	5.2%	2,719	6.8%	2,724	7.3%	2,853	7.6%

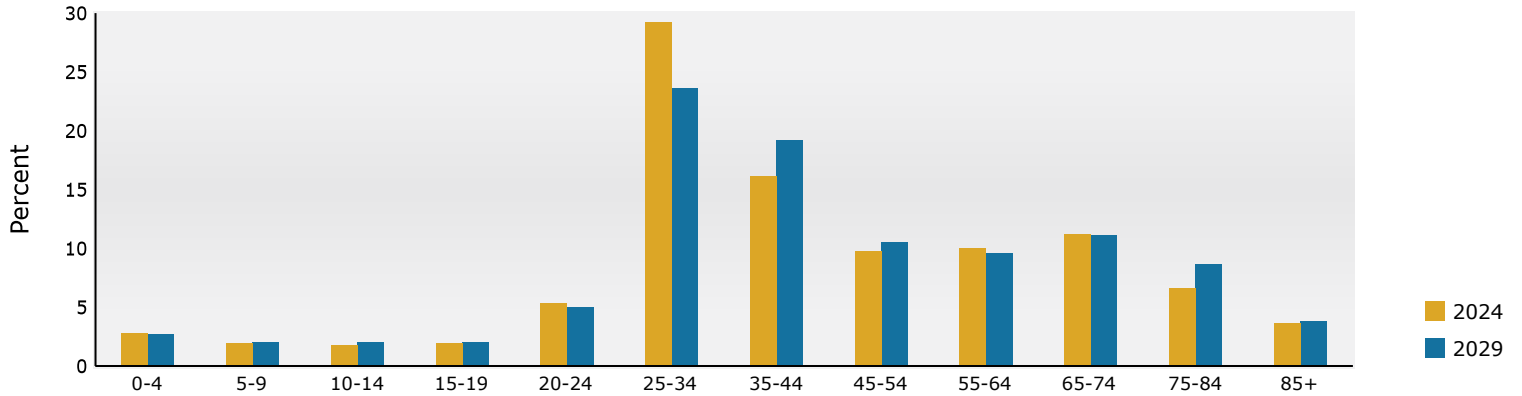
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

