







OFFERING MEMORANDUM

542-548 N Madison Ave
Pasadena, CA 91101

3 Houses on a large Lot - several blocks north of Old Town Pasadena, Large ±13k SF Lot, highly desirable layout, Front House can be delivered vacant, Easy to Rent and Manage.









Exclusively Listed By:
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GROWTH INVESTMENT GROUP
CALIFORNIA

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Growth Investment Group California

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DISCLAIMER AND CONFIDENTIALITY AGREEMENT:

This is a confidential Memorandum intended solely for your limited use and benefit in determining whether you desire to express further interest in the acquisition of 542 N Madison Ave, Pasadena, CA 91101("Property").

This Memorandum contains selected information pertaining to the Property and does not purport to be a representation of the state of affairs of the Owner or the Property, to be all-inclusive or to contain all or part of the information that prospective investors may require to evaluate a purchase of real property. All financial projections and information are provided for general reference purposes only and are based on assumptions relating to the general economy, market conditions, competition, and other factors beyond the control of the Owner and Growth Investment Group. Therefore, all projections, assumptions, and other information provided and made herein are subject to material variation. All references to acreages, square footages, and other measurements are approximations. Additional information and an opportunity to inspect the Property will be made available to interested and qualified prospective purchasers. Neither the Owner nor Growth Investment Group, nor any of their respective directors, officers, affiliates, or representatives make any representation or warranty, expressed or implied, as to the accuracy or completeness of this Memorandum or any of its contents, and no legal commitment or obligation shall arise by reason of your receipt of this Memorandum or use of its contents. The Owner expressly reserves the right, at its sole discretion, to reject any or all expressions of interest or offers to purchase the Property, and/or to terminate discussions with any entity at any time, with or without notice which may arise as a result of review of this Memorandum. The Owner shall have no legal commitment or obligation to any entity reviewing this Memorandum or making an offer to purchase the Property unless and until written agreement(s) for the purchase of the Property have been fully executed, delivered, and approved by the Owner and any conditions to the Owner's obligations therein have been satisfied or waived.

By receipt of this Memorandum, you agree that this Memorandum and its contents are of a confidential nature, that you will hold and treat it in the strictest confidence and that you will not disclose this Memorandum or any of its contents to any other entity without the prior written authorization of the Owner or Growth Investment Group. You also agree that you will not use this Memorandum or any of its contents in any manner detrimental to the interest of the Owner or Growth Investment Group. In this Memorandum, certain documents, including leases and other materials, are described in summary form. These summaries do not purport to be complete nor necessarily accurate descriptions of the full agreements referenced. Interested parties are expected to review all such summaries and other documents of whatever nature independently and not rely on the contents of this Memorandum in any manner.

If after reviewing this Memorandum, you have no further interest in purchasing the Property, kindly return this Memorandum to Growth Investment Group.



01. EXECUTIVE SUMMARY

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Summary

Subject Property:	542 N Madison Ave Pasadena, CA 91101
Price:	$1,498,000
Price Per Unit / SF:	$499,000
Year Built:	1923
Building & Lot Area:	2,150 SF / 13,208 SF
APN / Zoning:	5731-006-012 / RM-16
Unit Mix:	1 x 2B + 2B HOUSE 1 x 2B + 1B HOUSE 1 X 1B + 1B HOUSE

Financial Analysis/Rent Roll on pages 25-26

Investment Highlights

- Prime 3 houses on a lot near Old Town Pasadena and Rose Bowl
- Perfect for an owner user or a first-time home/apartment investor; front house can be delivered vacant
- Can add ADUs (buyer to verify)
- SUPERB demographics with ±$111,562 average household income within a 1-mile radius
- Walk Score 78, Bike Score 91
- Excellent access to 210, 134, and 110 freeways; superb access to downtown Los Angeles via FWY 110

Property Highlights

- Highly desirable 3 single-story houses on a large lot size (±13k SF)
- Excellent mix with 2bed and 1bed units; Super easy to rent and manage
- Charming property with lush landscaping, single family houses feel to it
- Charming units with original hardwood floor, plenty of built-in cabinets, and laundry hookups
- Plenty of open space parking; no soft story retrofit is required
- Separately metered for electricity and gas



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EXECUTIVE SUMMARY

Growth Investment Group California is proud to offer 542 N Madison Ave, a Three House on a lot in the City of Pasadena. Situated only several blocks north of Old Town Pasadena, 2 blocks west of Los Robles Ave, and just within walking distance of many dining, shopping, and other attractions in Pasadena. It is situated on a quiet residential street surrounded by single family houses. This property is being sold together with 5 adjacent buildings to its north and south that are own by same seller – can be purchased together or individually (514 N Madison, 526 N Madison, 536 N Madison, 562 N Madison, and 570 N Madison).

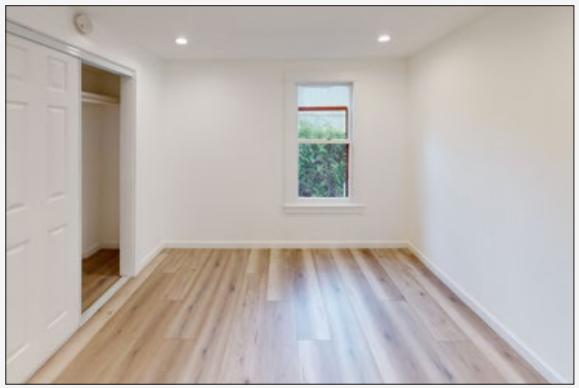
The property is extremely rare with highly desirable layout providing tenants with single family residential feel. The middle house (#542) is the largest one with 2bedroom+2bathroom, the front house (#548) is a 2bedroom+1bathroom (vacant), and the back house (#544) is 1bedroom+1bathroom. This offering is perfect for an owner user that can occupy any one of the 3 houses (currently front house is vacant).
The middle house is charming with original hardwood flooring, smooth ceiling, built-in cabinets, ceiling fans in bedroom and living room. The back house has been updated with modern flooring, new kitchen and stainless steel appliances, and new bathroom.

