

937 Hilddale 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. 60% Rental Upside

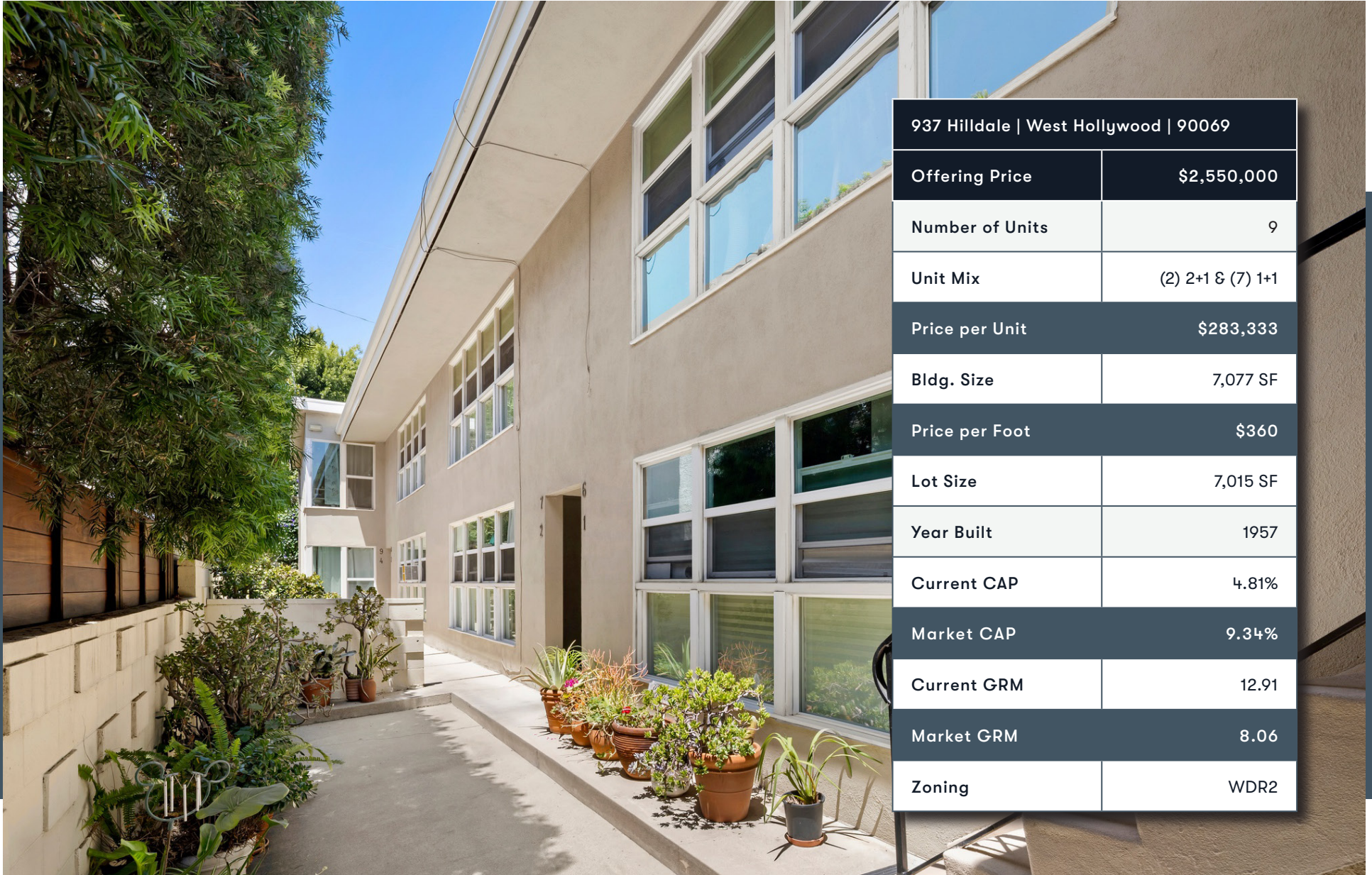
COMPASS

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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	4.81%
Market CAP	9.34%
Current GRM	12.91
Market GRM	8.06
Zoning	WDR2

