FOR INVESTORS LOOKING AT THE OCEANSIDE COAST

Five Checks Before You Buy on the Oceanside Coast

Coastal Oceanside rents are up more than 30% in five years by ARG's estimate. The buildings that disappoint usually fail one of these checks.

☐ Underwrite the upside, not only the cap rate

At $1,600–$1,700 in-place rents, a coastal building can show a low-3% going-in cap. Buyers who stop there miss the rent growth.

☐ Count the parking

South Myers buildings with some parking sold for $425,000–$490,000 a door. Nearby buildings with no parking are drawing lower per-door offers, even with ocean views.

☐ Know your competition

Compare your units with what renters can get nearby: parking, in-unit laundry, unit size and finish level. The rent the tenant will pay sets the value.

☐ Use leverage as the hedge

40–50% down on a coastal building with rent upside builds a buffer for whatever rates look like at refinance.

☐ Check the meters

Many 1950s–'60s buildings on South Pacific, Coast Highway and Myers share one electric and one gas meter. Billing systems recover about 80% at best, and residents push back. Budget for individual metering.

Oceanside or Carlsbad?

Carlsbad carries a per-unit premium for the zip code that Oceanside is unlikely to close. The Oceanside case is value and runway. Both still rent about 15% below Pacific Beach, Ocean Beach and La Jolla.

Own a building on the Oceanside coast?

Get a broker opinion of value built on recent coastal trades, including off-market sales.

Angelo La Bruna · (619) 784-1031

apartmentrealtygroup.com/property-evaluation

Comments reflect the professional opinions of the advisors named, based on their transaction experience as of October 2026. Figures quoted in conversation are advisor estimates, not published statistics. Nothing here is legal, tax or investment advice; consult your own qualified advisors. Information deemed reliable but not guaranteed. Apartment Realty Group, Inc. · CA DRE #01863733 · Equal Housing Opportunity.