



Q1  
2025

# Multifamily Quarter In Review New York City

by Ariel Property Advisors, A Member of GREA  
Released April 2025

**Ariela**  
A member of GREA

**GREA**

Investment Sales  
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# Q1 2025 Multifamily Highlights



## Q1 2025 Multifamily Report

- The NYC multifamily market showed resilience in Q1 2025, with transaction volume holding steady—approximately 5% above the two-year average and up 62% year-over-year. Investment opportunities were largely concentrated in free market assets, as elevated interest rates and cost pressures persisted. Despite these headwinds, investor activity remained strong, signaling continued confidence in the market’s long-term fundamentals.

## Free Market Activity Dominates Transaction Volume

- Free market multifamily assets dominated NYC’s multifamily market in Q1 2025, driving 88% of total dollar volume—a record high—and 58% of transactions. Activity was concentrated in high-income areas like Manhattan below 96th Street and Prime Brooklyn, focused on buildings with under 25% rent-stabilized units or 421a tax benefits.

### Transaction Breakdown by Building Unit Mix

	Unit Mix	% of \$ Vol	% of Trans Vol
Predominantly Free Market	FM (including 421a)	83%	48%
	25% - 50% RS	5%	10%
Predominantly Rent-Stabilized	50% - 75% RS	2%	5%
	75% + RS RS	9%	36%
	Buildings w Reg Agreement	1%	1%

The two largest sales of Q1 were both partial interest sales:

- Steiner NYC reacquired the 62% stake in 333 Schermerhorn Street, which it sold to JP Morgan in 2019. The stake traded for \$259.5 million—\$6.5 million above its original price—as part of a \$420 million recapitalization.
- Ares Management acquired a 75% stake from Mitsui Fudosan America in a market-rate bulk residential unit and retail tax lots at 525 W 52nd Street for \$202.2 million, valuing the tax lots at ~\$270 million. The deal includes 313 market-rate units with 421a benefits and a 1,678 sq. ft. retail space.
- Investor confidence remains strong amid surging demand in prime areas, with rents up 7.2% in Manhattan and 9.4% in Brooklyn (Elliman Report, March 2025). Free market buildings in Brooklyn posted a 9% year-over-year PPSF gain—the city’s highest.
- This deep capital interest, from institutional, international, and private investors, reflects confidence in the stability and growth of free market assets, particularly as regulatory uncertainty continues to weigh on rent-stabilized investment.

## Brooklyn Leads Borough Rankings

- Brooklyn led all boroughs with \$1.06 billion in multifamily sales—about 50% of citywide volume in Q1. Four of the top five free market deals (all over \$50M) were in Brooklyn, which also saw a 9% year-over-year PPSF increase for buildings with <25% rent stabilization. Despite the rebound, values remain below

pre-HSTPA levels, with average PPSF still 12% below the 2019 benchmark of \$633.

Selected transactions include:

- The \$127.5 million trade of 395 Leonard Street in Williamsburg, which sold for \$683 per square foot, 5% below its 2019 price.
- The recapitalization of 333 Schermerhorn Street in Downtown Brooklyn, where Steiner NYC reacquired a 62% stake from JP Morgan for \$259.5 million, a part of a \$420 million recapitalization. The 55-story tower includes 750 units, 103 of which are rent-stabilized.

## Rent-Stabilized Sector Under Pressure

- Rent-stabilized assets accounted for 41% of Q1 transactions but only 11% of dollar volume—the second-lowest share in five years. Northern Manhattan, heavily impacted by HSTPA, saw no rent-stabilized trades and hit a record low for multifamily activity. Still, this appears to be an outlier, with over \$200M in assets currently on the market with Ariel Property Advisors, including nearly \$50M in rent-stabilized deals.

