

Mobil

6230 FRANKLIN AVENUE
LOS ANGELES, CA 90028

Marcus & Millichap



THE HOLLYWOOD DELL MOBIL

OFFERING MEMORANDUM

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Marcus & Millichap

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An aerial photograph of Los Angeles, California, showing a dense urban landscape with various buildings, streets, and a multi-lane highway in the foreground. In the distance, the Los Angeles skyline is visible against a clear blue sky. A semi-transparent white rectangular box is centered over the image, containing text and a small orange triangle.

section 1 Executive Summary

location map

offering summary

investment highlights

tenant profile



Franklin Ave.

Hollywood Fwy.

Argyle Ave.

OFFERING SUMMARY

THE HOLLYWOOD DELL MOBIL

 **\$8,000,000** Land Price /SF \$242

Total Building Area 1,800 SF

Total Land Area 16,555 SF

Year Built 1966

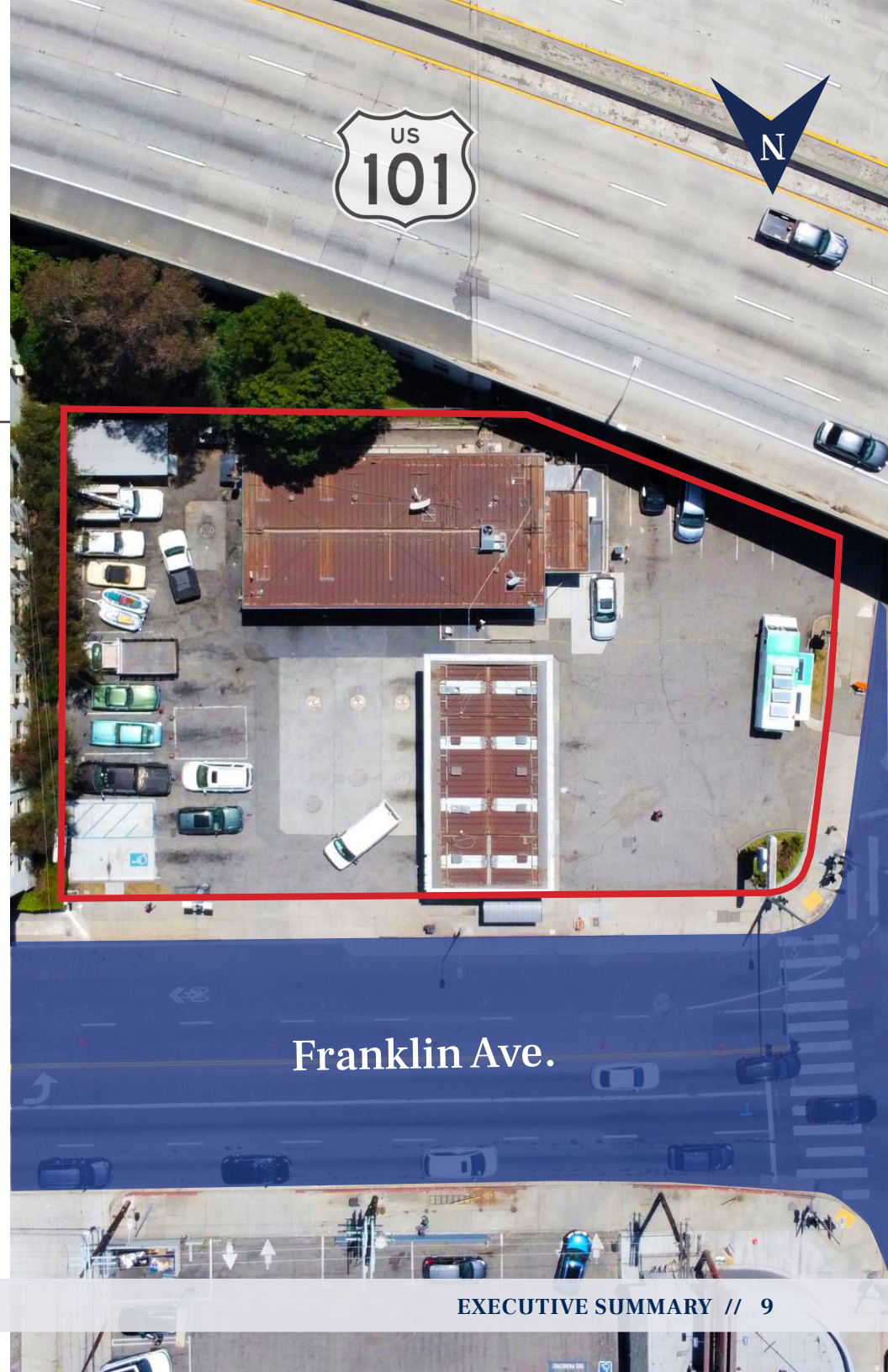
APN 5586-024-010

Zoning LAR4 /TOC Tier 3

Business \$4,000,000

Real Estate \$4,000,000

Marcus & Millichap





Mobil



Marcus & Millichap is pleased to present the opportunity to acquire fee-simple ownership of a property and business for a pride of ownership trophy Mobil Gas Station in Hollywood-Los Angeles, California. The offering consists of fee simple ownership in the Mobil gas station property which includes the business licensed with Mobil Gas for four pumps (permits for four additional/ new diesel pumps in progress), a convenience store as well as a thriving auto body repair shop business. The C-Store sits at approximately 1,800 square feet on 16,569 square feet of land.

