



GLOBAL PLATINUM
PROPERTIES

528 DAISY AVE.

LONG BEACH, CA 90802

Offering Memorandum



Prime Long Beach location just minutes from downtown and Civic Center, offering unmatched convenience. Six upgraded units plus a recently added charming 3-bedroom, totaling seven units with a 6% cap rate and strong cash flow. Low-maintenance, tastefully updated property with excellent investment potential and vibrant city living experience.

7 Units in Downtown Long Beach

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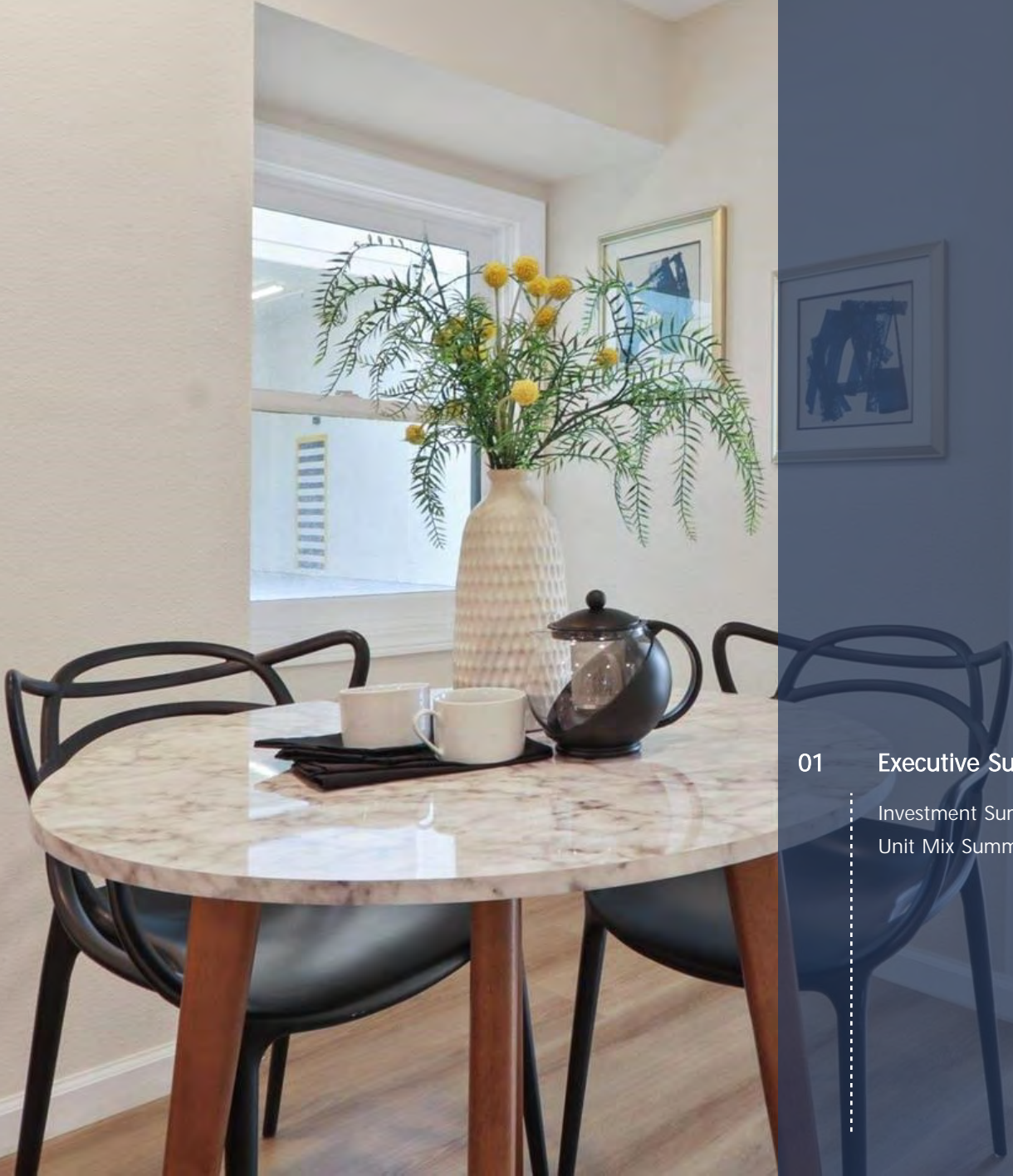
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01 Executive Summary
Investment Summary
Unit Mix Summary

OFFERING SUMMARY

ADDRESS	528 Daisy Ave Long Beach CA 90802
COUNTY	Los Angeles
MARKET	Long Beach
SUBMARKET	Los Angeles Coastal
BUILDING SF	4,144 SF
LAND SF	7,472 SF
NUMBER OF UNITS	7
YEAR BUILT	1910, 1928, 2025
APN	7278-021-034
OWNERSHIP TYPE	Fee Simple

FINANCIAL SUMMARY

PRICE	\$1,895,000
PRICE PSF	\$457.29
PRICE PER UNIT	\$270,714
OCCUPANCY	100%
NOI (CURRENT)	\$113,658
NOI (Pro Forma)	\$133,627
CAP RATE (CURRENT)	6.0%
CAP RATE (Pro Forma)	7.0%
GRM (CURRENT)	11.7
GRM (Pro Forma)	10.3

DEMOGRAPHICS

	1 MILE	3 MILE	5 MILE
2025 Population	44,325	213,578	395,518
2025 Median HH Income	\$65,308	\$71,830	\$81,587
2025 Average HH Income	\$89,138	\$96,089	\$111,435



Prime Residential Investment

Welcome to 528 Daisy Avenue, a well-maintained and highly desirable 7-unit multifamily property located in the heart of Downtown Long Beach. With a Walk Score of 89, the property benefits from exceptional tenant demand driven by proximity to downtown amenities, the Civic Center, dining, retail, and major transit corridors.

