BMG

BRANDON MICHAELS GROUP · MARCUS & MILLICHAP



3601 W 3rd St

LOS ANGELES, CA 90020

A Value-Add Opportunity *in the Heart of Koreatown*

EXCLUSIVELY LISTED BY



BMG

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THE HOLLYWOOD SIGN
5.5 MILES

GRIFFITH OBSERVATORY
5.0 MILES

US 101
0.9 MILE TO US-101

3601
W 3rd St
LOS ANGELES, CA 90020
10,285 SF · 9,360 SF LAND

W 3RD ST · 39,422 VPD

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$2,900,000

3601 West 3rd Street · Los Angeles, California 90020



The Brandon Michaels Group of Marcus & Millichap, as Exclusive Advisor, is pleased to present 3601–3615 West 3rd Street and 257 South Berendo Street (the "Property"), a value-add corner in the heart of Koreatown, where six of eight shop leases roll within a year and reset to market rent on full NNN.

10,285 SF BUILDING	**$282** PER SF · BUILDING	**6.94%** CAP RATE · CURRENT
9,360 SF LAND	**$310** PER SF · LAND	**10.67%** CAP RATE · PRO FORMA

100% LEASED · C2-1 · VERMONT/WESTERN SNAP SUBAREA B · OPPORTUNITY ZONE · APN 5518-022-012 · BUILT 1925

CURRENT CAP ON NOI OF $201,398, NO VACANCY; PRO FORMA ON $309,527, SHOPS AT BMG MARKET RENT ON FULL NNN, RSO APARTMENTS AT MARKET ON TURNOVER, 5% VACANCY; TAXES REASSESSED AT THE PRICE (PAGE 13). NO PARKING ON SITE; NONE REQUIRED (AB 2097).

Investment Highlights

A long-held Koreatown corner, leased below market.









01 — THE VALUE-ADD

+54%

more NOI as the leases reset

Six of eight shop leases end within a year and reset to market on full NNN, and the apartments reset on turnover, taking NOI from $201,398 to $309,527: 6.94% today, 10.67% at market.

02 — THE TENANCY

11.8

years, the average tenancy

Restaurant Las Tunas and Beauty Supply have traded here since 2001, the apartments since 2012. The tenant base is established; what changes is the lease.

03 — THE SHOPS

1,086

square feet, the average shop

Eight shops from 687 to 2,040 SF, the sizes Koreatown's local operators lease: a market, a restaurant, a bakery, a barber. Small spaces draw on the widest pool of tenants.

04 — THE LOCATION

$372M

spent a year per square mile, within a mile

123,401 people live within a mile and 94.2% of households rent. Spending per square mile runs 2.3 times the five-mile figure, with Downtown 2.7 miles east.

NOI AT THE $2,900,000 PRICE, BMG MODEL: SHOPS AT BMG MARKET RENT ON FULL NNN, RSO APARTMENTS AT MARKET ON TURNOVER, 5% VACANCY ON BASE RENT; BARBER AND BILLBOARD AS LEASED. LEASES: RENT ROLL OF SEPTEMBER 4, 2026.

SHOP AREAS: RENT ROLL. RESIDENTS AND SPENDING: COSTAR 2025, ONE AND FIVE MILES; DISTANCES BY ROAD. TENANCY: THE ELEVEN LEASES, EACH FROM ITS START TO SEPTEMBER 2026.