6230 Franklin Avenue is situated in the heart of the highly sought-after Hollywood sub market. Over 990,000 people in a three mile radius with the average household income of \$93,626. Surrounding this trophy property are trademarks such as the Hollywood Palladium, ArcLight, Hollywood Walk of Fame, Paramount Pictures, Hollywood Pantages Theatre, CNN building, TAO, Dream Hotel, and Beauty & Essex. The property has high amenities neighbored by national tenants such as: Trader Joe's, Wells Fargo Bank, Bed Bath & Beyond, Walgreens, Jack in the Box, Domino's Pizza, 7-Eleven, LA Fitness, and Staples amongst others.

INVESTMENT HIGHLIGHTS

- Pride of Ownership Hollywood Mobil Gas Station Property + Thriving Business
- Strategically Located at the on the off Ramp of the 101 Freeway
- Eight Existing Gas Pumps and Four Diesel Pumps
- Consistent C-Store & Auto Body Shop Sales - High Volume / Margin - Close to \$1.4 Million of Net Income Overall
- Signalized Hard Corner with Over 43,000 Cars Per Day
- Development Opportunity - TOC Tier 3 Zoning
- No Height Restriction with 6:1 FAR



TENANT PROFILE

Headquarters	Irving, Texas
Number of Employees	± 71,000
Number of Locations	± 12,000
Credit Rating	S & S AA / Moody's Aaa
Founded	1963 (as Mobil)
Private/Public	Public (NYSE:XOM)
Website	corporate.exxonmobil.com



About


ExxonMobil Corporation, United States-based oil and gas company formed in 1999 through the merger of Exxon Corporation and Mobil Corporation. As one of the world's top three oil and energy concerns, it has investments and operations in petroleum and natural gas, coal, nuclear fuels, chemicals, and mineral ores. Exxon Mobil engages in every phase of the petroleum industry, including oil fields, service stations, pipelines, and one of the world's largest fleets of tankers. Both Exxon and Mobil had their origins in Standard Oil (see Standard Oil Company and Trust), having been founded in the late 1800s. In the early 21st century, Exxon Mobil was one of the world's three largest oil companies.

A Branded Wholesaler

ExxonMobil is an established global brand with a proven business model built for your success. They bring together best-in-the business consumer research, exceptional products, and innovative offers and programs to attract consumers to your stations and add value to your bottom line.

Unique Benefits

- Access to competitively priced, world-class products including TOP TIER® Exxon- and Mobil-branded Synergy™ gasoline and Mobil 1™ motor oil – the world's leading synthetic motor oil brand
- Their dependable and extensive network of terminals and pipelines across the country, deliver more than 10 billion gallons of branded fuel every year
- Advanced payment and card options like Speedpass, the Speedpass+ app, the ExxonMobil Smart Card and an array of gift cards and commercial credit cards
- Revolutionary consumer pull programs
- Consumer-tested and proven effective promotions and incentives that increase traffic to your stations
- Local and national advertising support – investing in the Exxon and Mobil brands builds our business, and yours
- Easy access to advertising materials, signage, training information and other helpful tools through our proprietary online resource center
- A dedicated team of sales professionals ready to help you with everything from site selection to growth opportunities

An aerial photograph of Los Angeles, California, showing a dense urban landscape. In the foreground, there are various commercial buildings, parking lots, and a multi-lane highway with traffic. In the background, the Los Angeles skyline is visible under a clear blue sky. A semi-transparent white rectangular box is overlaid in the center of the image, containing text and a small orange triangle.

section 2

Property Description

aerials

plot plan

property pictures

Downtown Los Angeles



Mobil



Hollywood Fwy.

43,857
CARS PER DAY



217,000



CARS PER DAY

Franklin Ave.

21,785
CARS PER DAY



Argyle Ave.

AERIAL MAP

Hollywood Fwy. 101

Hollywood Blvd.

Argyle Ave.

Franklin Ave.