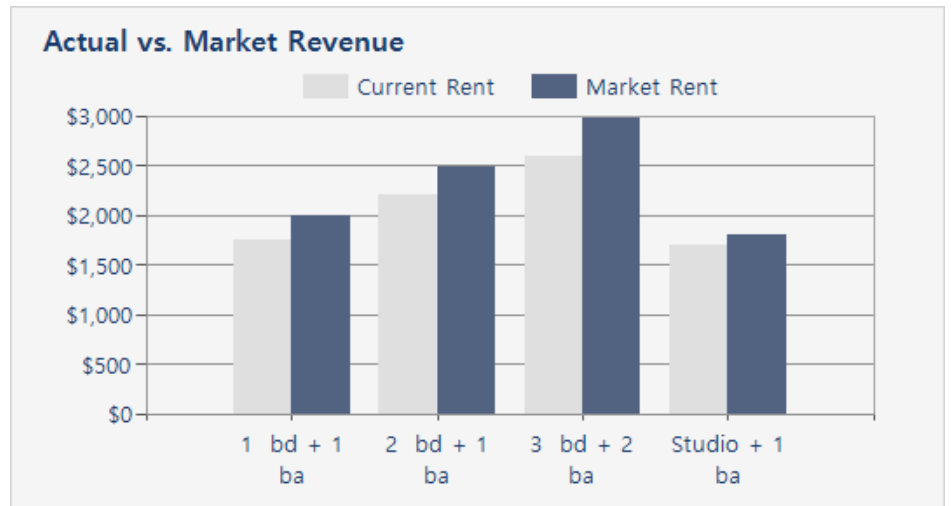
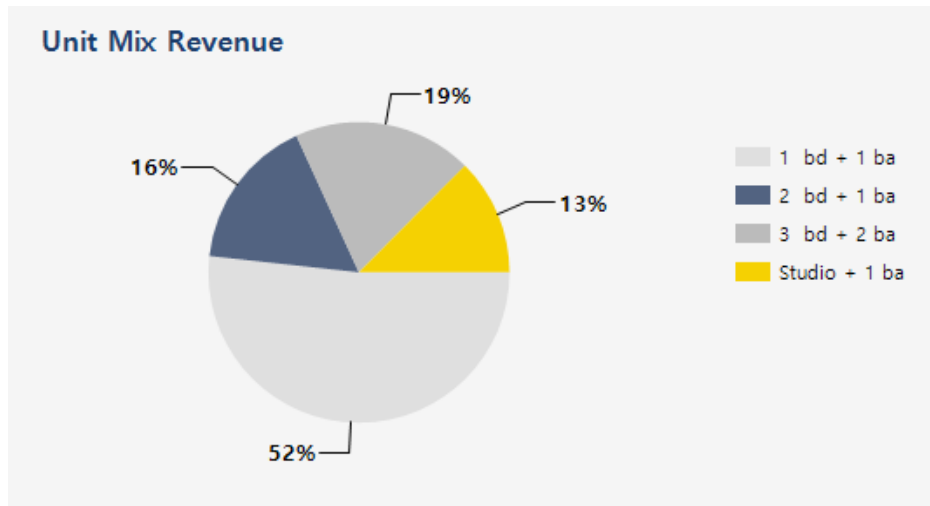
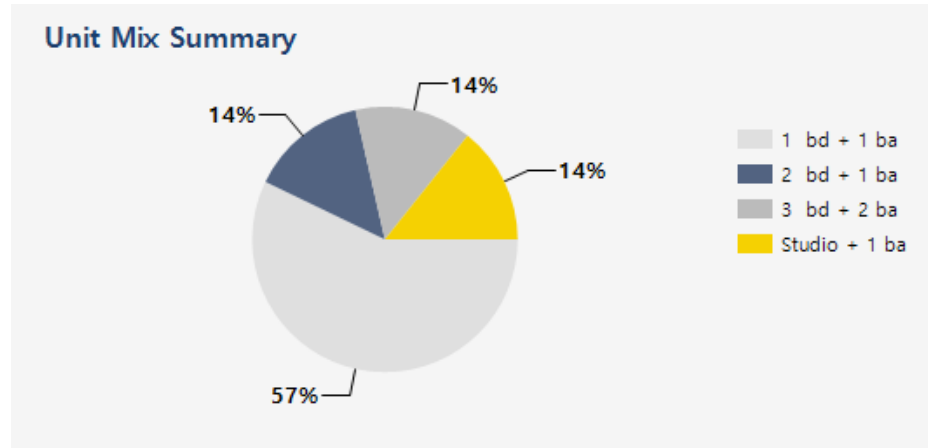
The asset features a strong and highly rentable unit mix consisting primarily of spacious 1-bedroom units, complemented by 2-bedroom units, a studio, and a newly added 3-bedroom unit, bringing the total to seven units and enhancing both income and long-term appeal. Several units have been tastefully updated, offering investors a low-maintenance, turnkey asset with minimal near-term capital requirements. Offered at an attractive 6% cap rate and 12.3 GRM, 528 Daisy provides in-place cash flow with additional upside through continued rent optimization and lease-up of select units. Importantly for Los Angeles-based investors, the property is located outside the City of Los Angeles and is not subject to LA's Rent Stabilization Ordinance (RSO), allowing for significantly greater flexibility on rental growth and operations compared to similar assets within LA City.