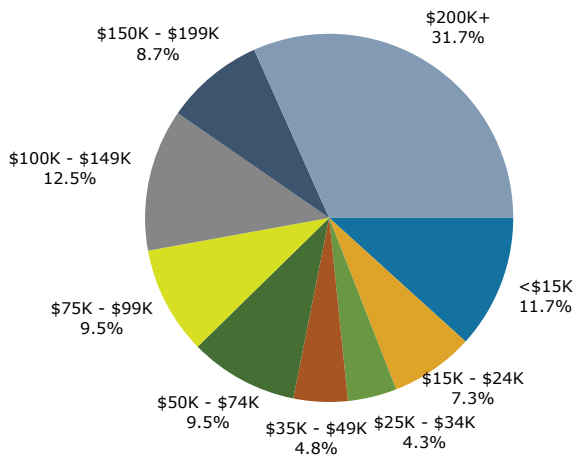
Trends 2024-2029



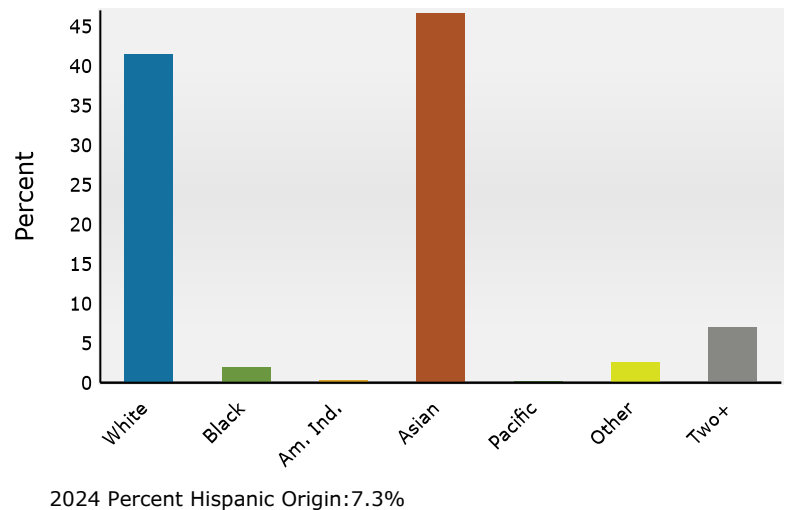
Population by Age



2024 Household Income



2024 Population by Race



Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

Demographic and Income Profile

Home 2 San Francisco
Walk time: 15 minute radius

Prepared by Esri
Latitude: 37.79577
Longitude: -122.41520

Summary	Census 2010	Census 2020	2024	2029
Population	77,675	80,511	75,869	76,644
Households	43,299	43,818	42,737	43,236
Families	13,017	14,227	13,209	13,332
Average Household Size	1.75	1.79	1.73	1.73
Owner Occupied Housing Units	5,579	5,964	6,029	6,020
Renter Occupied Housing Units	37,720	37,854	36,708	37,217
Median Age	39.3	38.2	38.3	40.4

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.20%	0.09%	0.38%
Households	0.23%	0.38%	0.64%
Families	0.19%	0.37%	0.56%
Owner HHs	-0.03%	0.58%	0.97%
Median Household Income	3.64%	2.70%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	5,251	12.3%	4,612	10.7%
\$15,000 - \$24,999	2,903	6.8%	2,161	5.0%
\$25,000 - \$34,999	1,984	4.6%	1,594	3.7%
\$35,000 - \$49,999	2,356	5.5%	2,030	4.7%
\$50,000 - \$74,999	4,504	10.5%	3,988	9.2%
\$75,000 - \$99,999	4,428	10.4%	4,428	10.2%
\$100,000 - \$149,999	5,745	13.4%	6,018	13.9%
\$150,000 - \$199,999	3,647	8.5%	4,323	10.0%
\$200,000+	11,919	27.9%	14,082	32.6%
Median Household Income	\$99,590		\$119,107	
Average Household Income	\$163,779		\$189,992	
Per Capita Income	\$93,029		\$107,978	