The property has 13,208 SF lot size providing plenty of open spaces and parking (est. 6 parking spaces or more). Because of this configuration, there is a clear and huge upside for new owners to add ADUs (buyer to verify).

Parking is provided via 6 open space spread out on the lot. Each unit has individual water heaters and separately metered for electricity and gas. Each unit has its own laundry hookups.

LOCATION AMENITIES AND ACCESS

The property is in the highly desirable area of Pasadena just several blocks north of Old Town Pasadena. It is situated on a quiet tree-lined street and within minutes from the Gold Line and numerous additional shopping and dining options on Colorado Boulevard and Lake Avenue. Near Pasadena's historic City Hall, it sits just minutes from the California Institute of Technology, Pasadena Community College, and the 210 and 110 Freeways, offering ease of access to neighboring cities and entertainment destinations in the region. Historic Old Pasadena's charming storefronts house 200 shops plus a wide array of restaurants and night spots. The Pasadena Convention Center, Pacific Asia Museum, the historic Tournament of Roses house, and the Norton Simon Museum are minutes away. The property has superb access to FWY 110 and FWY 210 and offers an easy commute to additional employment centers of downtown Los Angeles and adjacent cities of Burbank and Glendale via 134 Freeway.



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AREA AMENITIES

Old Town Pasadena













Distance: 5 minute drive, 0.9 miles

Old Pasadena, often referred to as Old Town Pasadena or just Old Town, is the original commercial center of Pasadena.

The area was also an artistic center, the home to Andy Warhol's west coast debut, the Pasadena Museum of Modern Art (one of the earliest modern art museums in the country, now the Norton Simon Museum), and before that a center of suffragist and pacifist movements, and other liberal causes.

Rose Bowl Stadium



Distance: 4 minute drive, 1.3 miles

The world-famous Rose Bowl Stadium in Pasadena has hosted five Super Bowls, gold medal matches for two Summer Olympics, two FIFA World Cup Finals, superstar concerts and the annual Rose Bowl Game for which it's named.

Sports Illustrated has named Rose Bowl Stadium the number one venue in college sports and one of the Top 20 Venues of the 20th Century.

Downtown Pasadena




Distance:
5 minute drive, 1.1 miles

Downtown Pasadena California is the central business district of Pasadena, California. It is centered on Fair Oaks Avenue and Colorado Boulevard and is divided into three distinct neighborhoods: Old Pasadena, the Civic Center, and Monk Hill.

Downtown Pasadena is known for its historical buildings that have been preserved throughout the years.

USC Asia Pacific Museum



Distance:
5 minute drive, 1.3 miles

The museum was founded in 1971 by the Pacificulture Foundation, which purchased "The Grace Nicholson Treasure House of Oriental Art" from the City of Pasadena.

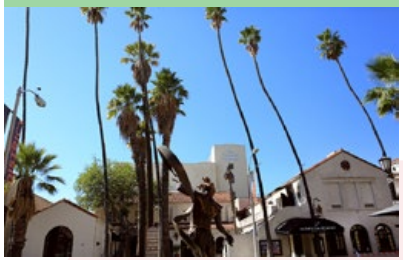
It houses some 15,000 rare and representative examples of art from throughout Asia and the Pacific Islands. In 2013, the museum became part of the University of Southern California.

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AREA AMENITIES

State Theatre of CA Pasadena Playhouse



Distance: 8 minute drive, 1.7 miles

The Pasadena Playhouse was established in 1917 and is the official State Theatre of California. In recent years, The Playhouse has become instrumental in launching new works and landmark revivals for the American theatre. The Playhouse has displayed a commitment to cultural and theatrical diversity, which is reflected in seasons featuring Tony Award and Pulitzer Prize-winning plays.

Norton Simon Museum



Distance: 4 minutes drive, 1.0 miles

Known around the world as one of the most remarkable private art collections ever assembled, industrialist Norton Simon spent over 30 years amassing an astonishing collection of European art from the Renaissance to the 20th century, and a stellar collection of Indian and Southeast Asian art spanning 2,000 years. Modern and Contemporary Art from Europe and the United States, also occupies an important place in the Museum's collections.

The GAMBLE HOUSE



Distance: 2 minute drive, 0.5 miles

The Gamble House, also known as the David B. Gamble House, is an iconic American Craftsman home in Pasadena, California, designed by the architectural firm Greene and Greene. Constructed in 1908–1909 as a home for David B. Gamble, son of the Procter & Gamble founder James Gamble, it is today a National Historic Landmark, a California Historical Landmark, and open to the public for tours and events.

Paseo Colorado





Distance: 5 minute drive, 1.2 mile

The Paseo is an upscale outdoor mall in Pasadena, covering three city blocks with office space, shops, restaurants, a movie theater, and 400 loft-style condominiums above. It is located in downtown Pasadena between Colorado Boulevard to the north and Green Street to the south.

It is the location of the Arclight theater. At the Paseo you will find BCBG, Macy's, Brighton, Coach, DSW, among other popular stores.

SHOPS on LAKE



Distance: 13 minutes drive, 2.9 miles

The Urth Caffé is an organic coffee company that exclusively carries its own brand of premium, fresh roasted whole bean organic coffee, and hand selected fine teas sold under strict quality and ethical standards.

California Institute of Technology



Distance: 11 minute drive, 2.5 miles

Caltech is an independent, privately supported institution with a 124-acre campus located in Pasadena, California. The Institute manages JPL for NASA, sending probes to explore the planets of our solar system and quantify changes on our home planet.

