

# 937 Hilldale Avenue West Hollywood, CA 90069



9 Units in the Norma Triangle Neighborhood of West Hollywood | Priced Below Recent Sales Comparables  
Minutes from the heart of Sunset Blvd, Santa Monica Blvd & Melrose Ave | Approx. 67% Rental Upside

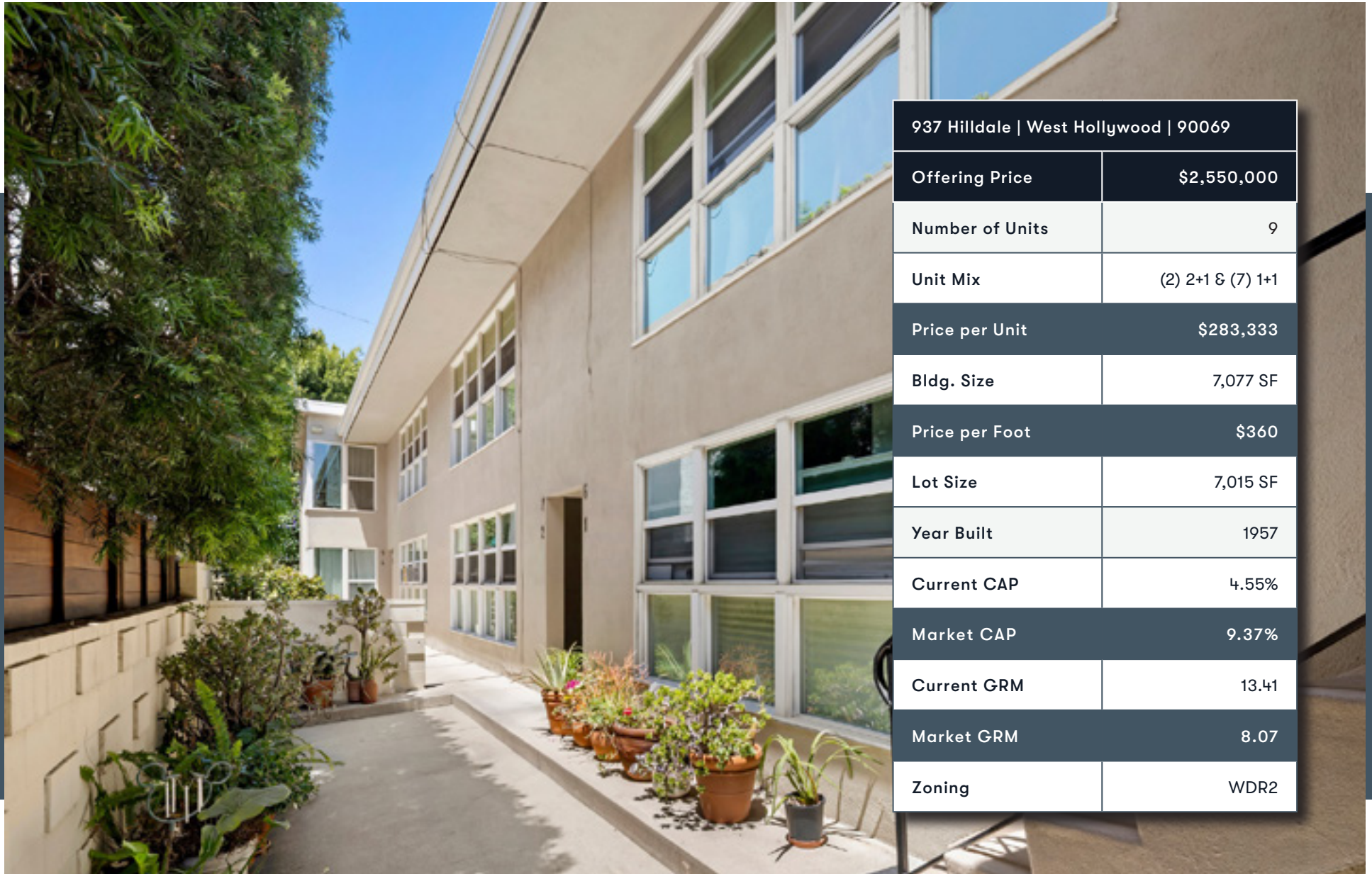
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# Property Overview



