153-155 S. Robertson Blvd

BEVERLY HILLS

Prestigious Location ▪ Beverly Hills, CA 90211

MULTI-TENANT RETAIL OFFERING

conroy

conroycommercial.com

PRIDE OF OWNERSHIP BUILDING

153-155 S. Robertson Blvd

Beverly Hills, CA 90211

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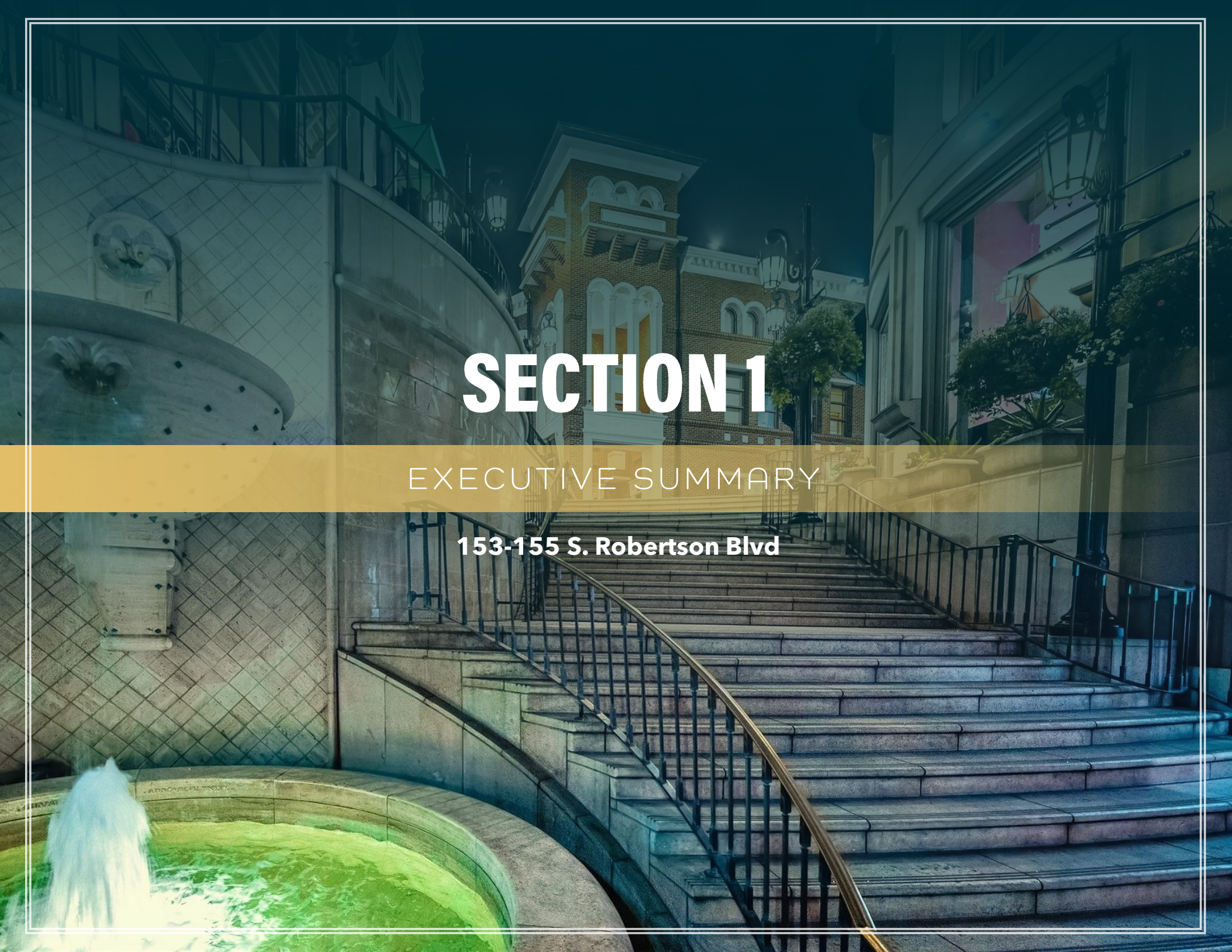


SECTION 1

EXECUTIVE SUMMARY

153-155 S. Robertson Blvd

153-155 S. Robertson Blvd

OPPORTUNITY

- Investment net-lease sale-leaseback
- 5% cap rate at asking price
- Seller will securitize 10-year net lease with personal guarantee
- Operator has 6 location in LA and OC
- Pride of ownership building
- Extensive recent remodel
- High ceilings
- Four parking spaces on site and plentiful street parking
- Two ADA-compliant bathrooms
- Potential future development

PROPERTY SUMMARY

RETAIL UNITS	2
GROSS SF	2,634
LOT SF	5,145
YEAR BUILT	1945
APN	4333-008-005
ZONING	BHC3YY

FOX SEARCHLIGHT PICTURES
FOX SPORTS
FOX | STUDIO LOT
CENTURY CITY
Fairmont CENTURY PLAZA
CENTURY PARK
CAA
WATT COMPANIES
CENTURY CITY MEDICAL PLAZA
Westfield CENTURY CITY
BH RODEO DRIVE
FOUR SEASONS
BEVERLY HILLS GOLDEN TRIANGLE
PRADA MILANO
LACOSTE
Dior
BALENCIAGA
GIORGIO ARMANI
Brioni
SAINT LAURENT PARIS
GUCCI
THE MAYBOURNE BEVERLY HILLS
153-155 S. ROBERTSON
JMR GROUP
Lazy Daisy
FedEx

