



# THE INVESTOR

GEBROE-HAMMER ASSOCIATES

FALL 2007

Gebroe-Hammer Building 2 West Northfield Road Livingston, NJ 07039 973-994-4500

## Deal Velocity During Third Quarter Produces 31 Transactions

**Valued in Excess of \$327 Million:** *Activity Involves More Than 4,100 Units and Several Record Breaking Highlights*

Gebroe-Hammer Associates is heading for another record year with 31 sales that culminated in the third quarter of 2007 valued at approximately \$327 million. The transactions, which involved more than 4,100 units across five states, exemplify the dominance of the company and its team in regional and national markets.



(L-R) Ken Uranowitz, Mel Gebroe and Robert Ploshnick

“Our greatest strength is our talented brokers,” said President Mel Gebroe, who co-founded the company in 1975 with the late Morris Hammer. “Our regional and inner-city specialists take care of

both sides in most every deal, working diligently to ensure swift and thorough completion of every transaction.”

Highlights included one of the biggest property deals of the year, in Elkins Park, Pa; a “once-in-a lifetime” trade in Summit, N.J.; 14 transactions in urban centers in the Philadelphia market, Jersey City, Union City, Elizabeth and East Orange. Suburban activity also was

strong, with record breaking per-unit prices in Paterson and Maplewood.

“The current multi-family industry is very healthy,” said Ken Uranowitz, managing director. “As a result, many owners who would ordinarily hold onto properties, are now entering the market, looking to capitalize on low-interest, high-liquidity opportunities and strong interest from buyers and capital sources.”

“Buyers have been seeking to capitalize on the current market strength as well,” added Robert Ploshnick, managing director. “The business has been so tight that we have had regional investors looking outside their traditional markets for prime real estate.”

The activity, summarized by state, included: 1,114 units in 21 transactions valued at nearly \$120 million throughout New Jersey; 2,500 units in seven transactions in Pennsylvania totaling more than \$178 million; and \$29 million in transactions in New York, Georgia and Florida, mostly involving long-term clients based in New Jersey and New York.

An industry leader for more than three decades, Gebroe-Hammer is among the tri-state region's most influential brokerage firms, specializing in the sale of multi-family, retail and commercial investment properties. The company provides innovative brokerage services to a wide range of private owners, REITS, private equity firms and other institutional investors.

## Deal Of The Quarter

**Expansive Lynnewood Gardens Complex In Elkins Park, Pa. Sells For Approximately \$135 Million:** *Transaction Involves 31 Buildings; 1,798 Units*

One of the largest multi-family transactions in the region occurred this summer when Joseph Brecher, senior vice president, and Robert Ploshnick, managing director, spearheaded the off-market sale of Lynnewood Gardens in Elkins Park, Pa. The 1,798-unit garden apartment complex, situated on 122 acres, sold for approximately \$135 million. The sale closed less than 30 days from the executed contract. Gebroe-Hammer represented the seller, a private New York investor, and procured the buyer, a large New York-based investment firm.

“The seller was seeking a quick turnaround,” Brecher noted. “At the same time, the property needed significant capital to maximize its potential and improve occupancy. As a result, the buyer put a team in place to complete renovations and was able to expedite the process.”

Spread along Montgomery County's border with Philadelphia, Lynnewood Gardens is one of the nation's largest apartment complexes with 1,696 one- and two-bedroom units, plus 102 three-bedroom townhomes and an Olympic-size swimming pool and diving well. It is located in the renowned Cheltenham School District, only 25 minutes from Center City with proximity to the Pennsylvania Turnpike. Residents have easy access to public transportation and major highways, with on-site shuttle service to the Elkins Park station.

Richard Kelin of Feinstein, Raiss, Kelin & Booker of West Orange, N.J., served as attorney for the seller, and Josh Graf of New York-based Sukenik, Segal and Graf represented the buyer.



Lynnewood Gardens, Elkins Park, Pa.

*North Jersey News*  
**New England Village Sells  
In Summit For \$30 Million:  
16-Building, 133-Unit  
Complex in Affluent Community**



*New England Village Garden Apartments, Summit, N.J.*

New England Village Garden Apartments, located on 105 New England Avenue in Summit, N.J., sold for \$30 million this summer. The well-maintained 16-building, 133-unit complex was owned by the same family for three generations. The transaction represented the first time the property changed hands since its construction in 1950.