937 Hilldale   West Hollywood   90069	
Offering Price	\$2,550,000
Number of Units	9
Unit Mix	(2) 2+1 & (7) 1+1
Price per Unit	\$283,333
Bldg. Size	7,077 SF
Price per Foot	\$360
Lot Size	7,015 SF
Year Built	1957
Current CAP	4.55%
Market CAP	9.37%
Current GRM	13.41
Market GRM	8.07
Zoning	WDR2

# Property Highlights



- 937 N. Hilldale Ave. brings together a Norma Triangle cul-de-sac location, completed capital improvements, and nearly 67% rental upside steps from Sunset Blvd. and Doheny Dr.
- Located in the heart of West Hollywood, the property places residents minutes from the Sunset Strip, Santa Monica Blvd., Melrose Ave., Melrose Pl., the Pacific Design Center, Beverly Center, and Beverly Hills.
- Offered at \$2,550,000, or \$283,333 per unit and \$360 per SF, the property is priced in line with recent nearby sales on a per-unit, per-foot, and current income basis.
- Built in 1957, the building reflects the classic LA dingbat apartment style with tuck-under parking, large horizontal windows, clean stucco massing, and a straightforward mid-century profile.
- The property has been owned by the same ownership for 38 years and has benefited from meaningful capital improvements, including the soft-story retrofit, new roof, new windows, and renovations to 5 of the 9 units.
- The unit mix includes (2) 2-bdrm. / 1-bath units and (7) 1-bdrm. / 1-bath units, a configuration for renters who want WeHo access, a quieter residential setting, and proximity to the Sunset Strip.
- Market rents are projected near \$2,750 for 1-bdrm. units and \$3,500 for 2-bdrm. units, supporting nearly 67% rental upside and projected stabilization at a 9.37% CAP and 8.17 GRM.
- For investors looking in West Hollywood, 937 N. Hilldale Ave. offers the pieces that matter most: a Norma Triangle address, a well-maintained 9-unit building, completed capital improvements, and a rent roll with room to grow.

# Exterior Photography

937 Hilldale Ave - West Hollywood - 90069



# Neighborhood Overview



# About West Hollywood



## Where Daily Life, Design & Nightlife Overlap

West Hollywood works because the energy is not isolated to one street or one use. Restaurants, nightlife, design showrooms, hotels, fitness studios, and neighborhood retail are woven directly into the residential fabric, creating one of the few LA environments where daily life, social life, and commercial activity consistently overlap. It is dense and active, but still highly legible. Residents know which streets serve which purpose, and that clarity is a large part of the neighborhood's staying power.

The Sunset Strip remains the most visible expression of West Hollywood's identity. Long tied to music, hotels, restaurants, and late-night culture, the corridor still carries a level of recognition that few streets in Los Angeles can match. Legacy venues, newer hotels, rooftop restaurants, private clubs, and entertainment uses continue to keep Sunset active well beyond the normal rhythm of a neighborhood commercial street.

Santa Monica Blvd gives West Hollywood a different kind of rhythm. It is more local, more civic, and more tied to everyday use. The corridor connects restaurants, bars, cafés, gyms, neighborhood services, and small-format retail with some of the city's most recognizable LGBTQ+ cultural institutions and nightlife. Unlike corridors that depend mostly on weekend traffic, Santa Monica Blvd functions throughout the day and into the evening, serving residents, workers, and visitors without losing its local identity.

The residential streets are what keep West Hollywood from feeling like a purely commercial district. Low-rise apartment buildings, courtyard properties, condos, and smaller multifamily assets sit just off some of LA's most active corridors. A resident can live on a quieter side street and still be within blocks of dinner, coffee, nightlife, groceries, fitness, design showrooms, and major employment centers in Beverly Hills, Hollywood, and the Fairfax area. That combination continues to support a renter base that values walkability, access, and a neighborhood with a clear sense of place.