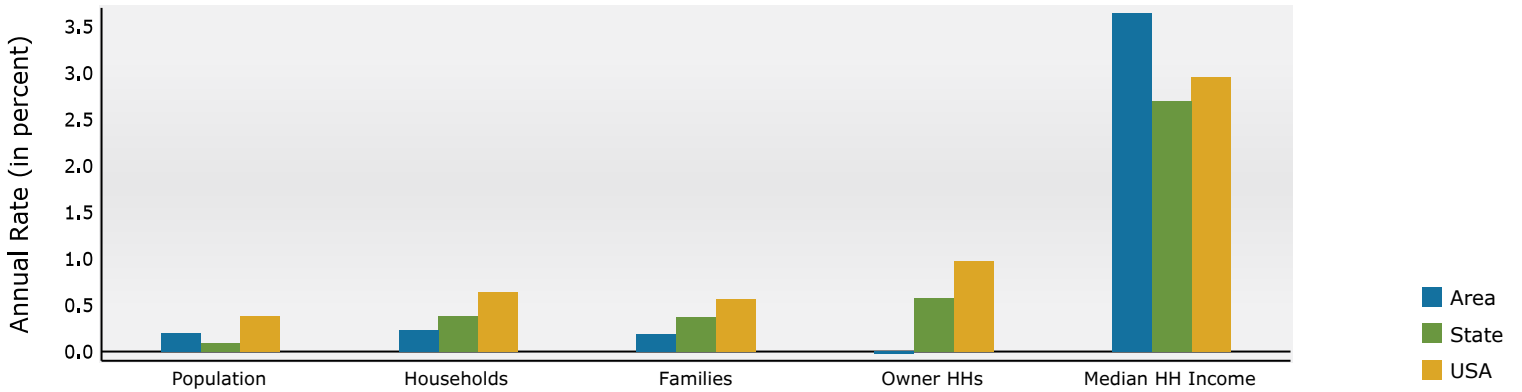
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,922	2.5%	2,095	2.6%	1,994	2.6%	1,937	2.5%
5 - 9	1,451	1.9%	1,437	1.8%	1,499	2.0%	1,587	2.1%
10 - 14	1,492	1.9%	1,504	1.9%	1,195	1.6%	1,477	1.9%
15 - 19	2,501	3.2%	1,689	2.1%	1,541	2.0%	1,572	2.1%
20 - 24	7,048	9.1%	5,660	7.0%	4,358	5.7%	4,118	5.4%
25 - 34	19,323	24.9%	23,064	28.6%	22,081	29.1%	18,114	23.6%
35 - 44	11,018	14.2%	12,192	15.1%	13,216	17.4%	15,476	20.2%
45 - 54	9,561	12.3%	8,735	10.8%	7,970	10.5%	8,871	11.6%
55 - 64	9,917	12.8%	9,051	11.2%	7,764	10.2%	7,693	10.0%
65 - 74	6,267	8.1%	8,254	10.3%	7,521	9.9%	7,732	10.1%
75 - 84	4,989	6.4%	4,285	5.3%	4,408	5.8%	5,577	7.3%
85+	2,185	2.8%	2,543	3.2%	2,324	3.1%	2,490	3.2%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	37,974	48.9%	36,460	45.3%	32,381	42.7%	30,745	40.1%
Black Alone	2,170	2.8%	2,457	3.1%	2,310	3.0%	2,305	3.0%
American Indian Alone	251	0.3%	394	0.5%	393	0.5%	399	0.5%
Asian Alone	32,255	41.5%	31,381	39.0%	31,032	40.9%	32,916	42.9%
Pacific Islander Alone	113	0.1%	202	0.3%	193	0.3%	195	0.3%
Some Other Race Alone	2,221	2.9%	3,398	4.2%	3,386	4.5%	3,608	4.7%
Two or More Races	2,691	3.5%	6,220	7.7%	6,175	8.1%	6,476	8.4%
Hispanic Origin (Any Race)	6,149	7.9%	7,740	9.6%	7,744	10.2%	8,225	10.7%

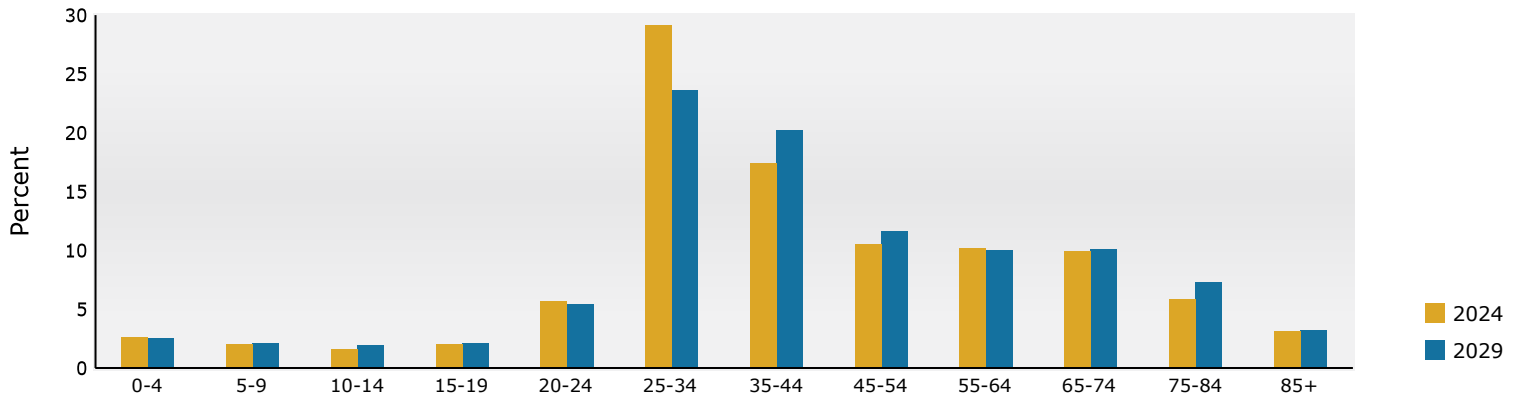
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