The Value-Add Plan

Three moves, from 6.94% to 10.67%



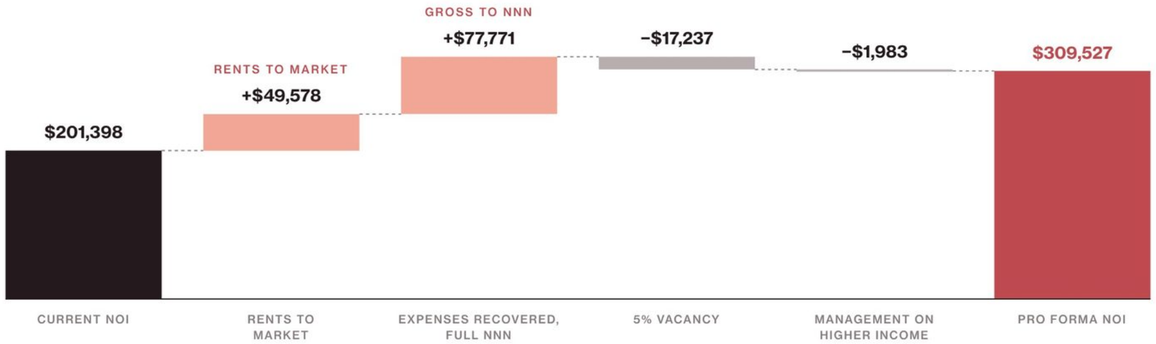
6.94%
CAP RATE TODAY
NOI $201,398

10.67%
CAP RATE AT MARKET
NOI $309,527, FULL NNN

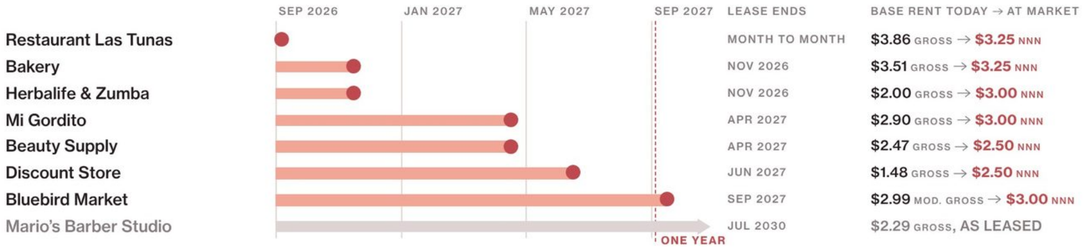
+$127,348
MORE INCOME A YEAR
INCOME $306,513 TO $433,861

The NOI Bridge

Six of eight shop leases roll within a year



THE ORDER THE LEASES ROLL



	LEASE ENDS	BASE RENT TODAY → AT MARKET
Restaurant Las Tunas	MONTH TO MONTH	$3.86 GROSS → $3.25 NNN
Bakery	NOV 2026	$3.51 GROSS → $3.25 NNN
Herbalife & Zumba	NOV 2026	$2.00 GROSS → $3.00 NNN
Mi Gordito	APR 2027	$2.90 GROSS → $3.00 NNN
Beauty Supply	APR 2027	$2.47 GROSS → $2.50 NNN
Discount Store	JUN 2027	$1.48 GROSS → $2.50 NNN
Bluebird Market	SEP 2027	$2.99 MOD. GROSS → $3.00 NNN
Mario's Barber Studio	JUL 2030	$2.29 GROSS, AS LEASED

BRIDGE: BMG MODEL AT $2,900,000; SEVEN SHOPS AT BMG MARKET RENT ON FULL NNN; THE THREE RSO APARTMENTS AT BMG MARKET RENT ON TURNOVER; 5% VACANCY ON BASE RENT. LEASE DATES: SEPTEMBER 4, 2026 RENT ROLL; MARIO'S BARBER STUDIO AND THE BILLBOARD AS LEASED. FIGURES ROUNDED.

Gross to Net

Seven shops and three apartments, today and at market

BASE RENT PER SF A MONTH · SEVEN SHOPS, WEIGHTED

$2.50 GROSS → **$2.81** NNN

at market on full NNN, with each shop also paying its share of taxes, insurance and CAM



+$127,348

MORE INCOME A YEAR
SHOPS AND APARTMENTS

AT $2.81 NNN WEIGHTED, THE PRO FORMA SITS UNDER KOREATOWN'S $2.92 ASKING RENT (COSTAR)

SPACE	SF	BASE TODAY	AT MARKET, NNN	EXPENSE SHARE	GAIN A YEAR
Discount Store	2,040	$1.48 GROSS	$2.50	$0.87	+$46,325
Herbalife & Zumba Studio	825	$2.00 GROSS	$3.00	$0.87	+$18,499
Beauty Supply	1,650	$2.47 GROSS	$2.50	$0.87	+$17,792
Bluebird Market	1,312	$2.99 MOD. GROSS	$3.00	$1.03	+$8,830
Mi Gordito	742	$2.90 GROSS	$3.00	$0.87	+$8,596
Bakery	687	$3.51 GROSS	$3.25	$0.87	+$5,013
Restaurant Las Tunas	687	$3.86 GROSS	$3.25	$0.87	+$2,123
Three Apartments (RSO)	1,600	$1.89 GROSS	$2.94 GROSS	–	+$20,169

