



the dahlia



**A 52-Unit Value-Add Opportunity Located in
the Vibrant Norma Triangle Neighborhood**



Jones Lang LaSalle Americas, Inc.
("JLL"), real estate license #01223413

The Offering

Jones Lang LaSalle Americas, Inc., as exclusive advisor, is pleased to present The Dahlia (the “Property”) for sale — a 52-unit podium community located in the highly coveted Norma Triangle neighborhood of West Hollywood. The Dahlia represents a rare value-add investment opportunity supported by stable in-place cash flow and a proven track record of occupancy at ±96%. Coming to market for the first time in over 25 years, this offering provides investors the chance to acquire a strong, well-located asset with both immediate income and substantial upside potential.

Originally constructed in 1969, The Dahlia comprises a mix of studio, one-, two-, and three-bedroom units totaling 52 residences, averaging ±708 square feet. The Property spans a double-frontage lot along Hancock Avenue and Palm Avenue, offering multiple access points and efficient unit layouts well-suited to West Hollywood’s renter demographic.

The offering features an accretive ±\$12 million Fannie Mae loan assumption at a 2.54% interest-only rate, with maturity in Q4-2031, providing investors with a highly advantageous financing structure and excellent cost of capital in today’s environment.

The 24 unrenovated units provide investors with a defined value-add path to drive rent growth and maximize performance. The Property also benefits from a newly installed roof and a secured parking garage with 65 spaces, supporting resident convenience and long-term durability.

Community amenities are anchored by four landscaped courtyards, including a main courtyard featuring a pool, jacuzzi, and expansive sun deck with scenic views, offering a distinctive lifestyle experience that resonates strongly with West Hollywood’s professional and entertainment-driven tenant base.

Steps from Melrose Avenue’s retail and dining and Santa Monica Boulevard’s commercial corridor, The Dahlia offers a WalkScore of 90 (“Walker’s Paradise”) with Trader Joe’s and daily conveniences nearby. Centrally located between Hollywood and Century City, the Property benefits from sustained tenant demand and strong market fundamentals, providing a prime platform for further upgrades and operational enhancements to capture meaningful upside in West Hollywood’s premier submarket.

The offering includes an attractive ±\$12 million Fannie Mae loan assumption at a low 2.54% interest-only rate, maturing in Q4 2031.



The Dahlia Property Description

ADDRESS
975 Hancock Ave
West Hollywood, CA 90069

PARCEL NUMBER
4339-009-042

VINTAGE
1969/2025

ACERAGE
0.84

NUMBER OF UNITS
52

BUILDING TYPE
Podium

AVERAGE UNIT SIZE
±708 SF

RENTABLE SQUARE FOOTAGE
±36,806 SF

OCCUPANCY
96.20%

PARKING SPACES
65

WALKSCORE
90
Walker’s Paradise

TRANSIT SCORE
62
Good Transit

Unit Mix

Type	# of Units	% of Mix	Avg SF	Total SF
0x1	3	6%	357	1,070
1x1	33	63%	627	20,706
2x2	15	29%	899	13,480
3x3	1	2%	1,550	1,550
Grand Total	52	100%	708	36,806