LAZY DAISY
BEVERLY HILLS

True Romance Bridal Shop

FACING NORTH

SECTION 2

FINANCIAL ANALYSIS

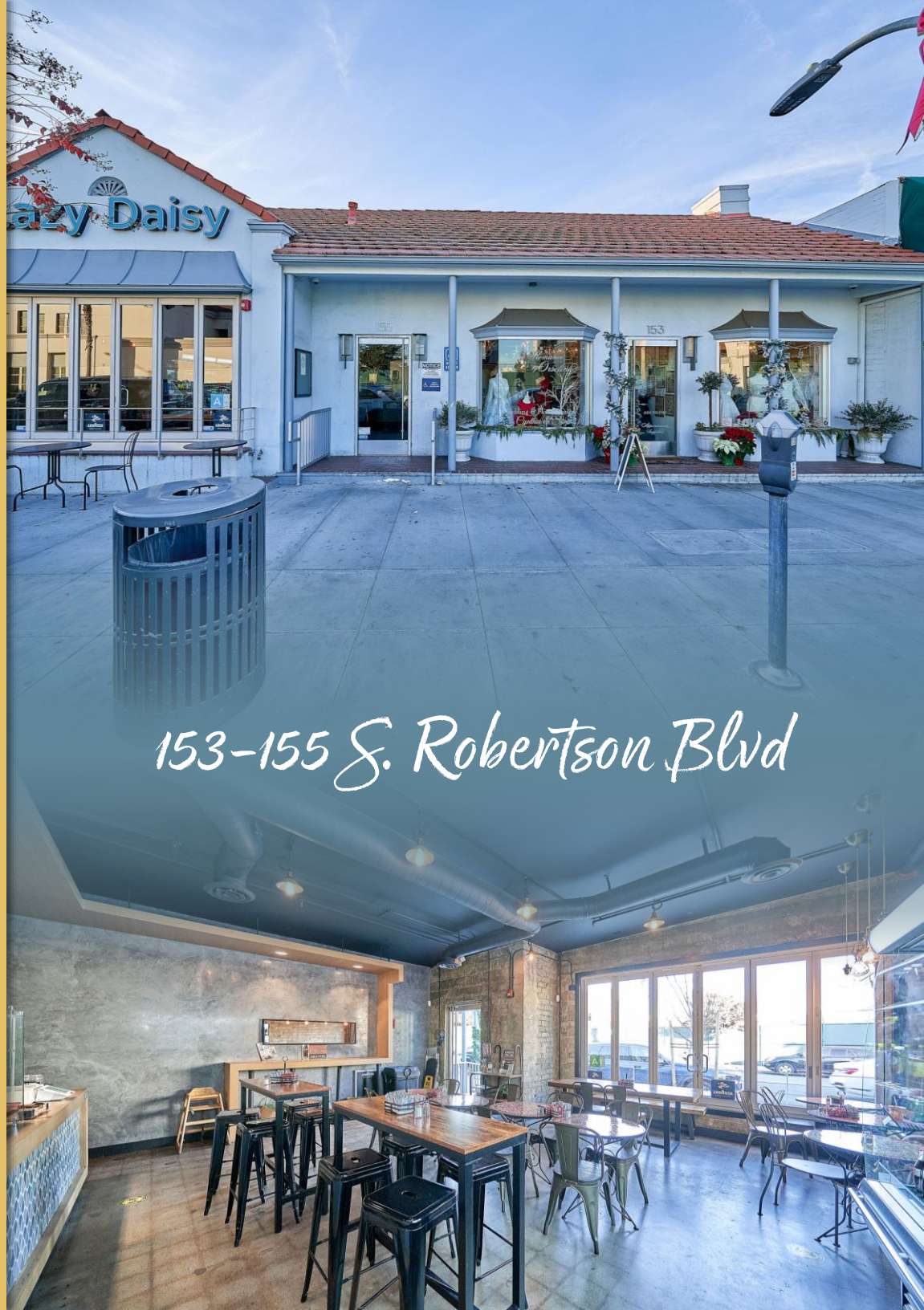
153-155 S. Robertson Blvd

PRICING SUMMARY

SALE PRICE	**$4,950,000**
CAP RATE	**5.0%**
PRICE/SF BLDG	**$1,879.27**
PRICE/SF LOT	**$962.10**
APPROX. ANNUAL REVENUE	$2,600,000
RENT AS % OF REVENUE	7%

Expenses

Property tax	$60,588
Insurance	$6,000
Total expenses	$66,588
Net Operating Income	$247,320