Trailing 6-month price trends for assets with 75%+ rent stabilization varied year-over-year:

- Manhattan saw a 42% increase
- Brooklyn declined 39%, Queens fell 7%, and the Bronx remained flat

# Q1 2025 Multifamily Highlights

Still, prices are significantly below pre-HSTPA levels:

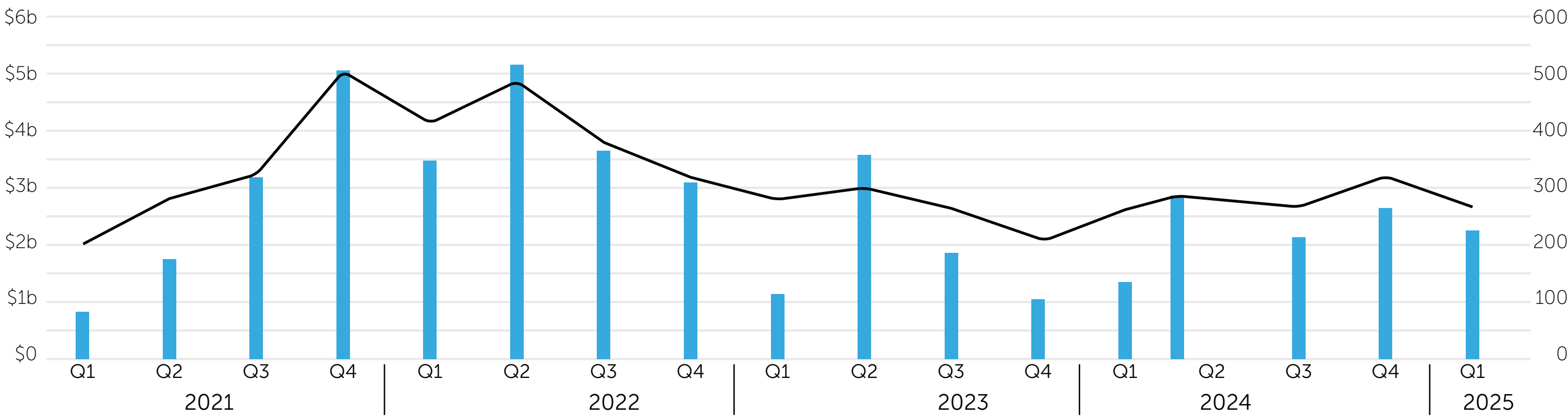
- Manhattan (below 96th St): -61%
- Northern Manhattan (above 96th St): -61%
- Brooklyn: -35%
- Bronx: -52%
- Queens: -40%
- Amid mounting distress, owners of rent-stabilized assets are increasingly seeking exits through sales, refinancing, or handing properties back to lenders. Barberry Rose Management’s \$20.35M sale of 183-11 Hillside Avenue—the largest rent-stabilized trade of the quarter—illustrates the trend. After holding the asset for over 40 years, the firm cited untenable policy conditions and a shift in focus to New Jersey and other markets.
- Market-wide, activity has slowed as both owners and lenders confront operational and financial challenges. Many are pursuing loan restructurings, paydowns, or navigating foreclosures and litigation. In some cases, neither party wants to take ownership, especially with added pressure from new regulations like Local Law 97.

NYC Transaction Activity Summary	1Q 2025	% Change vs 4Q 2024	4Q 2024	% Change vs 1Q 2024	1Q 2024
Transaction Volume Comparison	269	-17%	323	5%	255
Dollar Volume Comparison	\$2,209,754,219	-17%	\$2,654,176,478	62%	\$1,368,114,302
Building Volume Comparison	330	-26%	449	10%	301
Total Units	5,549	-42%	9,543	34%	4,131

WATCHLIST:

- **Tariffs & Inflation Risk:** Rising materials and operational costs may delay or reprice development deals. If broader economic indicators soften, the Federal Reserve could shift toward rate cuts.
- **Section 610 Pause:** The freeze on new PHFL Section 610 applications limits landlords’ ability to align rents with voucher levels, affecting both existing properties and planned developments.
- **Insurance Premiums:** Pre-1974 buildings are seeing surging insurance costs—up 50% in the last four years, according to RGB data—tightening margins, especially for constrained assets.

