

BLOU INK[®]

RESIDENTIAL DESIGN STUDIO

STALE LISTING ANALYSIS



| LIST PRICE | ORIGINAL PRICE | LISTING CYCLES | PRICE EROSION |
|------------|----------------|----------------|---------------|
| 759K | 785K | 3 | 26K |

Unit 740 has been listed, withdrawn, and re-listed three separate times over 20 months. Every repricing cycle has failed to produce a sale. The building data is unambiguous: your unit is the most expensive 2-bedroom currently for sale in [REDACTED], priced against a market that has fundamentally shifted toward value comparison. This is not a marketing problem. It is a pricing and positioning problem and it is solvable.



Entry

The Market Changed. The Buyer Changed With It.

DTLA condo buyers in 2026 are highly payment-sensitive. Elevated HOA dues, rising insurance costs, sustained interest rates, and increased inventory have fundamentally shifted buyer behavior away from emotional urgency and toward value comparison.

Buyers are no longer asking "Do I love this?" first. They are asking "Does this make more financial sense than the unit two floors down?"

This matters because it removes blame from the seller. The unit did not fail, the market moved. Buyers who toured this unit 12 months ago were operating in a different psychological environment than buyers today. What felt like a premium purchase in 2024 now feels like an unjustified premium when comparable floor plans are available in the same building for \$130,000 less.

The compounding effect is what makes DTLA specifically challenging right now: because buyers can directly compare multiple nearly identical floor plans within the same building, perceived value compression becomes extremely aggressive.

Small inconsistencies in staging, finishes, or pricing create disproportionately large psychological penalties. A unit does not need to be worse to feel worse, it only needs to feel less justified. The buyer who would have purchased Unit 740 at this price has already seen it and said no. What remains is not hidden demand waiting to be unlocked, it is exhausted exposure that requires a new presentation to reach a new audience.

| | | | |
|---------------------------------|-------------------------------|--|--|
| Active DTLA South Park listings | Monthly closings (South Park) | Avg Days on Market recent DTLA condo sales | Building avg Days on Market (6-month sold) |
| 65 | ~2 | 149 days | 196 |

This Unit Is Not for Everyone. That Is Actually a Strength.

The current presentation positions Unit 740 ambiguously, part luxury investment inventory, part owner-occupant lifestyle unit. The financials do not support the investment positioning: at \$759,000 with a \$1,214 HOA, the unit produces negative cash flow of approximately \$2,951/month against current market rents. The investor buyer does not exist at this price.

The owner-occupant lifestyle buyer, however, is real and this unit has genuine appeal for them. The 14-foot ceilings, the FHA approval, the South Park walkability, and the upgraded finishes tell a specific story. The problem is that story is not being told clearly enough, and the pricing puts it out of reach for the buyer most likely to want it.

YOUNG PROFESSIONAL COUPLE

Dual income, prioritizing walkability and aesthetic. HOA is manageable split two ways. Wants a home that photographs well.

CREATIVE / ENTERTAINMENT EXECUTIVE

Values the loft style and 14-foot ceilings. Crypto.com Arena proximity matters. Lifestyle over square footage.

TECH PROFESSIONAL (HYBRID REMOTE)

Needs a second bedroom for a home office. Split layout is a feature. South Park's restaurant density is a draw.

PART-TIME CITY RESIDENT

LA pied-à-terre buyer. Low maintenance building, FHA-approved, professional HOA management. Lock-and-leave lifestyle.

FHA-QUALIFIED URBAN BUYER

Building's FHA approval dramatically expands this pool. 3.5% down vs 20% changes the qualifying calculus entirely.

DTLA LIFESTYLE UPGRADER

Currently renting in DTLA at \$3,000–\$3,500/month. At the right price, ownership total cost approaches their rent.

You Are the Most Expensive Unit in the Building

Your asking price of \$759,000 at \$638/sqft sits above every comparable 2-bedroom currently for sale in [REDACTED] and is \$76/sqft above the building's average sold price per sqft over the last 6 months. In a market defined by value comparison, that gap does not read as a premium. It reads as a reason to look at the next listing.