# Neighborhood Amenities Map



# Neighborhood Amenities Map



# Neighborhood Amenities Map



# Nearby Hotspots



## 1) The Sunset Strip

The Sunset Strip remains LA's most recognizable entertainment corridors, shaped by decades of music history, hotels, restaurants, clubs, and late-night venues. The stretch blends legacy names with newer hospitality and dining concepts, creating a street that stays active well beyond normal neighborhood retail hours.

## 2) Santa Monica Blvd.

Santa Monica Blvd serves as one of WeHo's primary daily-use corridors, with restaurants, bars, cafés, fitness studios, and small-format retail woven throughout the street. The Rainbow District gives the corridor a distinct cultural identity, anchored by LGBTQ+ nightlife, civic spaces, and long-standing local businesses.

## 3) West Hollywood Design District

The West Hollywood Design District centers around Melrose Ave, Robertson Blvd, Beverly Blvd, and the Pacific Design Center, bringing together showrooms, galleries, fashion, furniture, restaurants, and design-focused retail.

## 4) Melrose Ave.

Melrose Ave/ PI offer one of WeHo's most walkable retail and dining environments, with fashion boutiques, cafés, restaurants, galleries, and design-oriented storefronts. The area draws steady activity from local residents, shoppers, and creative professionals without feeling like a traditional shopping center.

## 5) Beverly Center | Beverly Grove

The district includes major shopping, restaurants, medical offices, fitness uses, and direct proximity to Cedars-Sinai, making it one of the more practical nearby destinations for both daily needs and regional access.

# Nearby Hotspots Map



Hotspot Address	Distance	Notes
1) The Sunset Strip	1.0 Mile	Iconic entertainment corridor with hotels, restaurants, private clubs, music venues, and late-night uses.
2) Santa Monica Blvd.	0.3 Mile	Primary WeHo corridor with restaurants, bars, cafés, fitness studios, LGBTQ+ nightlife, and daily-use services.
3) WeHo Design District	0.4 Mile	Design-focused district centered around Melrose, Robertson, Beverly, and the Pacific Design Center.
4) Melrose Ave.	0.5 Mile	Walkable retail and dining corridor with fashion boutiques, cafés, restaurants, galleries, and design storefronts.
5) Beverly Center	1.0 Mile	Nearby retail, dining, medical, and service district anchored by the Beverly Center and Cedars-Sinai access.

# Nearby Developments



## 1) 910 N. Wetherly Dr.

An 89-unit affordable housing project is under construction. The project includes studio, 1-, 2-, and 3-bdrm units, which are reserved for households earning up to 80% of AMI. OfficeUntitled is designing the project, with completion expected in 2027.

## 2) 8500 Santa Monica Blvd.

A 6-story, 30-unit mixed-use development is under construction, near Santa Monica and La Cienega. The project will include 1- and 2-bdrm units above approx. 3,800 SF of ground-floor commercial space, with parking for 33 vehicles.

## 3) 833 Westbourne Dr.

A 6-story, 25-unit multifamily development has been proposed, that will replace an existing triplex just south of Santa Monica Blvd. The project will include studio, 1-, and 2-bedroom units. Plans were submitted through a Builder's Remedy application.