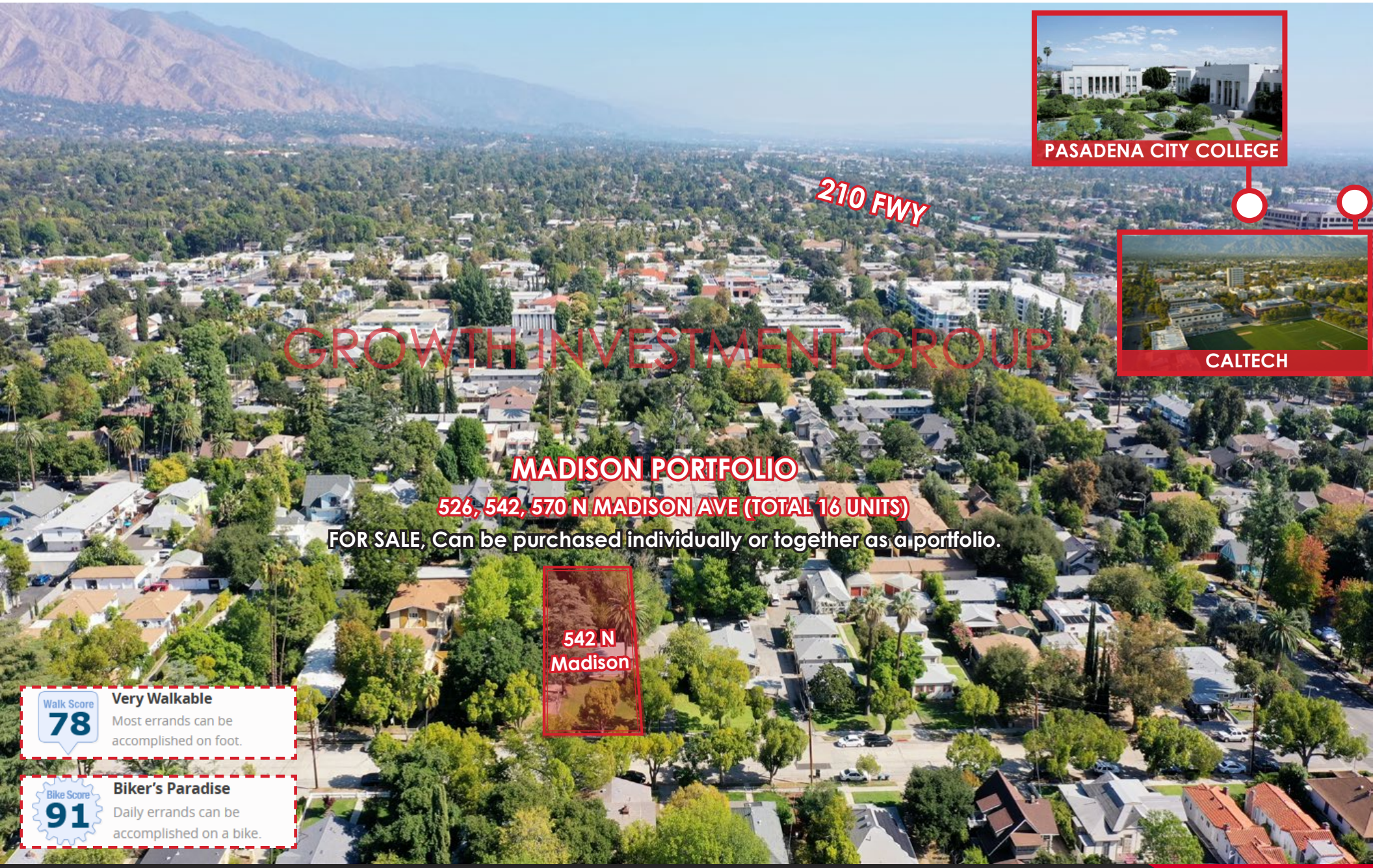
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Location in Pasadena Districts



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Aerial Photos



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Aerial Photos



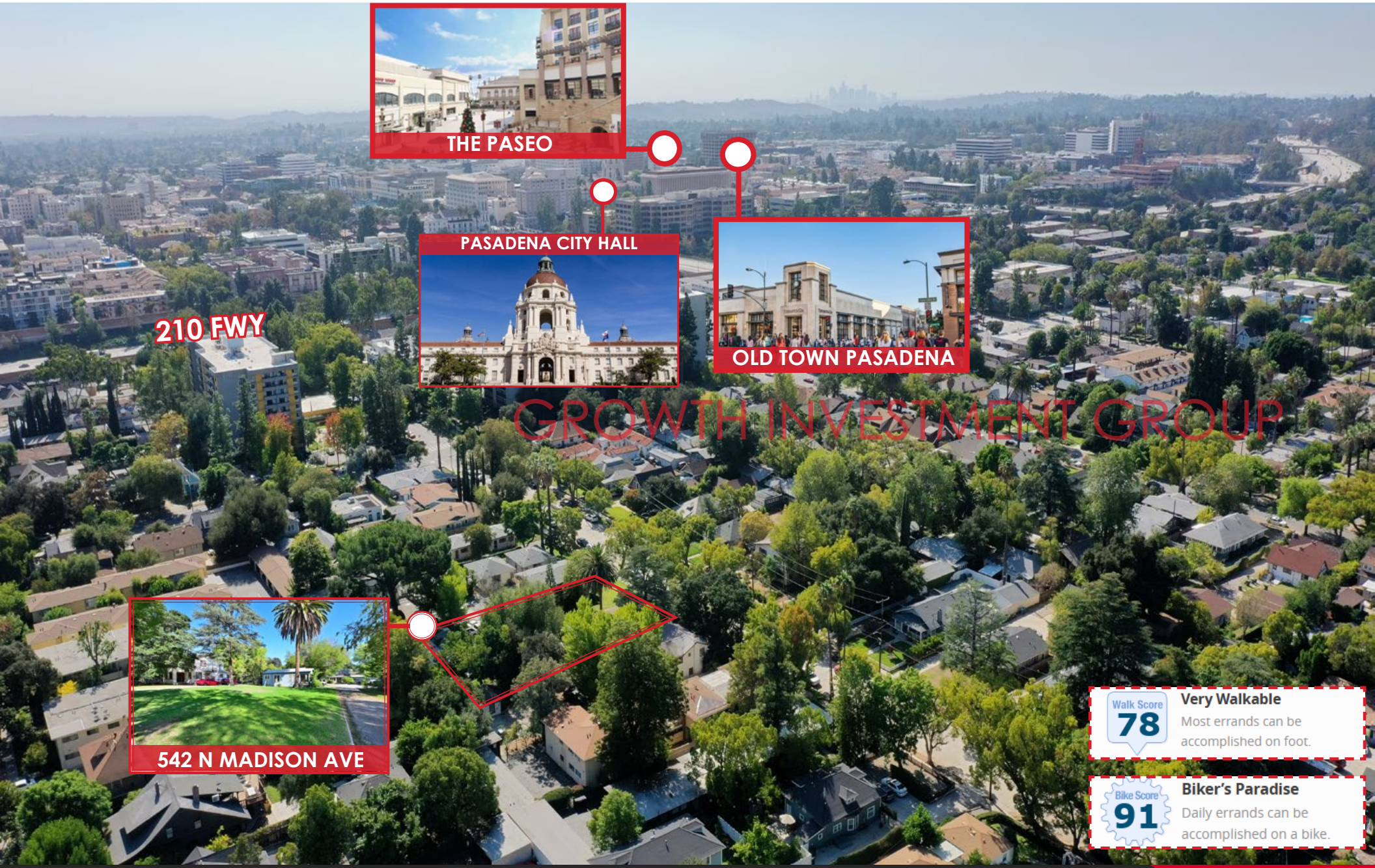
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Aerial Photos