BASE RENT FROM THE SEPTEMBER 4, 2026 RENT ROLL; BLUEBIRD MARKET ALREADY PAYS ITS TAX AND INSURANCE ($7,460 A YEAR). AT MARKET: BMG PRO FORMA NNN RENTS; EXPENSE SHARE: EACH SHOP'S SHARE OF TAXES, INSURANCE, MANAGEMENT AND CAM PER SF A MONTH ($107,098 POOL; BLUEBIRD MARKET AT ITS 15.11% LEASE SHARE, THE OTHERS PRO RATA ON 10,285 SF). APARTMENTS GROSS, AT MARKET ON TURNOVER (RSO). FIGURES ROUNDED.



THE VALUE-ADD

Rent Roll

Eleven leases and a billboard, 100% leased

100% LEASED

10,285 SF BUILDING

$2.39 RENT / SF / MONTH TODAY

SUITE	TENANT	SF	% BLDG	LEASE TERM	MONTHLY	ANNUAL	$/SF/MO	PRO FORMA NNN
RETAIL · EIGHT SHOPS								
3601	**Bluebird Market**	1,312	13%	Aug 2019 – Sep 2027	$3,927	$47,124	$2.99	$3.00
3603	**Restaurant Las Tunas**	687	7%	Mar 2001 – Month to Month	$2,652	$31,824	$3.86	$3.25
3603½	**Bakery**	687	7%	Nov 2022 – Nov 2026	$2,411	$28,933	$3.51	$3.25
3605	**Mi Gordito**	742	7%	May 2016 – Apr 2027	$2,154	$25,842	$2.90	$3.00
3607	**Mario's Barber Studio**	742	7%	Mar 2021 – Jul 2030	$1,700	$20,400	$2.29	As Leased
3609	**Herbalife & Zumba Studio**	825	8%	Sep 2018 – Nov 2026	$1,649	$19,791	$2.00	$3.00
3611–13	**Beauty Supply**	1,650	16%	Apr 2001 – Apr 2027	$4,074	$48,889	$2.47	$2.50
3615	**Discount Store**	2,040	20%	Jul 2023 – Jun 2027	$3,010	$36,118	$1.48	$2.50
	Retail Subtotal	**8,685**	**84%**		**$21,577**	**$258,922**	**$2.48**	
APARTMENTS · THREE UNITS, LOS ANGELES RSO								PRO FORMA / MONTH
257-1R	**One Bedroom**	500	5%	Feb 2013 – Jan 2027	$989	$11,870	$1.98	$1,600
257-2R	**Studio**	600	6%	Jul 2012 – Jan 2027	$1,050	$12,602	$1.75	$1,500
257-3R	**One Bedroom**	500	5%	Jul 2013 – Jan 2027	$980	$11,758	$1.96	$1,600
	Apartments Subtotal	**1,600**	**16%**		**$3,019**	**$36,231**	**$1.89**	**$4,700**
OTHER INCOME								
Roof	**Billboard (Outfront Media)**	–	–	to Jan 2027	$338	$4,056	–	As Leased
Total · 100% Leased		**10,285**	**100%**		**$24,934**	**$299,208**	**$2.39**	

RENT ROLL AS OF SEPTEMBER 4, 2026; DATES AS LEASED. PRO FORMA (BMG): SHOPS PER SF A MONTH, NNN, EACH PAYING ITS SHARE OF TAXES, INSURANCE, MANAGEMENT AND CAM; APARTMENTS PER MONTH, GROSS, AT MARKET ON TURNOVER (LOS ANGELES RSO). MARIO'S BARBER STUDIO GROSS TO JULY 2030. $/SF/MO TOTAL EXCLUDES THE BILLBOARD, AT CONTRACT RENT (THE STATEMENT USES ITS TRAILING-12-MONTH $3,900). FIGURES ROUNDED.

