



Jones Lang LaSalle
Americas, Inc. ("JLL"), Real
Estate License #01223413



THE SOCIAL

**A Luxury 65-Unit Community Located in the
Heart of the Bustling North Hollywood Arts
District of Los Angeles, CA**

The Offering

Jones Lang LaSalle Americas, Inc., as exclusive advisor, is pleased to present for sale The Social (the “Property”, the “Community”), a luxury 65-unit community with ample amenities located steps from the coveted North Hollywood Arts District.

Delivered in 2008, The Social introduced condominium living to the rental segment, developed as a five-level podium asset with ample amenities. The Property features 65 separate parcels corresponding to each unit. As a result of the quality and location, The Social has exhibited a history of outperformance with blended, gross renewals up ±4.2% during 2025. The Property features oversized one- and two-bedroom floor plans, averaging ±1,113-SF, all well-appointed with high-quality finishes such as LVT flooring, expansive floor-to-ceiling windows, in-unit washer & dryer, smart home features, along with a full suite of stainless-steel appliances. Atop the fifth level of the Property, The Social features thirteen (13) penthouse homes, offering an expansive ±1,227-SF in living space, accented by massive windows providing for

an open-air feel and excellent view of the nearby mountains. The Community was designed around a central resort-style pool, complemented by an array of outdoor lounges. In addition, The Social offers residents a fitness center, a club house with game room, package concierge delivery, 8 EV chargers, and over two-secured parking spaces offered per home.













Strategically positioned just off Lankershim Boulevard, The Social benefits from one of the most activated locations within the NoHo Arts District, evidenced by the 2.0M-SF of occupied retail and dining within 1-mile, including over 200 creative business and over 20 performance venues. As a result, the Property exhibits an impressive 94 WalkScore. Also, just north of The Social is the North Hollywood metro station, providing residents with convenient access throughout the City of Los Angeles via the B Line. Within a 10-minute drive of the Property are some of Los Angeles’ most famous attractions including Universal Studios Hollywood, the Griffith Observatory and the Hollywood Sign.