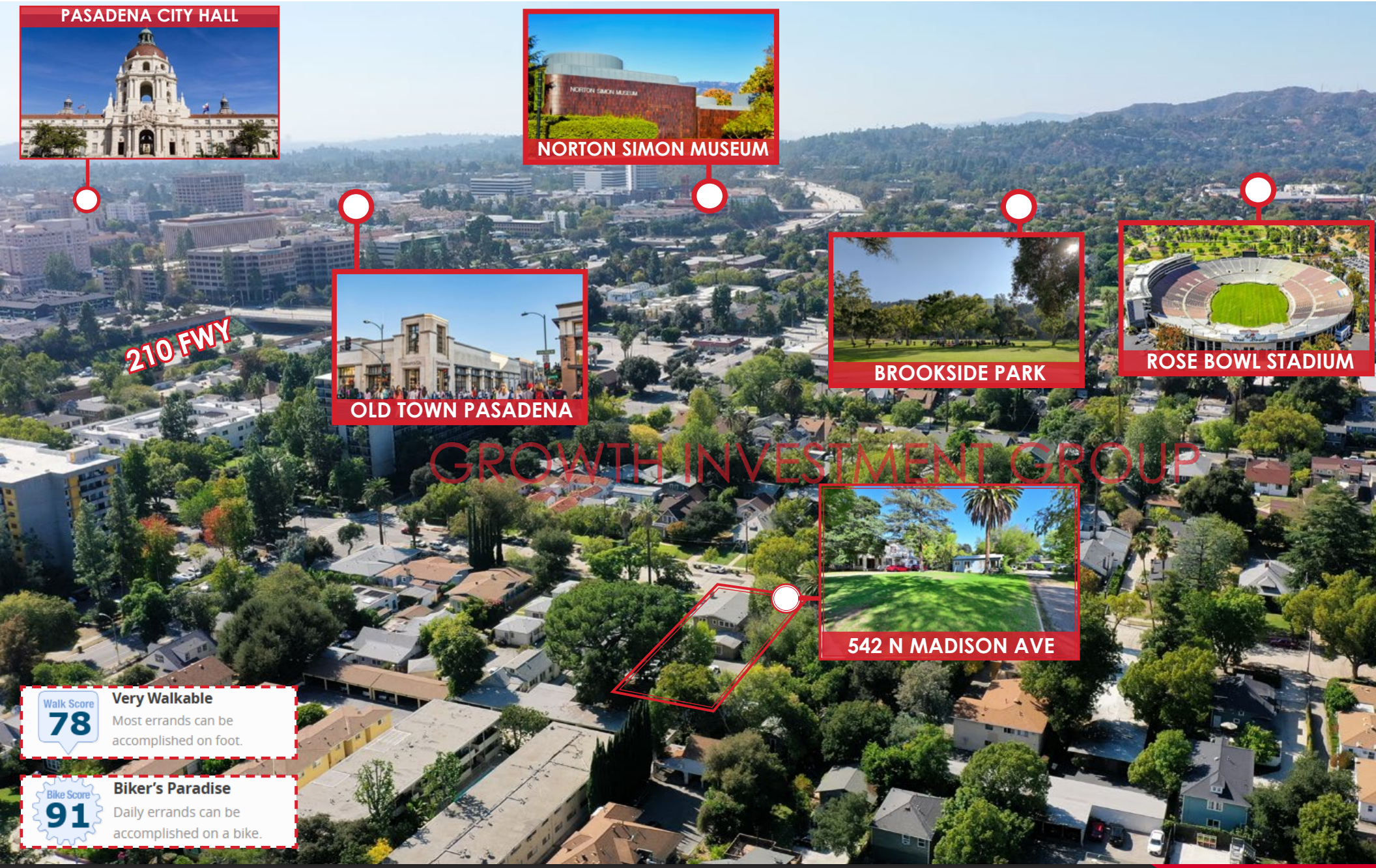
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Aerial Photos