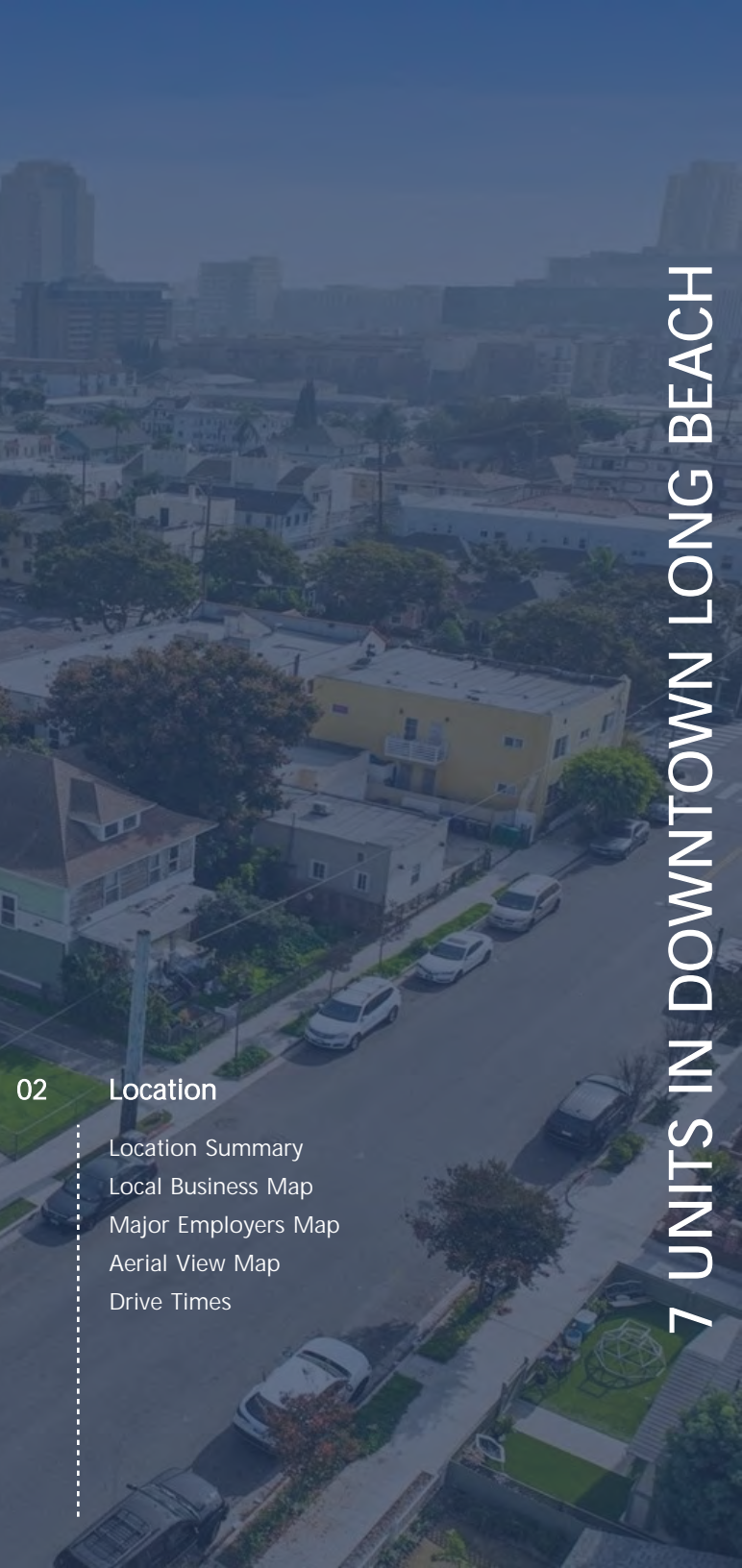
This is a rare opportunity to acquire a stabilized, income-producing asset in one of Long Beach's most walkable and high-demand rental submarkets.