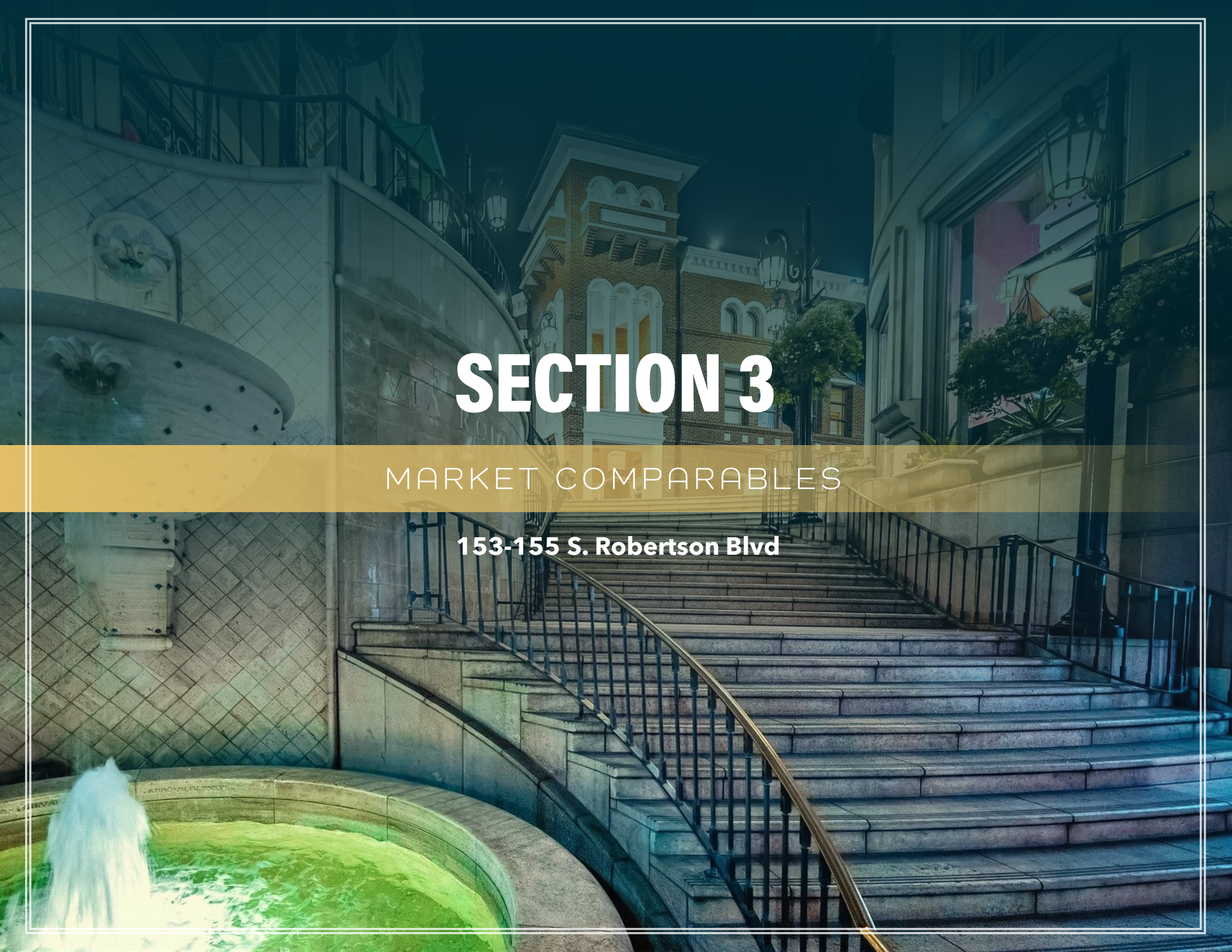


RENT ROLL

TENANT	SF (APPROX.)	MONTHLY RENT	$/SF	ANNUAL RENT	ANNUAL NN	TOTAL MONTHLY
Lazy Daisy (Seller)	1,784	$15,610	$8.75	$187,320	$66,588	$21,159
Bridal shop	850	$5,000	$5.88	$60,000	$0	$5,000
Total	**2,634**	**$20,610**		**$247,320**	**$66,588**	**$26,159**