At the Crossroads of Culture and Luxury

Durable Demographics



\$192K

Average Household Income



52,531

Total Daytime Population



68%

Rentership Rate



68%

Bachelors Degree or Higher



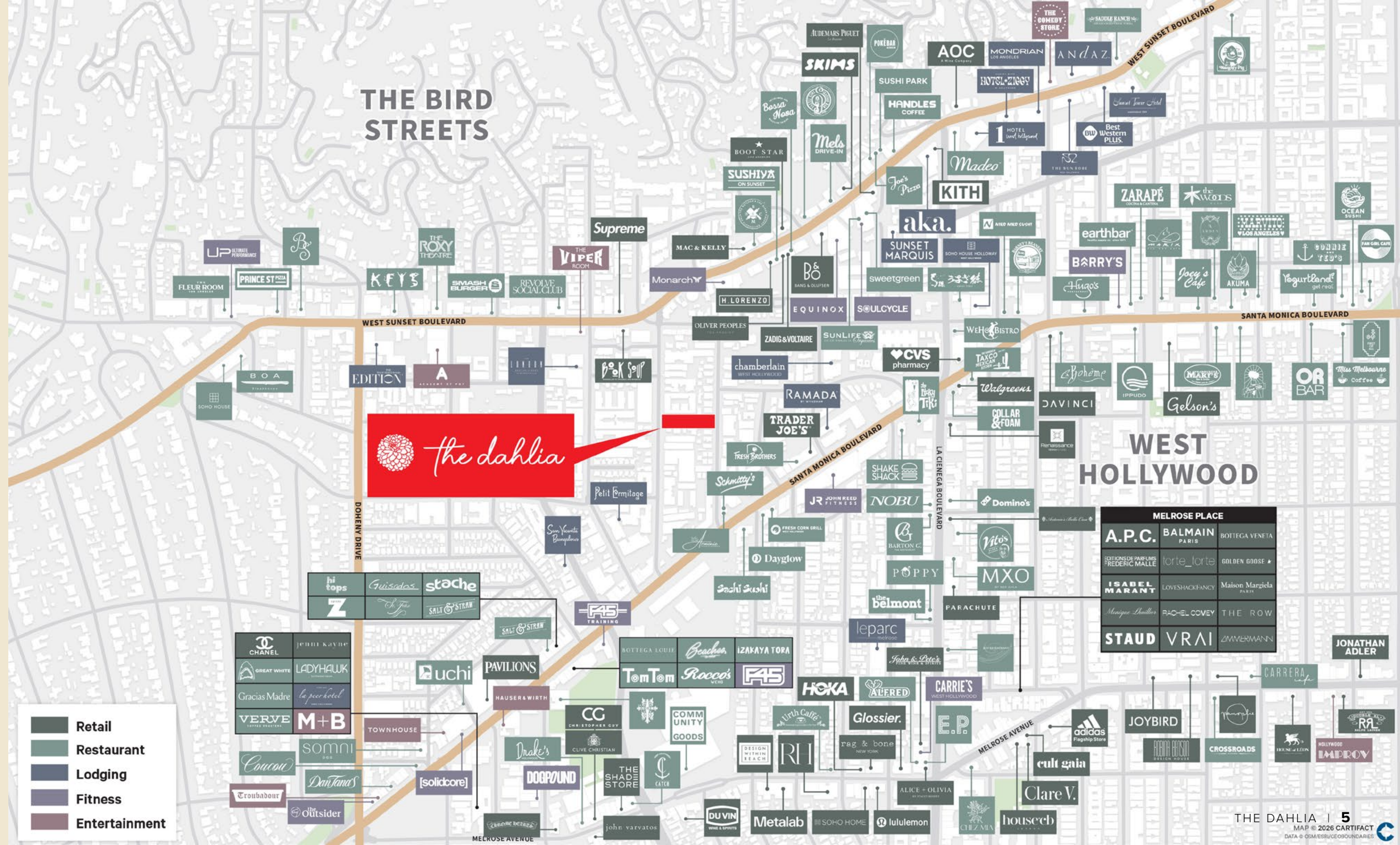
\$1.7M

Single Family Home Price



40 years old

Average Age



Norma Triangle

Norma Triangle is one of West Hollywood’s most coveted neighborhoods, offering a far superior investment profile compared to the broader City of Los Angeles. Positioned between the vibrant corridors of Sunset Boulevard, Doheny Drive, and Santa Monica Boulevard, and perched at the border of Beverly Hills, it delivers unmatched access to high-end retail, world-class dining, boutique hospitality, and top employment hubs. This walkable, dynamic environment fuels constant tenant demand and drives sustained property value appreciation. What truly sets Norma Triangle apart is its scarcity premium: with extremely limited multifamily inventory and barriers to new supply, opportunities to acquire assets in this pocket are rare, creating value, stability, and long-term upside that outperforms surrounding markets.

Norma Triangle Fun Facts

153

Multi-housing Assets

5 Transactions

Number of Apartment Sales since 2020
(20+ units)