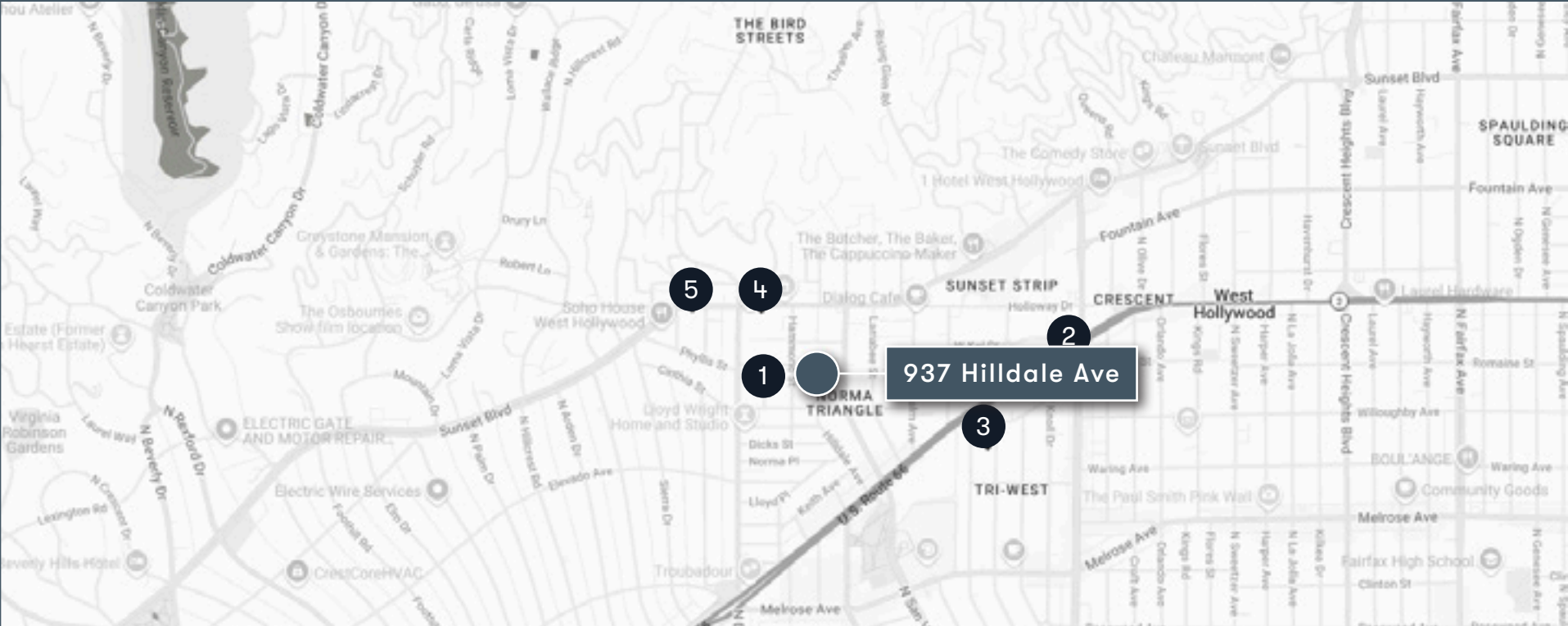
## 4) 9034 Sunset Blvd.

A 24-story mixed-use high-rise has been proposed along the Sunset Strip, replacing a collection of low-rise commercial buildings. Plans call for 198 residential units, approx. 9,250 SF of office space, approx. 1,800 SF of restaurant space, approx. 2,840 SF of retail space, and subterranean parking for 181 vehicles.

## 5) 9160 Sunset Blvd.

A 5-story office and commercial project remains in planning, replacing a shuttered car dealership along the Sunset Strip. Plans call for approx. 52,999 SF of office space above ground-floor commercial space, with parking for 86 vehicles. The project is currently under environmental review.

# Nearby Developments Map



Dev Address	Distance	Notes
1) 910 N. Wetherly Dr.	0.2 Mile	89-unit affordable housing project under construction near the Sunset Strip, with completion expected in 2027.
2) 8500 Santa Monica	0.9 Mile	6-story development with 30 units and approx. 3,800 SF of commercial space near Santa Monica and La Cienega.
3) 833 Westbourne Dr.	0.7 Mile	6-story Builder's Remedy multifamily project with 25 units just south of Santa Monica Blvd.
4) 9034 Sunset Blvd.	0.4 Mile	24-story mixed-use high-rise proposal with 198 units, office, restaurant, and retail space along the Sunset Strip.
5) 9160 Sunset Blvd.	0.6 Mile	5-story office and commercial project with approx. 52,999 SF of office space along the Sunset Strip.