"The family agreed to let us handle the transaction based on our track record and expertise," said Avi Oren, vice president, who spearheaded the deal and represented the seller. "This is a one-of-a-kind sale for us. There is nothing that can match its quality or location."

Robert Ploshnick, managing director, procured the buyer, a group of N.J. investors who are long-time clients. Mel Gebroe, co-founder and president, and Ken Uranowitz, managing director, also played important roles in the sale.

The 99-percent occupied complex includes spacious one-, two- and three-bedroom apartments. The property features a swimming pool and approximately 300 parking spaces. Between 30-and 40-percent of the units have been renovated in the past three years, and the buyer plans to continue the upgrades.

Rand Agins, Esq. of Lasser Hochman of Roseland, N.J., represented the seller, and the buyer was represented by Thomas E. Cohn, Esq. of WolfBlock Brach Eichler, also of Roseland, N.J.

**Apartments and Adjacent Property In  
South Orange, N.J. Sell For \$12.3 Million:  
Premier Residential Building**

David Jarvis, vice president, teamed up with Managing Director Robert Ploshnick to negotiate the \$12.3 million sale of the four-story Ridgewood Commons apartment building at 10 N. Ridgewood Avenue in South Orange, and the adjacent 15,000 square foot single-story commercial property. The fully-occupied property consists of 64 one and two-bedroom luxury apartments, accessed via a grand lobby and three elevators. The adjacent commercial property is occupied by a one-story retail tire store. Gebroe-Hammer represented the seller and procured the buyer in the transaction.

"Ridgewood Commons is the premier luxury building in the area," Jarvis said. "The apartments are quite large, with high ceilings, sunken living rooms, 1½ baths and Juliet balconies off the kitchens. The buyer, who owns other properties in town, is planning renovations to bring it back to its prime and will add upgrades including a health club." The seller, a long-time client, was represented by Rich Kelin of the law firm of Feinstein, Raiss, Kelin and Booker in West Orange. The buyer's attorney was Josh Mann of Porzio, Bromberg and Newman in Morristown.

**In Jersey City . . .**

**Two Vastly Divergent Deals In Opposite  
Ends Of City Differ By Almost \$100,000 In  
Per-Unit Price**

Two transactions in Jersey City, N.J., showed how different neighborhoods can net very different pricing structures. The deals involved buildings in separate ends of the city: one at 208 7th Street and the other at 198 Ocean Avenue. Closing prices on the multi-family properties differed by almost \$100,000 per residential unit.

"It is very unusual to be involved in such diverse transactions in the same city at the same time," said Benjamin Greenstein, sales associate, who handled the negotiations. "It requires a thorough understanding of the city's diverse real estate and the knowledge base of buyers who would make the right fit in each case."

The four-story eight-unit brick building at 208 7th Street, which sold for \$1.15 million, is located in the historic brownstone neighborhood of Hamilton Park. The buyer intends to renovate and convert the units into condos. The seller's attorney was Joseph P. Brennan, Jr. of West Orange, N.J.; the buyer's was Robert Del Vecchio of Hawthorne, N.J.

The four-story Ocean Avenue walk-up has 16 apartments, which will be renovated as they become vacant. Located in the southern part of the city, near Bayview Cemetery, it sold for \$775,000. The seller's attorney was Barry Wenger of Monsey, N.Y. The buyer was represented by Bryan Nazor of Hackensack, N.J.



**Benjamin Greenstein Sells 34 Clifton Place for \$1.4  
Million: Mid-Rise Will Benefit from Beacon Project**

Sales Associate Benjamin Greenstein recently completed the \$1.4 million sale of 34 Clifton Place in Jersey City, N.J. This four-story brick mid-rise consists of 21 one-bedroom apartments, and was 100 percent occupied at the time of sale. The building is located by the Beacon project, an upscale multi-use development proposed to revitalize the center of Jersey City with restaurants, retail and a park.

"With its impressive waterfront and easy access to downtown Manhattan, Jersey City is one of the hottest markets in New Jersey," said Greenstein. "34 Clifton Place is in the perfect location to benefit from the city's renaissance."

The seller, Concordia Properties, was represented by Morris Silberberg of Silberberg and Klein from Howell, N.J. The buyer was represented by Michael Jimenez of the Law Office of Joseph J Ryglicki in Edgewater, N.J.