Lazy Daisy Beverly Hills

True Romance Bridal Shop



SECTION 3

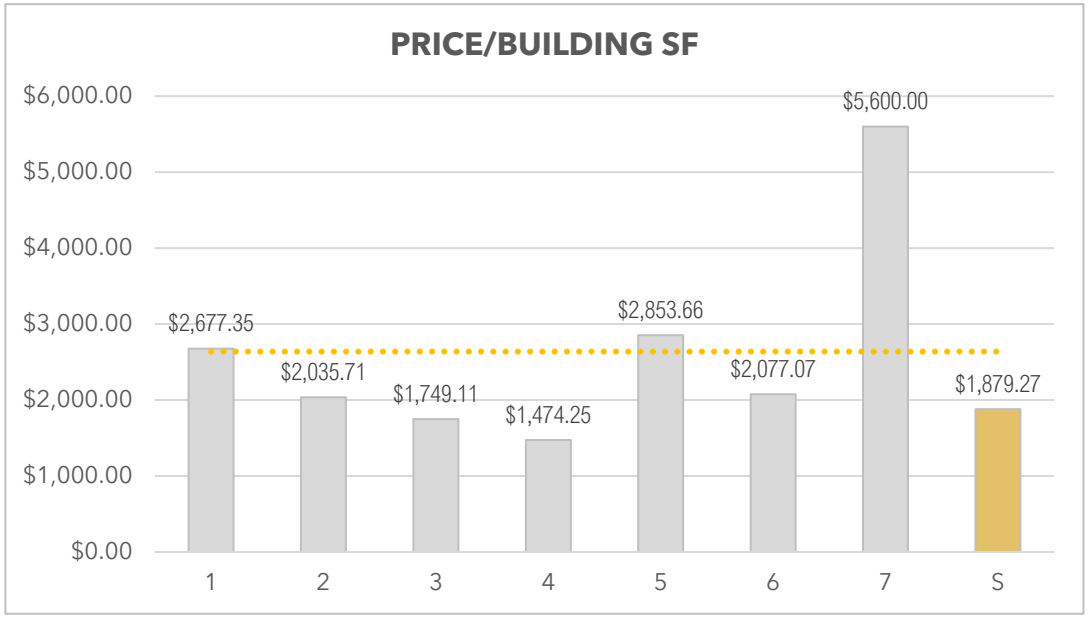
MARKET COMPARABLES

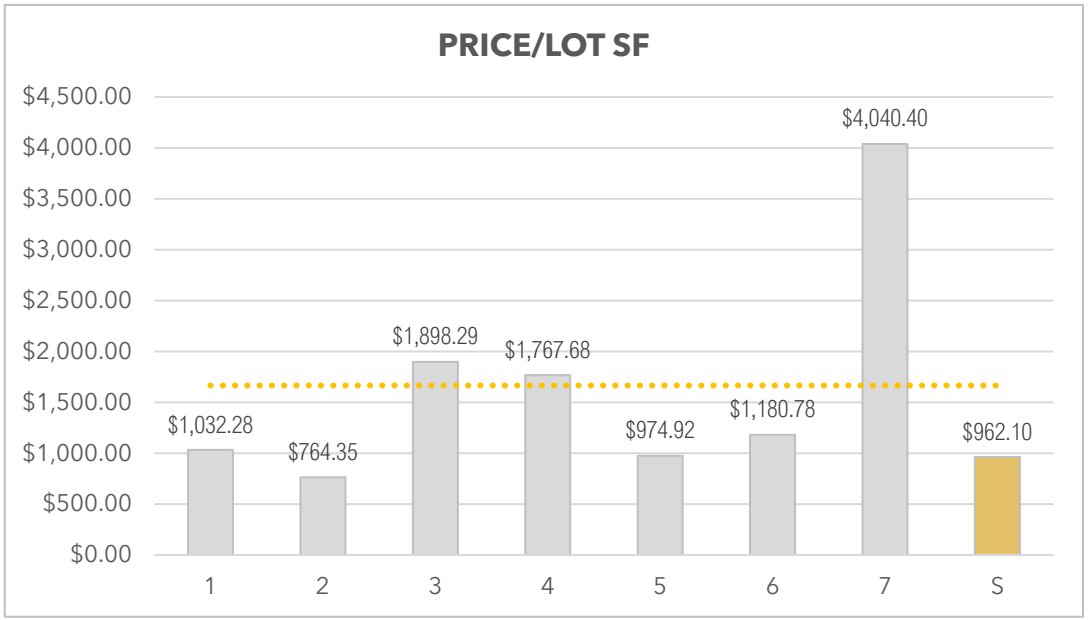
153-155 S. Robertson Blvd

SALES COMPARABLES

		ADDRESS	BUILT	GROSS SF	LOT SIZE	TYPE	SALE DATE	PRICE	PRICE/SF	PRICE/LAND SF
	1	8844 Olympic Blvd Beverly Hills, CA 90211	1948	5,864	15,209	Office	10/30/2023	$15,700,000	$2,677	$1,032
	2	8624 Wilshire Blvd Beverly Hills, CA 90211	1950	2,100	5,593	Retail Office	8/8/2023	$4,275,000	$2,036	$764
	3	245 S Beverly Dr Beverly Hills, CA 90212	1941	6,146	5,663	Office	7/25/2023	$10,750,000	$1,749	$1,898
	4	9308 Civic Center Dr Beverly Hills, CA 90210	1925	5,223	4,356	Office	2/15/2023	$7,700,000	$1,474	$1,768
	5	9970 Santa Monica Blvd Beverly Hills, CA 90212	1950	4,100	12,001	Retail	2/9/2023	$11,700,000	$2,854	$975
	6	8840 W Olympic Blvd Beverly Hills, CA 90211	1951	6,981	12,280	Office	1/23/2023	$14,500,000	$2,077	$1,181
	7	301-303 N Beverly Dr Beverly Hills, CA 90210	1954	5,500	7,623	Retail	5/17/2022	$30,800,000	$5,600	$4,040
		AVERAGES		**5,131**	**8,961**				**$2,638**	**$1,666**
	S	**Subject Property** **153-155 S. Robertson Blvd** Beverly Hills, CA 90211	1945	2,634	5,145	Retail	On Market	$4,950,000	$1,879	$962