Bernstein High School

217,000 CARS PER DAY

2,624 CARS PER DAY

43,857 CARS PER DAY

43,825 CARS PER DAY

Mobil

Best Western

76

Chevron

ups

STARBUCKS COFFEE

SUBWAY

PANDA EXPRESS

7 ELEVEN

CVS

SHARKY'S

ARCO

Shake Shack

Tommy's

7 ELEVEN

Pier 1 Imports

RITE AID

BR

DAISO

Jordan Marsh

Ralphs

T

ROSS

STARBUCKS COFFEE

ups

CVS

Marshall's

petco

CVS

WELLS FARGO

U-HAUL

POPEYES

TRADER JOE'S

DUNKIN' DONUTS

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PEPBOYS AUTO

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SUBWAY

Domino's

TOYOTA HOLLYWOOD

SO CAL

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WALK OF FAME

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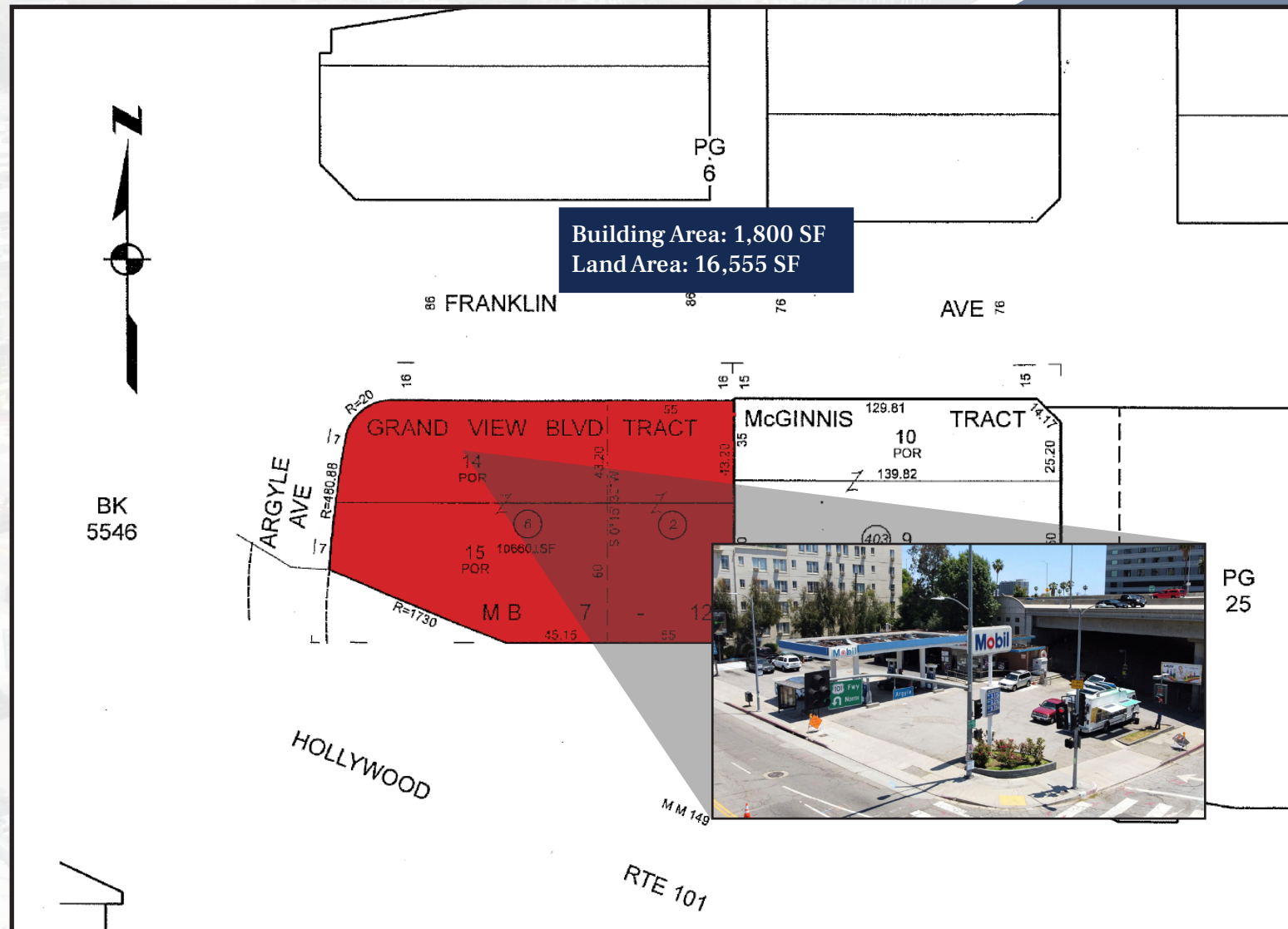
TOYOTA HOLLYWOOD

SO CAL

76

PLOT PLAN

MAP





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section 3

Financial Analysis



business & real estate valuation

comparables

BUSINESS & REAL ESTATE VALUATION

<u>INCOME</u>	<u>Month</u>	<u>Annual</u>	<u>Margin</u>
GAS			
Gallons Pumped	66,274	795,290	\$0.7024
Gas Sold	\$264,611	\$3,175,330	
Cost of Gas	\$218,055	\$2,616,654	
<i>Profit From Gas</i>	<i>\$46,556</i>	<i>\$558,676</i>	
<i>C-STORE</i>			
C-Store w/ Lottery Sales	\$44,131	\$529,570	
C-Store Employee Payroll	\$9,856	\$118,272	
C-Store Merchandise Cost	\$25,322	\$303,860	
Lotto & Scratcher Cost	\$7,921	\$95,050	
<i>Total Profit From C-Store</i>	<i>\$1,032</i>	<i>\$12,388</i>	
<i>SERVICE CENTER</i>			
Service Center Sales	\$53,285	\$639,421	
Service Center Parts Cost		\$180,688	
2- Mechanics Salary	\$8,066	\$96,792	
<i>Profit From Service Center</i>	<i>\$30,162</i>	<i>\$361,941</i>	
<i>RENT-INCOME</i>			
Rent - Goodwill Drop Box	\$100	\$1,200	
Rent - Taco Truck	\$1,800	\$21,600	
Rent - ATM Machine	\$360	\$4,320	
<i>Profit From Rent Collections</i>		<i>\$27,120</i>	
Total Discretionary Income	\$80,010	\$960,125	

