



**TRANSWESTERN**

REAL ESTATE  
SERVICES

# Los Angeles Multifamily Investment Services



## Multifamily Investment Sales From a Principal's Perspective

Transwestern's Multifamily Investment Services team in Los Angeles has something unique to offer the apartment investment community. In addition to our more than 15 years of experience as investment sales brokers, we also have over 40 years of combined principal experience in the areas of acquisitions, dispositions, asset management and development. We know the challenges that come with being a long-term owner, a buyer and a seller, all of which helps us to better serve our clients through every aspect of purchasing, owning and selling a multifamily property.



# STATS

\$293.3 million in sales

1,158 units

47 properties

118,433 SF of land  
for development

“Not only did they find me a buyer for my North Hollywood property literally overnight, but one who paid over the asking price. I have done business with others in the past, but none are comparable to this extraordinary team.”

## Seller Representation

Sellers of apartment buildings and development sites expect the highest sale prices and best terms. We have achieved market-leading results in both sales price and terms for our sellers because of our unparalleled focus on capturing the attention of the buyers in our markets. Our prior experience as principals enables us to better understand the perspective of buyers and allows us to gear our marketing efforts to most effectively drive their interest towards our listings. Buyers are extremely busy and see a lot of purchase opportunities every day; to keep from getting lost in the noise, we supplement our extensive multichannel marketing campaigns (e-marketing, direct marketing, mailers, etc.) with a heavy focus on direct phone call marketing. There is no better way to get a buyer's attention than a personal phone call to bring home the selling points of a property.

## Buyer Representation

Buyers of apartment buildings and development sites expect to find purchase opportunities that fit their criteria both on and off market. Through our experience as both multifamily investment sales brokers and principals, we know how to most effectively approach a seller off market. This enables us to find purchase opportunities for our buyer clients that wouldn't be made available to the public and complete a transaction that will satisfy both parties. We continually position our buyer clients to be the most competitive and win the sale in a competitive on-market process.

## Structured Financing

Transwestern maintains ongoing relationships across the range of major capital sources and lenders, and can structure or assist in delivering equity, mezzanine or debt in commercial real estate transactions. We have long been recognized as an industry leader in innovative financing solutions.

New Construction



Existing Buildings



Development Sites



# What We Do

# Existing Buildings



“When we first started this process, I knew right away that we made the right choice. The proof was in the amount of interest the team was able to generate within the first week of marketing the property. the team at Transwestern was very open in communication and kept us informed throughout the entire transaction and represented us with the utmost integrity.”



“This off-market purchase was extremely well executed, and your assistance in structuring acquisition terms that allowed us to realize value by insuring the property was almost fully leased before purchase was very helpful. I look forward to doing another transaction together soon.”

# New Construction



# Development Sites



“John and Josh approached us with the idea to market our property as a development opportunity, which was something that we had not considered before. They recommended that we push for an aggressive price and they were able to achieve it.”

## Completed Sales

Hollywood  
Exposition Park  
Culver City  
North Hollywood

Santa Monica  
Brentwood  
Koreatown  
Westchester

West Hollywood  
Pico Union  
Echo Park  
East Hollywood  
Miracle Mile  
Westlake/Macarthur  
Park  
Inglewood



## TRANSWESTERN MULTIFAMILY LOS ANGELES

JOSH KAPLAN

JOHN SWARTZ

### John Swartz

With over 20 years of experience in commercial real estate, John brings expertise in investment property sales, asset management, in-depth financial analysis, contract negotiation, due diligence and joint venture structuring for all types of real estate.

Prior to joining Transwestern, John served as a director with Newmark Grubb Knight Frank's capital group where he procured and sold multifamily, retail and mixed-use properties and development sites. Previously, John spent 11 years working on the principal side of the business for some of the nation's leading retail and mixed-use developers including Westfield Corporation, Watt Companies, and Lagovent Real Estate Group. As vice president of acquisitions and asset management at Lagovent, he was responsible for the acquisition and asset management of a \$150 million portfolio of multi-family properties throughout Southern California and Texas.

### Josh Kaplan

Josh joined Transwestern in 2014 and brings over 20 years of acquisitions and underwriting expertise for all commercial property types, including asset management, complex financial analysis, due diligence and joint venture structuring.

Most recently, Josh served as associate director at Newmark Grubb Knight Frank where he specialized in sourcing and closing multifamily and land sales transactions throughout the Los Angeles metro. Previously, he served as director of asset management for Federal Realty Investment Trust's 1.1 million-square-foot shopping center and mixed-use portfolio in Southern California. Josh spent seven years at the Watt Companies, where he sourced and underwrote over \$900M of value-add and core plus retail and multifamily acquisition opportunities.

### The Team

#### Troy Lucero Senior Associate

Troy manages financial analysis for multifamily properties and development sites for both private and institutional clients, as well as deal sourcing and oversight for the team's multifamily clients.

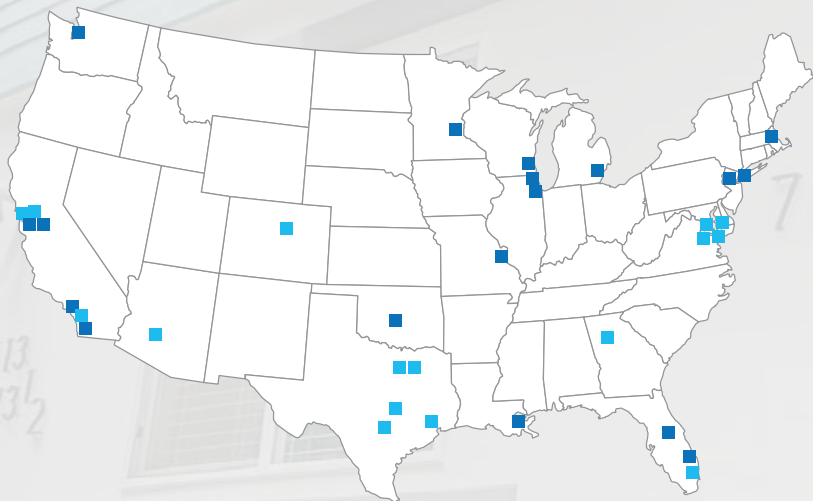
#### Lauren Dean Marketing

Lauren manages all team marketing efforts, including preparing offering memoranda as well as producing and distributing print and electronic property marketing materials and client communications.

#### Thomas Galvin Research

Thomas provides market research and insights, including historical trend analyses, market forecasting, demographics, ownership and company information and special project support.

# Transwestern Multifamily Investment Services



- Transwestern Offices
- Transwestern Offices With A Multifamily Presence

25 Senior Advisors

250,000+ Units

100+ Team Members

1,800+ Properties

**\$20,000,000,000+**  
Multifamily Sales  
Volume

## John Swartz

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