Property Highlights



- 937 N. Hilldale Ave. is a 9-unit West Hollywood complex located on a quiet cul-de-sac in the heart of the Norma Triangle, just steps from Sunset Blvd. and Doheny Dr.
- The property gives residents the quieter feel of a residential side street while placing them minutes from the Sunset Strip, Santa Monica Blvd, Melrose Ave, Melrose Pl, the Pacific Design Center, Beverly Center, and Beverly Hills.
- Held by the same ownership for nearly 40 years, the building has been consistently maintained and improved over time.
- Current ownership has completed over \$500,000 in capital improvements, including soft-story retrofitting, new roof, new windows, and interior renovations to 5 of the 9 units.
- Offered at \$2,550,000, or \$283,333 per unit and \$360 per SF, 937 N. Hilldale Ave. is priced below recent nearby sales on a per-unit basis.
- The unit mix includes (2) 2-bdrm units and (7) 1-bdrm units, an attractive configuration for renters who want WeHo access, a quieter residential setting, and proximity to the Sunset Strip.
- Market rents support approx. 60% rental upside, with projected rents near \$2,750 for 1-bdrm. units and \$3,500 for 2-bdrm. units. Based on those assumptions, the property is projected to stabilize at a 9.34% CAP as units turn.
- 937 N. Hilldale Ave. gives investors a well-maintained 9-unit building in one of West Hollywood's most recognizable rental pockets, with major capital improvements already completed, and meaningful rental upside available.

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. 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.

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.

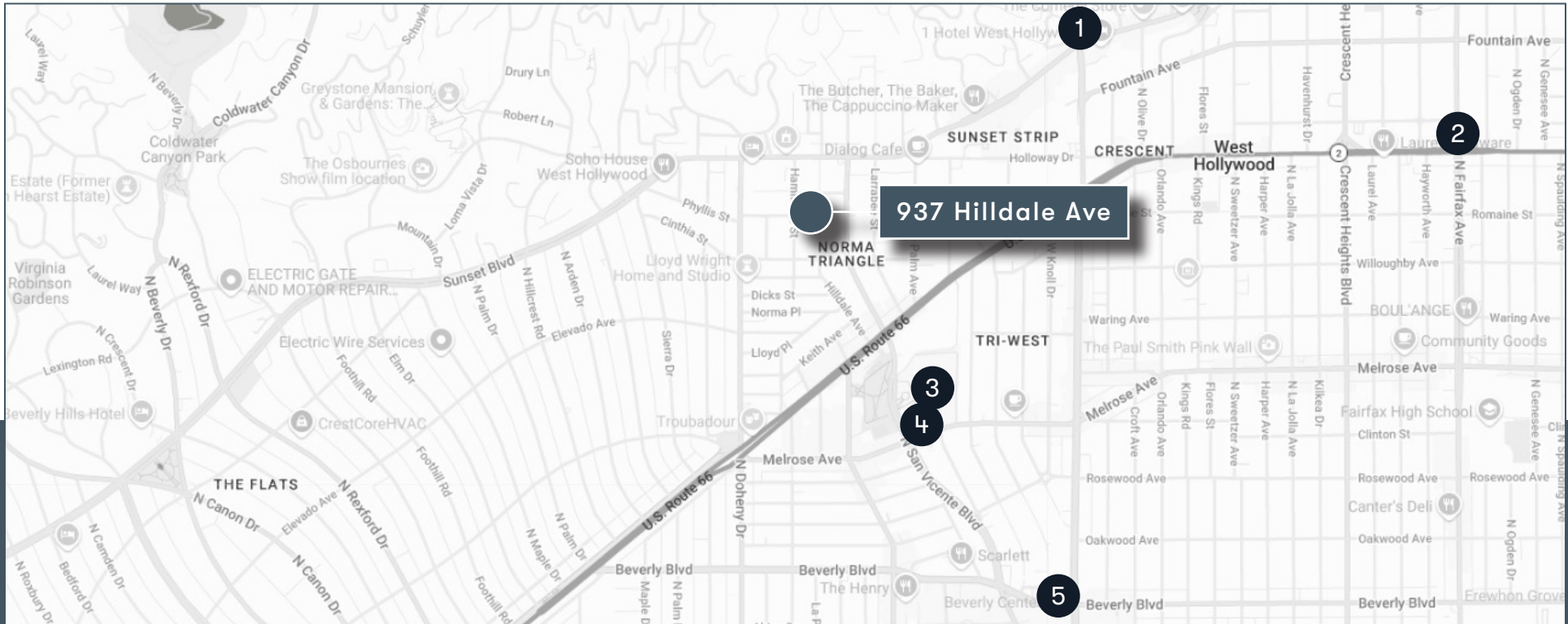
4) Melrose Ave.