<u>EXPENSES</u>	<u>Month</u>	<u>Annual</u>
Utilities	\$1,650	\$19,800
Underground Tank Storage	\$1,312	\$15,740
Repair & Maintenance	\$842	\$10,100
Uniform	\$268	\$3,216
Insurance	\$533	\$6,400
Workmans Comp	\$650	\$7,800
Property Tax Expense	\$4,167	\$50,000
Total Property Expense	\$9,421	\$113,056
NET INCOME	\$847,069	

PROPERTY:	6230 Franklin Ave., Los Angeles, CA 90028		
Building Sq. Ft.	1,800	CAP Rate Inclusive of Business	
Land Sq. Ft.	16,555	10.59%	
Year Built	1966		
APN:	5586-024-010		
Zoning:	LAR4/ TOC Tier 3		
# of Gas Pumps:	8	# of Diesel Pumps	4

<u>VALUATION</u>			
Business	EBITDA RATIO	DISCRETIONARY INCOME	BUSINESS VALUATION
	4.72X	\$847,069	\$4,000,000
Real Estate	VALUE	LAND \$/SQ. FT.	BUILDING \$/SQ. FT.
	\$4,000,000	\$242	\$2,222
TOTAL VALUATION		\$8,000,000	

This information has been secured from sources we believe to be reliable, but we make no representations or warranties, expressed or implied as to the accuracy of the information. Buyer must verify the information and bears all risk for any inaccuracies.

COMPARABLES

GAS STATIONS - SOCIAL - TRAILING 12 MONTHS

Property Name	Property Address	Property City	Property State	Sale Date	Sale Price	Year Built	Building SF	Land (Acres)	Price / SF
Mobile/Circle K	504 N Barranca Ave	Covina	CA	3/6/2020	\$3,675,000	1966	1,856	0.40	\$1,980
Arco	5804 Crenshaw Blvd	Los Angeles	CA	1/24/2020	\$5,500,000	1993	2,877	0.47	\$1,912
76	4502 E Rosecrans Ave	Compton	CA	1/17/2020	\$2,100,000	-	2,367	0.45	\$887
Flagg	501 W Colorado St	Glendale	CA	12/31/2019	\$3,700,000	1963	672	0.27	\$5,506
Shell	3241 S Brea Canyon Rd	Diamond Bar	CA	9/16/2019	\$4,350,000	1972	2,000	0.61	\$2,175
76	9830 Crenshaw Blvd	Inglewood	CA	9/10/2019	\$1,500,000	1950	531	0.39	\$2,825
Averages					\$ 3,470,833	1969	1,717	0.43	\$2,547

GAS STATIONS - SOCIAL - ON MARKET COMPARABLES

Property Name	Property Address	Property City	Property State	Asking Price	Year Built	Building SF	Land (Acres)	Price / SF	Market Time (Days)
Shell/Circle K	5200 Rivergrade Rd	Irwindale	CA	\$10,500,000	2012	3,300	1.37	\$3,182	419
Mobil	6230 Franklin Ave	Los Angeles	CA	\$9,000,000	1966	1,800	0.38	\$5,000	299
AM/PM	4506 Lankershim Blvd	North Hollywood	CA	\$7,995,000	1966	1,590	0.40	\$5,028	158
ARCO	1002 Manhattan Beach Blvd	Manhattan Beach	CA	\$6,450,000	1964	1,507	0.38	\$4,280	5
Chevron	12881 Encinitas Ave	Sylmar	CA	\$12,425,000	1966	1,357	0.34	\$9,156	864
Rite Aid	101 S Main St	Newark	NY	\$6,224,000	2005	14,490	0.51	\$430	330
Averages				\$8,765,667		4,007	0.56	\$5,329	349