SALES COMPARABLES





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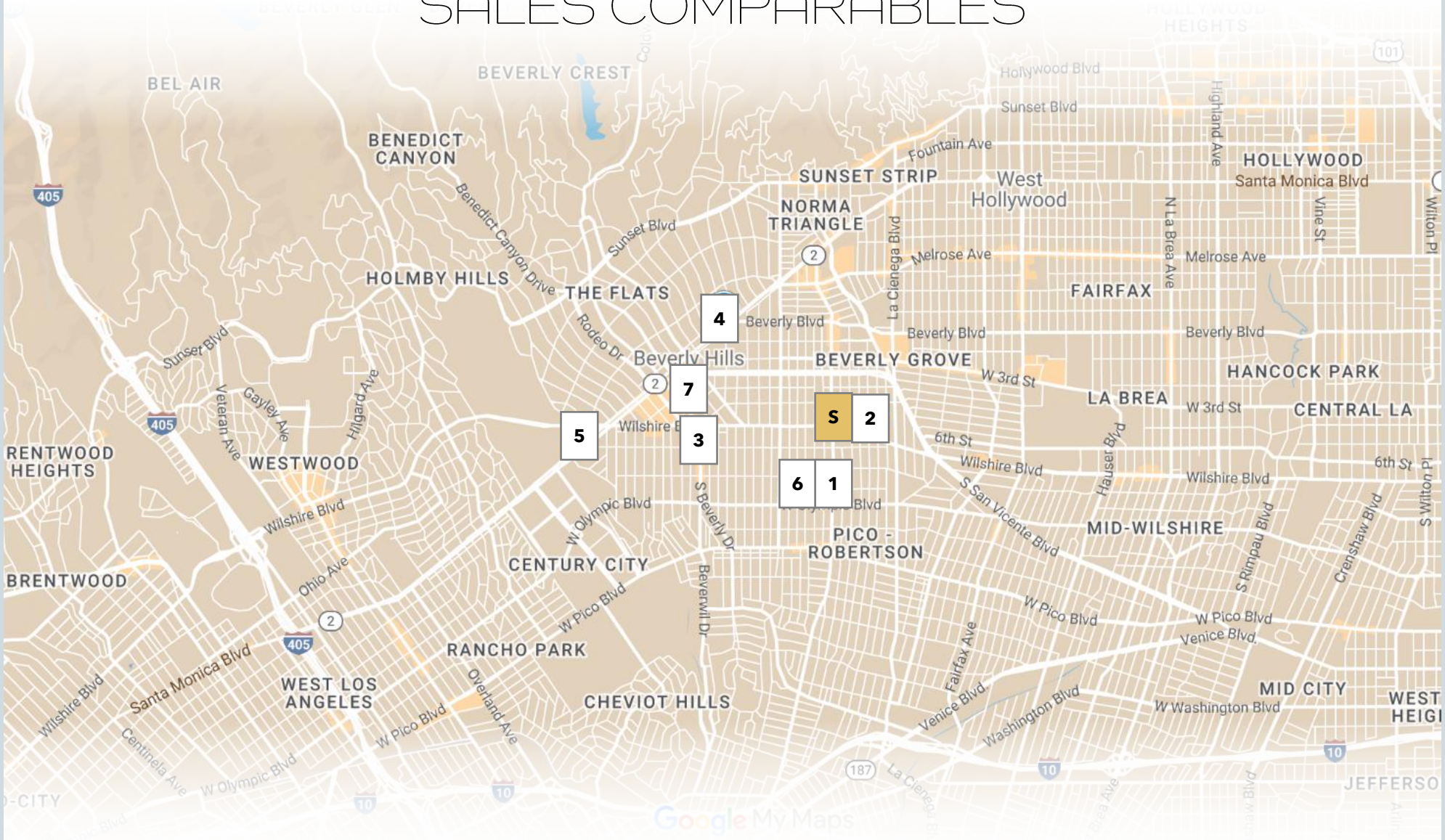

SECTION 4

LOCATION OVERVIEW

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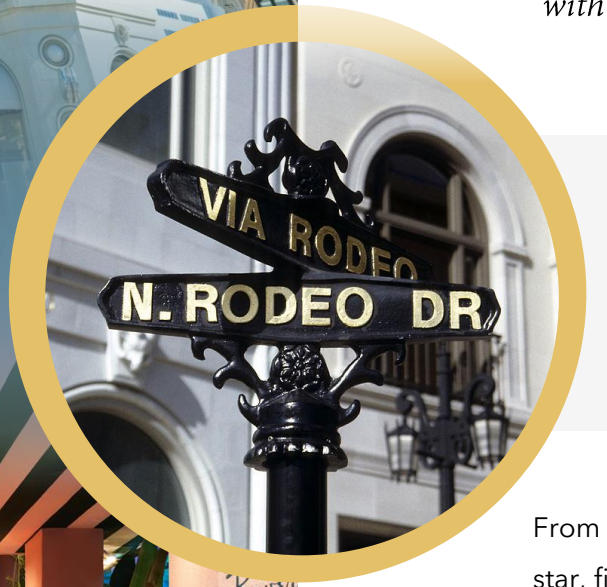


City of Beverly Hills

Beverly Hills is one of the most celebrated and desired destinations in the world. A name long associated with sophistication, glamour, and elegance, Beverly Hills is a distinguished city offering the very best in hotels, shopping, dining, and services. Beverly Hills ranks first among mid-to-large sized California cities for retail sales per capita, with an economy near $20 billion annually.

