1408 N Poinsettia



A 5-Unit, Luxury Townhome, Core Multi-Housing Opportunity Located in Hollywood, Los Angeles

JLL

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

The Offering

Jones Lang LaSalle Americas, Inc., as exclusive advisor, is pleased to present for sale 1408 N Poinsettia (the "Property"), a luxury 5-unit, separately parceled multi-housing investment opportunity located in the Hollywood submarket of Los Angeles. This Class A asset represents a rare opportunity to acquire a recently delivered multi-housing community in Los Angeles' entertainment and cultural capital.

Delivered in 2025, 1408 N Poinsettia showcases modern architectural design with high end finishes throughout the interiors. The Property comprises five thoughtfully designed three-bedroom, three-and-a-half-bathroom residences with large floor plans averaging 1,886 SF. Interior unit amenities feature wide-plank wood flooring, stainless steel appliances, marble countertops, and an in-unit washer and dryer. Each unit is equipped with practical independent amenities including a private 350 SF rooftop deck with an outdoor kitchen and deck furniture, framing views of the Hollywood sign and the Sunset Strip, along with a private 400 SF two-car garage.

Strategically positioned between Fountain and Sunset, 1408 N Poinsettia is surrounded by 4.6M SF of retail within a one-mile radius and boasts an exceptional WalkScore of 96 (Walker's Paradise). The Property offers residents immediate pedestrian access to grocers, Hollywood destinations, diverse dining experiences, retail amenities, and local transit options, including Metro rail connectivity. The Hollywood location positions the Property well within the epicenter of the entertainment industry allowing for easy access to major entertainment employers as well as the greater Los Angeles employment centers.

Unit Mix

Type	# of Units	% of Mix	Avg SF	Total SF
3x3.5 - A	2	40%	1,923	3,843
3x3.5 - B	3	60%	1,862	5,585
Total/Avg	**5**	**100%**	**1,886**	**9,428**



Address
1408 N Poinsettia Pl
Los Angeles, CA 90046

Year Built
2025

Number of Units
5

Number of Parking Spaces
10

Occupancy
100%

Average Unit Size
1,886 SF

Total Net Rentable SF
9,428 SF

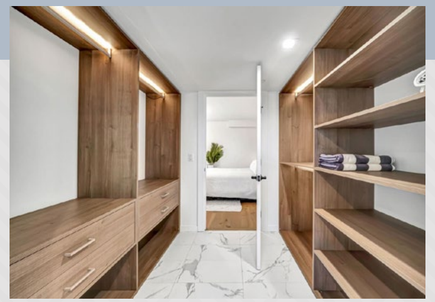
Total Lot SF
5,857 SF

Parcel Numbers
5548-019-065
5548-019-066
5548-019-067
5548-019-068
5548-019-069

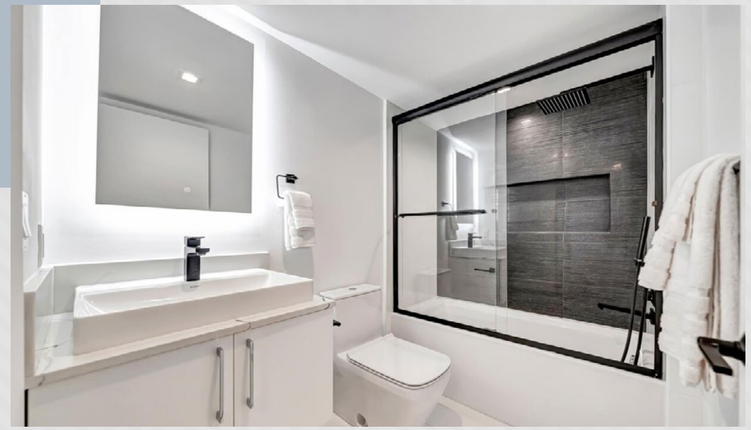
Walk Score
96

Unmatched Unit Interiors

- Wide-Plank Wood Flooring
- Walk-In Closets
- Large Private Balcony
- Oversized Bathrooms
- Marble Bathroom Flooring
- Free Standing Bath Tubs
- Marble Kitchen Backsplash
- Kitchen Island
- Stainless Steel Appliances
- Smart-Phone Enabled Security Systems
- In-Unit Washer and Dryer