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Property Photos





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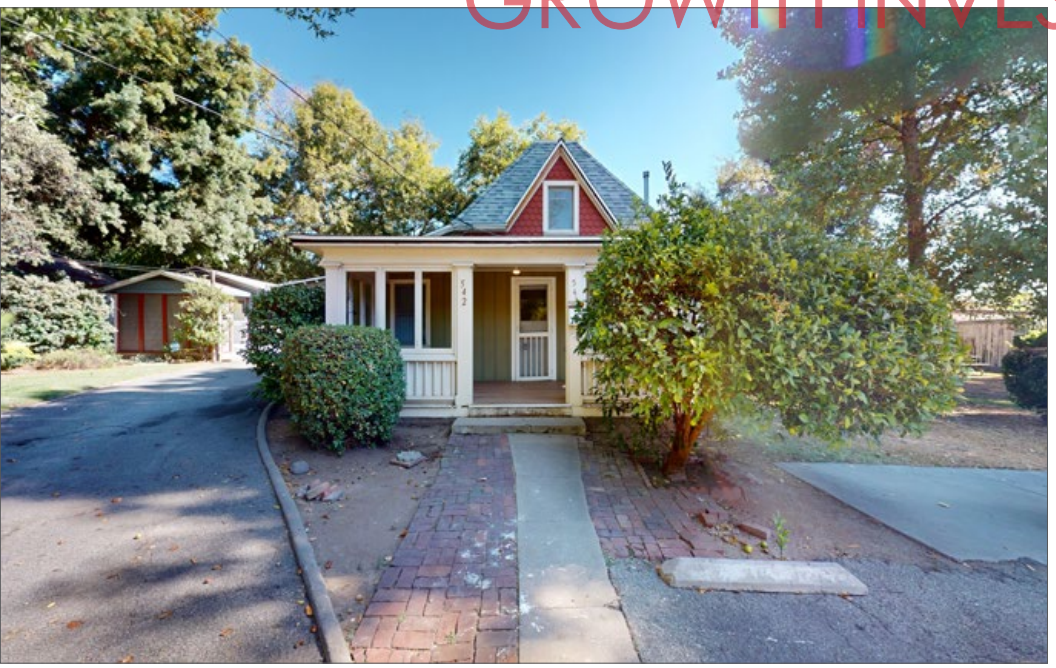
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Property Photos





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Walk Score Map

542 North Madison Avenue

Add scores to your site

The Oaks, Pasadena, 91101

Commute to **Downtown Pasadena**

2 min | 10 min | 4 min | 17 min | View Routes

Favorite | **Map** | **Nearby Pasadena Apartments on Redfin**

More about 542 North Madison Avenue

Walk Score 78 — **Very Walkable**
Most errands can be accomplished on foot.

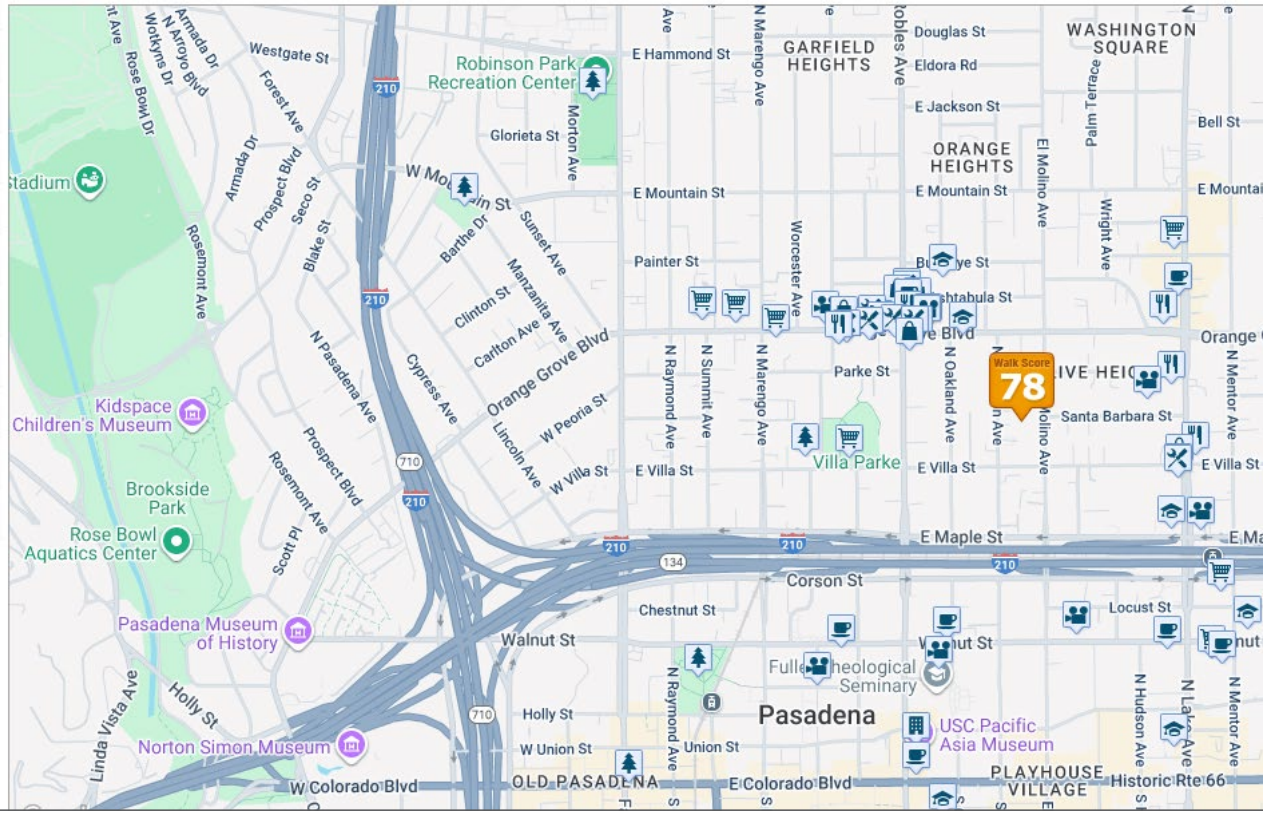
Transit Score 64 — **Good Transit**
Many nearby public transportation options.

Bike Score 91 — **Biker's Paradise**
Daily errands can be accomplished on a bike.