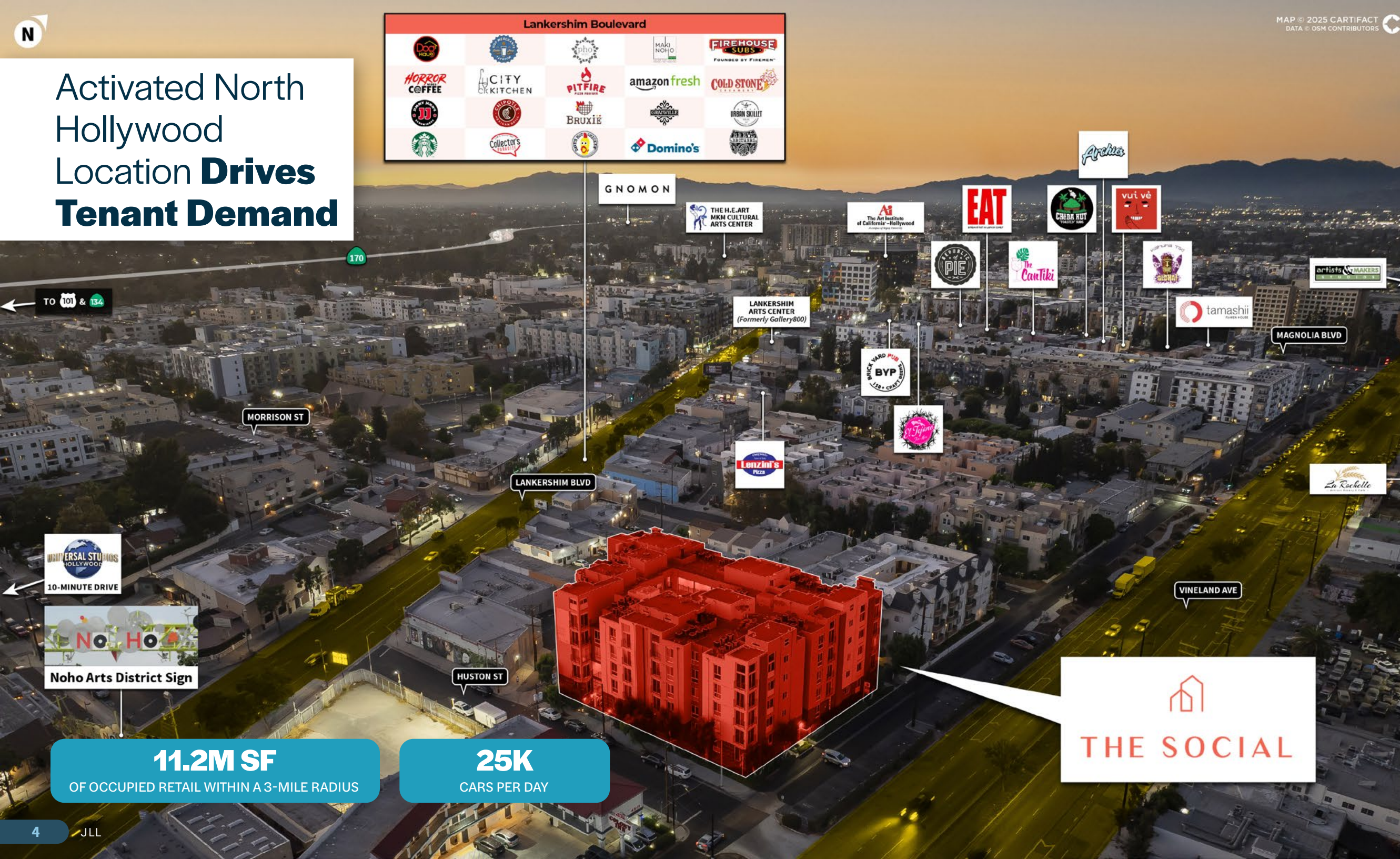
Unit Mix

| Unit Mix | # of Units | % of Mix | Avg. SF | Total SF |
|----------------------------------|------------|----------|---------|----------|
| 1x1 | 9 | 14% | ±834 | ±7,504 |
| 2x2 | 41 | 63% | ±1,144 | ±46,897 |
| 1x1 Penthouse | 3 | 5% | ±998 | ±2,995 |
| 2x2 Penthouse | 10 | 15% | ±1,295 | ±12,954 |
| Mrkt. Subtotal | 63 | 97% | ±1,117 | ±70,350 |
| 1x1 Moderate Income (120% AMI) | 1 | 2% | ±836 | ±836 |
| 2x2 Moderate Income (120% AMI) | 1 | 2% | ±1,135 | ±1,135 |
| BMR Subtotal | 2 | 3% | ±986 | ±1,971 |
| Grand Total | 65 | 100% | ±1,113 | ±72,321 |



Property Description

| | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
|  Address 11011 Huston St North Hollywood, CA 91601 |  Parcel Numbers 2353-018-0(21-85); 65 Separate Parcels |
|  Vintage 2008 |  Acreage 0.62-ac |
|  Number of Units 65-Units |  Building Type Podium (5-Stories) |
|  Average Unit Size ±1,113 SF |  Residential Rentable Square Footage ±72,321 SF |
|  Current Occupancy 92.3% |  Retail None |
|  Affordability 2-Units at 120% AMI (3% of Unit Mix; Moderate Income) |  Parking 141 Spaces (2.17:1 Parking Ratio) |