- In-place cash flow at 6% cap rate with significant rental upside (w/ LA RSO)
- Most units remodeled, including newly constructed 3 bedroom unit
- Strong downtown location with a walk score of 89



		Actual		Market	
Unit Mix	# Units	Current Rent	Monthly Income	Market Rent	Market Income
1 bd + 1 ba	4	\$1,744	\$6,974	\$1,995	\$7,980
2 bd + 1 ba	1	\$2,214	\$2,214	\$2,495	\$2,495
3 bd + 2 ba	1	\$2,595	\$2,595	\$2,995	\$2,995
Studio + 1 ba	1	\$1,695	\$1,695	\$1,795	\$1,795
Totals/Averages	7	\$1,925	\$13,478	\$2,181	\$15,265





02

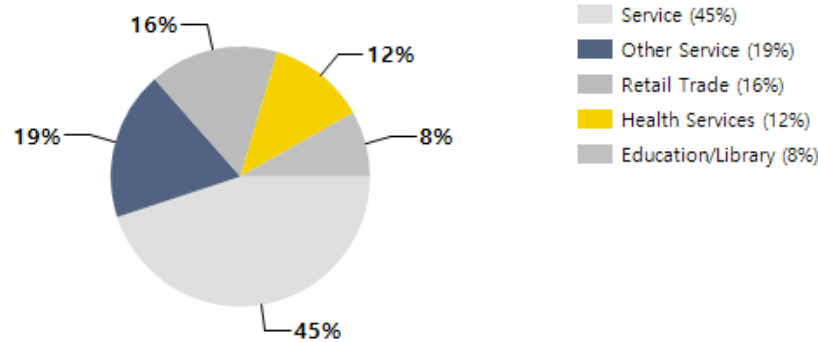
Location

- Location Summary
- Local Business Map
- Major Employers Map
- Aerial View Map
- Drive Times

Prime Long Beach Location Highlights

- Discover an exceptional opportunity in the heart of Downtown Long Beach at 528 Daisy Ave. This well-located property offers immediate access to the city's most vibrant amenities, including the waterfront, Pine Ave dining, Shoreline Village, and the Aquarium of the Pacific. Residents enjoy unmatched walkability, proximity to major employment centers, and seamless connectivity via the Metro A Line, local bus routes, and the 710 Freeway. The neighborhood continues to benefit from ongoing revitalization, new development, and strong rental demand, making this an ideal location for both owner-users and investors. With beaches, parks, shopping, and entertainment just minutes away, 528 Daisy Ave delivers the convenience and lifestyle that Long Beach is known for.