section 4

Market Overview

location overview

about hollywood

hollywood's top employers

development & investment map

market research

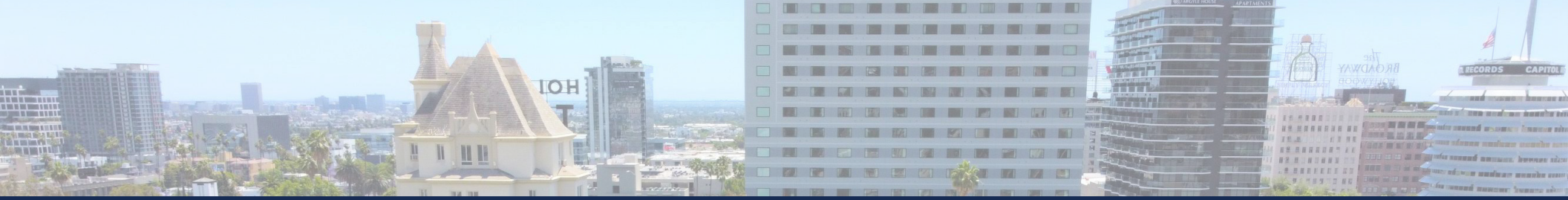
demographics



LOS ANGELES

CALIFORNIA

POPULATION
993,360



City Of LOS ANGELES

HISTORY

September 4, 1781 is the city's official birthdate, when 44 village settlers from the Mexican provinces of Sonora and Sinaloa made their home in what is now Downtown Los Angeles. Two of the 44 settlers were Spaniards, while the others were Indians, Blacks and Mestizos of mixed ancestry. The Spanish named the new settlement El Pueblo de Nuestra Senora la Reina de Los Angeles, or The Town of Our Lady the Queen of the Angels. After the territory changed hands from Spain to Mexico, the town was officially declared a city in 1835. Los Angeles became part of the United States in January 1847.

ARTS & CULTURE

With various museums and exhibits, Los Angeles is full of inspiring art and diverse cultural experiences. In fact, Los Angeles has more museums and theaters than any other city in the United States, making it the perfect place to be immersed in arts and culture. Los Angeles is home to more than 105 museums, 225 theaters, 55 magnificent structures by the world's top architects and 16 of the world's most beautiful gardens. It also boasts more than 1,500 theatrical productions annually. The city also has one of the premier contemporary art museums in the world, the Broad, located in Downtown Los Angeles, and also one of the largest collections of cars in the nation at the Peterson Automotive Museum.



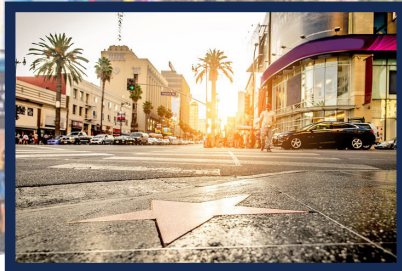


Hollywood

ABOUT

Known as the true entertainment capital of the world, Hollywood is a collection of meaningful, enduring, and iconic places. This district within the city of Los Angeles, California, is located northwest of downtown Los Angeles, it is bounded by Hyperion Avenue and Riverside Drive (east), Beverly Boulevard (south), the foothills of the Santa Monica Mountains (north), and Beverly Hills (west).

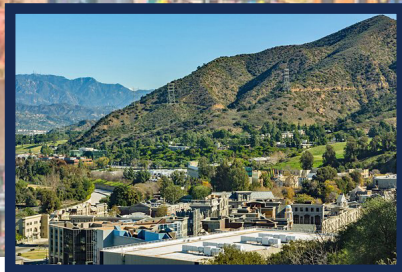
After years of limited development, the city is booming. It is now a model of urban revitalization bringing together educational, retail, hospitality and residential properties to an eclectic neighborhood.