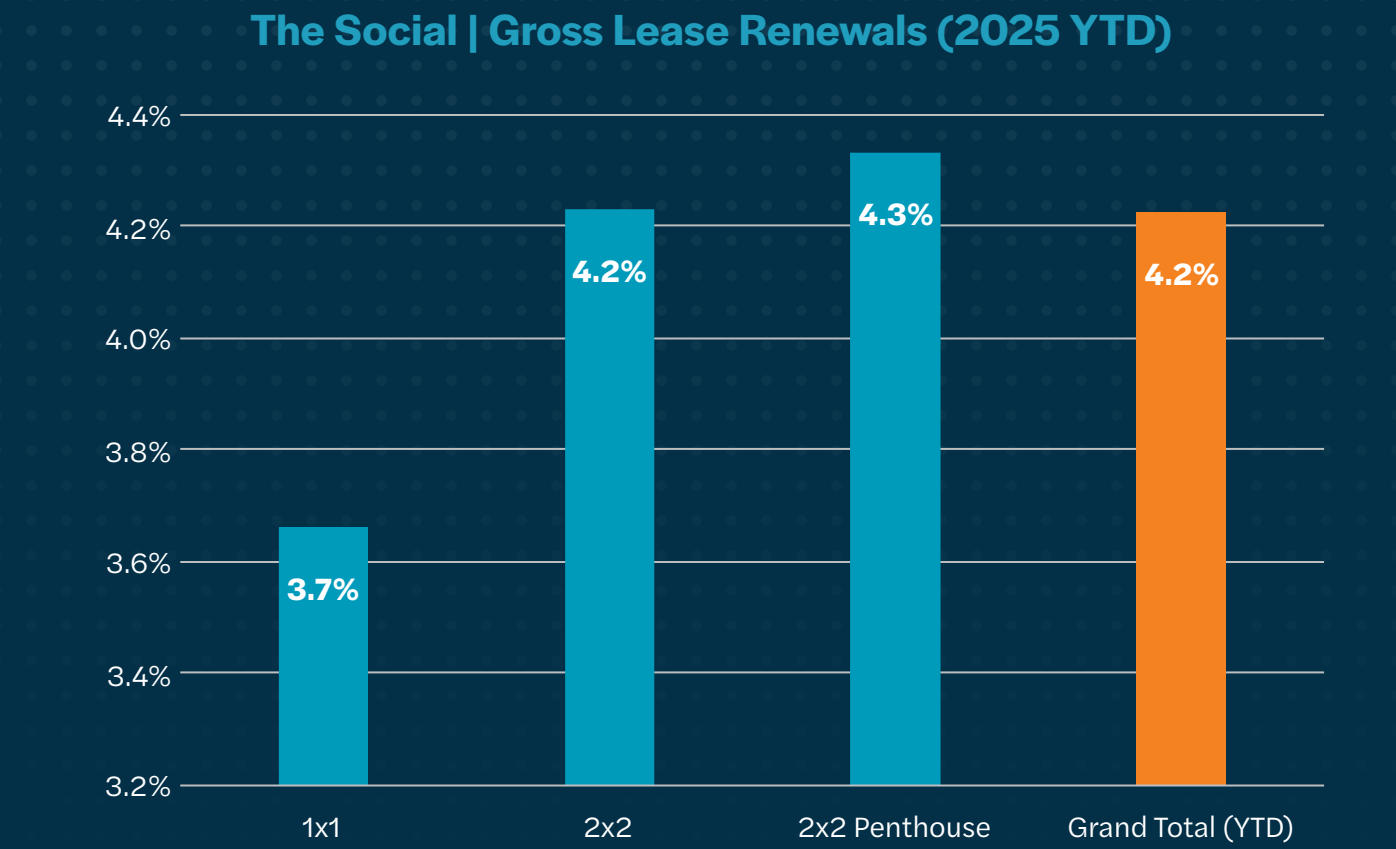
The Social Outperforms

\$3,106/U
ACH. MRKT. RENT

42%
OF HOUSEHOLDS EARN \$100K+

\$2.78/SF
ACH. MRKT. RENT

±3.1%
INCREASE IN GROSS SCHEDULED RENT (T12 V. T1)