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.

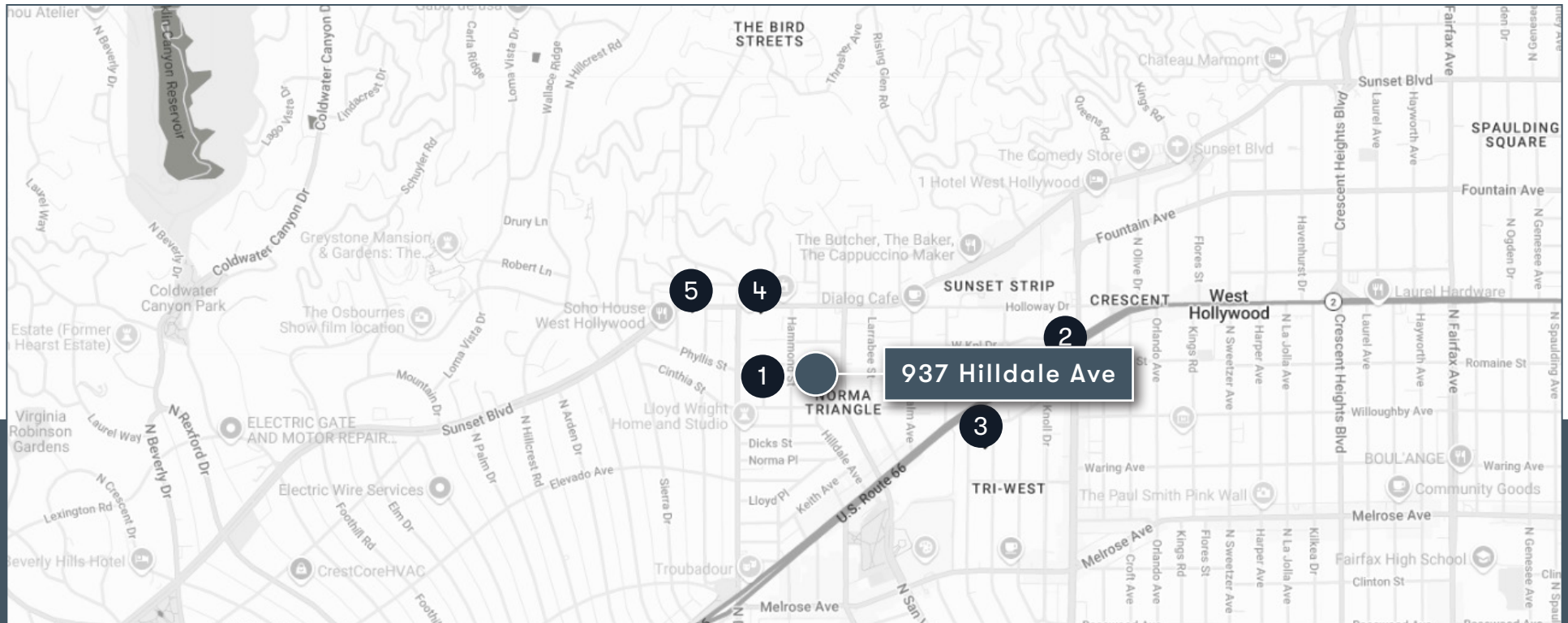
4) 9034 Sunset Blvd.