ACTIVE 2BR/2BA LISTINGS: [REDACTED]

| UNIT | BEDS/BA | SQFT | LIST PRICE | \$/SQFT | POSITION |
|-------------------------|----------------|--------------|------------------|--------------|----------------------------|
| #740 (Yours) | 2BR/2BA | 1,190 | \$759,000 | \$638 | HIGHEST IN BUILDING |
| #240 | 2BR/2BA | 1,190 | \$625,000 | \$525 | Same sqft \$134K less |
| #303 | 2BR/2BA | 1,070 | \$620,000 | \$580 | Active competitor |
| #714 | 2BR/2BA | 960 | \$599,999 | \$625 | Active competitor |

SOLD IN LAST 6 MONTHS: [REDACTED]

| UNIT | BEDS/BA | SQFT | SOLD PRICE | \$/SQFT | DATE |
|------|---------|-------|------------|---------|------------------|
| #703 | 2BR/2BA | 1,460 | \$720,000 | \$493 | March 3, 2026 |
| #712 | 2BR/2BA | 1,090 | \$720,000 | \$661 | March 25, 2026 |
| #741 | 1BR/1BA | 790 | \$420,000 | \$532 | January 20, 2026 |

Avg \$/sqft sold (6 mo)

\$562

Median \$/sqft sold

\$532

Avg DOM sold units

196 days

Your \$/sqft ask

\$638

Buyer experience: "I can see another 2-bedroom in this same building, same square footage, for \$134,000 less. What justifies paying more for this one?" At \$638/sqft, you are \$76 above what buyers have actually paid in this building. Every serious buyer knows this before they walk through the door. The comparison is automatic and immediate.

02 FRICTION POINT • HOA & CARRYING COST BURDEN

\$1,214/Month HOA Eliminates Most of Your Buyer Pool

The HOA fee on Unit 740 is among the highest in the building. At \$1,214/month, it adds \$14,568 annually in fixed non-mortgage costs. Every buyer's lender calculates this against their debt-to-income ratio, which means the HOA alone shrinks the number of qualified buyers who can even make an offer, before they've evaluated whether the price is right.

ESTIMATED MONTHLY CARRYING COST AT \$759,000 (20% DOWN, 7% RATE)

| COST ITEM MONTHLY | BEDS/BA |
|---------------------------------|-----------------|
| Mortgage (principal + interest) | ~\$4,047 |
| HOA Fee | \$1,214 |
| Property tax (~1.25%) | ~\$790 |
| TOTAL MONTHLY COST | ~\$6,051 |

LEASED UNITS IN LAST 6 MONTHS:

| UNIT | TYPE | SQFT | MONTHLY RENT | \$/SQFT | DATE |
|------|---------|-------|--------------|---------|--------------|
| #540 | 2BR/2BA | 1,190 | \$3,000 | \$2.52 | Jan 24, 2026 |
| #635 | 2BR/2BA | 1,190 | \$3,100 | \$2.61 | Jan 10, 2026 |
| #631 | 1BR/1BA | 820 | \$2,800 | \$3.41 | Apr 28, 2026 |
| #725 | 1BR/1BA | 650 | \$2,500 | \$3.85 | Apr 14, 2026 |
| #620 | 1BR/1BA | 890 | \$2,595 | \$2.92 | May 25, 2026 |
| #422 | 1BR/1BA | 660 | \$2,290 | \$3.47 | May 15, 2026 |

Avg rent \$/sqft (6 mo)

\$3.13

Avg lease DOM

59 days

Max 2BR rent (1,190 sqft)

\$3,100/mo

Cash flow at \$759K ask

-\$2,951/mo

The investor buyer pool for this unit does not exist at \$759,000. The two most recent 2BR/2BA leases in this exact floor plan closed at \$3,000 and \$3,100/month. An investor purchasing at asking price would be negative cash-flow by approximately \$2,951/month before any maintenance or vacancy. The correct buyer is an owner-occupant and that buyer needs the price to make emotional and financial sense simultaneously

Every room is telling a different story.

██████ has genuine upgrade investment throughout, the marble look porcelain tile, the gold fixtures, and tall ceilings. The problem is that several rooms are actively working against each other, and buyers are spending their emotional energy resolving confusion rather than imagining their life here. Each point below is a staging or cosmetic intervention. None require construction.