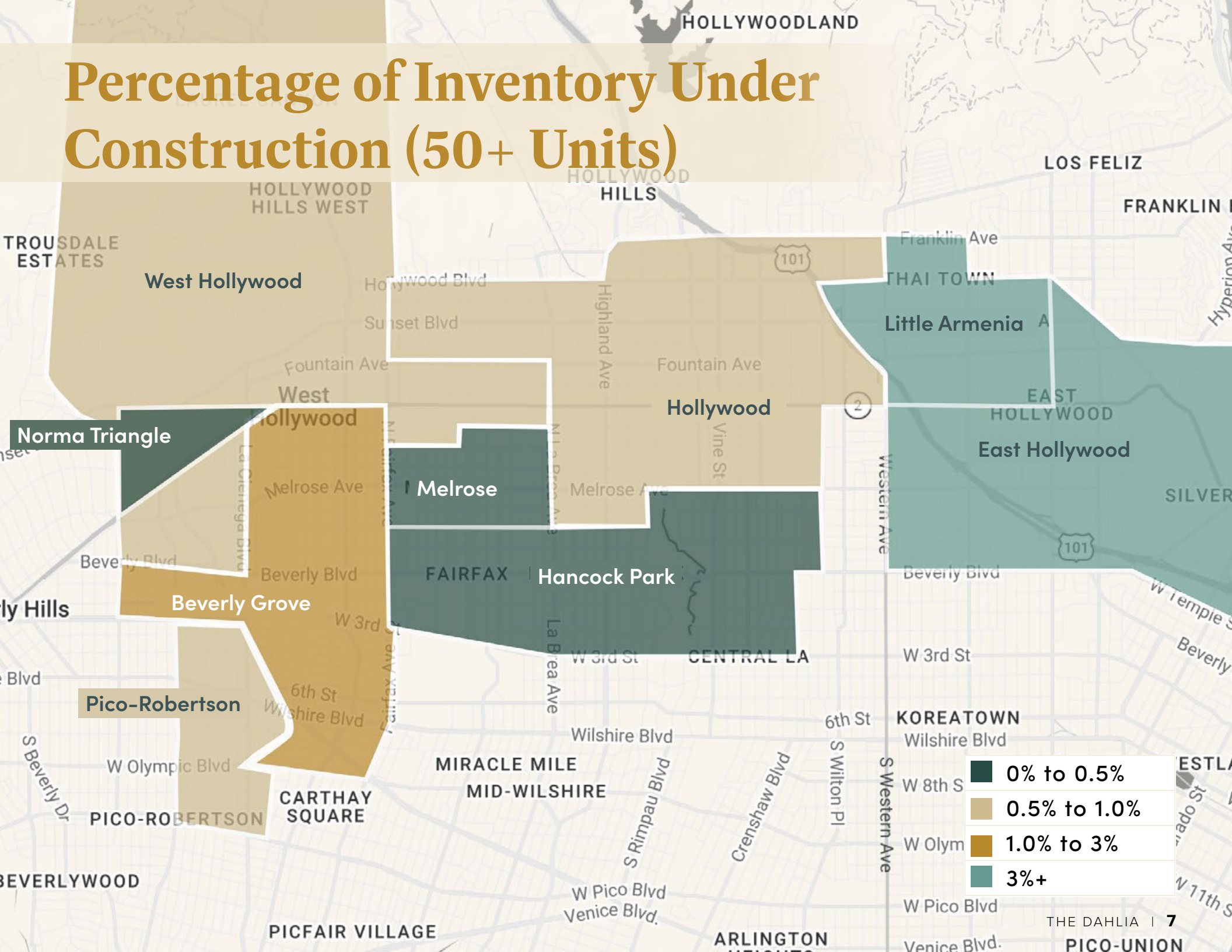
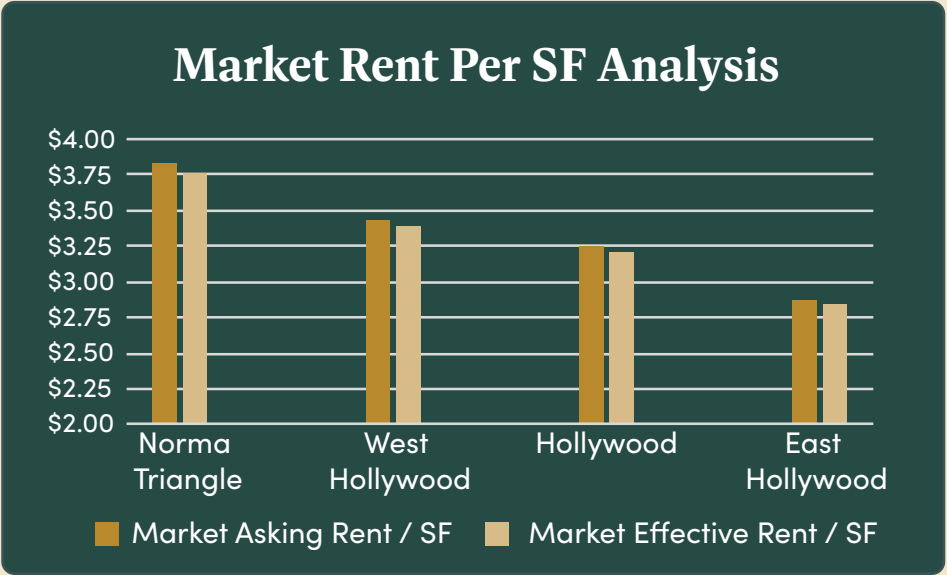
Only 4 Multi-Housing Assets
With Double-Lots With Access
From Two Streets