What's Nearby

Restaurants:	Chao Doi Thai Restaurant	.2mi
Coffee:	Winchell's Donuts	.3mi
Bars:	The Grant	6.2mi
Groceries:	Villa Park Farmer's Market	.3mi
Parks:	Villa Park	.4mi
Schools:	Friends Western School	.2mi
Shopping:	MetroPCS	.2mi
Entertainment:	Pasadena Video	.2mi
Errands:	Petrina33	.2mi
Search Nearby:		

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Local Map



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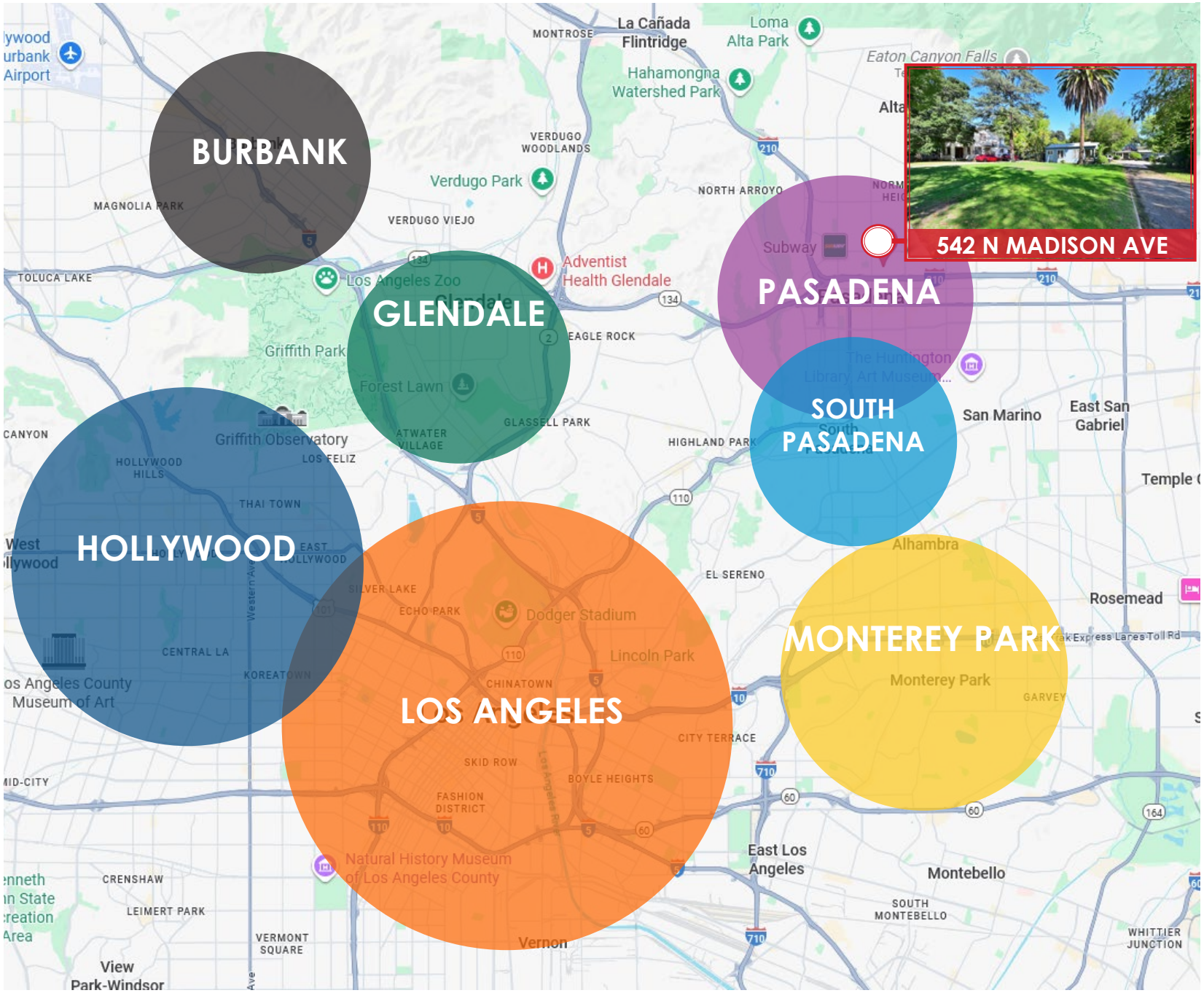
Regional Map













02. FINANCIALS

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Investment Overview

Price	**$**	**1,498,000**
Price Per Unit	**$**	**499,000**
Price Per SF	**$**	**697**
Cap Rate		**3.96%**
GRM		**16.51**
Market CAP Rate		**4.88%**
Market GRM		**14.52**

Property Information

Building Size	2,150
Lot Size	13,208
Number of Units	3
Year Built	1923
Parcel(s)	5731-006-012
Zoning	RM-16
Parking	6

Financing Assumption

Down Payment	$449,400
Approximate Loan Amount	$1,048,600
Interest Rate	6.000%
Loan To Value	70.0%
Annual Debt Service	$75,443
Debt Coverage Ratio	0.79
Year-1 Net Cash-Flow	**($16,122)**
Year-1 Net cash on cash	**-3.59%**
Year-1 Principal Reduction	$12,877
Year-1 Cash-On-Cash Return $	**($3,245)**
Year-1 Cash-On-Cash Return %	**-0.72%**
Loan Type	new residential investment, 7yr arm

Unit Mix and Rent Schedule

Units	Type	Current Rent	Total Rent	Proforma Rent	Total Proforma Rent
1	2B + 2B House	$ 2,724	$ 2,724	$ 3,200	$ 3,200
1	2B + 1B Front House	$ 2,900	$ 2,900	$ 2,900	$ 2,900
1	1B + 1B House	$ 1,937	$ 1,937	$ 2,500	$ 2,500
3		TOTAL	$ 7,561		$ 8,600

2Bed Front House can be delivered vacant. Stated rent for that unit is Proforma Rent.