PRIMARY BATHROOM

The vessel sinks are the first thing a buyer notices and they create immediate friction. Sitting too high for comfortable daily use, they read as a style choice that hasn't aged well rather than a luxury upgrade. The warm brown vanity cabinet compounds the problem, it belongs to a different design era than the modern veined porcelain tile, gold fixtures, and the overall language of the unit. The vanity should be repainted in a lighter neutral to align with the rest of the home. The vessel sinks are a harder fix but worth discussing with your agent as a negotiating consideration. As currently presented, buyers are doing renovation math in the primary bathroom instead of connecting with its strongest asset, the tub/shower.

The art and décor in the primary bath should be removed entirely. It introduces additional visual friction and is inconsistent with the contemporary language established throughout the rest of the unit.

PRIMARY BEDROOM

The desk needs to come out. A desk in the primary bedroom tells every buyer one of two things: either the room isn't large enough to function as a true primary, or the seller doesn't use it as one. Neither is the message you want to send. Remove the desk entirely, stage the room as a pure retreat with the bed properly centered, quality bedding, and nothing that signals work or compromise. The bedroom should be the emotional exhale of the tour, right now it is creating a question mark.

PRIMARY CLOSET

The closet is at capacity and it is hurting you. Buyers do not see a full closet, they see a closet that will not fit their things. The goal is half-empty. Box, store offsite, or remove at minimum one third of what is currently in there. Folded items stacked to the ceiling, shoes covering every inch of floor, and packed shelves tell buyers the storage is inadequate. An edited closet tells them there is room to grow into.

LIVING ROOM

There is no breathing room. Every corner is occupied, console tables, the floor mirror, chairs pushed to the walls, surfaces covered. The floor mirror needs to come out entirely. It reads as overflow, not design.

Pull all seating away from the walls and create a centered conversation zone with the two sofas facing each other. Remove everything that does not have a clear intentional purpose in the room.

The desk from the primary bedroom should be relocated here, positioned deliberately as a single functional zone in an otherwise social space, not hidden in a corner but not competing with the living arrangement either. When the room has breathing room, the 14-foot ceilings finally do what they are supposed to do.

The existing drapery, although beautiful, if possible needs to be removed and leave only the sheers behind. As is, they are absorbing light and reducing the visual feel of the room.

Remove everything off the balcony entirely. Let the glass, the sky, and the city view do the work. Those floor-to-ceiling windows are actually the strongest visual asset in the living room; that shot with the DTLA skyline and the palm trees is genuinely compelling. Right now the chair is competing with the view. Without it, the buyer's eye goes straight to the skyline and the glass wall becomes a feature rather than a frame around a small outdoor space.

One optional addition if you want something out there: A single oversized potted plant, something architectural like a bird of paradise or a tall olive, placed in one corner. It adds life and scale without drawing attention to the footprint. But honestly even that is optional. Empty and clean is better than furnished and cramped at this size.

SECONDARY BATHROOM

This room is speaking a completely different language than the rest of the unit. The deep green walls and dark vanity read as traditional and transitional, a jarring shift from the contemporary loft character established everywhere else. Every buyer who walks in here starts calculating renovation costs. The fix is straightforward: paint the walls the same neutral as the rest of the unit, and paint the vanity a lighter shade that recedes rather than dominates. The blue marble tile and gold fixtures can stay, they are interesting and they work once the walls stop fighting them. This is a \$500–\$700 intervention that removes the single largest renovation conversation from the showing.

HALLWAY

Remove both runners. A narrow hallway with two runners laid end to end doubles the compression signal, the buyer's eye follows the pattern straight into the tightness and never escapes it. Bare floor lets the hallway read as a clean transition between spaces rather than a constraint. This is the simplest intervention in the entire unit and one of the highest-perception-impact changes you can make before the next showing.

The Unit Reads Smaller Than 1,190 Square Feet

The layout is linear: entry → living room → kitchen → bedrooms.

There is no lateral release, no moment where the space expands sideways. Combined with wall-hugging furniture and a TV as the primary focal point, buyers move through the unit in a single corridor rather than inhabiting it as a sequence of experiences. A buyer never exhales.

| Primary Bedroom | Secondary Bedroom | Balcony | Living Room |
|-----------------|-------------------|-------------|---------------|
| 9'11" X 13'4" | 9'9" X 9'3" | 6'5" X 2'4" | 16'0" X 17'7" |

Buyer experience: "It feels smaller than 1,190 square feet." It is not, but it reads that way because the furniture arrangement reinforces linear compression rather than fighting it. The living room's strongest asset is its volume. That volume is being obscured by a layout that pushes everything to the perimeter. This is a staging fix, not a construction problem.