The Dahlia WeHo

Villa Francisca

Mediterranean Village WeHo

939 Palm Ave

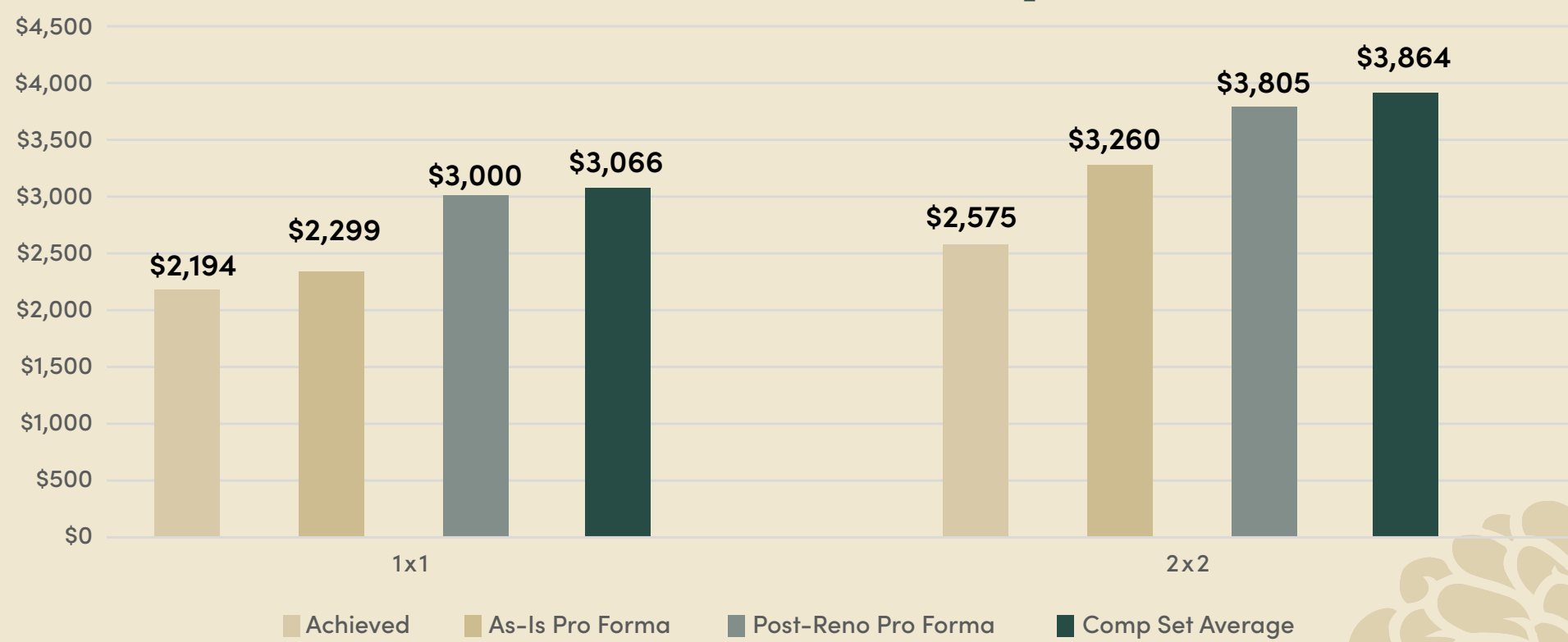


Premier Value-Add Potential Inside...

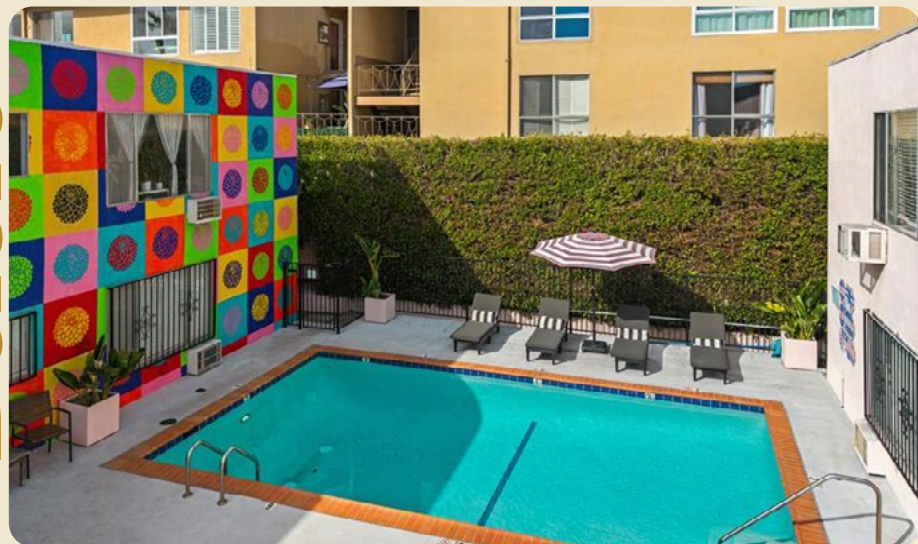
The Dahlia’s 1969 vintage presents a strong value-add investment opportunity through strategic modernization of 24 classic units to compete effectively with newer product in the market. The property’s prime location and well-designed floor plans provide an ideal foundation for thoughtful renovations including upgraded kitchens, contemporary cabinetry, modern plumbing fixtures, and premium finishes. Beyond interior upgrades, further enhancements such as adding in-unit washer and dryers, converting the side yard into a dedicated dog park, enhancing curb appeal, and refining common areas will elevate the overall resident experience. These improvements position the property to achieve market rents and capture additional rental premiums from the area’s stable tenant base.