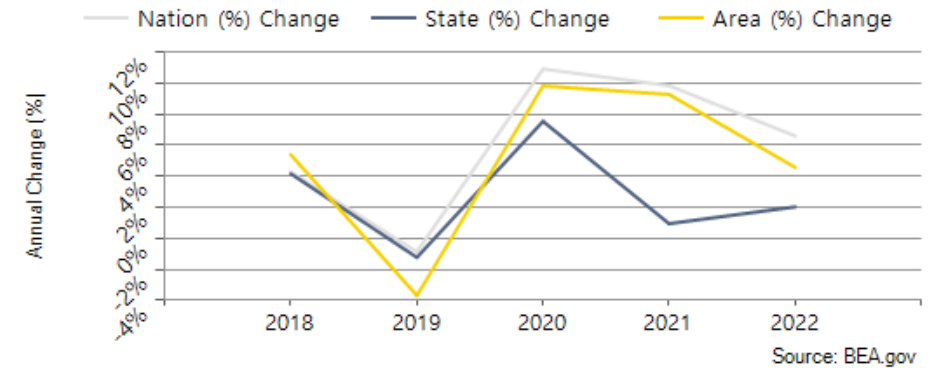
Major Industries by Employee Count

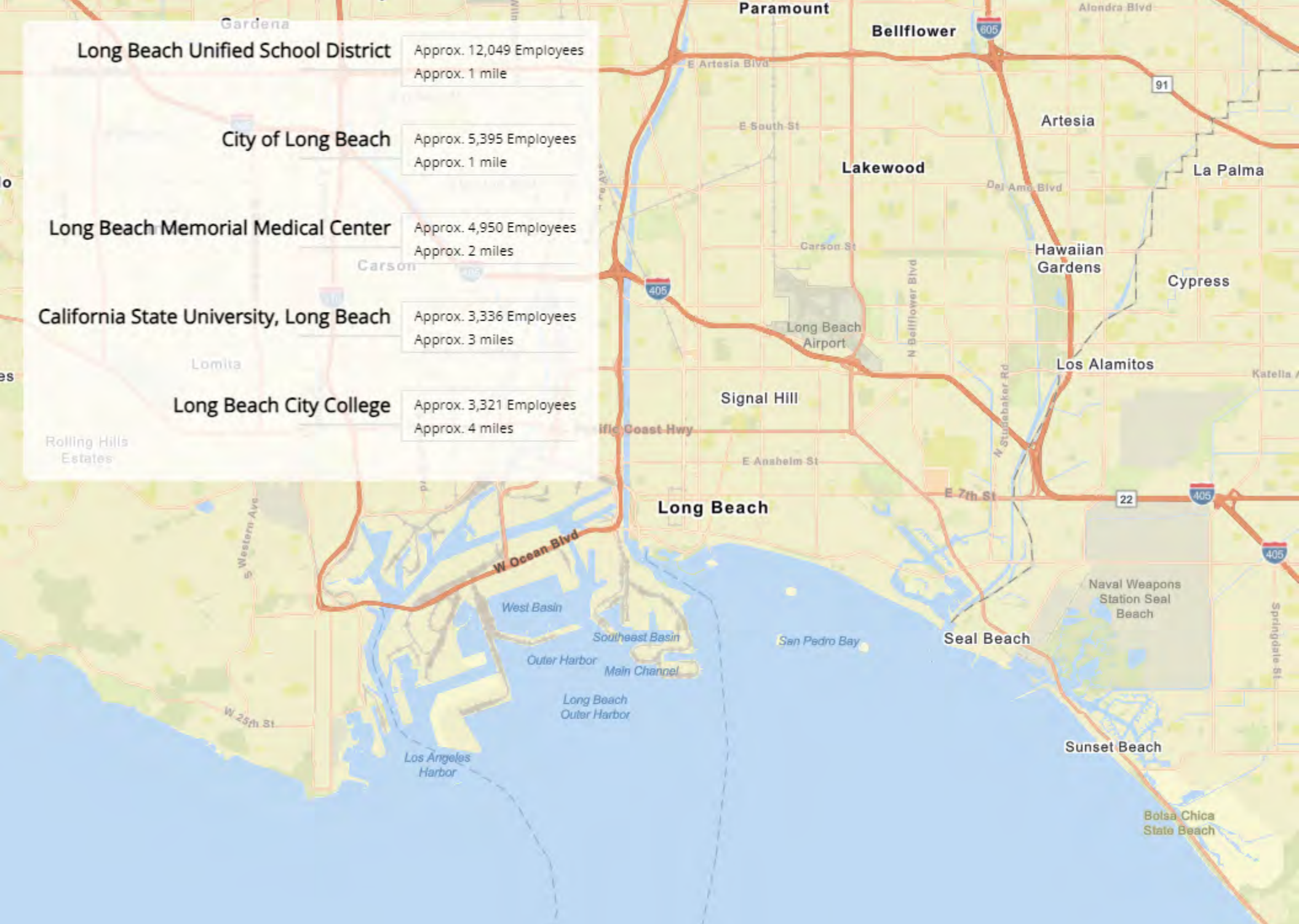


Largest Employers

Long Beach Unified School District	12,508
City of Long Beach	5,286
Long Beach Memorial Medical Center	5,212
The Boeing Company	3,707
California State University, Long Beach	2,961
Veterans Affairs Medical Center	2,665
Long Beach City College	2,637
CSU Long Beach Foundation	1,523