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	4.81%
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Current GRM	12.91
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Zoning	WDR2

Financials

937 Hilddale Ave | West Hollywood | 90069

Offered at \$2,550,000

Investment Summary	
Price:	\$2,550,000
Down Payment:	\$1,200,000
Number of Units:	9
Price per Unit:	\$283,333
Current GRM:	12.91
Potential GRM:	8.06
Proposed Financing:	\$1,350,000 6% Fixed for 5 Yrs

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	\$1,647	\$11,535	\$2,750	\$19,250
Total Scheduled Rent:		\$16,357		\$26,250	
Laundry Income:		\$100		\$100	
Monthly Gross Income:		\$16,457		\$26,350	
Annual Gross Income:		\$197,484		\$316,200	

Approx. Year Built:	1957	Price per Foot	\$360
Approx. Lot Size:	7,015 SF	Current CAP	4.81%
Approx. Bldg. Size:	7,077 SF	Market CAP	9.34%

Annualized Operating Data		
	Current Rents	Market Rents
Scheduled Gross Income:	\$197,484	\$316,200
Vacancy Allowance:	\$4,937 2.5%	\$7,905 2.5%
Gross Operating Income:	\$192,547	\$308,295
Less Expenses:	\$70,001 35%	\$70,001 22%
Net Operating Income:	\$122,546	\$238,294
Less Loan Payment:	-\$97,127	-\$97,127
Pre-Tax Cash Flow:	\$25,418 2.12%	\$141,166 11.76%
Plus Principal Reduction:	\$16,578	\$16,578
Return Before Taxes:	\$41,997 3.50%	\$157,745 13.15%

Estimated Expenses	
Taxes (new):	\$30,600
Insurance:	\$11,536
Utilities:	\$7,077
Maintenance:	\$9,874
Professional Mgmt:	\$8,665
On-site Manager:	\$0
Misc:	\$2,250
Total Expenses:	\$70,001
Per Sq. Ft:	\$9.89
Per Unit:	\$7,778

Rent Roll

937 Hilldale Ave | West Hollywood | 90069

Current as of 09/05/26



Current Rent Roll					
Unit #:	Unit Type:	Current Rent:	Market Rent:	Move-in Date:	Notes:
1	1+1	\$825	\$2,650	April 1994	N/A
2	1+1	\$1,010	\$2,650	September 2001	N/A
3	1+1	\$2,106	\$2,650	December 2016	N/A
4	1+1	\$2,650	\$2,650	N/A	VACANT
5	2+1	\$1,333	\$3,500	September 2006	N/A
6	1+1	\$1,790	\$2,650	December 2022	N/A
7	1+1	\$2,352	\$2,650	October 2024	N/A
8	1+1	\$802	\$2,650	December 1994	N/A
9	2+1	\$3,489	\$3,500	March 2025	N/A
	Laundry Income:	\$100	\$100		
	Other Income:	\$0	\$0		
	Monthly Total:	\$16,457	\$25,650		
	Annual Total:	\$197,484	\$307,800		

WeHo Sales Comparables



Address:	937 Hilldale
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+1 & (7) 1+1