## 1031 Transactions

### **\$5.3 Million Sale Of Multi-Family Complex In Clinton, N.J. Involves Four Buildings and 50 Units**



101 W. Main Street, Clinton, N.J.

Steven Follman, sales associate, working with Joseph Brecher, senior vice president, and Steve Tragash, sales associate, negotiated the \$5.3 million sale of 101 W. Main St. in Clinton, N.J. The 50-unit multi-family garden apartment complex was 97-percent occupied, in excellent condition with one and two-bedroom units in four buildings. The seller was a NJ-based investor who owns other multi-family property in New York and New Jersey.

“The sale was part of a 1031-Exchange, which helped the seller create a more localized portfolio for ease of maintaining and managing the properties,” said Follman. “Gebroe-Hammer was able to accomplish the multi-million dollar deal within the 1031-Exchange time frame.”

The seller was represented by Arnold Litt, Esq. of Herten, Burstein, Sheridan, Cevasco and Bottinelli in Hackensack, N.J. The buyer was represented by Louis Sroka, Esq. of Jericho, N.Y.

### **Scott Callahan Closes \$3.2 Million Sale In Hudson County: 41-Unit Multi-family Building Sells in Days**

Scott Callahan, vice president, arranged the \$3.2 million sale and procured the buyer for a five-story, 41-unit brick building in Union City. The firm received the exclusive to market the property on behalf of Duncan Fairview Associates LLC of Union City, N.J., a long-time client.

The property was part of a 1031-Exchange where the buyer invested relinquished sale proceeds into the apartment building. As a result, time constraints were critical, and the building was sold a few days after it was listed. “It went to contract the day after an offer was submitted,” he said, adding: “The buyer was attracted by the quality, location, and condition of the property, as well as the financial aspects of the deal.”

Attorneys were Walter J. Fessler, Esq., of Lum Danzis Drasco & Positan LLC, Roseland, N.J., representing the seller; and Aaron Stein, Esq., of Brooklyn, N.Y., representing the purchaser.

## In New York

### **Jarvis Completes \$8 Million Sale in Rockland County, N.Y.: Off-Market Sale Highlights Investors' Willingness to Test New Markets**

Hudson Valley Apartments, a three-building, 72-unit garden apartment complex, which is located at 188 Ramapo Road in Garnerville, N.Y., has been sold for \$8 million. David Jarvis, vice president, brokered the deal.

The three, 100-percent occupied townhouse-style buildings feature a modern brick, aluminum exterior and terraces with walk-out balconies. The buyer, a New Jersey-based investor and long-time Gebroe-Hammer client, plans significant renovations to the apartments including new kitchens, bathrooms, living areas, hallways and landscaping.

Hudson Valley Apartments is centrally located in the fast-growing region of Rockland County, with easy access to routes 202 and 9 and bus service to New York immediately adjacent to the property. Garnerville, located right off the Palisades Parkway, is within 30-minutes of all the region's major shopping and attractions and is only 40 minutes from Manhattan.

“This was an off-market transaction that involved a 1031-Exchange,” said Jarvis. “We negotiated a quick sale that was beneficial for both parties.”

The seller was represented by Matthew Cohen, Esq. of Soons & Soons in Englewood, N.J. The buyer was represented by Thomas E. Cohn of Wolf Block Brach Eichler of Roseland, N.J.

“The buyer in this deal doesn't normally purchase properties outside of New Jersey,” said Managing Director Ken Uranowitz. “However, with the tightness of the current multi-family market, investors are looking further and further afield for attractive properties like Hudson Valley Apartments.”



Hudson Valley Apartments, Garnerville, N.Y.

### **Callahan Sells 11 Additional Buildings in Union City, N.J.**

Vice President Scott Callahan also recently completed two significant sales in Union City, N.J. The combined sales included 11 buildings and 188 units throughout the country's most densely populated city.

The first sale was of a large portfolio including 10 non-contiguous multi-family buildings. The 10 mid-rise complexes consist of 178 one- and two-bedroom apartments. “All buildings sold within 60 days of their initial listing,” said Callahan. The properties were all at or near 100 percent occupancy. The seller was a foreign investor, and the buyer was a regional investor with a portfolio of more than 10 properties.

Callahan also completed the sale of 708 27th St. This three-story low-rise building included six one-bedroom and four two-bedroom apartments.