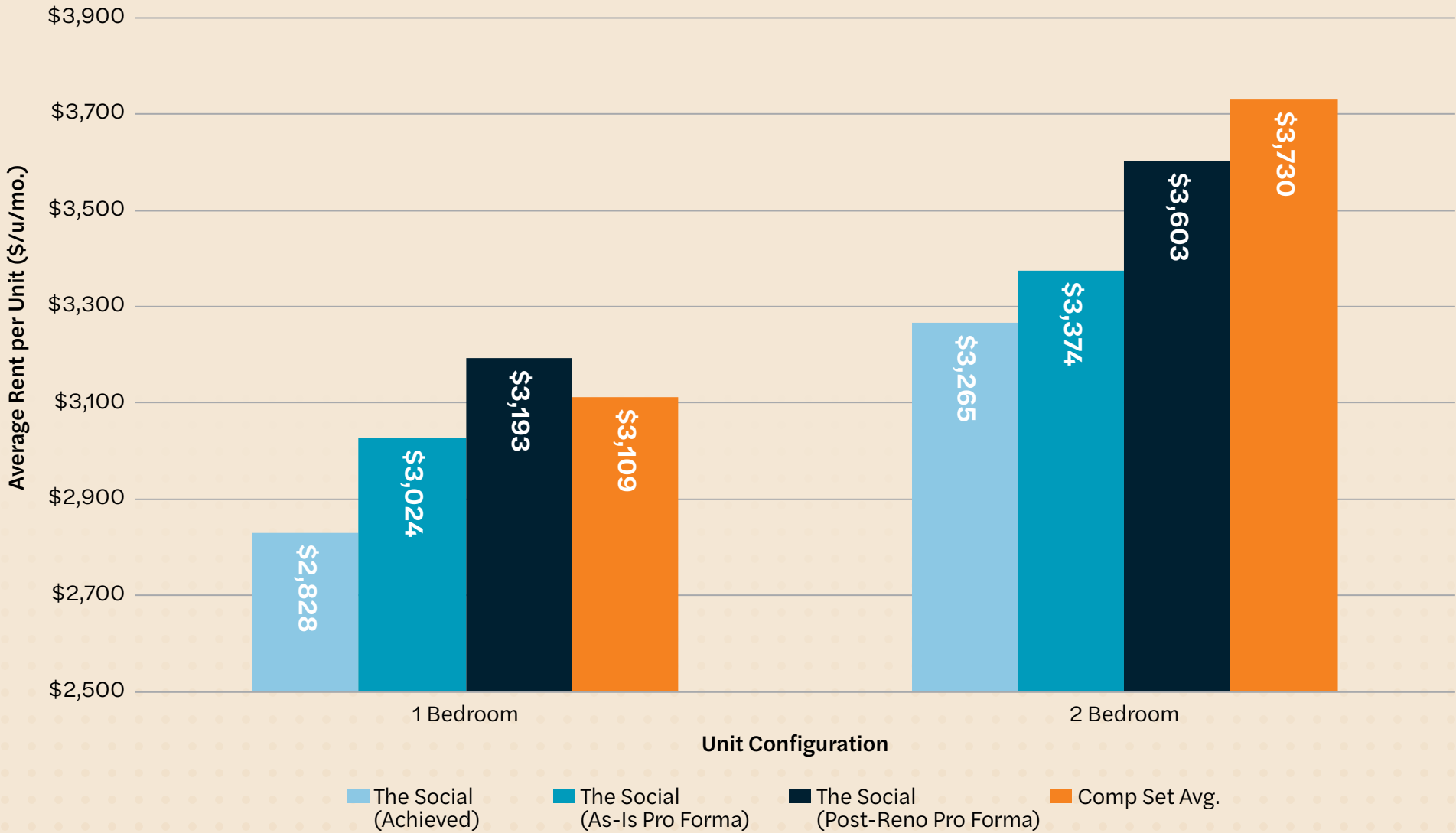


Current Unit Interiors Present an Ample Opportunity for Renovation Upside

Delivered in 2008, The Social introduced a luxury experience typically reserved for the for-sale segments, with homes featuring large open floor plans, thoughtful design, and an open-air feel. Today, interiors are ripe for renovation in order to close the gap to top-of-market NoHo comps such as The Luxe (61-units, 2020-vintage) and Alexan NoHo West (644-units, 2021-vintage) which both display current asking rents in the low-\$4 PSF range, upwards of 30% above in-place levels at The Social.

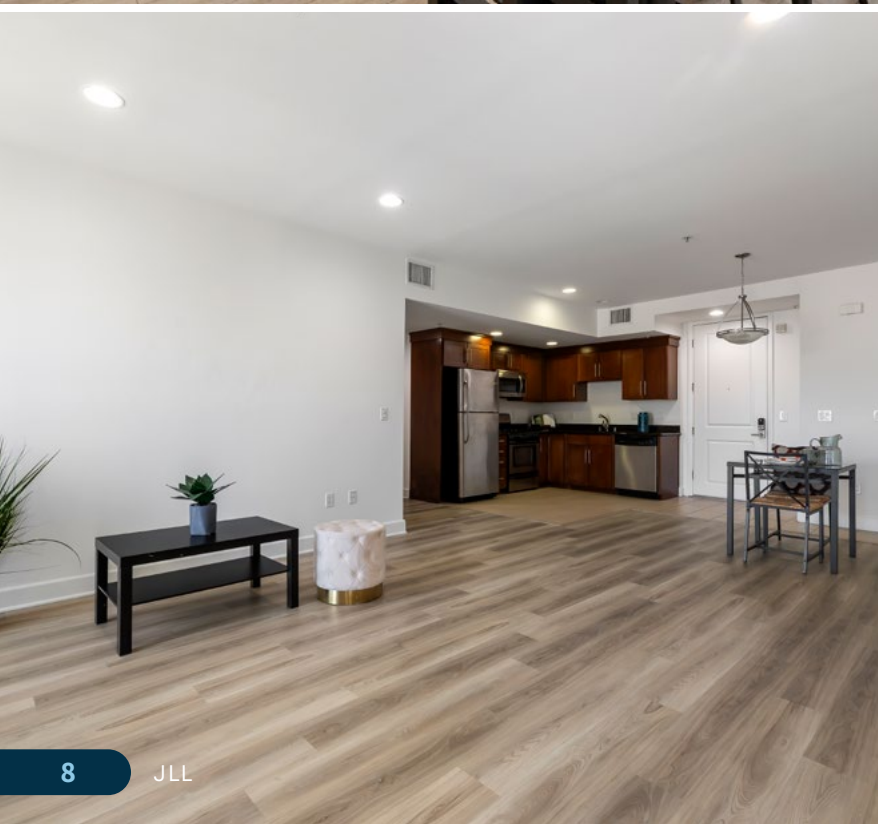


Renovation Upside Comparison (Per Unit)