THE VALUE-ADD

Operating Statement

Current, and at market on full NNN

$201,398

CURRENT NOI · 6.94% AT $2,900,000

$309,527

PRO FORMA NOI · 10.67% · AT MARKET, SHOPS ON FULL NNN

ANNUAL	CURRENT	PRO FORMA	CHANGE
Base Rent	$295,152	$344,730	+$49,578
Expense Recoveries	$7,460	$85,231	+$77,771
Billboard	$3,900	$3,900	–
Gross Income	**$306,513**	**$433,861**	**+$127,348**
Vacancy & Credit Loss (5% of base rent, pro forma)	–	($17,237)	($17,237)
Property Taxes (reassessed at the price)	($36,250)	($36,250)	–
Insurance	($12,500)	($12,500)	–
Utilities	($13,640)	($13,640)	–
Trash Removal	($19,363)	($19,363)	–
Repairs & Maintenance	($7,500)	($7,500)	–
Landscape & Pest Control	($4,055)	($4,055)	–
Management (4% of base rent)	($11,806)	($13,789)	($1,983)
Total Expenses	**($105,115)**	**($107,098)**	**($1,983)**
Net Operating Income	**$201,398**	**$309,527**	**+$108,129**

PRO FORMA: SEVEN SHOPS AT BMG MARKET RENTS ON FULL NNN, EACH PAYING ITS SHARE (BLUEBIRD MARKET AT ITS 15.11% LEASE SHARE) OF TAXES, INSURANCE, MANAGEMENT AND CAM; THE THREE RSO APARTMENTS AT BMG MARKET RENT ON TURNOVER (VACANCY DECONTROL); MARIO'S BARBER STUDIO AS LEASED; BILLBOARD AT ITS TRAILING-12-MONTH INCOME; 5% VACANCY ON BASE RENT. FIGURES ROUNDED.

03 The Corner

156 feet on Third, 60 on Berendo.



Third and Berendo

Every lease, where it sits

9,360 SF
LAND AREA · 156 × 60 FT

216 FT
FRONTAGE ON TWO STREETS

10,285 SF
BUILDING AREA

100%
LEASED

C2-1 ZONING · VERMONT/WESTERN SNAP SUBAREA B · OPPORTUNITY ZONE. LEASE DATES FROM THE RENT ROLL OF SEPTEMBER 4, 2026. PARCEL FROM THE LOS ANGELES COUNTY ASSESSOR. SHOP DIVISIONS FROM THE STOREFRONTS. LEASE DATES IN RED END WITHIN ABOUT A YEAR.



04 The Neighborhood

Koreatown, on foot and by Metro.



Third Street West

Toward Wilshire/Western and the Westside



KOREATOWN AND BEYOND

The Center of the City

Koreatown, between Downtown and Hollywood

MACARTHUR PARK, 1.6 MILES · DOWNTOWN LOS ANGELES, 2.7 MILES

Third and Berendo sits between the city's two great draws, Downtown to the east and Hollywood to the north, with Koreatown's restaurants, the Wiltern and the Metro B and D Lines in between. Its tenants' customers live within walking distance; the city's landmarks are a short drive away.



WILSHIRE AT WESTERN: THE WILTERN'S TOWER — 1.4 MILES



KOREATOWN'S RESTAURANTS — WITHIN A MILE



GRIFFITH OBSERVATORY — 5.0 MILES



THE HOLLYWOOD SIGN — 5.5 MILES

PHOTOGRAPHY: ADOBE STOCK. DISTANCES BY ROAD FROM THE PROPERTY.



DAILY NEEDS

Bluebird Market · Discount Store



NEIGHBORHOOD DINING

Las Tunas · Mi Gordito · Bakery



DOWNTOWN · 2.7 MILES

The city's largest job center

LOCATION · THE MARKET

The Market

Tighter than Los Angeles, with almost nothing new

Koreatown's retail vacancy sits under the city's, and almost nothing new is being built, so the storefronts already standing are the ones tenants can lease.

