

# ALTA PALM RENOVATION PROJECT



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Alta Palm Renovation Project 1230 Alta Palm Ave, Vista, CA 92083

Offering Memorandum Prepared by: Pacific Shoreline Realty Advisors  
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### 1. Executive Summary Property Description

The Alta Palm Renovation Project is a 3-bed, 2-bath single-family home located in Vista, CA. The property presents a strong value-add opportunity via a light renovation and a flexible exit strategy—either a short-term flip or a long-term hold for rental income.

## 1. Investment Highlights

- Purchase Price: \$628,000
- Renovation Budget: \$75,000
- Exit Strategy: Flip or Hold Projected
- Flip Profit: \$110,000–\$125,000
- Projected Rent (Hold): \$4,000/mo w/ 3% annual growth

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## 2. Property Overview

- Address: 1230 Alta Palm Ave, Vista, CA 92083
- Asset Type: Single-Family Residential
- Year Built: 1987
- Size: 1,725 SF
- Lot Size: 6,400 SF
- Bedrooms/Bathrooms: 3 Bed / 2 Bath
- Garage: 2-Car Attached
- Parking: Driveway + Street
- Construction: Stucco exterior, slab foundation
- Condition: Good bones, cosmetic updates needed

### Renovation Scope

- Kitchen & Bath Remodel: \$25,000
- Flooring & Paint: \$18,000
- Landscaping: \$10,000
- Roof patch + HVAC service: \$12,000
- Listing prep & staging: \$10,000

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### 3. Project Overview (Flip & Hold Options)

#### Flip Strategy

- 4-month renovation 6-month list and
- sell Exit Price: \$800,000 - \$850,000



#### Hold Strategy

- Stabilized Rent: \$4,000/month Rent
- Growth: 3% annually Year
- ~\$875,000-\$900,000 sale

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### 4. Location Overview

#### Vista, California

A high-demand residential submarket of North San Diego County, Vista offers proximity to the beach with affordable home prices and strong rental demand.

#### Neighborhood Highlights

- Quiet and relaxing
- 8 miles to Oceanside Pier Access to CA-78
- freeway Close to schools, parks, and
- grocery stores

#### Demographics & Economy

- Population: 105,000
- Median Income: \$89,400
- Vacancy Rate: 2.1%
- Median Home Value: ~\$735,000

Employment Growth: 2.7% YoY

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## 5. Financial Summary

### Project Capital Structure



- Purchase Price: \$628,000
- Rehab: \$75,000
- Closing: \$20,000
- Total All-In Cost: \$723,000

### Flip Exit

- Resale Price: ~\$800,000
- Sale Proceeds: ~\$695,000
- Profit Before Tax: ~\$100,000

### Hold Exit

- Rent: \$4,000/mo increasing 3% annually
- Exit Price (5.5% Cap): \$850,000-\$900,000

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## 6. Market Overview

### North San Diego Market Trends

- 14% YoY inventory drop
- Rising home values, strong buyer demand
- Active investor community
- Typical cosmetic flips generate 12–22% ROI

### Comparable Properties (2025 Sales)

Address	Sale Price	SF	\$/SF	DOM
1165 Alta Vista Dr	\$840,000	1,720	\$430	14
324 Sunrise Ln	\$779,000	1,680	\$434	9
985 Redwood Ave	\$812,000	1,760	\$423	12

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## 7. Target Audience

- 1031 exchange buyers
- Individual investors targeting short-term equity gains
- Passive owners using property managers
- Flip-and-sell professionals
- Long-term holders seeking steady cash flow



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## 8. Focus Areas (Risk, Returns, Development Potential)

### Key Risks

- Market price volatility
- Construction delays or cost overages
- Liquidity risk if flip window closes

### Development Potential

- Cosmetic renovation have limited complexity

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## 9. The Team

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