34,186
POPULATION

$2M
MEDIAN HOME PRICE

$139,222
MEDIAN INCOME

From neighborhood boutique hotels to luxury hotels that are five-star, five diamond retreats, it's easy to fall in love with Beverly Hills. Luxuriate in spa treatments and indulge in world-renowned shopping along famed Rodeo Drive. With so many things to do in Beverly Hills, your visit is sure to be absolutely unforgettable.

LOCAL ECONOMY

The economy of Beverly Hills is driven in large part by tourism, retail sales, healthcare, entertainment and entertainment-related firms. Much of the "business" of show business is conducted in Beverly Hills. Most of the country's major studios are in close proximity. MGM is located on Beverly Drive in the Golden Triangle. The headquarters of studios, such as 20th Century Fox, is in Century City, Sony Studios in Culver City, CBS in the Fairfax District and Paramount Studios in Hollywood; Warner Bros., Disney Studios and NBC are all located in Burbank and DreamWorks SKG Studio is located in Glendale. The synergy created by all these major entertainment firms has also attracted the entertainment divisions of prestigious law firms, numerous public relations firms, music publishers, new media firms and online content providers. Beverly Hills, with its central location and wealth of high-end amenities, will continue to draw businesses that desire the daily lifestyle that only this city can offer.

MAJOR INDUSTRIES

LUXURY RETAIL

FINANCIAL SERVICES

HEALTHCARE

HOSPITALITY & TOURISM

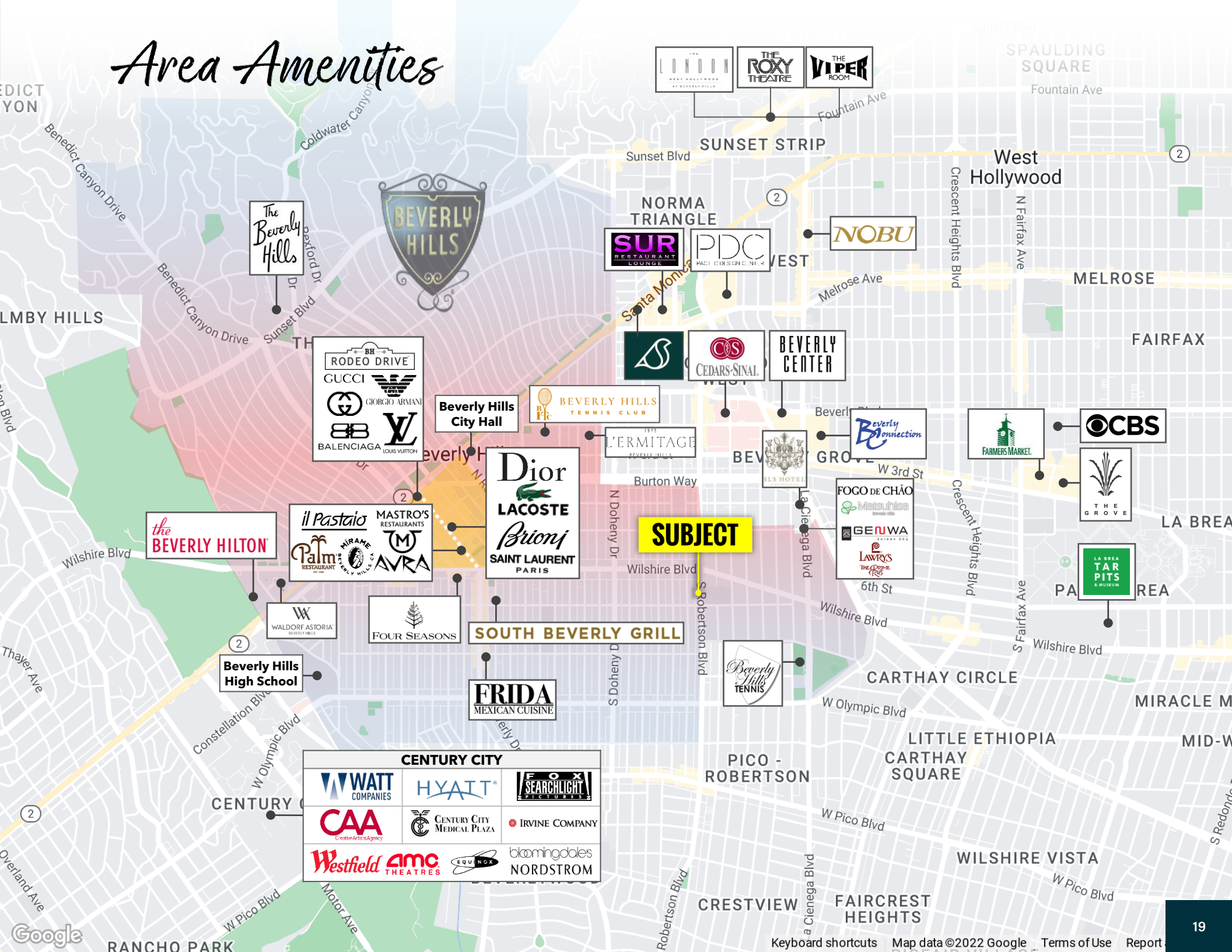
INTERNATIONAL TRADE

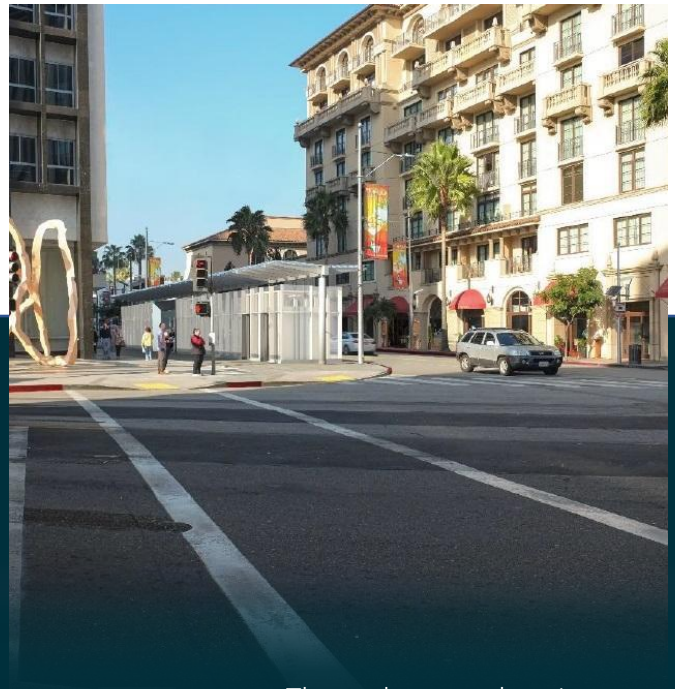
ENTERTAINMENT MEDIA

REAL ESTATE

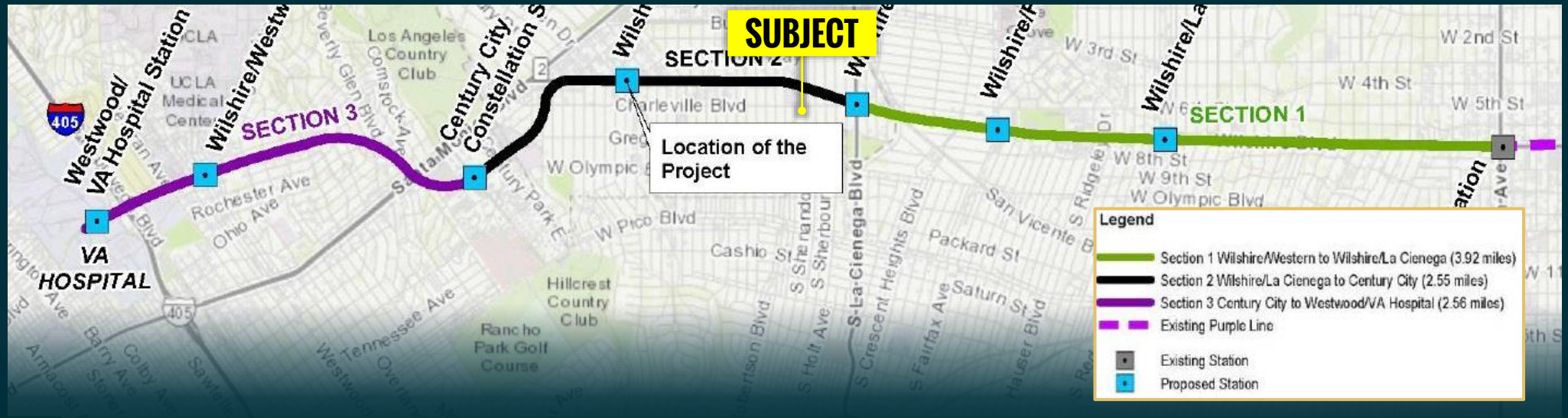
TECHNOLOGY

Area Amenities





The underground station, now being built as part of the second phase of Metro's Purple Line extension, will in fact be located at Beverly Drive - one block east of namesake Rodeo Drive. The station, as approved by the Metro Board in 2012, will place its entrance at the southwest corner of Wilshire Boulevard and Reeves Drive. The roughly nine-mile subway extension is split into three segments, with full completion to the Westwood Veterans Administration Campus anticipated in 2026. Wilshire/Rodeo will be one of two stops in Beverly Hills city limits, the other of which is scheduled to open in 2023 at Wilshire and La Cienega Boulevard as part of the project's first phase.