\$169/U (6%)
RENO UPSIDE ON 1BR HOMES

\$230/U (7%)
RENO UPSIDE ON 2BR HOMES



Expansive Floor Plans **Differentiate The Social**

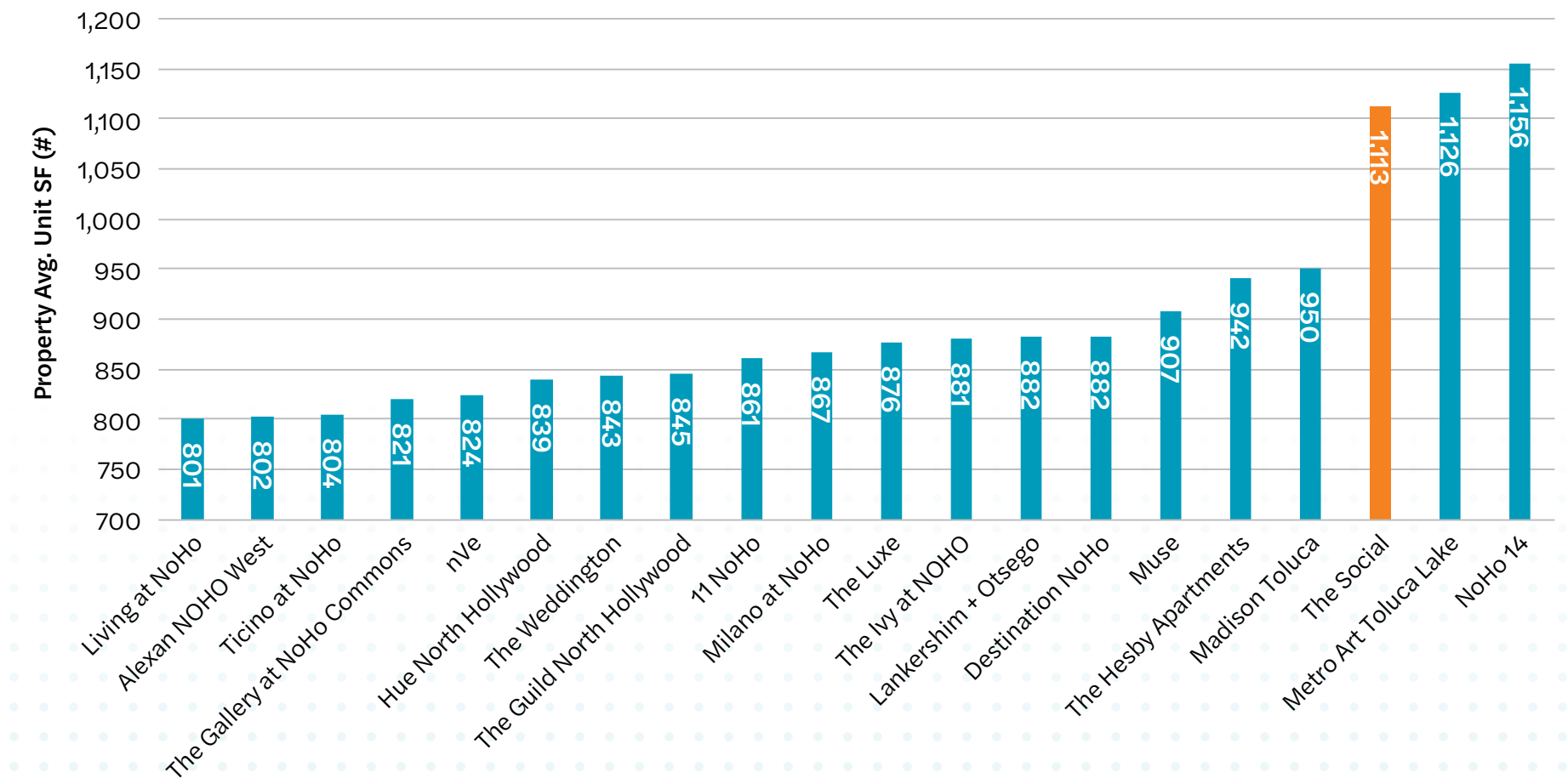
The Social features large open floor plans that are dominated by natural light. Homes at the Property average $\pm 1,113$ -SF and are $\pm 25\%$ larger than the North Hollywood average unit size resulting in an enduring competitive advantage.

3RD LARGEST
AVG. UNIT SIZE IN NOHO (50+ UNITS)

$\pm 25\%$ LARGER
THAN NOHO AVERAGE

HOMES UP TO
 $\pm 1,353$ SF
AT THE SOCIAL

North Hollywood Avg. Unit SF Comparison (50+ Units)



Curated Amenity Collection **Leads to an Enduring Advantage**

Recreation & Wellness

- Sparkling Resort-Style Pool
- Modern Fitness Center
- Garden Dining & Seating Patio