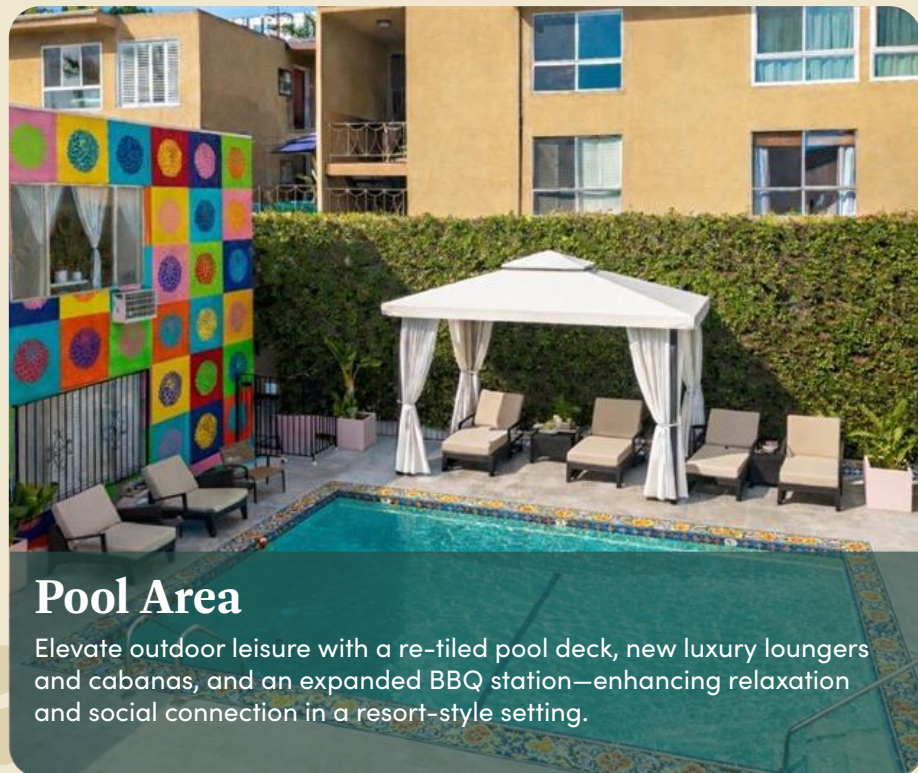
Value-Add Interior Renovation Upside



Before

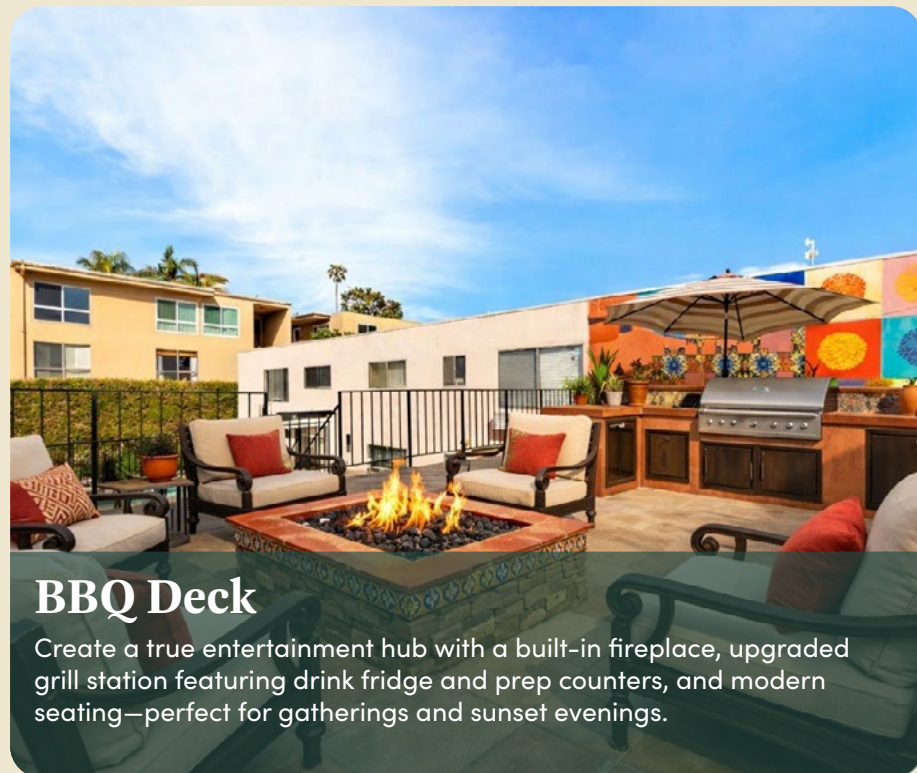


..and Outside



Pool Area

Elevate outdoor leisure with a re-tiled pool deck, new luxury loungers and cabanas, and an expanded BBQ station—enhancing relaxation and social connection in a resort-style setting.



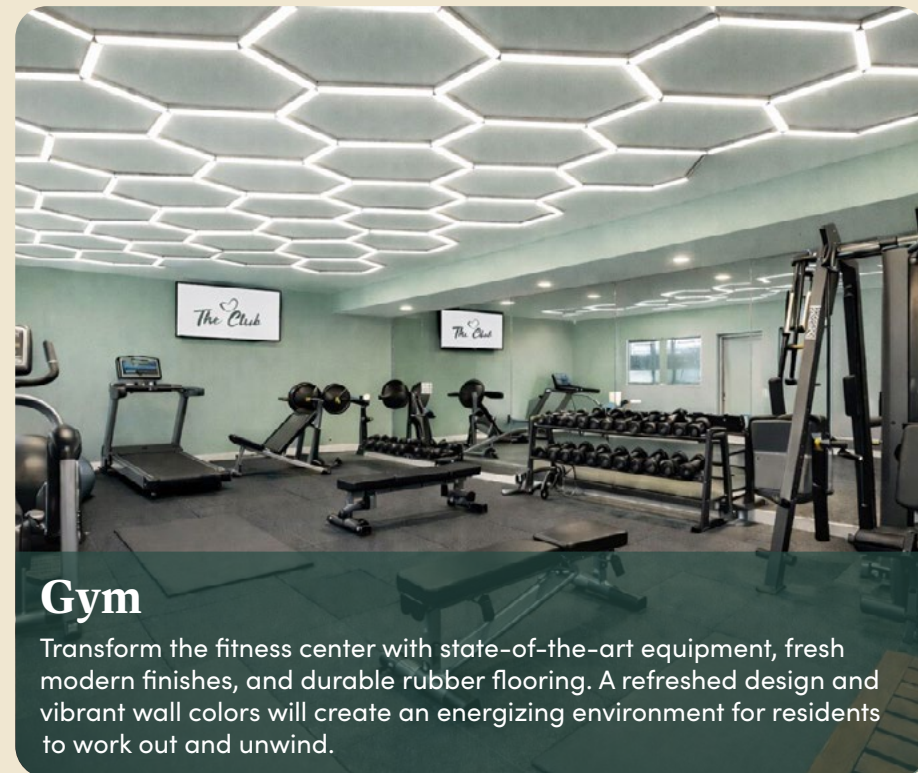
BBQ Deck

Create a true entertainment hub with a built-in fireplace, upgraded grill station featuring drink fridge and prep counters, and modern seating—perfect for gatherings and sunset evenings.