# Financials & Comparables



937 Hilldale   West Hollywood   90069	
Offering Price	\$2,550,000
Number of Units	9
Unit Mix	(2) 2+1 & (7) 1+1
Price per Unit	\$283,333
Bldg. Size	7,077 SF
Price per Foot	\$360
Lot Size	7,015 SF
Year Built	1957
Current CAP	4.55%
Market CAP	9.37%
Current GRM	13.41
Market GRM	8.07
Zoning	WDR2



# Financials

937 Hilldale Ave | West Hollywood | 90069  
Offered at \$2,550,000

Investment Summary	
Price:	\$2,550,000
Down Payment:	\$2,550,000
Number of Units:	9
Price per Unit:	\$283,333
Current GRM:	13.41
Potential GRM:	8.07
Proposed Financing:	\$0

Income					
		Current Rents		Potential Rents	
# of Units	Unit Mix	Avg. Monthly Rent/Unit	Monthly Income	Monthly Rent/Unit	Monthly Income
2	2 + 1	\$2,411	\$4,822	\$3,500	\$7,000
7	1 + 1	\$1,562	\$10,939	\$2,750	\$19,250
Total Scheduled Rent:			\$15,761		\$26,250
Laundry Income:			\$90		\$90
Monthly Gross Income:			\$15,851		\$26,340
Annual Gross Income:			\$190,212		\$316,080

Approx. Year Built:	1957	Price per Foot	\$360
Approx. Lot Size:	7,015 SF	Current CAP	4.55%
Approx. Bldg. Size:	7,077 SF	Market CAP	9.37%

Annualized Operating Data		
	Current Rents	Market Rents
Scheduled Gross Income:	\$190,212	\$316,080
Vacancy Allowance:	\$4,755   2.5%	\$7,902   2.5%
Gross Operating Income:	\$185,457	\$308,178
Less Expenses:	\$69,319   36%	\$69,319   22%
Net Operating Income:	\$116,138	\$238,859
Less Loan Payment:	\$0	\$0
Pre-Tax Cash Flow:	\$116,138   4.55%	\$238,859   9.37%
Plus Principal Reduction:	\$0	\$0
Return Before Taxes:	\$116,138   4.55%	\$238,859   9.37%

Estimated Expenses	
Taxes (new):	\$30,600
Insurance:	\$11,536
Utilities:	\$7,077
Maintenance:	\$9,511
Professional Mgmt:	\$8,346
On-site Manager:	\$0
Misc:	\$2,250
Total Expenses:	\$69,319
Per Sq. Ft:	\$9.79
Per Unit:	\$7,702

# Rent Roll

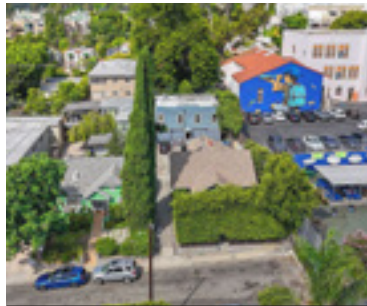
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Current as of 06/12/26



Current Rent Roll					
Unit #:	Unit Type:	Current Rent:	Market Rent:	Move-in Date:	Notes:
1	1+1	\$825	\$2,750	N/A	N/A
2	1+1	\$1,010	\$2,750	N/A	N/A
3	1+1	\$2,106	\$2,750	N/A	N/A
4	1+1	\$2,054	\$2,750	N/A	N/A
5	2+1	\$1,333	\$3,500	N/A	N/A
6	1+1	\$1,790	\$2,750	N/A	N/A
7	1+1	\$2,352	\$2,750	N/A	N/A
8	1+1	\$802	\$2,750	N/A	N/A
9	2+1	\$3,489	\$3,500	N/A	N/A
	Laundry Income:	\$90	\$90		
	Other Income:	\$0	\$0		
	<b>Monthly Total:</b>	<b>\$15,851</b>	<b>\$26,340</b>		
	<b>Annual Total:</b>	<b>\$190,212</b>	<b>\$316,080</b>		

