FOR OWNERS ON THE OCEANSIDE COAST

Getting an Oceanside Building Ready to Sell

Inventory is high and buyers are going over every listing in detail. These are the steps ARG's coastal advisors recommend in the year before you list, from an October 2026 interview with Angelo La Bruna and James V. Carter.

☐ Bring rents to market

Long-held buildings usually run below market. For covered units, AB 1482 allows up to 8.2% in the San Diego region for increases effective on or after Aug. 1, 2026. A stronger NOI removes the first buyer objection.

Angelo La Bruna

☐ Finish the renovation or leave it

Value-add buyers won't pay for half-done work, and turnkey buyers won't finish it. The in-between building is the hardest to sell.

Angelo La Bruna

☐ Get your books in order

Have a current rent roll and a trailing 12-month operating statement (T-12) ready. Without a T-12 you lose a large share of today's buyers.

James V. Carter

☐ Fix the master meter

If your building shares one electric and gas meter, individual metering is a long project but widens your buyer pool.

Angelo La Bruna

☐ Upgrade the electrical panels

Older coastal buildings often still have original panels. Buyers and their lenders will flag them.

Angelo La Bruna

☐ Make improvements consistent

New vinyl in a fifth of the windows tells a buyer the job wasn't finished, and invites a closer look at everything else.

James V. Carter

☐ Disclose up front

A due diligence package released with the offering memorandum leaves fewer surprises in escrow, and less room for a price renegotiation.

James V. Carter

☐ Price to create competition

Listings priced 5–10% high are the ones sitting for months. Pricing at or slightly under the expected range draws multiple offers.

Angelo La Bruna & James V. Carter

Negotiate in good faith

In a buyer's market, sellers make concessions on terms as well as price. Deals in escrow often come down to 1–2% of the purchase price, such as a $50,000 credit on a $5 million building. Sellers who insist on strict as-is terms often end up selling for less than they would have by negotiating.

First-time buyers expect repairs too

Owners often hope for a first-time apartment buyer who will stretch on price. Those buyers usually come from buying homes, where repairs in escrow are routine, and they expect the same here.

Should you sell at all?

Sell to reach a goal: exchanging into another property, simplifying your life, moving from active to passive ownership, or restarting depreciation. If price is your only reason, a better move may be to hire a third-party manager now and sell later with clean books.

The three Oceanside markets

SUBMARKET	VACANCY	WHAT SETS RENT
West of Coast Hwy	About 3–5%	Walk-to-beach location. Renovated one-bedrooms near the pier reach about $2,800; unrenovated units often $1,600–$1,700.
East of Coast Hwy	About 3–5%	Parking, in-unit laundry and unit size matter more than distance to the sand.
East of I-5	About 3–5%	Rent levels well below the coast. Price to the local market.

Advisor estimates from recent ARG transactions, October 2026.

Own a building on the Oceanside coast?

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

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