## Urban Sales



167 East 31st, Paterson, N.J.

### **\$1.1 Million Multi-Family Sale Represents Record Per-Unit Transaction in Paterson, N.J.**

Jay Lombardo, area sales representative and Alan Lieberman, vice president, recently negotiated the \$1.1 million sale of a 12-unit multi-family residential building at 167 East 31st Street in Paterson. The team represented the seller and procured the buyer.

“The property sold for approximately \$92,500 per unit, making it one of the highest-priced per-unit sales in Paterson,” Lombardo said. “The building, which includes eight one-bedroom and four two-bedroom apartments, has many desirable features. It was completely renovated in 1999 and is very well maintained. Its location, in a quiet area just a few streets from Fair Lawn with easy accessibility to Routes 20 and 21 and the Garden State Parkway, is also a plus.”

The attorney for the buyer was J. Pasternack of Clifton, N.J., and Alan Lowcher of Lowcher Law in Washington, N.J. represented the seller.

### **Jarvis and Schechter Complete \$5.1 Million Sale of Three Multi-Family Properties in Irvington, N.J.:**

#### *Includes 100 Residential Units*

David Jarvis, vice president, working with Elliot Schechter, sales associate, recently completed a \$5.1 million transaction involving the sale of three apartment houses in Irvington, N.J. The three four-story buildings, located at 380, 404 and 410 Union Avenue, have a total of 100 one and two-bedroom units. Gebroe-Hammer represented the seller and procured the buyer, both of whom are long-time clients.

“The buyer owns several properties in the area and saw this as a good opportunity,” said Jarvis. “These buildings are well-maintained, with on-site management. The buyer was able to assume a first mortgage at a preferred interest rate.”

The seller's attorney was Larry Raiss of Feinstein, Raiss, Kelin and Booker in West Orange, N.J. The purchaser was represented by Nathan Kahan of Monsey, N.Y.

## Out of State

### **\$11.7 Million Sale Of 278-Unit English Oaks Apartment Complex In Savannah, Ga. is Fourth for Same Seller**

Joseph Brecher, senior vice president, has negotiated the \$11.7 million sale of the 278-unit English Oaks apartment complex in Savannah, Ga. Brecher represented the seller and procured the buyer in the transaction. The purchase was financed by Sovereign Bank.

“The seller is a long-term client,” noted Brecher. “He is retiring after many years in real estate, and we have sold four of his properties thus far. The buyers, a partnership of New York and Savannah-based individuals, were looking to acquire more property in the area.”

English Oaks, located adjacent to Hunter Air Force Base, consists of one, two and three-bedroom apartments and two and three-bedroom townhouse units. Built in 1971, it is comprised of 31 two-story brick buildings and many amenities including a swimming pool. The purchaser plans a total renovation with new kitchens and baths in all units and new landscaping.

The seller's attorney was John Dumont of Dumont and Watson in Princeton, N.J. The buyer was represented by Kara Clements of Rubinitz and Lohn in Savannah.

### **Apartments In Altamonte Springs, Fla. Purchased by Pennsylvania-based Buyer for \$9.3 Million**



Altamonte Trace Apartments, Altamonte Springs, Fla.

Gebroe-Hammer teamed up with Lucky Commercial Realty, Inc. of Miami, Fla. in the \$9.3 million sale of the Altamonte Trace Apartments in Altamonte Springs, Fla. Joseph Brecher, senior vice president, spearheaded the deal, representing the N.J.-based seller, one of the firm's long-time clients. The buyer, Pennsylvania-based PRG Management, owns several multi-family properties throughout the country.

The 174-unit complex consists of 12 two-story buildings with studio, one- and two-bedroom apartments. The community includes a clubhouse and swimming pool. “The buyer intends to upgrade the property and add a fitness center,” said Brecher.

Attorney for the seller was John Dumont of the law firm of Dumont and Watson in Princeton, N.J. The buyer's attorney was Allen S. Scott of McCausland, Keen and Buckman in Radnor, Pa.

## News From Philadelphia/Cherry Hill Market



Audubon Center, Pa.

### Two Major Apartment Transactions Highlight Increasing Interest In The Market: 24 Buildings Sell For More Than \$26.4 Million

Eli Rosen, assistant vice president, brokered two significant multi-family transactions in Philadelphia valued at more than \$26.4 million in the past several months.