Income

			Current	Proforma
Annual Gross Rent (Current/Potential)	$ 7,561	per month	$ 90,732	$ 103,200
Gross Scheduled Income			**$ 90,732**	**$ 103,200**
Vacancy Factor	2.00%		$ (1,815)	$ (2,064)
Effective Gross Income			**$ 88,917**	**$ 101,136**

Expenses

				Current	Proforma	
Operating Expenses (Current/Potential)						
New Property Taxes	1.120618%			$ 16,787	$ 16,787	Per assessor
Direct Assessments				$ 1,138	$ 1,138	Per assessor
Insurance	$ 1,050.84	per unit		$ 3,153	$ 3,153	2024
Utilities: Electric	$ 13	per month		$ 159	$ 159	2024
Utilities: Gas				$ 40	$ 40	2024
Utilities: Trash	$ 200	per month		$ 2,400	$ 2,400	new estimate
Utilities: Water/Sewer	$ 146	per month		$ 1,760	$ 1,760	2024
Landscaping	$ 225	per month		$ 2,700	$ 1,200	2024
Repair & Maintenance	$ 249	PER UNIT		$ 747	$ 747	2024
License/Permit	$ 238	PER UNIT		$ 714	$ 714	2025

Broker assume that buyer will self manage the property. Property management fee is omitted.

			Current	Proforma
Total Operating Expenses	33%	of GSI	**$ 29,597**	**$ 28,097**
Expenses Per Unit			$ 9,866	$ 9,866
Expenses Per SF			$ 13.77	$ 13.77

Net Operating Income

Current	Proforma
$ 59,321	**$ 73,039**

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Rent Roll

Period: **11/2/2026**

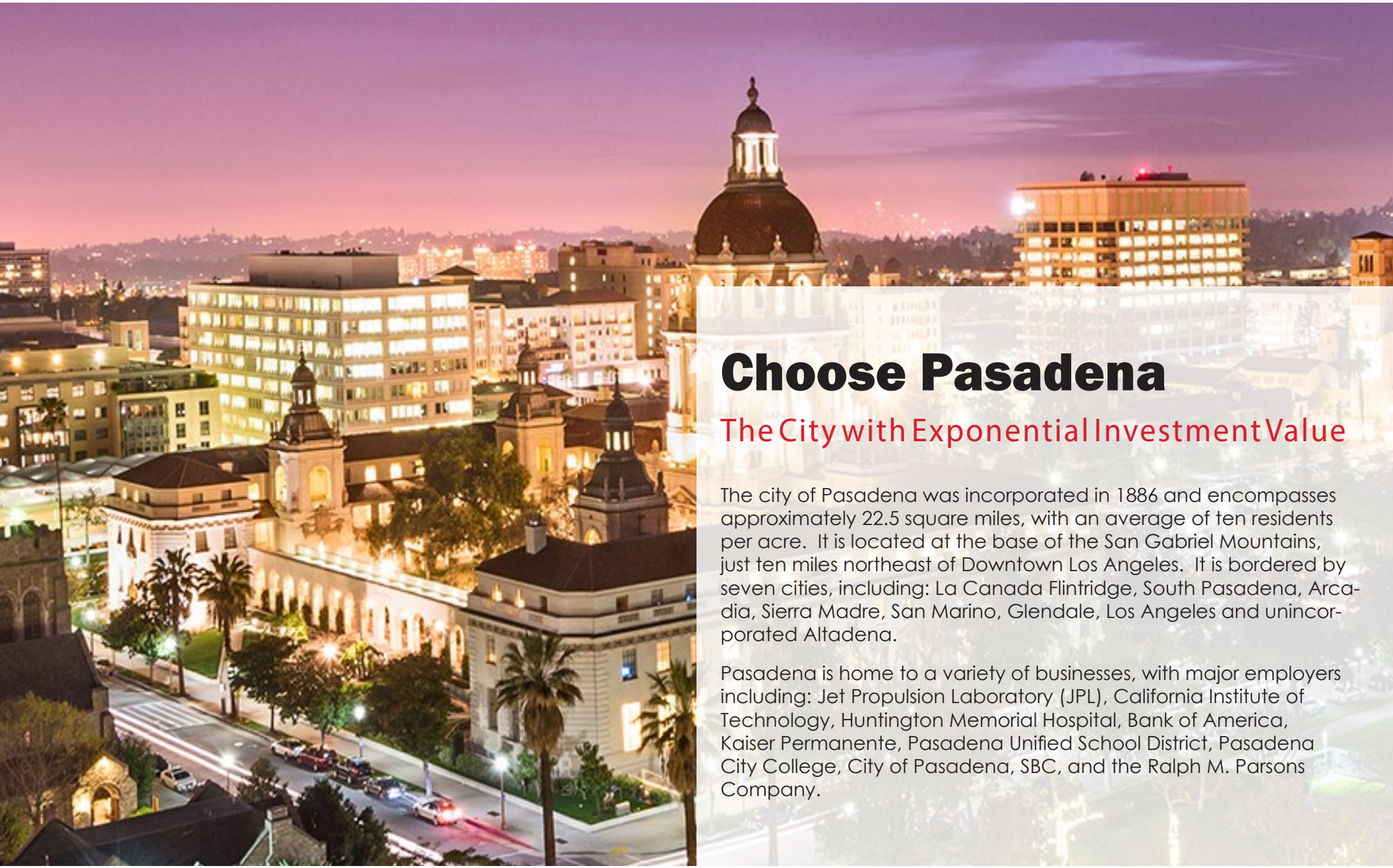
Unit No.	Unit Type	Current Rent	Proforma Rent	Lease Start Date	Lease Expire	LAST RENT INCREASE DATE	Next Rent Increase Date	Tenant Name
542	2B + 2B House	$ 2,724	$ 3,200	11/1/2024	11/30/2025	11/1/2026	11/1/2026	Melqui M.
544	1B + 1B House	$ 1,937	$ 2,500	2/1/2025	2/28/2026	2/1/2026	2/1/2027	Bonita B.
548	2B + 1B Front House	$ 2,900	$ 2,900	**VACANT and Can Be Delivered Vacant! Stated Rent is PROFORMA/ASKING RENT**				
TOTAL		**$ 7,561**	**$ 8,600**					