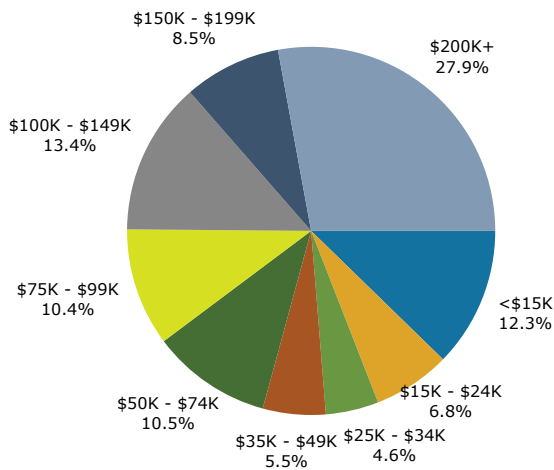
Trends 2024-2029



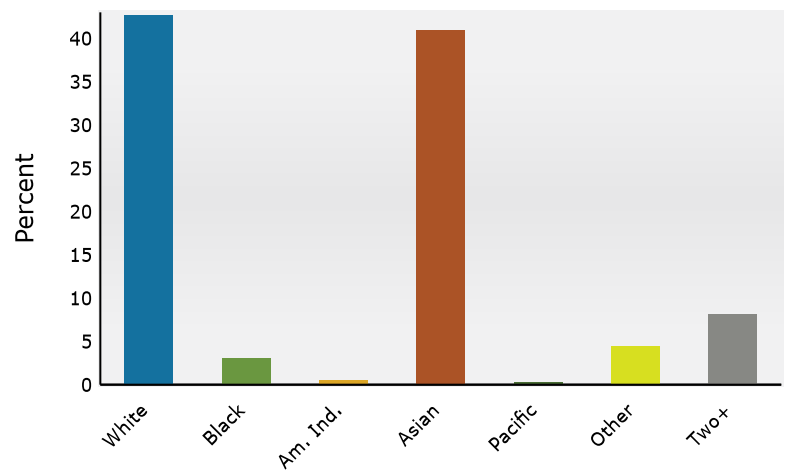
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 10.2%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

