



EXTRAORDINARY DELIVERED

6938 COLDWATER CANYON AVENUE

North Hollywood, California
Capital Markets – Investment Sales

OPPORTUNITY

6938 Coldwater Canyon is value-add rent-controlled apartment building in North Hollywood, CA. The building was built in 1964 and has a superior unit mix comprised of 4 one-bedroom units and 6 two-bedroom units. The challenge for Transwestern was to sell the property at an above-market price despite a great deal of deferred maintenance, a soft-story retrofit requirement and current rents at almost 50% below market.

SOLUTION

We immediately put the property out on all the major real-estate sales websites, along with a massive internal and external email campaign. Most importantly, we reached out to every buyer directly that purchased a property in the last two years within a two-mile radius. We were able to generate over 15 offers within the first week of marketing the property.

RESULTS

We procured the buyer and completed a smooth transaction with a closing price of \$5,000 above the listing price. Both the buyer and seller were extremely pleased with the streamlined process and sale terms.

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