Developments

1 145 S. Rodeo Dr

- 17-Story, Mixed-Use
- 56 Units

2 9900 Santa Monica Blvd

- $110 Million Condo Complex
- 17 Condos

3 L'Ermitage Beverly Hills

- $15 Million Renovation

4 346 N. Maple Dr

- 10-Story
- 70 Units

5 55 La Cienega Blvd

- 105 Units Above
- 19,000 SF Commercial

6 125 S Linden Dr

- 19-Story
- 165 Units + 73 Room Hotel

7 201-203 S. Arnaz Dr

- 63 Units

8 211 S Hamilton Dr

- 12- Story
- 175 Units

9 232 Tower Dr

- 55 Units

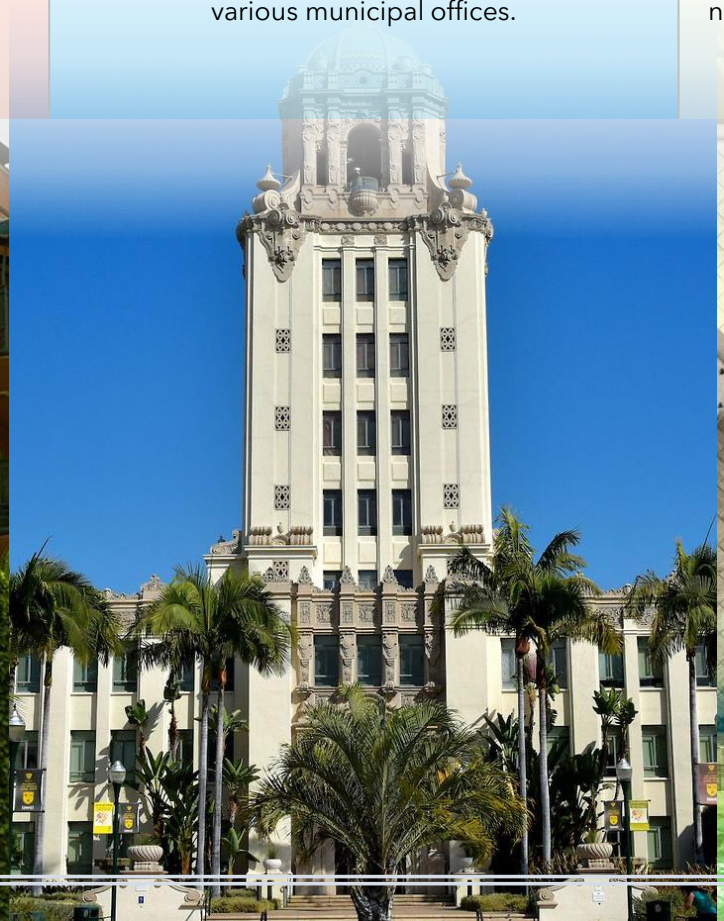
AREA LANDMARKS

Beverly Hills is an affluent city located in Los Angeles County, California, United States. It is known for its luxurious lifestyle, upscale shopping districts, and coveted real estate. It is situated in the western part of Los Angeles County, bordered by the cities of West Hollywood to the east, Bel Air to the north, and Los Angeles to the southeast.

Beverly Hills Hotel: The Beverly Hills Hotel is an iconic landmark in the city. Known as "The Pink Palace," it has a rich history and has hosted numerous celebrities and prominent figures over the years. The hotel's distinctive pink exterior and luxurious amenities make it a symbol of Beverly Hills' glamour.

Beverly Hills City Hall: The Beverly Hills City Hall is an architectural landmark known for its distinctive design. It serves as the administrative center for the city government and houses various municipal offices.

Rodeo Drive: One of the most famous shopping destinations in Beverly Hills is Rodeo Drive. It is a three-block stretch known for its high-end designer boutiques, luxury brands, and upscale retailers. Rodeo Drive has appeared in numerous movies and television shows, further enhancing its worldwide recognition.



Dominant Location

Demographics

Beverly Hills is known throughout the world for its glamorous residents and its luxurious lifestyle. Home to an estimated 43,996 people, the City of Beverly Hills is one of the most desirable residential communities California has to offer.

- The City offers residents an exceptional quality of life, numerous parks, award winning schools and unsurpassed amenities, including couture shopping, five-star hotels and fine dining. One of California's wealthiest cities.
- Beverly Hills has an average annual household income of $139,250, an astounding 268 percent higher than the national average of $51,939, and a median household income of $82,209.
- Local employers in the City enjoy a highly educated population base with 60 percent having obtained a bachelor's or graduate degree.
- The median home value for Beverly Hills is well in excess of a staggering $1,000,000, more than five times the national average.

The City is deceptively dense with 5,800 persons per square mile, more than double Los Angeles County's rate of 2,400 persons per square mile. While Beverly Hills' palatial estates are situated above Sunset Boulevard, the area below Sunset (commonly known as "the Flats"), includes numerous multi-family properties and smaller single-family home lots.

- **Median Household Income:** **$139,222**
- **Median Home Value:** **$2,000,000**
- **Bachelor's Degree +:** **61%**
- **Employees:** **34,359**
- **Businesses:** **3,683**

City of Beverly Hills

Gallery Gardens

Rodeo Drive Mall

Beverly Hills Hotel

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