Household Budget Expenditures

Home 2 San Francisco
Walk time: 5 minute radius

Prepared by Esri
Latitude: 37.79577
Longitude: -122.41520

Demographic Summary		2024	2029		
Population		10,004	10,004		
Households		5,320	5,334		
Average Household Size		1.88	1.87		
Families		1,774	1,782		
Median Age		37.2	39.2		
Median Household Income		\$135,618	\$173,424		
		Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	176	\$173,537.54	\$923,219,737	100.0%	
Food	183	\$20,509.21	\$109,109,020	11.8%	
Food at Home	180	\$13,127.50	\$69,838,322	7.6%	
Food Away from Home	190	\$7,381.71	\$39,270,699	4.3%	
Alcoholic Beverages	205	\$1,336.89	\$7,112,254	0.8%	
Housing	183	\$59,785.82	\$318,060,570	34.5%	
Shelter	190	\$50,555.71	\$268,956,401	29.1%	
Utilities, Fuel and Public Services	155	\$9,230.11	\$49,104,169	5.3%	
Household Operations	172	\$4,768.14	\$25,366,507	2.7%	
Housekeeping Supplies	170	\$1,536.20	\$8,172,610	0.9%	
Household Furnishings and Equipment	167	\$5,299.58	\$28,193,759	3.1%	
Apparel and Services	190	\$4,533.09	\$24,116,024	2.6%	
Transportation	162	\$17,916.98	\$95,318,347	10.3%	
Travel	186	\$5,632.64	\$29,965,639	3.2%	
Health Care	150	\$11,520.23	\$61,287,605	6.6%	
Entertainment and Recreation	172	\$7,019.66	\$37,344,591	4.0%	
Personal Care Products & Services	187	\$1,864.62	\$9,919,766	1.1%	
Education	201	\$3,464.98	\$18,433,694	2.0%	
Smoking Products	151	\$704.77	\$3,749,359	0.4%	
Lotteries & Pari-mutuel Losses	181	\$125.66	\$668,502	0.1%	
Legal Fees	165	\$368.40	\$1,959,893	0.2%	
Funeral Expenses	151	\$199.92	\$1,063,556	0.1%	
Safe Deposit Box Rentals	129	\$6.14	\$32,686	0.0%	
Checking Account/Banking Service Charges	183	\$61.42	\$326,745	0.0%	
Cemetery Lots/Vaults/Maintenance Fees	110	\$23.83	\$126,783	0.0%	
Accounting Fees	163	\$204.41	\$1,087,461	0.1%	
Miscellaneous Personal Services/Advertising/Fines	196	\$124.15	\$660,495	0.1%	
Occupational Expenses	223	\$170.24	\$905,689	0.1%	
Expenses for Other Properties	122	\$150.81	\$802,298	0.1%	
Credit Card Membership Fees	232	\$37.63	\$200,186	0.0%	
Shopping Club Membership Fees	175	\$140.00	\$744,783	0.1%	
Support Payments/Cash Contributions/Gifts in Kind	145	\$5,072.95	\$26,988,113	2.9%	
Life/Other Insurance	153	\$1,035.79	\$5,510,412	0.6%	
Pensions and Social Security	186	\$19,800.76	\$105,340,031	11.4%	

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Household Budget Expenditures

Home 2 San Francisco
Walk time: 10 minute radius

Prepared by Esri
Latitude: 37.79577
Longitude: -122.41520

Demographic Summary		2024	2029		
Population		37,551	37,676		
Households		20,412	20,482		
Average Household Size		1.82	1.82		
Families		7,028	7,055		
Median Age		38.7	40.8		
Median Household Income		\$108,708	\$136,095		
		Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	154	\$152,387.67	\$3,110,537,102	100.0%	
Food	163	\$18,192.46	\$371,344,471	11.9%	
Food at Home	160	\$11,694.93	\$238,716,872	7.7%	
Food Away from Home	167	\$6,497.53	\$132,627,599	4.3%	
Alcoholic Beverages	179	\$1,170.93	\$23,901,018	0.8%	
Housing	161	\$52,524.46	\$1,072,129,368	34.5%	
Shelter	166	\$44,256.33	\$903,360,107	29.0%	
Utilities, Fuel and Public Services	139	\$8,268.14	\$168,769,261	5.4%	
Household Operations	149	\$4,138.05	\$84,465,787	2.7%	
Housekeeping Supplies	152	\$1,374.40	\$28,054,308	0.9%	
Household Furnishings and Equipment	147	\$4,650.28	\$94,921,605	3.1%	
Apparel and Services	169	\$4,034.55	\$82,353,306	2.6%	
Transportation	145	\$16,060.38	\$327,824,541	10.5%	
Travel	159	\$4,824.12	\$98,469,930	3.2%	
Health Care	133	\$10,230.36	\$208,822,102	6.7%	
Entertainment and Recreation	149	\$6,113.98	\$124,798,635	4.0%	
Personal Care Products & Services	166	\$1,648.33	\$33,645,770	1.1%	
Education	173	\$2,991.15	\$61,055,282	2.0%	
Smoking Products	145	\$676.94	\$13,817,724	0.4%	
Lotteries & Pari-mutuel Losses	162	\$112.68	\$2,299,926	0.1%	
Legal Fees	145	\$322.90	\$6,591,073	0.2%	
Funeral Expenses	141	\$187.49	\$3,827,082	0.1%	
Safe Deposit Box Rentals	114	\$5.42	\$110,730	0.0%	
Checking Account/Banking Service Charges	173	\$58.00	\$1,183,884	0.0%	
Cemetery Lots/Vaults/Maintenance Fees	102	\$22.10	\$451,068	0.0%	
Accounting Fees	138	\$172.08	\$3,512,555	0.1%	
Miscellaneous Personal Services/Advertising/Fines	169	\$106.94	\$2,182,873	0.1%	
Occupational Expenses	188	\$143.93	\$2,937,799	0.1%	
Expenses for Other Properties	100	\$124.02	\$2,531,531	0.1%	
Credit Card Membership Fees	200	\$32.45	\$662,374	0.0%	
Shopping Club Membership Fees	158	\$125.96	\$2,571,196	0.1%	
Support Payments/Cash Contributions/Gifts in Kind	126	\$4,408.02	\$89,976,483	2.9%	
Life/Other Insurance	132	\$890.93	\$18,185,576	0.6%	
Pensions and Social Security	159	\$16,935.19	\$345,681,194	11.1%	