Laundry Room

Revitalize the laundry amenities with high-efficiency washers and dryers, a sleek folding station, and improved lighting for a clean, convenient, and comfortable experience.



Gym

Transform the fitness center with state-of-the-art equipment, fresh modern finishes, and durable rubber flooring. A refreshed design and vibrant wall colors will create an energizing environment for residents to work out and unwind.

After

Unmatched Amenities Rarely Found in Assets of This Vintage

	The Dahlia	Most 1960s Vintage Assets
Swimming Pool	✓	✓
Jacuzzi Spa	✓	✓
Sun Deck	✓	
Fitness Center	✓	
Grilling Station	✓	
Professionally Designed Murals	✓	
Outdoor Dining Space	✓	
Ample Parking Space	✓	



Employment Within A
20-Min Drive

±36M SF
Of Office Space

±720K
Jobs

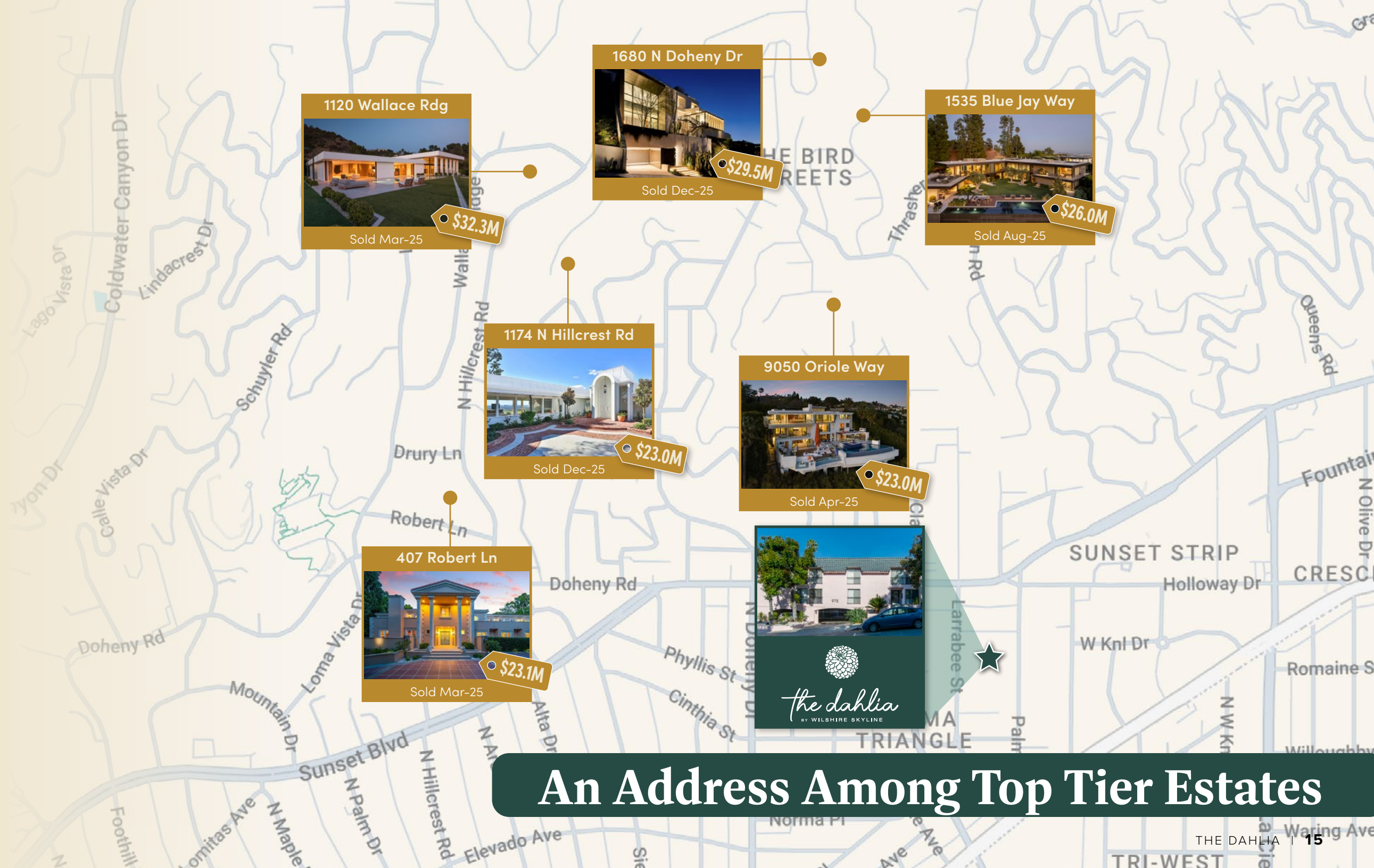
±195K
Avg HHI At The Dahlia

8.6%
Rent Growth Over 5 Years

Notable Employers At The Dahlia





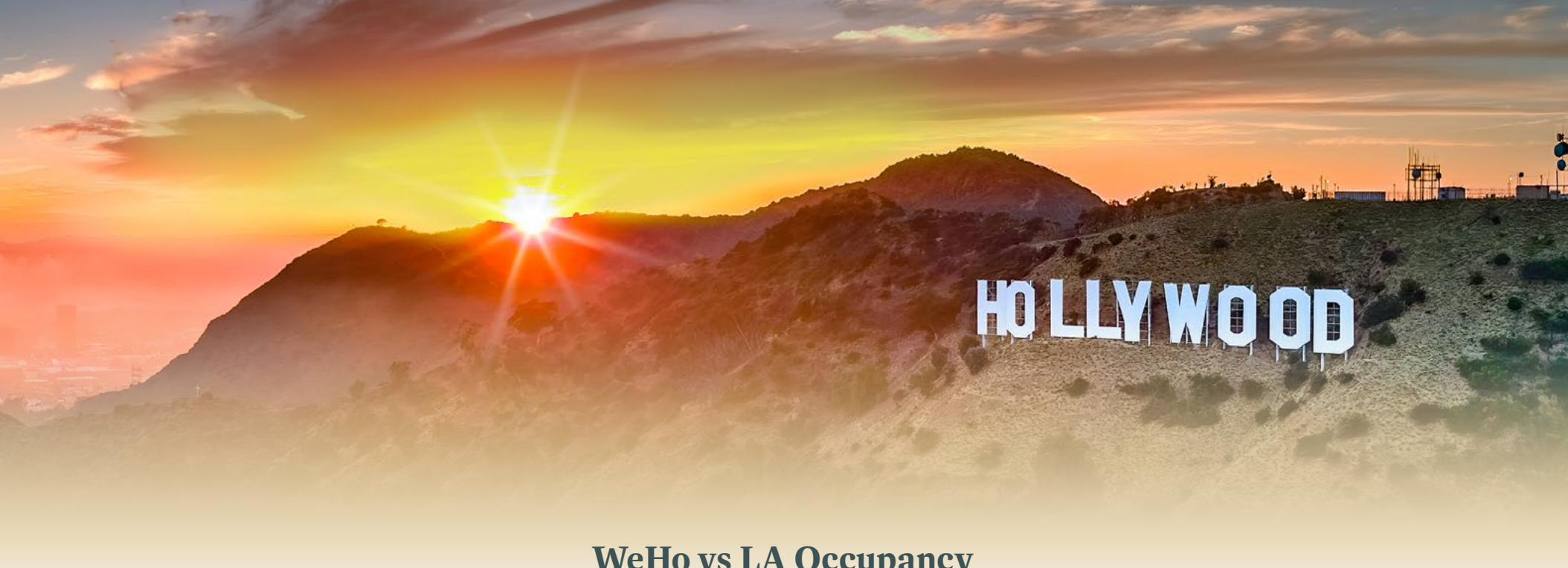


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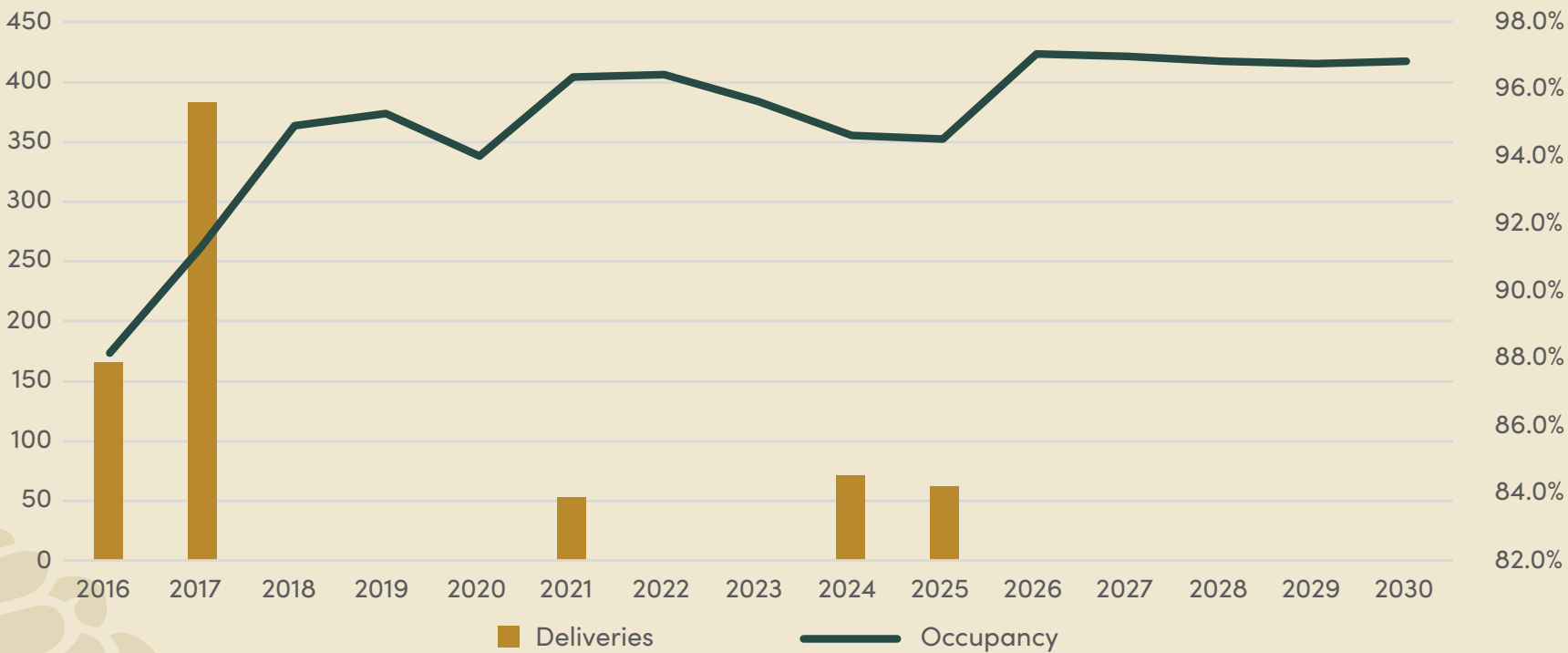
West Hollywood Submarket Fundamentals