WALK OF FAME



GRIFFITH OBSERVATORY



UNIVERSAL STUDIOS HOLLYWOOD



HOLLYWOOD SIGN



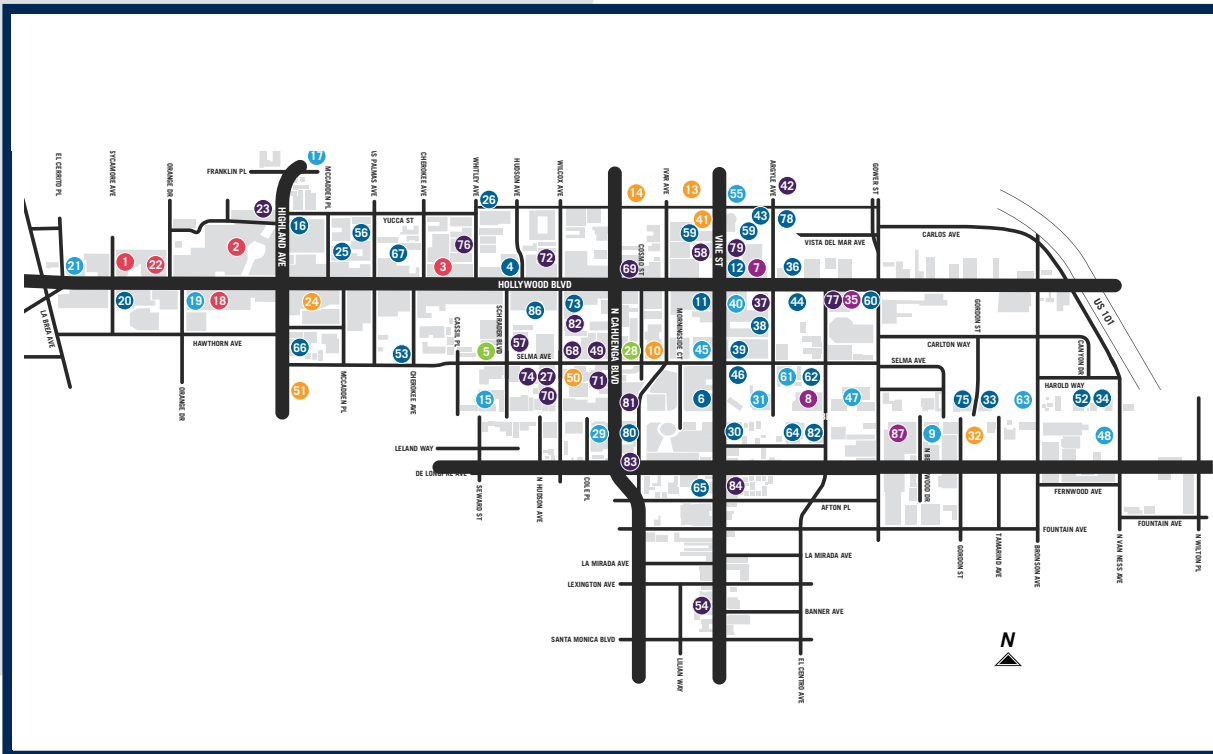
HOLLYWOOD'S TOP EMPLOYERS

	COMPANY	# OF EMPLOYEES
1	Kaiser Permanente Hospital	5,400
2	Universal Studios, Inc.	5,000
3	Children's Hospital of Los Angeles	4,994
4	Sunset Gower / Sunset Bronson Studio	2,500
5	Paramount Pictures	2,000
6	Netflix	1,500
7	Los Angeles City College	1,383
8	Live Nation	1,300
9	Hollywood Presbyterian Medical Center	1,200
10	Viacom	900
11	J 2 Global, Inc.	560
12	The Prospect Studios	850
13	CBS at TV City	700
14	The Original Farmers Market	600
15	Trailer Park	556
16	Los Angeles Gay & Lesbian Center	546
17	Roosevelt Hotel	399
18	Loews Hollywood Hotel	385
19	Technicolor	375
20	Capitol Records	325
21	W Hotel	250
22	Home Depot	250
23	KTLA	250
24	Amoeba Music	242
25	Southern California Hospital of Hollywood	158



DEVELOPMENT & INVESTMENT MAP

Hollywood



Completed Projects Totaling Over \$3.7 Billion
Active Projects Totaling Over \$600 Million
Pipeline Projects Totaling Over \$3.3 Billion

TOTAL INVESTMENT
\$ 7.6 BILLION

Approximate Estimate From the Start of the Hollywood Entertainment District BID

MAP LEGEND

- Civic Project
- Education
- Entertainment
- Hotel/Extended Stay
- Office/Mixed Use
- Residential/Mixed Use
- Retail

HOLLYWOOD DEVELOPMENTS

2000 - 2009

- | | | |
|-----------------------------------|----------------------------------|--------------------------------|
| 1 Galaxy Retail Center | 8 Palladium Renovation | 15 6565 Sunset |
| 2 Hollywood and Highland Center | 9 Technicolor Building | 16 1724 Highland |
| 3 Cherokee Retail Strip | 10 LA Film School - Ivar Theatre | 17 1800 Highland Office Tower |
| 4 The Hudson | 11 The Broadway Building | 18 6904 Hollywood Retail |
| 5 Selma Park | 12 The Equitable Building | 19 6922 Hollywood Office Tower |
| 6 Sunset and Vine Apartments | 13 AMDA College | 20 Hollywood/Sycamore |
| 7 The Pantages Theatre Renovation | 14 AMDA Student Housing | 21 7083 Hollywood |

2010 - 2014

- | | | |
|--|---------------------------------|-------------------------------|
| 22 7001 Hollywood | 29 CNN Tower | 36 Eastown Apartments (North) |
| 23 The Loews Hotel | 30 Sunset and Vine Tower | 37 W Hotel |
| 24 Musicians Institute Expansion - Pt. 1 | 31 Sunset Media Center | 38 The Residences @ the W |
| 25 The Rubix | 32 Emerson College | 39 1600 Vine Apartments |
| 26 1800 Whitley | 33 Sunset and Gordon | 40 The Taft Building |
| 27 Mama Shelter | 34 Metropolitan Apartments | 41 AMDA Classroom Building |
| 28 East Cahuenga (EaCa) Alley | 35 The Fonda Theatre Renovation | |

2015 - 2018

- | | | |
|-------------------------------------|--------------------------|----------------------------|
| 42 Kimpton Everly Hotel | 47 Columbia Square | 52 Metropolitan West |
| 43 Argyle House | 48 Icon (Hudson Pacific) | 53 Selma Community Housing |
| 44 El Centro Apartments & Bungalows | 49 Hollywood Dream Hotel | 54 Hampton Inn & Suites |
| 45 1601 N. Vine | 50 AMDA Student Housing | 55 1800 Vine |
| 46 Camden Apartments | 51 Campus Hollywood - MI | 56 The Line Lofts |
| | | 57 Mark Twain Hotel |

2019 and Beyond...