Rosen teamed up with Joel Schwartz, executive vice president, and Joseph Brecher, senior vice president, in the \$22 million off-market sale of Audubon Center. Consisting of eight buildings at 6242 Roosevelt Boulevard in northeast Philadelphia, the 371-unit complex consists of one- and two-bedroom apartments. The property was originally built by the Korman family nearly 55 years ago and is currently more than 95 percent occupied. The purchaser was Audubon Properties.

The team of Rosen and Brecher handled the second transaction, involving 16 apartment buildings at 1501-63 East Mount Airy Avenue in Philadelphia. The 64-unit garden Mt. Airy Court complex sold for nearly \$4.44 million. Gebroe-Hammer marketed this property exclusively on behalf of the seller, Mount Airy Court Partnership. The purchaser was Airy Avenue LP. The two-story brick buildings are ideally located in the residential East Mount Airy section of Philadelphia, bordering Elkins Park and Montgomery County. Richard Kelin, Esq. of Feinstein, Raiss, Kelin & Booker of West Orange, represented the purchaser.

### Prospect Square in Merchantville, N.J. Sells for \$1.3 Million: Two Building Complex Part of Hot Cherry Hill Regional Market

Area sales associate Barry Mermelstein and executive vice president Joel Schwartz negotiated the sale of Prospect Square, a two-building, 18-unit apartment complex in Merchantville, N.J. for \$1.3 million. Elliot Schechter, sales associate, procured the buyer.

"We had very aggressive pricing," stated Mermelstein. "Once we had the buyer on board, everything went smoothly." While Prospect Square is a fully occupied complex with central air conditioning, laundry facilities and well-maintained landscaping, the buyer plans to upgrade the property.

Nestled in Merchantville, a small picturesque community located between Pennsauken and Cherry Hill, N.J. Prospect Square is in a prime location close to I-295 and the New Jersey Turnpike. The well-maintained two-building complex sits close to the Delaware River and the city of Philadelphia. The town of Merchantville prides itself for its close-knit community, support for the arts and its large number of family and independently owned businesses.

Both the buyer and the seller are long-time clients of Gebroe-Hammer. The seller was represented by Jeffrey B. Gale, Esq. of Sawyer, Gale, Laughlin & Schneider in Hazlet, N.J., and the deal was financed through Sovereign Bank.

### Grenadier Apartments in Philadelphia Sell for \$2.6 Million: All Cash, Without Financing

Assistant Vice President Eli Rosen and Senior Vice President Joseph Brecher recently completed the sale of Grenadier Apartments on 2701 Welsh Road. in Philadelphia, Pa. The four building complex, consisting of 44 one and two-bedroom units, sold for \$2.6 million.

The transaction was unusual in that it was an all cash deal without a mortgage and closed in just five weeks. The seller was an individual investor who owned the complex for three years. The buyer was an investment firm with more than 1,000 units in holdings in northeastern Philadelphia.

Richard Kelin of Feinstein, Raiss, Kelin & Booker of West Orange, N.J., served as attorney for the buyer.



Grenadier Apartments, Philadelphia, Pa.

### In Other New Jersey News

#### Mermelstein, Schwartz and Schechter Collaborate for \$2.275 Million Sale of Clementon Commons

The company handled the sale of Clementon Commons, located at 222 White Horse Pike, in Clementon, N.J., for \$2.275 million. This five-building, 56-unit garden apartment complex is close to PATCO trains to Philadelphia, Interstate-295 and the New Jersey Turnpike.

Sales Associate Barry Mermelstein and Executive Vice President Joel Schwartz were granted the exclusive listing by the seller, a private investor from New York. Sales Associate Elliot Schechter procured the buyer, a New Jersey investor who plans a complete repositioning featuring redesigned landscaping, repairs to the property and a new name. Richard Kelin of Feinstein, Raiss, Kelin & Booker of West Orange, N.J., served as attorney for the seller. Jonathan Mehl, Esq., a sole practitioner based in Rutherford, N.J., represented the buyer.

#### Schechter and Steiner Combine for North Bergen Sale

Gebroe-Hammer recently completed the \$4.1 million sale of 331 79th St. in North Bergen, N.J. The five-story mid-rise apartment complex consists of 32 condominium units. Sales Associate Elliot Schechter represented the buyer and Sales Associate Dustin Steiner represented the seller in this transaction.



Van Ness Apartments, Maplewood, N.J.