Los Angeles County GDP Trend





Long Beach Unified School District

Approx. 12,049 Employees
Approx. 1 mile

City of Long Beach

Approx. 5,395 Employees
Approx. 1 mile

Long Beach Memorial Medical Center

Approx. 4,950 Employees
Approx. 2 miles

California State University, Long Beach

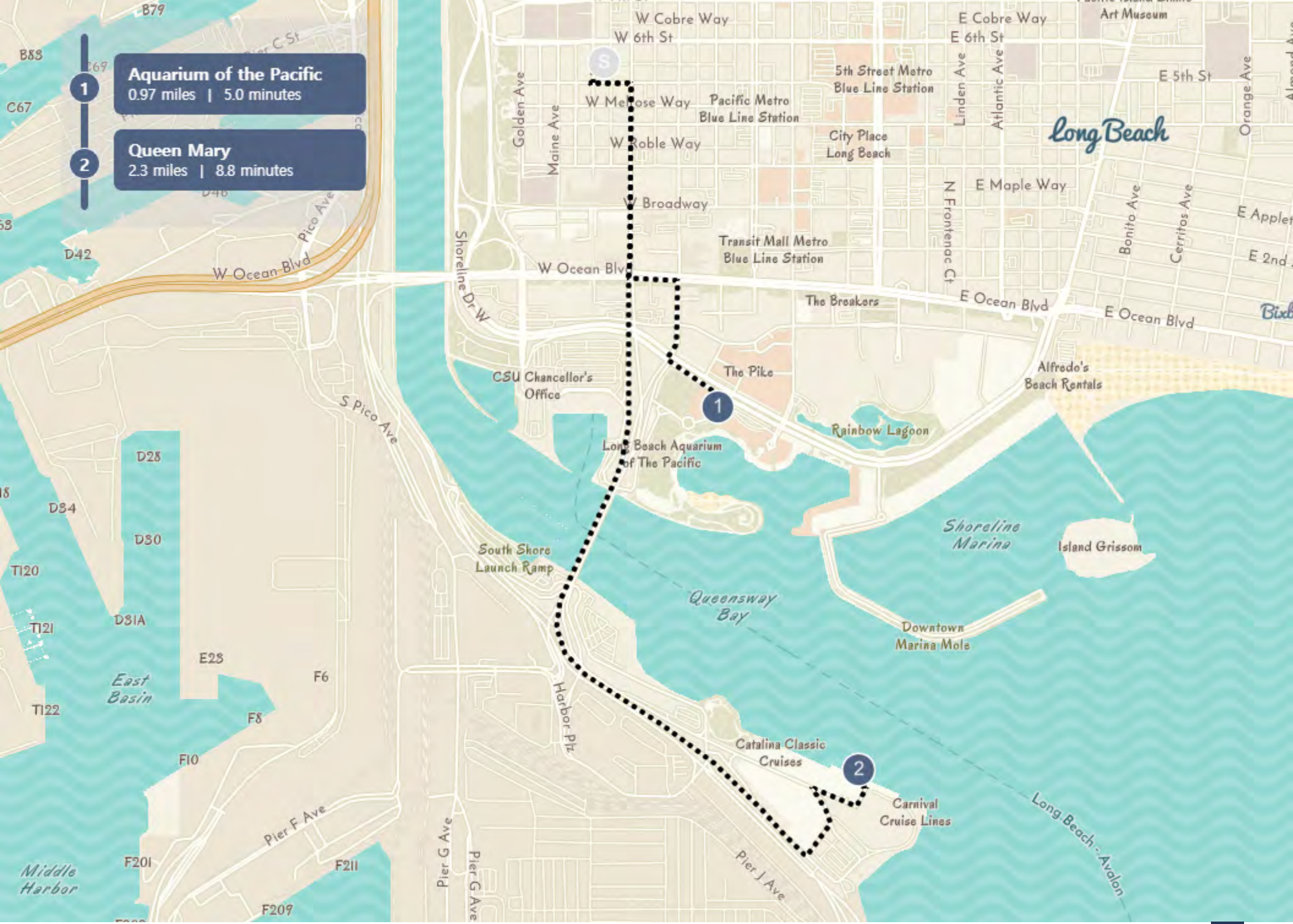
Approx. 3,336 Employees
Approx. 3 miles

Long Beach City College

Approx. 3,321 Employees
Approx. 4 miles







1
Aquarium of the Pacific
 0.97 miles | 5.0 minutes

2
Queen Mary
 2.3 miles | 8.8 minutes



03 Property Description
Property Features



PROPERTY FEATURES

NUMBER OF UNITS	7
BUILDING SF	4,144
LAND SF	7,472
YEAR BUILT	1910, 1928, 2025
# OF PARCELS	1
TOPOGRAPHY	Flat
NUMBER OF STORIES	2
NUMBER OF BUILDINGS	2

UTILITIES

WATER	Owner
TRASH	Owner
GAS	Tenant
ELECTRIC	Tenant

CONSTRUCTION

FOUNDATION	Raised
FRAMING	Wood
EXTERIOR	Varies
ROOF	Pitched/Flat
STYLE	Craftsman





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Rent Roll

Rent Roll

Unit	Unit Mix	Current Rent	Market Rent	Notes
528	Studio + 1 ba	\$1,695.00	\$1,795.00	
530	2 bd + 1 ba	\$2,214.00	\$2,495.00	
530 A	1 bd + 1 ba	\$1,695.00	\$1,995.00	Remodeled
530 B	1 bd + 1 ba	\$1,650.00	\$1,995.00	Remodeled
530 C	1 bd + 1 ba	\$1,834.00	\$1,995.00	
532	1 bd + 1 ba	\$1,795.00	\$1,995.00	Remodeled
530 D	3 bd + 2 ba	\$2,595.00	\$2,995.00	Newly built ADU.
Totals / Averages		\$13,478.00	\$15,265.00	





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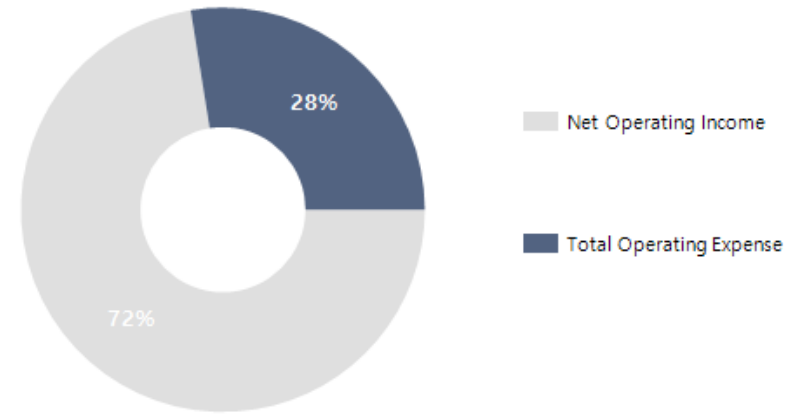
Financial Analysis

Income & Expense Analysis

REVENUE ALLOCATION

CURRENT

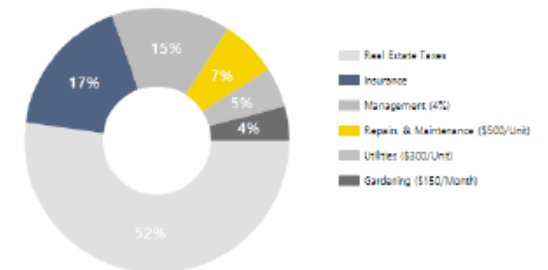
INCOME	CURRENT		PRO FORMA	
Gross Scheduled Rent	\$161,736		\$183,180	
Gross Potential Income	\$161,736		\$183,180	
General Vacancy	-\$4,852	2.99%	-\$5,495	2.99%
Effective Gross Income	\$156,884		\$177,685	
Less Expenses	\$43,226	27.55%	\$44,058	24.79%
Net Operating Income	\$113,658		\$133,627	



EXPENSES	CURRENT		PRO FORMA	
	Per Unit		Per Unit	
Real Estate Taxes	\$22,551	\$3,222	\$22,551	\$3,222
Insurance	\$7,500	\$1,071	\$7,500	\$1,071
Management (4%)	\$6,275	\$896	\$7,107	\$1,015
Utilities (\$300/Unit)	\$2,100	\$300	\$2,100	\$300
Repairs & Maintenance (\$500/Unit)	\$3,000	\$429	\$3,000	\$429
Gardening (\$150/Month)	\$1,800	\$257	\$1,800	\$257
Total Operating Expense	\$43,226	\$6,175	\$44,058	\$6,294
Expense / SF	\$10.43		\$10.63	
% of EGI	27.55%		24.79%	

DISTRIBUTION OF EXPENSES

CURRENT



Disclaimer: These numbers are provided as assumptions and are not guaranteed. Broker and/or Seller shall bear no responsibility if actual outcomes vary.