# WeHo Sales Comparables



Address:	937 Hilldale Ave
Price:	\$2,550,000
# of Units:	9
Year Built:	1957
Price per Unit:	\$283,333
Building Size:	7,077 SF
Price per SF:	\$360
Unit Mix:	(2) 2+2 & (7) 1+1
Gross Income:	\$190,212
Notes:	N/A

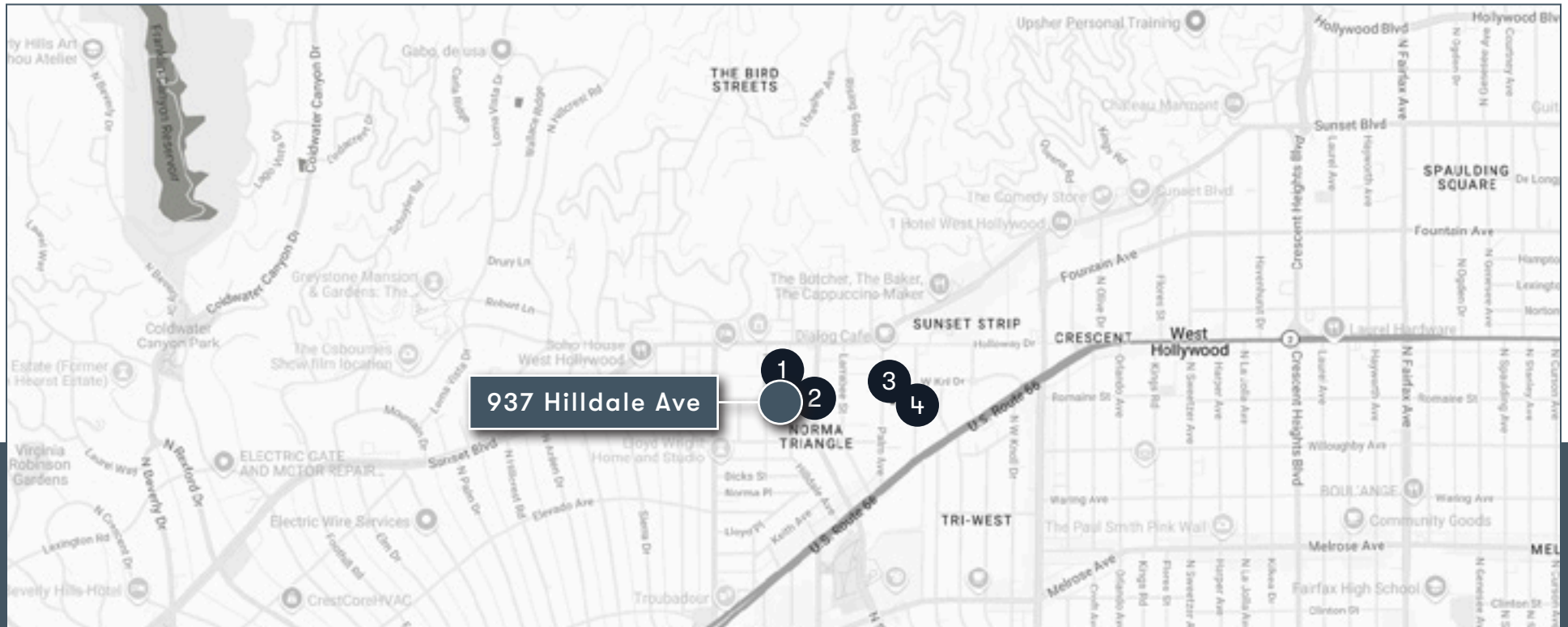
Address:	945 Hilldale Ave
Price:	\$1,750,000
# of Units:	5
Year Built:	1923
Price per Unit:	\$350,000
Building Size:	3,870 SF
Price per SF:	\$452
Unit Mix:	(1) 2+1 SFH, (2) 1+1, (2) 0+1
Gross Income:	\$137,635
Notes:	N/A