## Two NJ Apartment Complexes Sell For \$22 Million: 192 Units Sold in Maplewood and Elizabeth

Two New Jersey apartment complexes changed hands in a portfolio sale in two municipalities. Templeton Arms in Elizabeth and Van Ness Apartments in Maplewood sold for a combined \$22.25 million. Both properties were developed, owned and managed by the same family for two generations. Sales associate Stephen Tragash represented the seller, a Morristown attorney, and Elizabeth area specialist Dustin Steiner procured the buyer, a local investment group. "The deal was complex, due to the properties' separate locations and the changing financial market during the past few months," Tragash noted. "At the same time, the resulting sales included some record-breaking numbers."

Van Ness Apartments, on Van Ness Court sold for \$13 million. The four-building, 88-unit apartment complex includes one-bedroom lofts, two-bedroom duplexes and a home for the superintendent. "The per unit sale price was just under \$150,000, a record for Maplewood," said Tragash. The property, which was 96 percent occupied, is near a train station, bus service, the GSP/I-78 interchange, and Maplewood's Community Center.

Templeton Arms is located on North Broad Street, a few blocks from Morris Avenue, US Routes 1 & 9, and close to the historic Broad Street Elizabeth Transit Station and Jersey Gardens. "This is one of the city's nicest neighborhoods with some of its best maintained apartments and homes," said Steiner. The 104-unit garden complex sold for \$9.25 million, just under \$90,000 per unit. Occupancy was 95 percent. Richard S. Kelin, Esq. of Feinstein, Raiss, Kelin and Booker of West Orange, N.J. represented the buyer in this transaction.

## Main Street Village in Matawan, N.J. Sells for \$6.2 million: Transaction Involves Six Buildings

Gebroe-Hammer Associates has brokered the \$6.2 million sale of Main Street Village, a six-building, 56-unit garden apartment complex in Matawan, N.J. Situated in northern Monmouth County, Main Street Village is comprised of one and two-bedroom apartments, and townhouses. Residents enjoy close proximity to the Jersey Shore and New York City and easy access to the Garden State Parkway and NJ Transit.

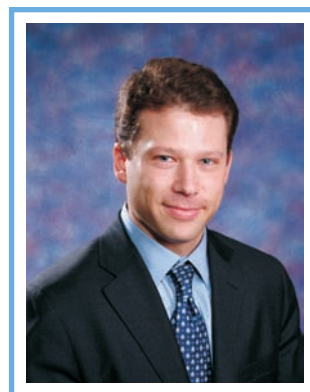
Alan Lieberman, vice president, spearheaded the transaction working with Joseph Brecher, senior vice president. Gebroe-Hammer represented the seller, Main Street Village Inc., and procured the buyer, Cammeby's International Ltd., New York.

"Matawan is an area on the upswing," said Brecher. "Now is an excellent time to be involved in its real estate market."

Carl Branciforte, Esq., of Cahill, Branciforte & Hoebich, New Brunswick, N.J., served as attorney for the seller, and Steven Fleissig, Esq., of Herrick, Feinstein LLP, Newark, N.J., represented the buyer.

## Greg Pine Closes \$4.3 Million Sale of Two-Building Complex

Greg Pine, vice president, negotiated the \$4.35 million sale of a two-building 38-unit complex at 403 Prospect Avenue in Hackensack, NJ. Pine was awarded the exclusive listing on behalf of the seller and also procured the buyer, Passaic-Prospect LLC, a local Bergen County investor, who is planning substantial upgrades to the property. The complex was 100 percent occupied at the time of closing. "The deal involved several months of negotiations in order to resolve a number of issues including the replacement of a retaining wall," Pine noted.



Greg Pine, Vice President

Attorneys Mitchell Abrahams of Cole, Schotz, Meisel, Forman & Leonard in Hackensack, N.J. represent the buyer; and Frank Leanza of Leanza & Agrapidis in Hasbrouck Heights, N.J. Represented the seller.

**Gebroe-Hammer 973-994-4500**



**GEBROE HAMMER**

A • S • S • O • C • I • A • T • E • S

INVESTMENT REAL ESTATE

2 West Northfield Road/ Livingston, NJ 07039  
973-994-4500 FAX 973-994-9752  
email: info@gebroehammer.com

PRESORTED  
FIRST CLASS MAIL  
US POSTAGE  
**PAID**  
E. HANOVER, NJ  
PERMIT NO. 5