BUILDING INVENTORY · ALL ACTIVE LISTINGS AT MARKET LOFTS

13 Units Competing for the Same Buyer

There are currently 13 active listings in [REDACTED]. In the last 6 months, the building sold 3 units. That ratio; 13 competing sellers, 3 buyers in 6 months, means the average unit faces over 4 months of competition at current absorption rates, assuming no new listings enter. Unit 740 is already 101+ days into that wait.

ALL UNITS CURRENTLY FOR SALE AT [REDACTED]

| UNIT | BEDS/BA | SQFT | LIST PRICE | \$/SQFT |
|-------------------------|----------------|--------------|------------------|--------------|
| #740 (Yours) | 2BR/2BA | 1,190 | \$759,000 | \$638 |
| #240 | 2BR/2BA | 1,190 | \$625,000 | \$525 |
| #303 | 2BR/2BA | 1,070 | \$620,000 | \$580 |
| #715 | 2BR/2BA | 960 | \$599,999 | \$625 |
| #237 | 1BR/1BA | 910 | \$499,999 | \$549 |
| #643 | 1BR/1BA | 800 | \$488,000 | \$610 |
| #342 | 1BR/1BA | 780 | \$469,000 | \$601 |
| #628 | Studio/1BA | 720 | \$439,000 | \$610 |
| #406 | 1BR/1BA | 754 | \$419,800 | \$557 |
| #529 | 1BR/1BA | 600 | \$399,000 | \$665 |
| #301 | 1BR/1BA | 600 | \$399,000 | \$583 |

The Path to a Sale in 2026

01 • PRICE REALIGNMENT (HIGHEST IMPACT)

The single most important change. The market data indicates Unit 740 becomes significantly more competitive once pricing aligns closer to the mid-to-high \$600s; a range where the building's upgrade investment reads as a premium rather than an unexplained gap. The upgrades in this unit justify a meaningful premium over a base unit. The current ask places that premium beyond what the market has demonstrated it will absorb.

02 • STAGING: LIVING ROOM

There is no breathing room in the living room as currently presented. Every corner is occupied; the floor mirror, console tables, chairs pushed to walls, surfaces covered. The floor mirror needs to come out entirely. Pull all seating away from the walls and create a centered conversation zone with the two sofas facing each other. Remove everything that does not have a clear intentional purpose in the room. Once the desk is removed from the primary bedroom, relocate it here; positioned deliberately as a single functional moment in an otherwise social space. When the room has breathing room, the 14-foot ceilings finally do what they are supposed to do. This is a zero-cost intervention that changes how the entire unit feels.

03 • PRIMARY BEDROOM: REMOVE THE DESK, STAGE AS A RETREAT

The desk needs to come out of the primary bedroom entirely. A desk in the primary tells every buyer one of two things; either the room isn't large enough to function as a true primary, or the seller doesn't use it as one. Neither is the message you want to send. Remove the desk, relocate it to the living room, and stage the bedroom as a pure retreat. Bed properly centered, quality bedding, nothing that signals work or compromise. The primary bedroom should be the emotional exhale of the tour. Right now it is creating a question mark.

04 • PRIMARY CLOSET: EDIT AGGRESSIVELY

The closet is at capacity and it is hurting you. Buyers do not see a full closet, they see a closet that will not fit their things. Box, store offsite, or remove at minimum one third of what is currently in there. Folded items stacked to the ceiling, shoes covering every inch of floor, and packed shelves tell buyers the storage is inadequate. An edited closet tells them there is room to grow into. This costs nothing except the time to do it before the next showing.

05 • PRIMARY BATHROOM: VANITY & SINKS

The vessel sinks are sitting too high for comfortable daily use and they read as a dated style choice rather than a luxury upgrade. The warm brown vanity cabinet belongs to a different design era than the white marble and gold fixtures surrounding it; it creates confusion rather than cohesion. Repaint the vanity in a lighter neutral that aligns with the rest of the unit. The vessel sinks are a harder fix but worth discussing with your agent as a negotiating consideration. As currently presented, buyers are doing renovation math in the primary bathroom instead of connecting with its strongest asset; the tile.