Address:	945 Hilldale
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



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

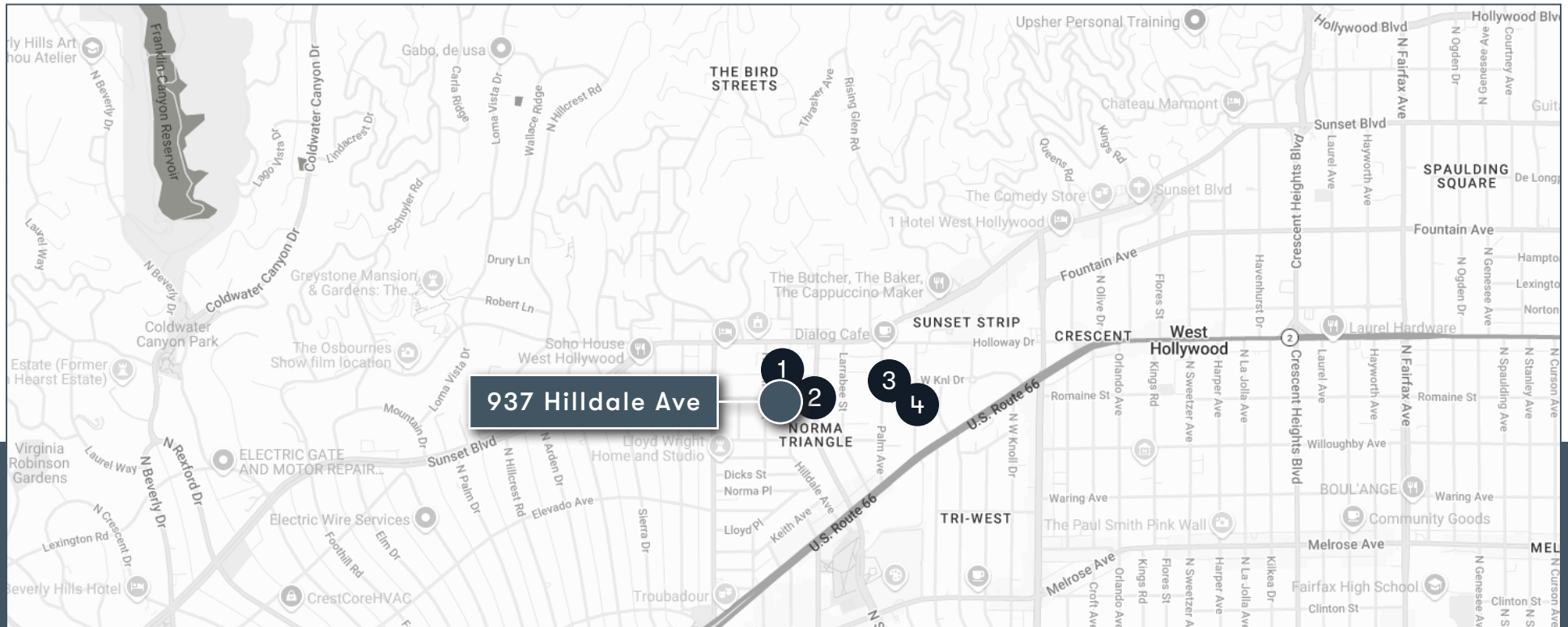


Address:	948 Palm Ave
Price:	\$2,400,000
# of Units:	8
Year Built:	1909
Price per Unit:	\$300,000
Building Size:	4,904 SF
Price per SF:	\$489
Unit Mix:	(1) 2+1, (6) 1+1 & (1) 0+1



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

WeHo Sales Comparables Map



Address	Price	# of Units	Year	Price per Unit	Bldg. Size	Price Per Foot	Unit Mix
937 Hilldale Ave.	\$2,550,000	9	1957	\$283,333	7,077 SF	\$360	(2) 2+1 & (7) 1+1
1) 945 Hilldale Ave.	\$1,750,000	5	1923	\$350,000	3,870 SF	\$452	(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	(4) 2+2 & (20) 1+1
3) 948 Palm Ave.	\$2,400,000	8	1909	\$300,000	4,904 SF	\$489	N/A
4) 943 Hancock Ave.	\$4,540,000	10	1939	\$300,000	4,555 SF	\$657	(10) 1+1

