

### CLIENT SUCCESS- CASE STUDY

## ACHIEVING RECORD PRICING DURING A GLOBAL PANDEMIC

### CHALLENGE

As the COVID-19 pandemic wrought unprecedented turmoil on New York City's multifamily and retail markets, we were retained to sell a three-building, mixed-use portfolio in Boerum Hill by a seller looking to redeploy capital. The pre-war properties at 348 Atlantic Avenue and 336 State Street / 75 Hoyt Street comprised a total of 10 market rate apartments and 5 ground floor commercial units. With COVID causing the reduction of market rate rents, retail in flux and tax reform in the wind, the challenge was to identify an agile buyer with confidence in a gradual economic recovery.

### ACTION

By tabulating current favorable debt conditions and low property valuations, we were able to market the assets' stability, cash flow and future appreciation to a wide range of potential buyers who were motivated by the ancillary benefits this portfolio offered. Working as a uniform team, we arranged more than 30 tours while highlighting the potential 6% cap rate at the asking price. We presented numerous competitive financing alternatives as part of the transaction as well.

### RESULT

We attracted 12 solid offers and closed the transaction with at a stunning \$1,004 price per SF, a record for the Boerum Hill neighborhood. The buyer was a foreign family fund looking to increase its presence in the NYC area and confident in the many advantages of U.S. property ownership. With a modest but stable cash flow in place, the buyer has a strategic long-term investment plan in play while the seller will be able to utilize the proceeds from the sale to pursue new diversified opportunities.



**\$11,850,000** | **\$1,004** | **13.7X** | **6.2%**  
Sale Price | \$/SF | GRM | Cap Rate

### TESTIMONIAL

"With all the highs and lows in NY sales market over the last 18 months, we had reservations if we can achieve a price which warrants us divesting of the portfolio. However, we are extremely satisfied by Lev's strategic thinking and hybrid marketing approach. Him and his team were able to get this asset to the right guys. Their hard work will enable us to shift capital to invest in other areas where we see high-growth potential." - Eddie Hidary