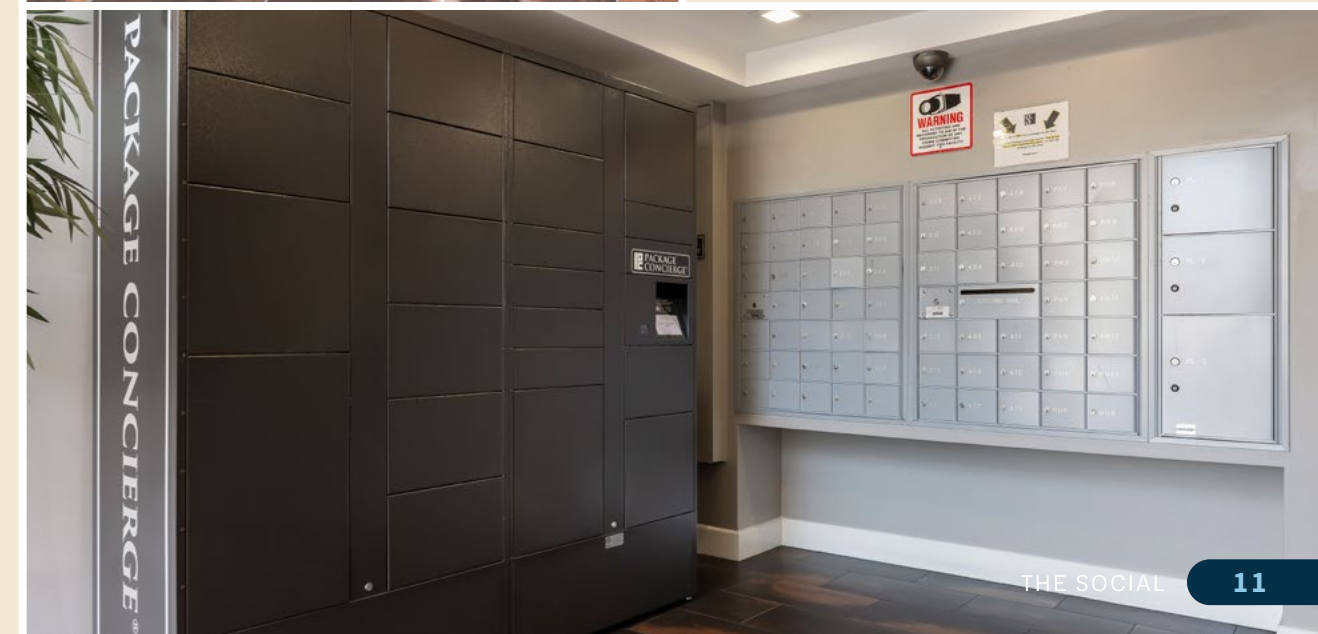
Community & Social

- Elegant Club House
- Dynamic Community Events
- High-Speed Wi-Fi In Select Common Areas
- Convenience Services
- Tech-Powered Secure Package Lockers
- Professional On-Site Management
- Reliable On-Site Maintenance



Daily Convenience

- Secure Covered Garage
- Electric Vehicle Charging
- Convenient Street Parking
- Nearby Public Transit
- Bike Storage Racks
- Security & Access
- Controlled Fob Entry
- Modern Elevator Access
- Walkable to Dining & Shopping
- Immediate Access to Major Freeways





The NoHo Arts District is an Emerging Demand Driver

The North Hollywood Arts District is a designated cultural hub in the San Fernando Valley, centered around Lankershim and Magnolia Boulevards, spanning approximately 1.7 square miles. The area features the NoHo Arts Center, over 20 theaters, numerous art galleries, and creative studios, along with the Academy of Television Arts & Sciences headquarters. As part of ongoing urban revitalization, the district has experienced significant growth with over 1,000 new residential units developed since 2010 and creative office rents averaging \$2.50-\$3.50 per square foot—roughly 40% below comparable Hollywood properties. The area benefits from Metro Red Line access at the North Hollywood station (serving 15,000+ daily riders) and serves as a growing hub for independent film, television, and digital media production, with the entertainment sector comprising approximately 30% of local businesses.



The Shops at NoHo Commons (±0.8-mi Away)

61k SF Neighborhood Center



Chandler Bikeway (±0.9-mi Away)

Following Chandler Boulevard in NoHo from Vineland to Mariposa Street in Burbank, the Chandler Bikeway is a peaceful walking and bike path that stretches through the scenic San Fernando Valley. The Bikeway features an array of colorful artwork commissions by former LA Mayor Richard Riordan.



NoHo West (±2.1-mi Away)

NoHo West is a \$1B major mixed-use development and shopping center delivered in 2021 by Merlone Geir, positioned as a key anchor in the NoHo Arts District. The project features approximately 650k-SF of retail space anchored by major tenants including Costco, Target, Best Buy, and various dining and entertainment options, along with parking for 2,500 vehicles.