West Hollywood is positioned for meaningful upside, with no new multifamily deliveries over 50 units anticipated in the next five years. This lack of new supply is expected to support continued rent growth and sustained high occupancy levels. With no 50+ unit inventory currently under construction, West Hollywood stands in contrast to greater Los Angeles, where approximately 2.04% of comparable inventory is actively being built. Historically, West Hollywood’s 50+ unit communities have maintained occupancy rates roughly 2.00% higher than those across Los Angeles—a trend expected to persist in the coming years.

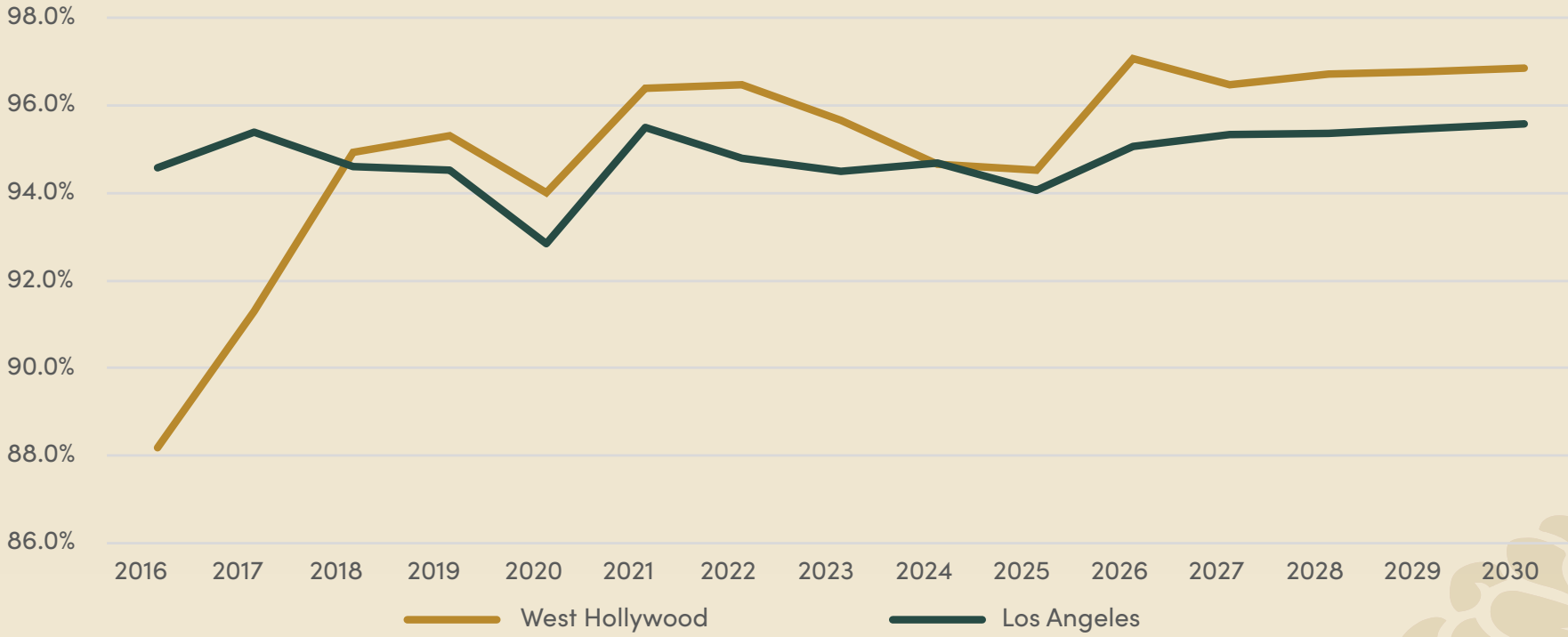
This exceptionally limited pipeline, combined with West Hollywood’s consistent rent and occupancy outperformance, creates an ideal environment for The Dahlia to capitalize on constrained supply and unlock significant value through strategic renovations.



Deliveries vs Occupancy



WeHo vs LA Occupancy





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