06

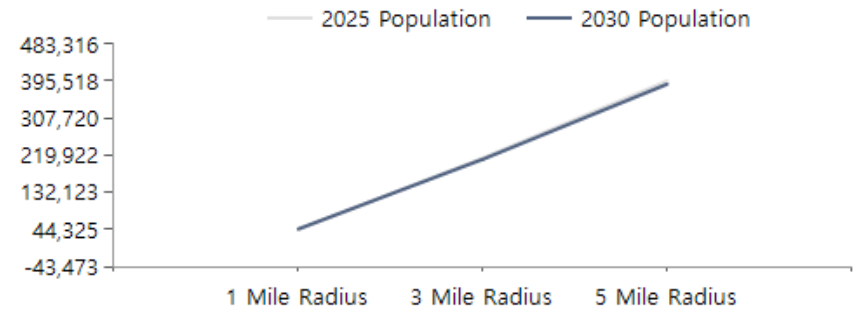
Demographics

General Demographics

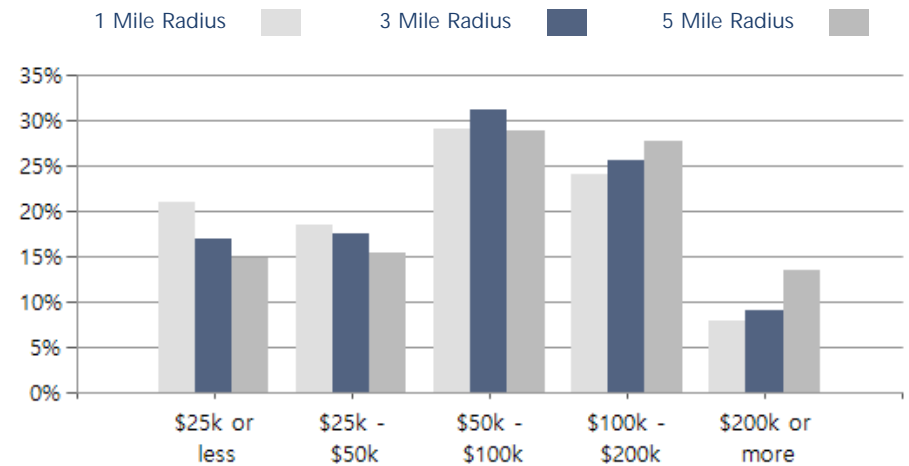
Race Demographics

POPULATION	1 MILE	3 MILE	5 MILE
2000 Population	42,084	226,292	408,351
2010 Population	42,827	222,503	408,723
2025 Population	44,325	213,578	395,518
2030 Population	45,672	210,501	388,280
2025 African American	7,164	28,577	42,467
2025 American Indian	776	3,808	6,587
2025 Asian	4,024	31,389	54,176
2025 Hispanic	22,149	107,257	197,250
2025 Other Race	14,428	68,335	120,258
2025 White	11,584	50,055	109,897
2025 Multiracial	6,078	29,803	58,710
2025-2030: Population: Growth Rate	3.00%	-1.45%	-1.85%

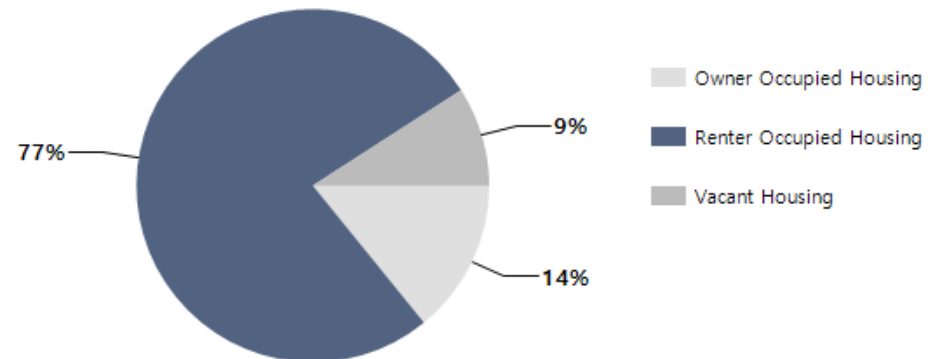
2025 HOUSEHOLD INCOME	1 MILE	3 MILE	5 MILE
less than \$15,000	3,015	8,709	13,438
\$15,000-\$24,999	1,323	5,556	8,942
\$25,000-\$34,999	1,593	6,073	9,568
\$35,000-\$49,999	2,210	8,595	13,535
\$50,000-\$74,999	3,444	14,882	23,685
\$75,000-\$99,999	2,588	11,469	19,785
\$100,000-\$149,999	3,147	13,956	26,518
\$150,000-\$199,999	1,816	7,631	15,310
\$200,000 or greater	1,623	7,670	20,286
Median HH Income	\$65,308	\$71,830	\$81,587
Average HH Income	\$89,138	\$96,089	\$111,435