- | | | |
|--------------------------------------|-----------------------------|------------------------------|
| 58 h.Club LA | 68 PNK Botique Hotel | 78 6220 Yucca |
| 59 Hollywood Center | 69 Hollywood/Cahuenga Hotel | 79 Citizen M Botique Hotel |
| 60 Hollywood & Gower | 70 Thompson Hotel | 80 6400 Sunset Blvd. |
| 61 Mill Creek - Ametron | 71 Selma Wilcox Hotel | 81 Ivar Gardens |
| 62 Palladium Residences | 72 Whisky Hotel | 82 6200 Sunset |
| 63 Epic by Hudson Pacific Properties | 73 Hollywood & Wilcox | 83 Godfrey Hotel |
| 64 Essex Apartments | 74 Tommie Hotel | 84 1360 N. Vine Street |
| 65 Academy on Vine | 75 6007 Sunset Blvd | 85 1600 Schrader |
| 66 Mill Creek Apartments | 76 1719 Whitley Ave. | 86 Hollywood Arts Collective |
| 67 1718 N. Las Palmas | 77 Hollywood Culture Hotel | 87 Sunset Gower Upgrade |

This list represents completed, active and publicly announced projects in both the Hollywood Entertainment and Sunset and Vine Business Improvement Districts as of June 2017. "Total Investment" Figure represents an approximate total based on the compiling of development figures from public sources, calculated estimates, and includes projects from the beginning of the Hollywood Entertainment District BID until June 2018. Figure is not exact. This list was compiled and is maintained by the Hollywood Property Owners Alliance (HPOA) and omissions are purely clerical. Please contact the HPOA Office at (323) 463-6767 with questions.

- | | |
|----------------|---|
| Regular | Project completed |
| Oblique | Project is under construction or has been announced |

LOS ANGELES

10 COISAS PARA FAZER



MARKET RESEARCH

Los Angeles

ECONOMY

Los Angeles County is an entertainment, manufacturing and international trade behemoth, with a fast growing high-tech and digital media industry cluster largely centered in West Los Angeles and, increasingly, in the Hollywood area and beyond. With \$807 billion in annual output, Los Angeles County ranks among the world's largest economies. Its GDP, which would rank number 19 in the world if it were a standalone nation, is larger than Switzerland and Saudi Arabia, and right behind Netherlands and Turkey, underscoring the magnitude of the region's economy.

LOS ANGELES QUICK FACTS

1. When LA was founded, the city's full name was "El Pueblo de Nuestra Senora Reina de Los Angeles sobre el Rio Porciuncula." This translates to "The town of our lady queen of the angels on the Porciuncula River.")
2. The Hollywood sign originally said "Hollywoodland."
3. By 1923, Los Angeles produced one quarter of the world's oil. It still sits atop the third largest oil field in the country!
4. Beverly Hills started out as a modest lima bean ranch.
5. And Santa Monica Pier was originally designed to protect a sewage pipe that dumped treated sewage into the ocean.
6. If Los Angeles were its own country, its economy would be bigger than Saudi Arabia, Switzerland, and Sweden's.