# Units	Unit Type	Average Rent	Proforma Rent
1	2B + 2B House	$ 2,724	$ 3,200
1	2B + 1B Front House	$ 2,900	$ 2,900
1	1B + 1B House	$ 1,937	$ 2,500

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03. MARKET OVERVIEW



Choose Pasadena

The City with Exponential Investment Value

The city of Pasadena was incorporated in 1886 and encompasses approximately 22.5 square miles, with an average of ten residents per acre. It is located at the base of the San Gabriel Mountains, just ten miles northeast of Downtown Los Angeles. It is bordered by seven cities, including: La Canada Flintridge, South Pasadena, Arcadia, Sierra Madre, San Marino, Glendale, Los Angeles and unincorporated Altadena.

Pasadena is home to a variety of businesses, with major employers including: Jet Propulsion Laboratory (JPL), California Institute of Technology, Huntington Memorial Hospital, Bank of America, Kaiser Permanente, Pasadena Unified School District, Pasadena City College, City of Pasadena, SBC, and the Ralph M. Parsons Company.

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Market Overview | Pasadena

CONVENIENT TRANSPORTATION AND ACCESS

Regional access to the city is primarily from the Foothill (210) Freeway, which runs in an east-west direction approximately one-third mile south of the subject property, the Ventura (134) Freeway, which runs in an east-west direction approximately one and one-half miles west of the subject property, and the Pasadena (110) Freeway, which runs in a north-south direction approximately two and one-half miles southwest of the subject property. These freeways provide direct access to other major interstates serving the Southern California region, including the Golden State (5) Freeway and the Glendale (2) Freeway to the west, the San Bernardino (10) Freeway and the Long Beach (710) Freeway to the south, and the San Gabriel River (605) Freeway to the east.

The city of Pasadena is centrally located to major forms of transportation, including the Burbank/Bob Hope Airport which is 15 miles northwest, the Los Angeles International Airport which is 30 miles southwest, and the Ontario International Airport which is 35 miles east.







Market Overview | Pasadena

The Civic Center

The Civic Center District is a vibrant zone that sits between Old Pasadena and The Playhouse Village. The beautiful Beaux-Arts and Mediterranean Revival landmark buildings have set the stage for many a film and television show, so it can feel like one big movie set. And the Pasadena Convention Center attracts a steady stream of events, expos, and activities, such as the wildly popular "America's Got Talent" auditions.

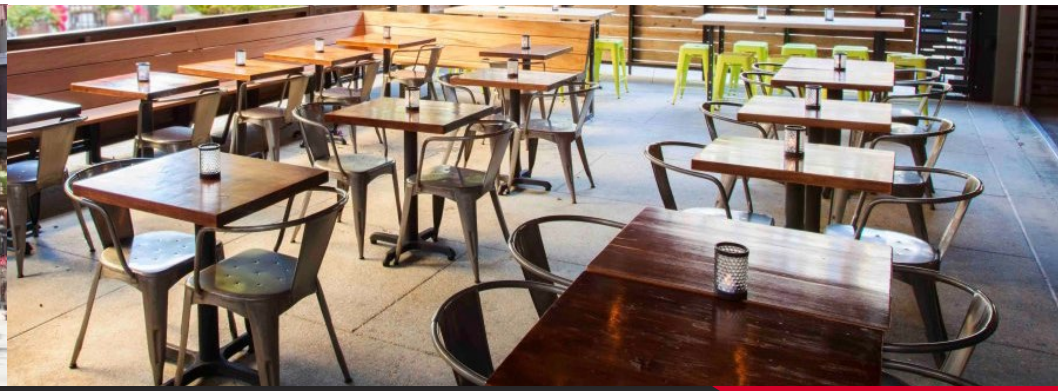
A visit to Pasadena's iconic City Hall is a must—the stately John Baker and Arthur Brown designed building was completed in 1927. Across the street, stop by the Robinson Memorial, two large bronze sculptures that pay tribute to brothers Jackie and Mack Robison. The boundary-breaking American athletes are considered native sons after spending their formative teenage years in Pasadena. See what's on stage at the 1932 Pasadena Civic Auditorium and hit the ice at the Pasadena Ice Skating Center.

The Paseo

The Paseo, a contemporary mixed-use retail center, is the Civic Center District's shopping destination. Here you'll find brands like H&M, Tommy Bahama, and Bath & Body Works. The family-run Pasadena Antique Mall has earned the locals' vote for the city's best antique shop several years running. Their whimsical selection runs the gamut from vintage collectibles and retro clothing to period furniture and time-tested books.

It is located in downtown Pasadena between Colorado Boulevard to the north and Green Street to the south. The Paseo is just east of and connected by a pedestrian bridge, the Garfield Promenade, to Old Town Pasadena, and west of the center of downtown. The mall is located across Green Street from the Pasadena Civic Auditorium in the Pasadena Conference Center.





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Demographic & Income Profile (1 mile radius)

Summary	Census 2020	2025	2030
Total Population	42,216	41,463	41,422
Total Households	18,250	18,822	19,469
Family Households	8,930	8,790	9,026
Average Household Size	2.25	2.14	2.07
Owner Occupied Housing Units	4,028	4,200	4,370
Renter Occupied Housing Units	14,222	14,622	15,099
Median Age	36.3	37.6	39.0

Households by Income	2025		2030	
	Number	Percent	Number	Percent
Median Household Income	$81,290	-	$90,010	-
Average Household Income	$111,562	-	$123,974	-
Per Capita Income	$50,533	-	$58,125	-