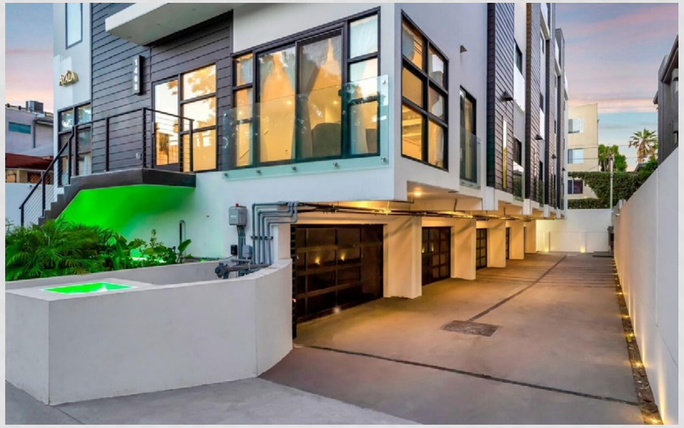
Practical Amenities for Everyday Living

Each unit features a private 350 SF rooftop deck with sweeping views of the Hollywood Sign and Sunset Strip, outfitted with outdoor furniture, a grilling station for effortless entertaining. Each unit also includes a 400 SF private two-car garage with direct entry.









Minutes From Major Amenities

1408 N Poinsettia benefits from its prime location in Hollywood, a highly accessible neighborhood with exceptional walkability. The Property boasts a Walk Score of 96 (Walker's Paradise) and a Transit Score of 61 (Good Transit), providing residents with convenient access to numerous nearby amenities. The surrounding area offers easy pedestrian and cycling access to plenty of dining options, grocers, and entertainment venues, making it an attractive location for residents seeking an active, urban lifestyle with reduced dependence on vehicles.

96
WalkScore
(Walker's Paradise)

76.8%
White Collar Workers
(3- Mile Radius)

39
Average Age
(3- Mile Radius)

68%
College Educated
(3- Mile Radius)

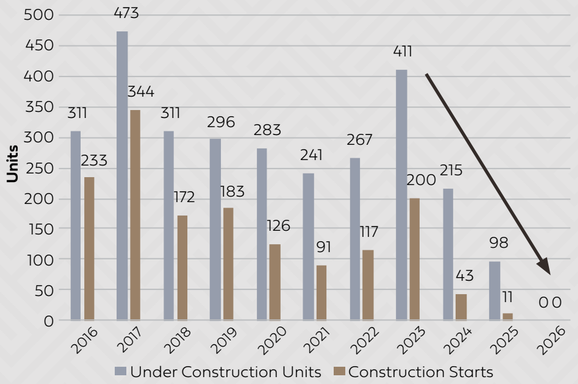
Source: ESRI



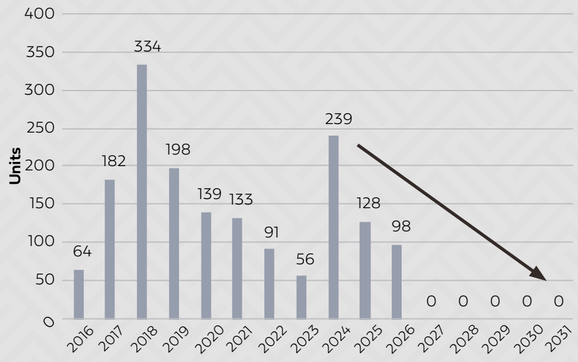
Hollywood Faces the Lowest Supply Pipeline in 10 Years

The supply pipeline has effectively collapsed: under construction units have fallen from a peak of 473 in 2017 to zero in 2026, and construction starts have dropped to zero as well. No deliveries are projected from 2027 through 2031. With no new competitive supply set to come online for the next five years, the market is positioned for continued rent growth in the up to 50-unit multi-housing space.