2025 Household Income



2025 Own vs. Rent - 1 Mile Radius

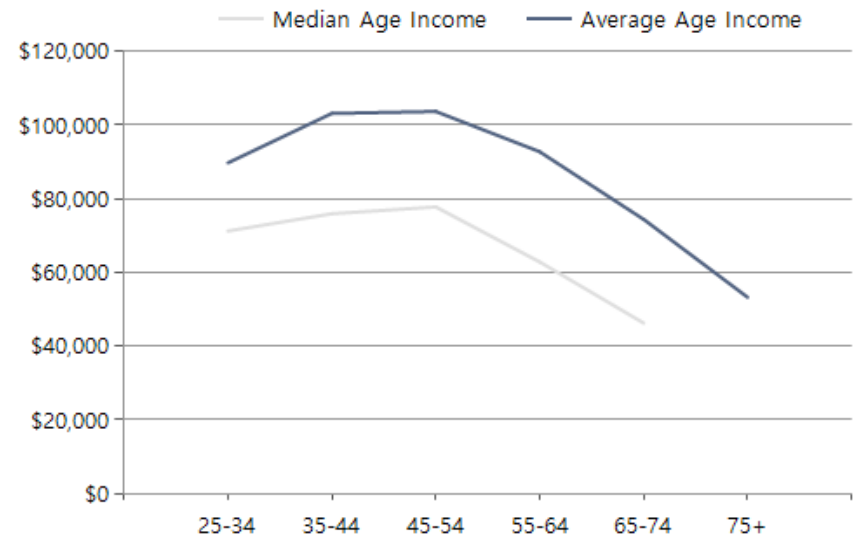
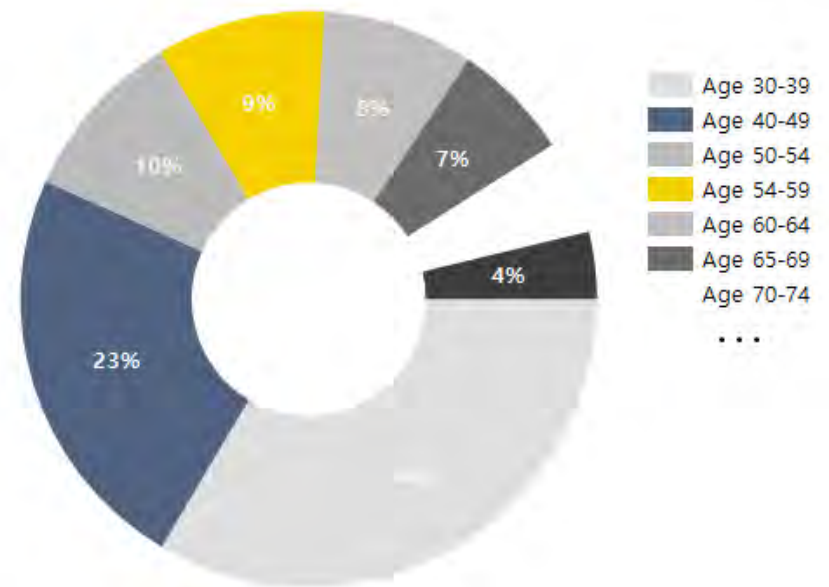


Source: esri

2025 POPULATION BY AGE	1 MILE	3 MILE	5 MILE
2025 Population Age 30-34	5,000	22,416	36,804
2025 Population Age 35-39	4,063	18,374	31,186
2025 Population Age 40-44	3,469	15,760	27,983
2025 Population Age 45-49	2,802	13,353	24,336
2025 Population Age 50-54	2,621	12,644	24,080
2025 Population Age 55-59	2,558	12,184	23,470
2025 Population Age 60-64	2,291	11,256	21,975
2025 Population Age 65-69	1,803	9,294	18,950
2025 Population Age 70-74	1,406	7,231	15,313
2025 Population Age 75-79	1,022	5,032	11,238
2025 Population Age 80-84	589	2,706	6,526
2025 Population Age 85+	381	2,104	5,320
2025 Population Age 18+	37,155	173,536	321,325
2025 Median Age	36	36	37
2030 Median Age	37	37	38

2025 INCOME BY AGE	1 MILE	3 MILE	5 MILE
Median Household Income 25-34	\$71,219	\$75,861	\$81,414
Average Household Income 25-34	\$89,735	\$93,951	\$103,749
Median Household Income 35-44	\$75,913	\$80,705	\$94,090
Average Household Income 35-44	\$103,156	\$108,771	\$125,694
Median Household Income 45-54	\$77,765	\$83,045	\$99,301
Average Household Income 45-54	\$103,688	\$110,343	\$130,531
Median Household Income 55-64	\$62,817	\$73,536	\$90,182
Average Household Income 55-64	\$92,748	\$100,765	\$122,983
Median Household Income 65-74	\$46,218	\$54,550	\$67,707
Average Household Income 65-74	\$74,399	\$81,954	\$99,163
Average Household Income 75+	\$53,243	\$65,631	\$75,990

Population By Age



7 Units in Downtown Long Beach

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