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Household Budget Expenditures

Home 2 San Francisco
Walk time: 15 minute radius

Prepared by Esri
Latitude: 37.79577
Longitude: -122.41520

Demographic Summary		2024	2029		
Population		75,869	76,644		
Households		42,737	43,236		
Average Household Size		1.73	1.73		
Families		13,209	13,332		
Median Age		38.3	40.4		
Median Household Income		\$99,590	\$119,107		
		Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures		144	\$141,702.43	\$6,055,936,919	100.0%
Food		152	\$16,970.99	\$725,288,994	12.0%
Food at Home		149	\$10,905.49	\$466,067,765	7.7%
Food Away from Home		156	\$6,065.50	\$259,221,229	4.3%
Alcoholic Beverages		166	\$1,086.89	\$46,450,451	0.8%
Housing		150	\$48,828.83	\$2,086,797,845	34.5%
Shelter		154	\$41,066.57	\$1,755,062,188	29.0%
Utilities, Fuel and Public Services		130	\$7,762.26	\$331,735,657	5.5%
Household Operations		138	\$3,821.31	\$163,311,390	2.7%
Housekeeping Supplies		142	\$1,287.66	\$55,030,668	0.9%
Household Furnishings and Equipment		137	\$4,334.93	\$185,261,867	3.1%
Apparel and Services		158	\$3,764.76	\$160,894,592	2.7%
Transportation		137	\$15,150.47	\$647,485,769	10.7%
Travel		146	\$4,426.85	\$189,190,251	3.1%
Health Care		124	\$9,555.60	\$408,377,692	6.7%
Entertainment and Recreation		138	\$5,661.37	\$241,949,787	4.0%
Personal Care Products & Services		155	\$1,540.83	\$65,850,654	1.1%
Education		159	\$2,741.74	\$117,173,778	1.9%
Smoking Products		140	\$656.14	\$28,041,465	0.5%
Lotteries & Pari-mutuel Losses		151	\$104.82	\$4,479,782	0.1%
Legal Fees		135	\$300.74	\$12,852,836	0.2%
Funeral Expenses		133	\$175.84	\$7,514,795	0.1%
Safe Deposit Box Rentals		107	\$5.07	\$216,497	0.0%
Checking Account/Banking Service Charges		167	\$55.91	\$2,389,379	0.0%
Cemetery Lots/Vaults/Maintenance Fees		97	\$20.91	\$893,699	0.0%
Accounting Fees		125	\$155.85	\$6,660,581	0.1%
Miscellaneous Personal Services/Advertising/Fines		156	\$99.02	\$4,231,718	0.1%
Occupational Expenses		171	\$130.77	\$5,588,670	0.1%
Expenses for Other Properties		91	\$113.05	\$4,831,250	0.1%
Credit Card Membership Fees		185	\$29.92	\$1,278,740	0.0%
Shopping Club Membership Fees		149	\$118.68	\$5,071,836	0.1%
Support Payments/Cash Contributions/Gifts in Kind		116	\$4,057.19	\$173,392,262	2.9%
Life/Other Insurance		121	\$815.60	\$34,856,149	0.6%
Pensions and Social Security		147	\$15,587.03	\$666,142,791	11.0%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Michael Onufer is a trusted commercial real estate broker with more than two decades of experience, including the past fifteen years in the San Francisco Bay Area, where he focuses on retail and multifamily investment sales as well as retail leasing.