Top-Tier Assigned Schools

**NORTH HOLLYWOOD
HIGH SCHOOL**

**ROY ROMER
MIDDLE SCHOOL**

8/10

GREATSCHOOL SCORE

6/10

GREATSCHOOL SCORE

Unmatched Accessibility Throughout Los Angeles

Close Proximity to
134, 101, & 170 Freeways

A Line (Blue)

Downtown LA to Long Beach

B Line (Red)

North Hollywood to Union Station

C Line (Green)

Redondo Beach to Norwalk

D Line (Purple)

Wilshire Corridor to Union Station

E Line (Expo)

Downtown LA to Santa Monica

K Line (Pink)

Expo/Crenshaw to Westchester

East San Fernando LRT

South Van Nuys to Sylmar

Orange Line Busway

North Hollywood to San Fernando Valley

Inglewood Transit Connector

Downtown Inglewood to SoFi

Automated People Mover

LAX to Consolidated Rent-A-Car Facility

West Santa Ana LRT

Downtown LA to Pioneer

Vermont Transit Corridor

CA 105 to Koreatown

Sepulveda Pass Subway

North Van Nuys to Expo/Sepulveda

Metro

METROLINK

North Hollywood Subway Station (±1.0-mi Away)

The North Hollywood Station, a major \$4.7 billion Metro Red Line terminal, is situated in the heart of the NoHo Arts District. As the northern endpoint of the subway, it connects riders to downtown Los Angeles and Hollywood and is one of the San Fernando Valley’s busiest stations with 15,000-20,000 daily boardings. In addition to serving as an interchange for multiple Metro bus lines, it features a large park-and-ride facility with over 2,000 spaces. The Social is ideally positioned for easy access to this hub and is also in close proximity to the 134, 101, and 170 freeways.

THE SOCIAL

Quick Facts

94

WALK SCORE

65

BIKE SCORE

THE SOCIAL 15

Lack of Competing Supply **Insulates The Social**

North Hollywood experienced a wave of new supply between 2019 and 2022 that has since receded to form a major supply cliff. Only two multi-housing projects are currently under construction, both below the 100-units mark: 5110 Bakman Ave, 65-Units and 5320 Cartwright Ave, 50-units. As a result, the submarket exhibits an inventory under construction figure of only $\pm 0.32\%$, well below the LA Metro average of $\pm 1.7\%$. This lack of supply sets the stage for outsized future rent growth.