DEMOGRAPHICS

Los Angeles



993,360

Total Population Within 5 Mile Radius



\$91,759

Average Household Income within
5 Mile Radius



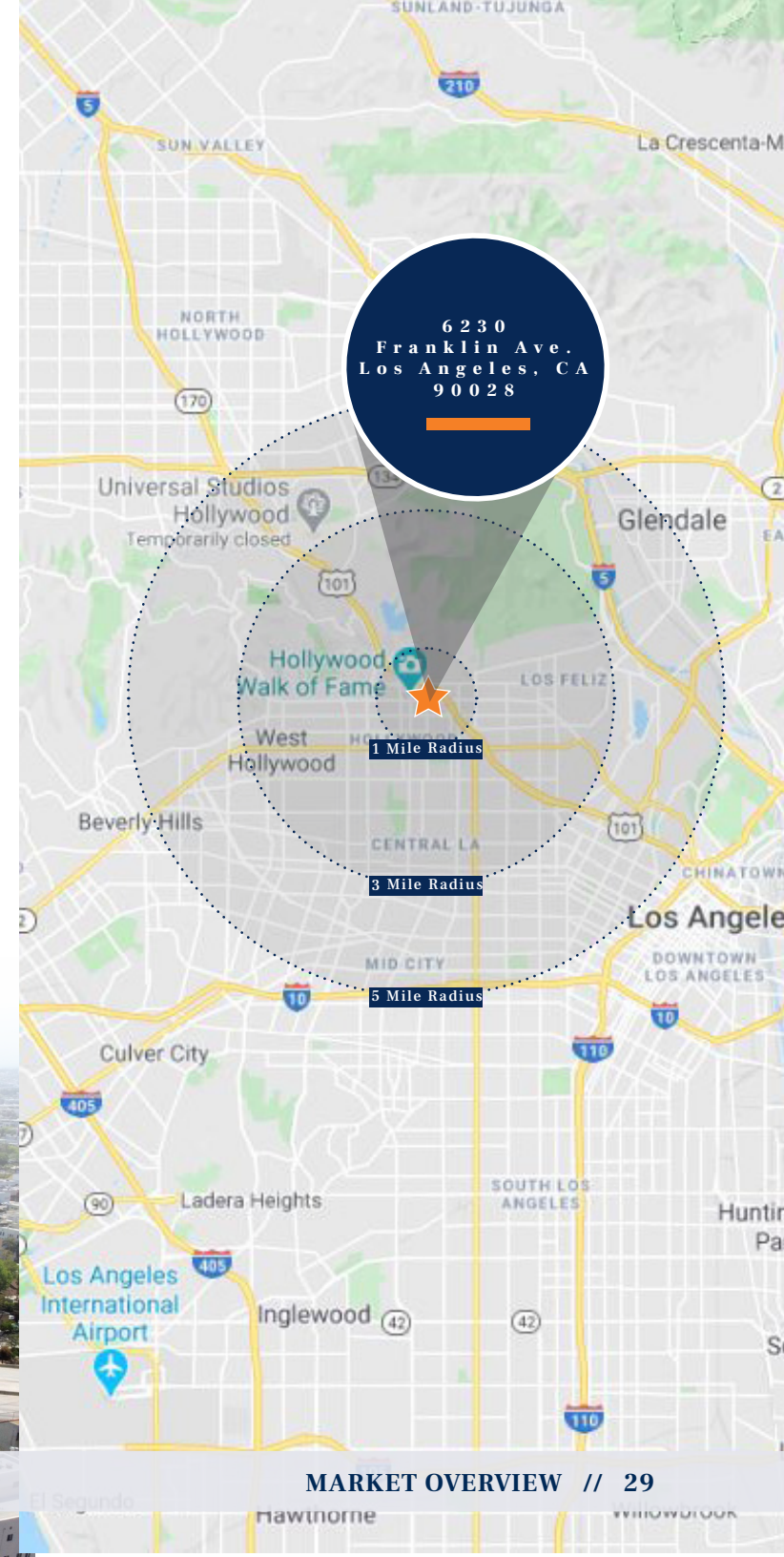
\$55,398

Median Housing Income within
5 Mile Radius



425,681

Total Households in 5 Mile Radius



DEMOGRAPHICS

Marcus & Millichap

POPULATION	1 Miles	3 Miles	5 Miles
■ 2024 Projection			
Total Population	52,675	345,379	1,016,150
■ 2019 Estimate			
Total Population	50,962	338,152	993,360
■ 2010 Census			
Total Population	46,528	316,476	934,470
■ 2000 Census			
Total Population	49,946	335,566	969,000
■ Current Daytime Population			
2019 Estimate	63,114	318,205	988,601
HOUSEHOLDS	1 Miles	3 Miles	5 Miles
■ 2024 Projection			
Total Households	28,047	164,663	440,094
■ 2019 Estimate			
Total Households	26,768	158,991	425,681
Average (Mean) Household Size	1.84	2.08	2.30
■ 2010 Census			
Total Households	24,073	146,481	394,549
■ 2000 Census			
Total Households	24,400	147,109	391,819
■ Occupied Units			
2024 Projection	28,047	164,663	440,094
2019 Estimate	29,159	166,745	446,787
HOUSEHOLDS BY INCOME	1 Miles	3 Miles	5 Miles
■ 2019 Estimate			
\$150,000 or More	11.10%	13.83%	13.72%
\$100,000 - \$149,000	11.14%	12.69%	12.60%
\$75,000 - \$99,999	9.51%	11.12%	10.86%
\$50,000 - \$74,999	16.97%	16.61%	16.50%
\$35,000 - \$49,999	11.72%	11.63%	11.93%
Under \$35,000	39.55%	34.09%	34.37%
Average Household Income	\$80,762	\$93,626	\$91,759
Median Household Income	\$48,153	\$56,247	\$55,398
Per Capita Income	\$43,257	\$44,381	\$39,591

HOUSEHOLDS BY EXPENDITURE	1 Miles	3 Miles	5 Miles
Total Average Household Retail Expenditure	\$67,625	\$74,409	\$74,995
■ Consumer Expenditure Top 10 Categories			
Housing	\$20,847	\$22,740	\$22,891
Shelter	\$14,368	\$15,547	\$15,560
Transportation	\$9,781	\$10,691	\$10,841
Food	\$7,388	\$8,042	\$8,102
Personal Insurance and Pensions	\$5,867	\$6,873	\$6,955
Health Care	\$3,436	\$3,813	\$3,850
Utilities	\$3,049	\$3,371	\$3,450
Entertainment	\$2,661	\$2,907	\$2,888
Cash Contributions	\$1,685	\$1,857	\$1,798
Apparel	\$1,520	\$1,678	\$1,718
POPULATION PROFILE	1 Miles	3 Miles	5 Miles
■ Population By Age			
2019 Estimate Total Population	50,962	338,152	993,360
Under 20	12.29%	15.47%	18.42%
20 to 34 Years	33.00%	29.24%	27.46%
35 to 39 Years	10.20%	9.69%	9.00%
40 to 49 Years	16.01%	15.60%	14.98%
50 to 64 Years	16.51%	17.46%	17.49%
Age 65+	11.99%	12.54%	12.67%
Median Age	37.20	37.62	37.20
■ Population 25+ by Education Level			
2019 Estimate Population Age 25+	40,864	264,895	748,458
Elementary (0-8)	5.28%	6.26%	8.92%
Some High School (9-11)	5.62%	6.12%	7.44%
High School Graduate (12)	15.16%	15.65%	17.08%
Some College (13-15)	18.71%	16.96%	16.65%
Associate Degree Only	5.43%	5.70%	5.86%
Bachelors Degree Only	34.69%	33.13%	28.82%
Graduate Degree	12.79%	13.79%	12.32%



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