Mixed-use properties are one of Michael's specialties — a niche that requires both investment sales expertise and a deep understanding of commercial leasing. Because retail leases directly influence a building's income and value, his ability to analyze and structure them is a critical component in determining **Current Market Value** for owners considering a sale. In a marketplace where many multifamily brokers come from a residential background, Michael's long-standing commercial experience offers his clients a depth of knowledge rarely found outside of traditional investment firms.

For landlords, Michael provides more than leasing services — he builds long-term partnerships. His leasing work not only helps owners secure quality tenants and maximize rents in the short term but also positions their properties for stronger returns when the time comes to sell. Many of his clients choose to work with him from their first lease through to the ultimate disposition of the property, benefiting from continuity and a trusted relationship at every stage.

For sellers and smaller investors, Michael provides patient, clear guidance in navigating significant transitions, whether it's selling **their family-owned building**, structuring a 1031 exchange, or exploring alternatives such as Delaware Statutory Trusts (DSTs). At the same time, he is currently pursuing the prestigious CCIM designation, giving larger, more sophisticated investors' confidence in his ability to perform the financial and analytical work that supports long-term investment strategies.

Michael began his career in Los Angeles, founding JEM Property Management before joining One World Real Estate & Finance in 2006, where he refined his skills in investment negotiations. After relocating to San Francisco in 2009, he launched **New Eagle Real Estate Group**, a boutique brokerage that represented entrepreneurs, landlords, and investors across the retail and restaurant sectors. His success there paved the way to **Compass Commercial**, where his practice continues to thrive with a focus on retail and mixed-use investment properties.

Awards

- Certificate of Honor, Board of Supervisors, City and County of San Francisco: "in recognition for seeking solutions navigating the laws and consequences of ADA legislation that has burdened small businesses."
- CoStar Power Broker 2020(Q3)
- U.S. Navy Achievement Medal, Displaying exceptional skill, leadership and resourcefulness"... "He is probably the top second-class Machinist's Mate I have observed in my Career." – D.C. Blair, Lieutenant Commander, Pacific Fleet, U.S. Navy.

Specialties

- Retail Leasing & Sales
- Mixed-use and Multifamily Sales
- Investment Property Analysis
- Lease Structuring & Negotiations
- SBA Loan Advisory for Owner-Users

Education

- B.S. in Information Sciences / Minor in Business — Coleman University
- Certified Real Estate Investment Planning Specialist (NCREA)
- Certified National Commercial Real Estate Advisor (NCREA)
- Certified Investment Property Specialist (C.A.R., 2023)
- Currently pursuing CCIM designation

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COMPASS COMMERCIAL
MICHAEL ONUFER



Michael Onufer

Phone: 415-517-3359

Email: michael.onufer@compass.com

License: 01755437



415-517-3359



michael.onufer@compass.com



1699 Van Ness Ave 1
San Francisco, CA, 94109, United States

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