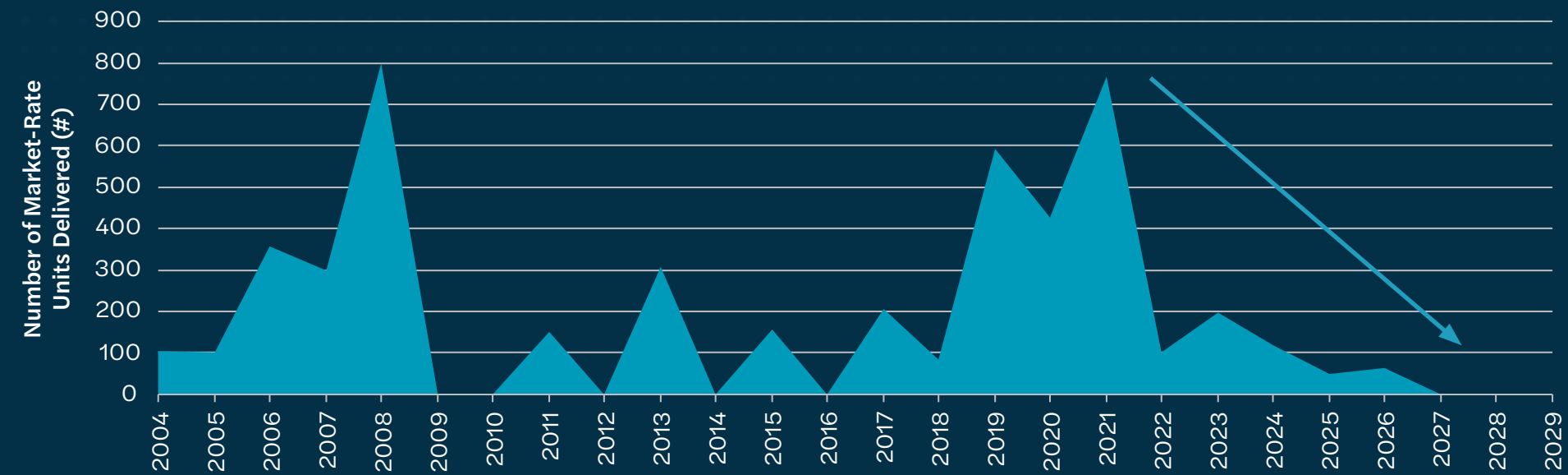
35,524-UNITS
CURRENT INVENTORY

$\pm 0.32\%$
CURRENT UNDER CONSTRUCTION

ONLY TWO
PROJECTS CURRENTLY UNDER CONSTRUCTION

NO NEW
CONSTRUCTION STARTS SINCE Q1 2024

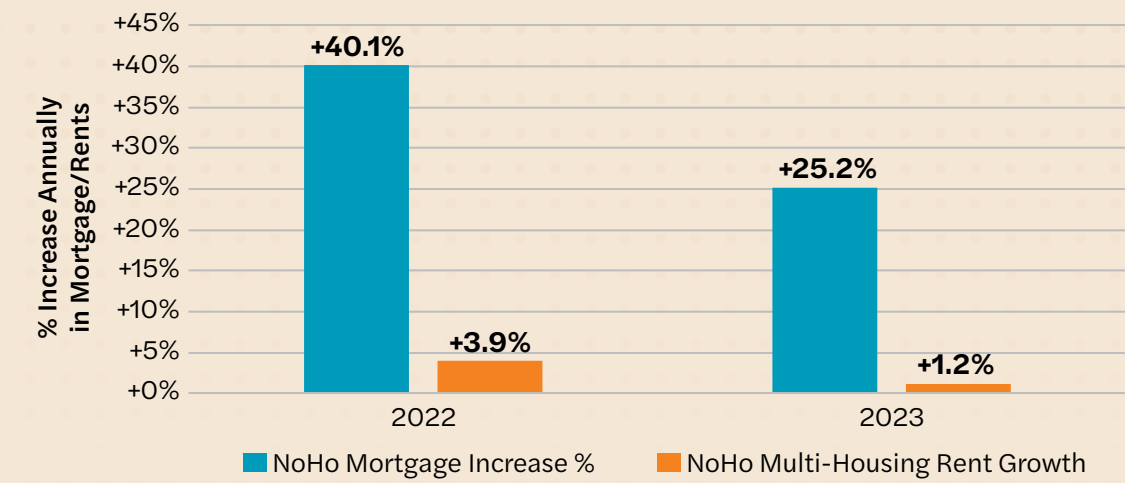
North Hollywood Supply Pipeline



Affordable Housing Divide Drives Renter Fundamentals

The Social provides much needed rental housing within an increasingly unaffordable housing submarket. Within North Hollywood, the average monthly mortgage cost has risen by nearly 60% since 2021, while multi-housing rents have increased by only 10%. During 2022 alone, mortgage costs increased 40% in NoHo. The Social is well positioned to benefit from this pricing divide.

Rental Living Cost Advantage Remains High



North Hollywood Residential Market Trends

| Year | Avg. NoHo Home Sales Price | National 30-yr Mortgage Avg. Rate | Downpayment (20%) | Monthly Mortgage Principal | Y-O-Y Mortgage Increase \$ | Y-O-Y Mortgage Increase % | NoHo Multi-Housing Rent Growth |
|------|----------------------------|-----------------------------------|-------------------|----------------------------|----------------------------|---------------------------|--------------------------------|
| 2020 | \$879,851 | 3.11% | \$175,970 | \$3,010 | - | - | - |
| 2021 | \$900,655 | 2.96% | \$180,131 | \$3,021 | \$11 | +0.4% | +4.1% |
| 2022 | \$947,987 | 5.34% | \$189,597 | \$4,232 | \$1,211 | +40.1% | +3.9% |
| 2023 | \$1,015,125 | 6.81% | \$203,025 | \$5,298 | \$1,066 | +25.2% | +1.2% |
| 2024 | \$1,028,773 | 6.72% | \$205,755 | \$5,322 | \$24 | +0.5% | +1.0% |
| 2025 | \$948,222 | 6.76% | \$189,644 | \$4,927 | (\$395.74) | -+7.4% | TBD |



MARKET RENTS AT THE SOCIAL REFLECT A
±42%
DISCOUNT TO HOMEOWNERSHIP

Homeownership Premium Summary

| | |
|---------------------------------------------|-------------|
| Average Home Sales Price in North Hollywood | \$955,000 |
| Mortgage Type | 30-yr Fixed |
| Current APR (2) | 6.29% |
| Down (%) | 20% |
| Down (\$) | \$191,000 |
| Monthly Mortgage Payment | \$4,726 |
| Taxes 1.19969% | \$944 |
| Repairs & Maintenance | \$400 |
| Total Monthly Cost of Homeownership | \$6,070 |
| Post-Reno Market Rent at The Social | \$3,525 |
| Discount to Homeownership (%) | 42% |

(1) Per RedFin, North Hollywood Submarket, Past 3-Years
(2) US Bank Lending, 30-Yr Fixed-Rate Jumbo as of 9/4/2025



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