Address:	928 N. San Vicente
Price:	\$8,000,000
# of Units:	24
Year Built:	1958
Price per Unit:	\$333,333
Building Size:	18,414 SF
Price per SF:	\$434
Unit Mix:	(4) 2+2 & (20) 1+1
Gross Income:	\$622,200
Notes:	N/A

Address:	948 Palm Ave
Price:	\$2,400,000
# of Units:	8
Year Built:	1909
Price per Unit:	\$300,000
Building Size:	4,904 SF
Price per SF:	\$489
Unit Mix:	(1) 2+1, (6) 1+1 & (1) 0+1
Gross Income:	\$193,515
Notes:	N/A

Address:	943 Hancock
Price:	\$4,540,000
# of Units:	10
Year Built:	1939
Price per Unit:	\$300,000
Building Size:	4,555 SF
Price per SF:	\$657
Unit Mix:	(10) 1+1
Gross Income:	N/A
GRM:	N/A

# WeHo Sales Comparables Map



Address	Price	# of Units	Year	Price per Unit	Bldg. Size	Price Per Foot	Current GOI	Current GRM	Unit Mix
937 Hilldale Ave.	\$2,550,000	9	1957	\$283,333	7,077 SF	\$360	\$190,212	N/A	(2) 2+1 & (7) 1+1
1) 945 Hilldale Ave.	\$1,750,000	5	1923	\$350,000	3,870 SF	\$452	\$137,635	N/A	(1) 2+1, (2) 1+1 & (2) 0+1
2) 928 N. San Vicente	\$8,000,000	24	1958	\$333,333	18,414 SF	\$434	\$622,200	N/A	N/A
3) 948 Palm Ave.	\$2,400,000	8	1909	\$300,000	4,904 SF	\$489	\$193,515	N/A	N/A
4) 943 Hancock Ave.	\$4,540,000	10	1939	\$300,000	4,555 SF	\$657	N/A	N/A	(10) 1+1

# WeHo Rental Comparables



**Subject Property**

937 N. Hilldale Ave | WeHo | 90069

(2) 2-Bdrm. & 1-Bath	\$3,500
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(1) 1-Bdrm. & 1-Bath	\$2,700
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**1) 8535 West Knoll Dr. Unit #213**