06 • SECONDARY BATHROOM REPAINT WALLS AND VANITY

This room is speaking a completely different design language than the rest of the unit. The deep green walls and dark vanity read as traditional and transitional, a jarring shift from the contemporary loft character established everywhere else. Every buyer who walks in here starts calculating renovation costs. Paint the walls the same neutral as the rest of the unit and paint the vanity a lighter shade that recedes rather than dominates. The blue marble tile, gold fixtures, and arched mirror can stay, they are interesting and they work once the walls stop competing with them. This is a \$500–\$700 intervention that removes the single largest renovation conversation from the showing.

07 • HALLWAY: REMOVE THE RUNNERS

Remove both runners from the hallway. A narrow corridor with two runners laid end to end doubles the compression signal, the buyer's eye follows the pattern straight into the tightness. Bare floor lets the hallway read as a clean transition between spaces rather than a constraint. This is the simplest intervention in the entire unit and one of the highest perception-impact changes executable before the next showing.

08 • BALCONY: CLEAR EVERYTHING

Remove the two chairs and the table from the balcony completely. At 6'5" x 2'4", furniture doesn't create a lifestyle moment; it defines the ceiling of the space and answers the square footage question before a buyer can imagine their own use of it. Empty, the balcony becomes whatever a buyer needs it to be. Furnished the way it currently is, it is simply small. Additionally, the heavy drape panels flanking the floor-to-ceiling windows are absorbing light and visually compressing the room's greatest asset. Remove them or replace with sheer panels before photography. The DTLA skyline visible through that glass wall is worth more than anything else in this unit, let it work.

9 · PHOTOGRAPHY REFRESH

This listing has been viewed 710+ times on Zillow. The buyer who would have purchased it at this price has already said no. New photography after every intervention above captures a fundamentally different unit than what buyers have already scrolled past and reaches an audience that has not yet evaluated this home. Every change made before the camera returns compounds. Do not re-photograph until the full sequence is complete.

Nine interventions. The majority cost nothing. The ones that cost money are under \$1,500 combined. Against a carrying cost of \$6,051 per month, executing this list in full before the next showing is the clearest financial decision in this entire situation.

Building Pricing Comparison

ACTIVE VS SOLD COMPARABLES · PRICE PER SQUARE FOOT

Unit 740 is positioned above every active 2-bedroom listing in the building and \$76/sqft above the 6-month average sold price per sqft.



| UNIT | STATUS | BEDS/BA | SQFT | \$/SQFT |
|--------------|--------|---------|-------|---------|
| #740 (YOURS) | ACTIVE | 2BR/2BA | 1,190 | \$638 |
| #714 | ACTIVE | 2BR/2BA | 960 | \$625 |
| #303 | ACTIVE | 2BR/2BA | 1,070 | \$580 |
| #240 | ACTIVE | 2BR/2BA | 1,190 | \$525 |
| #703 | SOLD | 2BR/2BA | 1,460 | \$493 |
| #712 | SOLD | 2BR/2BA | 1,090 | \$661 |
| #741 | SOLD | 1BR/1BA | 790 | \$532 |



6-MO AVG SOLD
\$/SQFT
\$562

6-MO MEDIAN SOLD
\$/SQFT
\$532

AVG DOM
(SOLD UNITS)
**196
DAYS**

STRATEGIC CONCLUSION

Unit 740 is not failing because it lacks quality.

The ceilings are real.
The upgrades are real.
The location is real.

What changed is the market around it.

In 2026, DTLA condo buyers are evaluating homes through comparison, carrying cost, and perceived justification. In a building where buyers can view multiple similar floor plans within the same afternoon, small inconsistencies in pricing, staging, spatial flow, and presentation create disproportionately large psychological consequences.

This unit currently asks buyers to do too much interpretive work.

To reconcile the pricing.
To overlook visual inconsistencies.
To mentally edit the staging.
To justify the premium.

Most buyers will not do that work.

The goal is not to redesign the condo.
The goal is to remove friction.

Once the presentation aligns with the actual strengths of the unit, volume, light, ceiling height, walkability, FHA approval, and upgraded finishes, the conversation changes entirely.

This is not a construction problem.
It is an alignment problem between
the product, the presentation, and the psychology of the current market.

That is what BLOU INK defines.

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