5.1%

RETAIL VACANCY, KOREATOWN

0.03%

OF FIVE-MILE RETAIL UNDER CONSTRUCTION

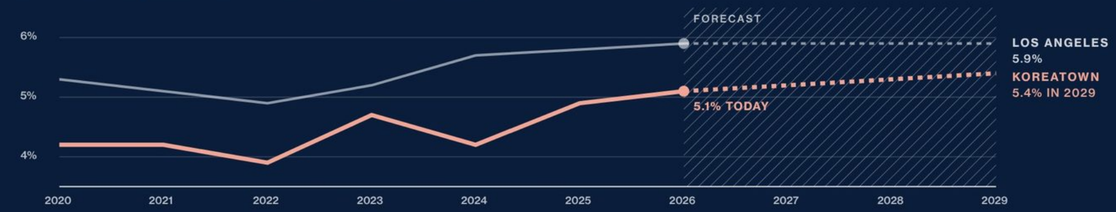
$2.92

KOREATOWN ASKING RENT, NNN, PER SF A MONTH

63.9M SF

OF RETAIL STANDING WITHIN FIVE MILES

RETAIL VACANCY, 2020–2029 · KOREATOWN AND LOS ANGELES



Almost nothing new. One building of 19,481 SF is under construction within five miles, against 63.9 million SF standing, and the forecast keeps Koreatown under Los Angeles through 2029.

Rent headroom. At market, the pro forma's seven shops average $2.81 a foot NNN, under the $2.92 Koreatown asking rent; the leases are priced to the street, not ahead of it.

SOURCE: COSTAR UNDERWRITING REPORT, OCTOBER 13, 2026 (KOREATOWN SUBMARKET; LOS ANGELES RETAIL; FORECAST TO 2029; UNDER CONSTRUCTION WITHIN FIVE MILES, Q3 2026). PHOTOGRAPHS: BMG DRONE, NOVEMBER 2026; DOWNTOWN CIRCLE, ADOBE STOCK. DISTANCE BY ROAD.



LOCATION · THE TRADE AREA

The Mile

A dense, renting neighborhood at the shops' front door

123,401
RESIDENTS WITHIN ONE MILE

$1.17B
SPENT A YEAR WITHIN ONE MILE

94.2%
OF HOUSEHOLDS RENT, ONE MILE

99
COSTAR LOCATION SCORE

POPULATION, 2025

1 MI	123,401
3 MI	617,578
5 MI	1,164,637

HOUSEHOLDS, 2025

1 MI	52,381
3 MI	260,632
5 MI	472,674

POPULATION GROWTH, 2020–2025

1 MI	+4.36%
3 MI	+2.14%
5 MI	−0.05%

AVERAGE HOUSEHOLD INCOME

1 MI	$73,179
3 MI	$91,096
5 MI	$97,602

MEDIAN HOUSEHOLD INCOME

1 MI	$54,647
3 MI	$62,476
5 MI	$67,703

DAYTIME EMPLOYMENT

1 MI	57,342
3 MI	349,653
5 MI	673,796

WHAT THE MILE SPENDS EACH YEAR, AND WHERE THE SHOPS SIT

Food at home	$213.5M	BLUEBIRD MARKET · DISCOUNT STORE
Food away from home	$156.5M	RESTAURANT LAS TUNAS · BAKERY · MI GORDITO
Household	$155.5M	DISCOUNT STORE
Entertainment & hobbies	$147.0M	HERBALIFE & ZUMBA STUDIO
Apparel	$71.8M	
Personal items	$67.4M	BEAUTY SUPPLY · MARIO'S BARBER STUDIO
Health care	$53.6M	

SOURCE: COSTAR DEMOGRAPHIC DETAIL AND CONSUMER SPENDING REPORTS, 2025 ESTIMATES, RADII FROM 3601–3615 W 3RD ST. BARS ON ONE SCALE FROM ZERO WITHIN EACH CHART. TENANT CATEGORIES MATCHED BY BMG. COSTAR LOCATION SCORE, OUT OF 100: DAILY NEEDS, TRANSIT AND DENSITY WITHIN WALKING DISTANCE.



3601

W 3rd St

LOS ANGELES, CA 90020

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