



**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 principal experience in acquisitions, dispositions, asset management and development as well as in-house marketing, research and financing capabilities. 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 multifamily properties.



# STATS

\$278.3 million in sales

1,106 units

48 transactions

79,524 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



“The team 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



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LOS ANGELES

## Josh Kaplan

Josh joined Transwestern in 2014 as a founding member of the Multifamily Investment Services Group. He brings nearly 20 years of real estate brokerage, acquisitions and asset management expertise to the team. His experience also includes complex financial analysis, due diligence and joint venture structuring for all types of real estate.

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.

## Troy Lucero

Troy joined Transwestern in 2016, where he has been a key leader of the Los Angeles Multifamily Investment Services Group. He brings over 10 years of real estate brokerage, and commercial banking expertise to the team. His experience also includes complex financial analysis and due diligence for all types of real estate.

Troy began his real estate career with Informa Research Services, a market intelligence company located in Los Angeles, California. Troy specialized in and provided in-depth financial analysis for multifamily, industrial and commercial real estate to banking institutions.

## The Team

### Hanna Kretzmer Analyst

Hanna provides the team with financial analysis and data modeling, transaction coordination, and administrative support.

### Lauren Dean Marketing

Lauren manages all team marketing efforts, including offering memoranda, print and electronic property marketing and client communications.

### Thomas Galvin Research

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