Under Construction vs. Construction Starts

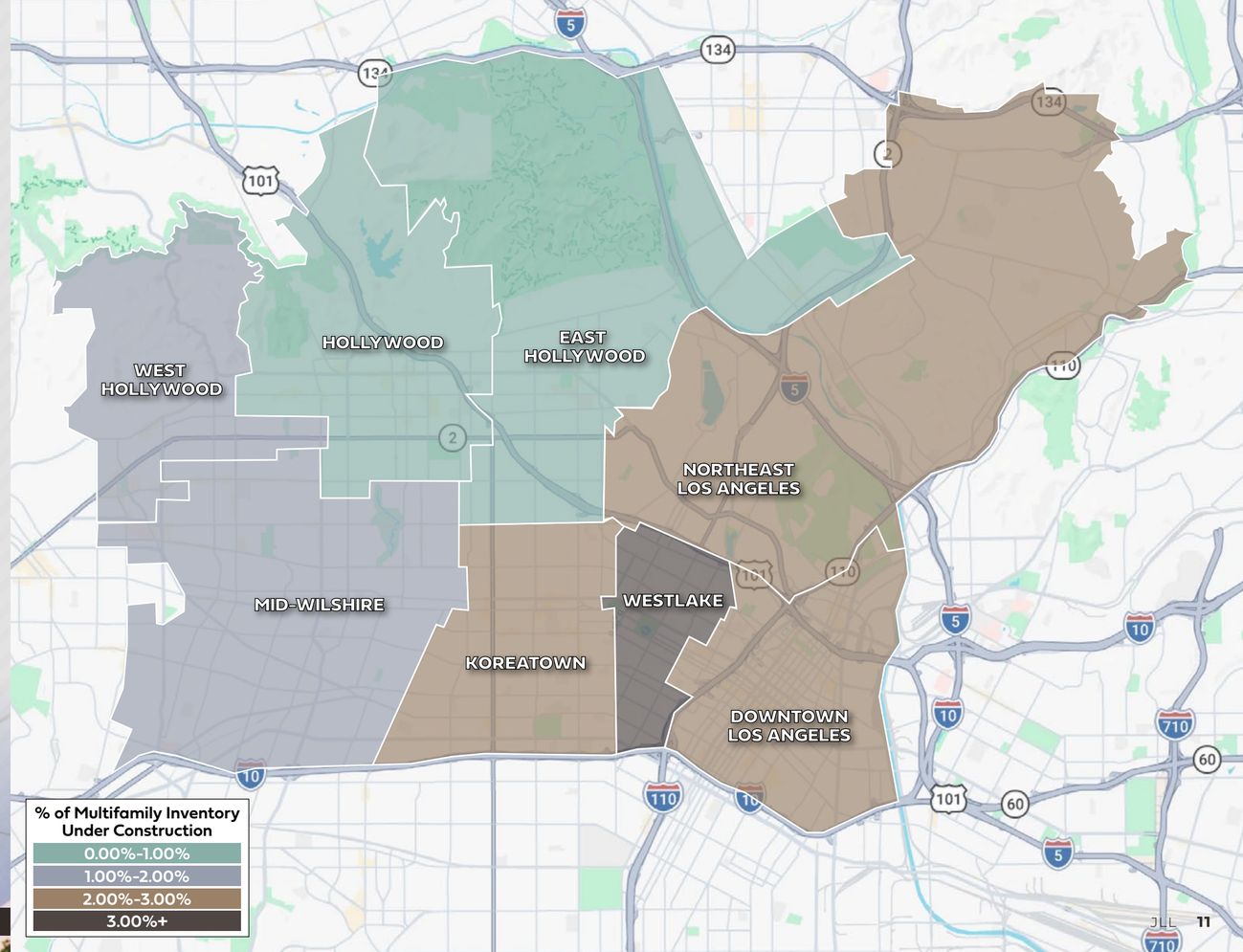


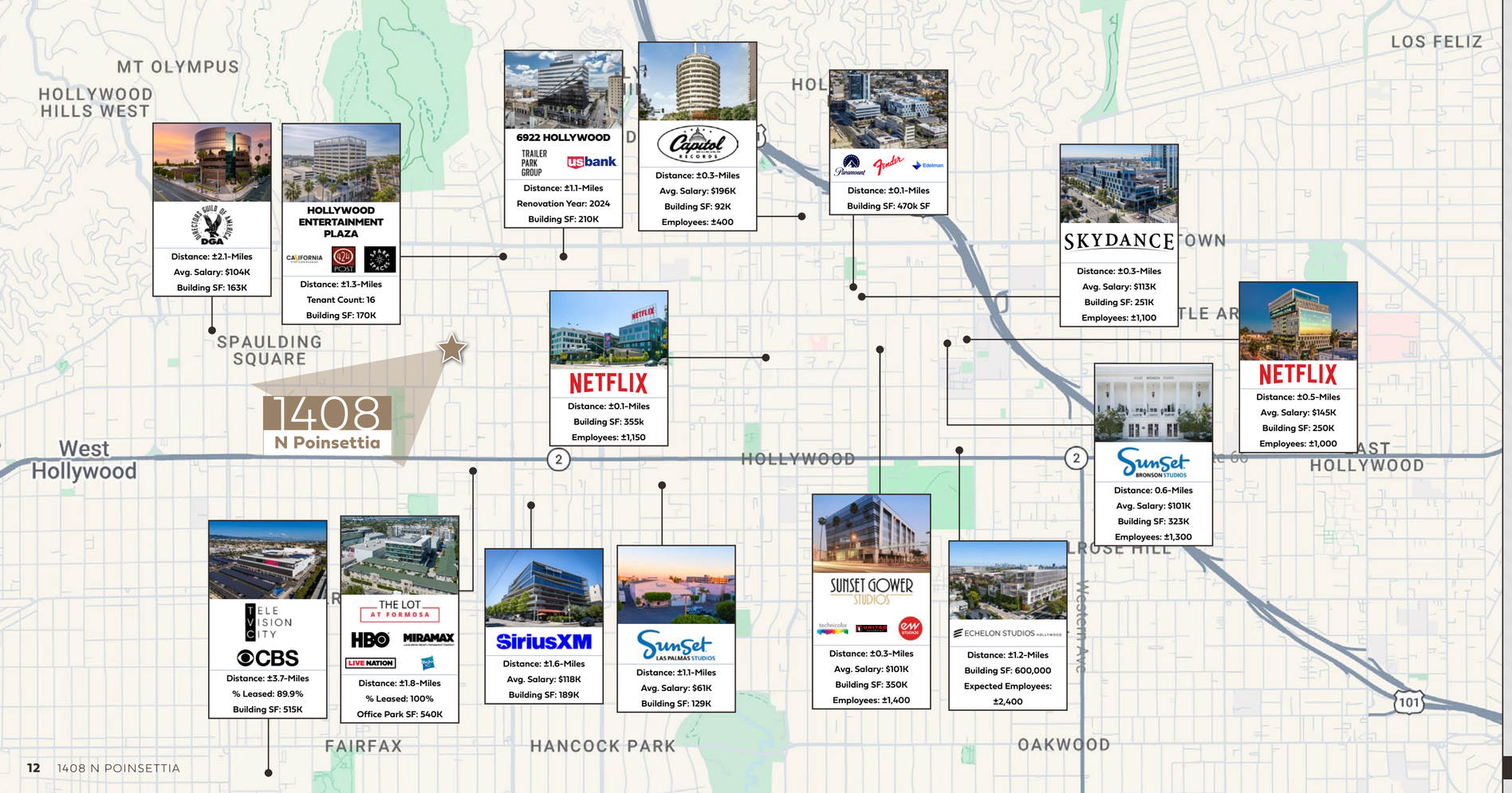
Deliveries



Source: CoStar (4-50 units, Hollywood submarket)







Epicenter of the Entertainment Industry

$330M → $750M
California Film & Television Tax Credit Expansion

Over 400%
Increase in Film and TV Permit Applications

$1 billion
annual California film and television tax credit proposal

Post-Tax Credit Growth in Film Industry:

147	35,000	$6.6B
New Television Projects	Jobs Created	In Economic Activity

±3.4M SF
of Entertainment/ Studio Space (1-Mile Radius)

±$124k
Avg. HHI (3-mile radius)

THURSDAY, NOVEMBER 12TH, 2026

HOLLYWOOD News



Netflix Acquires Radford Studio Center for $231M, Anchoring Production Ecosystem in Hollywood

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California Film and TV Tax Credits Set to Generate Nearly $800 Million in Economic Activity With Annual Caps to Potentially Increase to $1 Billion Dollars

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Hasbro Signs Long-Term Lease at The Lot at Formosa, Bringing West Hollywood Campus to 100% Leased

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Hollywood Turning a Corner as Film and TV Production Ticks Up in Q1 2026

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New Erewhon Location Now Open at 8550 Santa Monica Blvd in WeHo

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Positive Hollywood Headlines Lead to Enhanced Tenant Demand and Economic Growth

Townhome Sell-Off Opportunity

1408 N Poinsettia offers investors the chance to acquire five newly built townhomes in Hollywood and capture the spread between bulk and individual condo values. Each three-story residence features a private rooftop, a garage, and condominium-quality finishes. All five units are already separately parceled with their own APNs, so the path to a condo sell-off is streamlined and simple to administer at just five units. Positioned as the premier townhome product in the immediate submarket, the residences are well suited to attract owner-occupant buyers at top-of-market pricing.