Rent	\$3,995   Leased on 03/09/26
Unit Type	2-Bdrm. & 2-Bath   1,174 SF



**2) 9005 Cynthia St. Unit #216**

Rent	\$2,995   Leased on 02/26/26
Unit Type	1-Bdrm. & 1-Bath   710 SF



**3) 1155 N. Clark St. Unit #2**

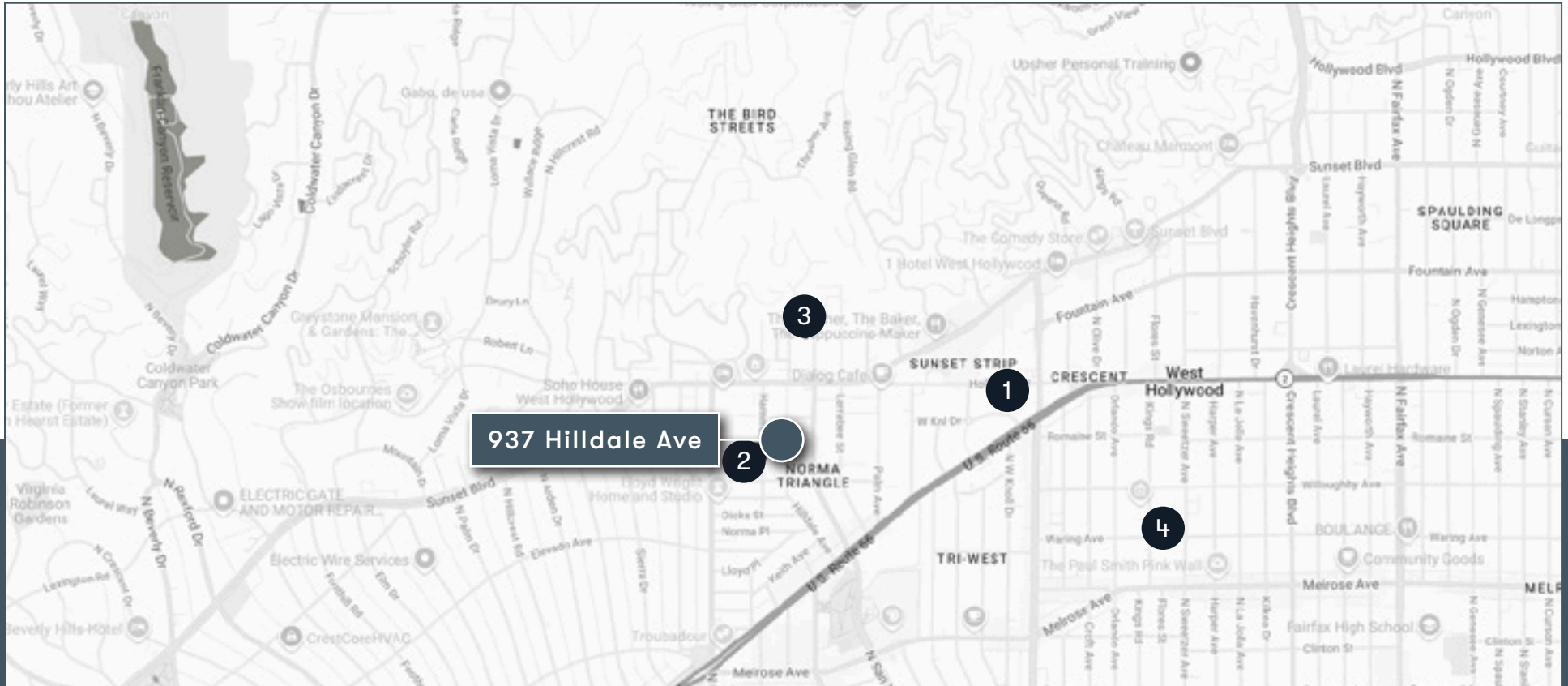
Rent	\$2,993   Leased on 04/08/26
Unit Type	1-Bdrm. & 1-Bath   800 SF



**4) 750 N. Kings Rd. Unit #235**

Rent	\$2,800   Leased on 02/25/26
Unit Type	1-Bdrm. & 1-Bath   600 SF

# WeHo Rental Comparables Map



Address	Rent	Lease Date	Unit Mix	Unit Size	Rent per SF	Distance
1) 8535 West Knoll Dr. Unit #213	\$3,995	03/09/26	2-Bdrm. & 2-Bath	1,174 SF	\$3.40	0.8 Mile
2) 9005 Cynthia St. Unit #216	\$2,995	02/26/26	1-Bdrm. & 1-Bath	710 SF	\$4.22	0.1 Mile
3) 1155 N. Clark St. Unit #2	\$2,993	04/08/26	1-Bdrm. & 1-Bath	800 SF	\$3.74	0.5 Mile
4) 750 N. Kings Rd. Unit #325	\$2,800	02/25/26	1-Bdrm. & 1-Bath	600 SF	\$4.67	1.5 Miles`



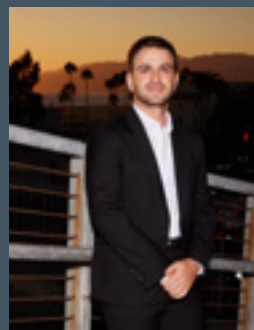
## 937 N. Hilldale Avenue West Hollywood, CA 90069

Wake Up and Smell the Cash Flow.  
For more information on 937 N. Hilldale Ave,  
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