WeHo Rental Comparables



Subject Property

937 N. Hilldale Ave | WeHo | 90069

(2) 2-Bdrm. & 1-Bath	\$3,500
(7) 1-Bdrm. & 1-Bath	\$2,700



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

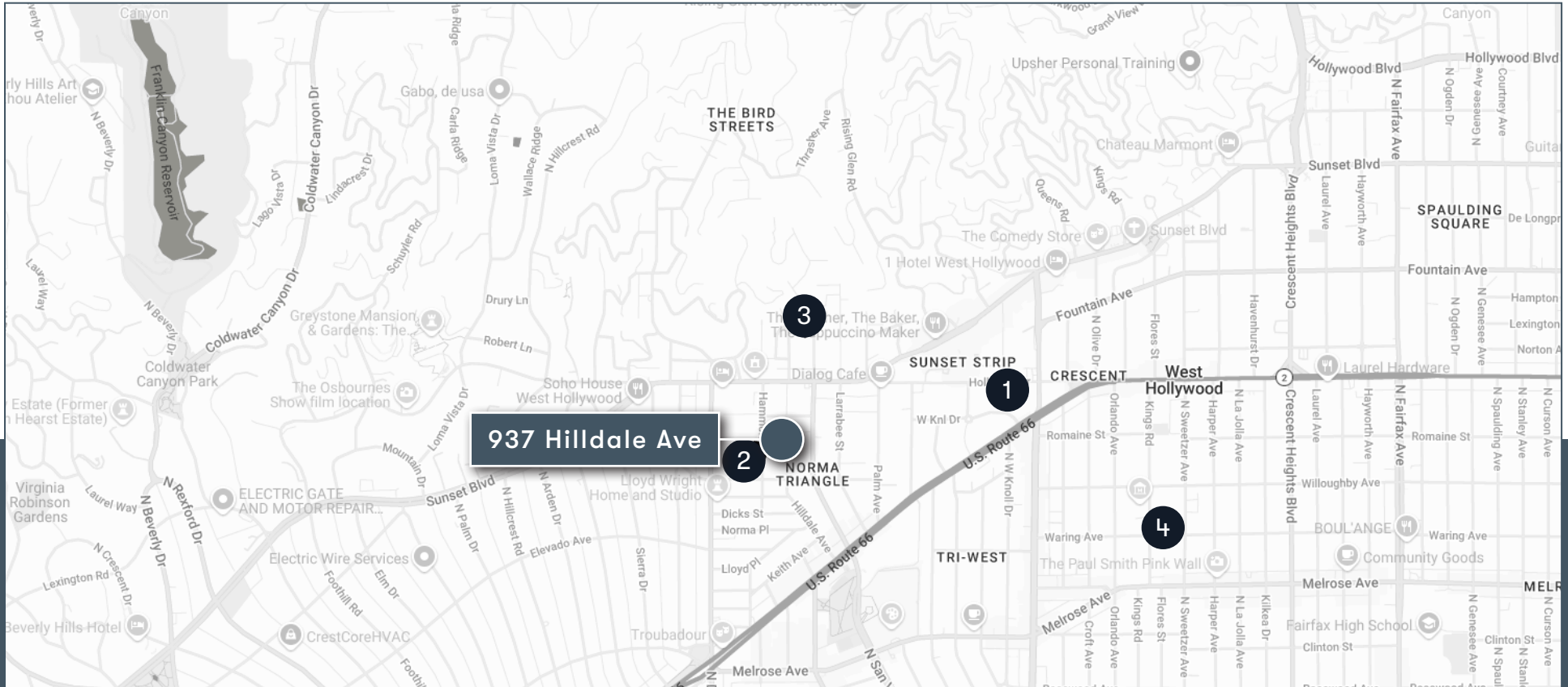
Rent	\$2,993 Leased on 04/08/26
Unit Type	1-Bdrm. & 1-Bath 800 SF



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`



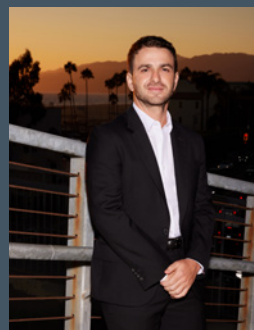
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Wake Up and Smell the Cash Flow.
For more information on 937 N. Hilddale Ave,
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