Conversion Timeline

1 Diligence

Before close, 4 to 6 weeks

- Confirm legal lot and zoning status
- Choose ownership structure
- Rent roll audit

2 Legal and Operational Setup

Months 0 to 3

- Record final map
- CC&Rs and HOA formation

3 DRE Approval

Months 0 to 6

- File DRE reports
- Obtain preliminary report
- Record final documents and wait for approval

4 Vacant Delivery

Starts month 1 to 3, set by lease dates

- 60 day notice for month to month tenants

Sell-Off Scenario

Purchase Price		$4,750,000
Closing Costs	2.00%	$95,000
Conversion Costs	$30,000	$150,000
Net Costs		**$4,995,000**
Townhome Sale	$1,600,000	$8,000,000
Commission Cost	4.00%	$320,000
Transfer Tax	0.56%	$44,800
Profit		**$2,640,200**

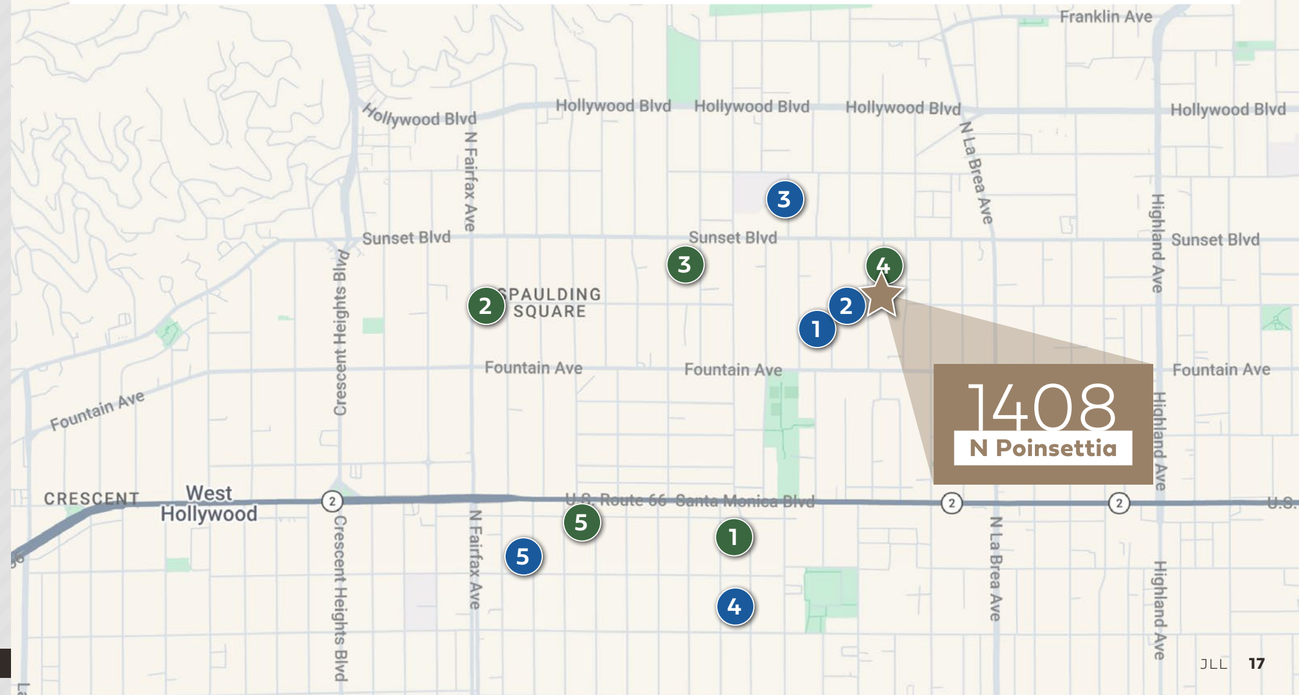
1.53x
Equity Multiple

53%
Profit Margin on Cost

$528,040
Profit Per Unit

For Sale			
	Date	Price	Address
1	On Market	$1,599,999	1035 N Vista St
2	On Market	$1,650,000	1356 N Fairfax Ave
3	On Market	$1,995,000	7588 W Skye Way
4	On Market	$1,495,000	1434 N Poinsettia Pl #102
5	On Market	$1,828,000	1051 N Spaulding Ave #E
Average:		$1,713,600	

Sold			
	Date	Price	Address
1	Mar-26	$1,550,000	1337 N Fuller Ave
2	Sep-26	$1,430,100	1400 N Fuller Ave Unit 7
3	Dec-25	$1,462,500	1533 N Vista St #401
4	Feb-26	$2,200,000	927 N Vista St
5	Aug-26	$1,390,000	1011 N Ogden Dr #103
Average:		$1,606,520	





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