Multifamily Real Estate Timeline Dollar Vol | Transaction Vol





# NYC Sub-Market Overview: Manhattan

VOLUME  
Q1 2025 vs  
Q1 2024

36%  
↑  
\$868.51M  
Dollar  
Volume

5%  
↑  
45  
Transaction  
Volume

-13%  
↓  
52  
Property  
Volume

Transaction Activity Summary

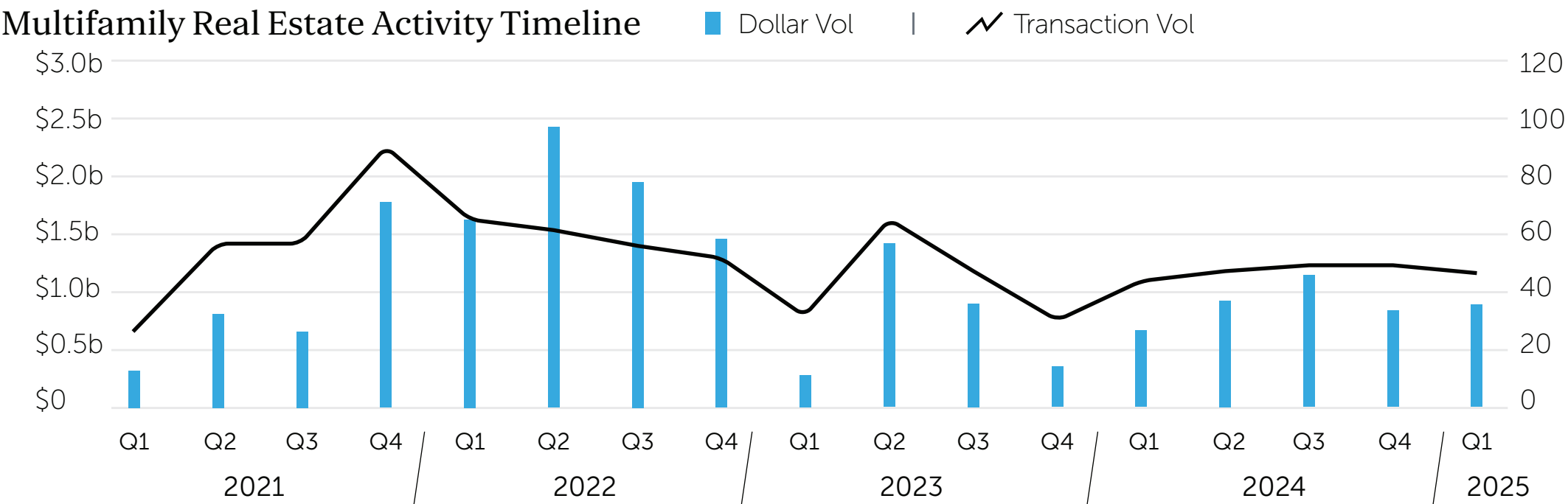
Manhattan	1Q 2025	% Change vs 4Q 2024	4Q 2024	% Change vs 1Q 2024	1Q 2024
Transaction Vol	45	-10%	50	5%	43
Building Vol	52	-33%	78	-13%	60
Dollar Vol (in \$M)	\$868.5	8%	\$802.4	36%	\$637.1
Total Units	1,595	3%	1,554	44%	1,108

Transaction Breakdown by Building Unit Mix

Category	% Dol Vol	% Trans Vol	Avg \$/SF*	Avg \$/Unit*
FM (including 421a)	85%	63%	\$836	\$579,050
25% - 50% RS	7%	19%	\$553	\$328,352
50% - 75% RS	4%	7%	N/A	N/A
75%+ RS	4%	11%	\$305	\$220,968
Buildings w Reg Agreement	0%	0%	N/A	N/A

\*Pricing Metrics Using Trailing 6-Month Data Due to Low Sales Activity

Multifamily Real Estate Activity Timeline



Dollar Volume Comparison (amounts are in \$M)

Product type	1Q 2025	% Change vs 4Q 2024	4Q 2024	% Change vs 1Q 2024	1Q 2024
MF-MU 10+ resi units	\$755.7	11%	\$682.4	48%	\$510.7
MF-MU 6-9 resi units	\$30.3	-25%	\$40.2	-36%	\$47.2
MF-MU Small	\$82.5	3%	\$79.9	4%	\$79.2

Transaction Volume Comparison

Product type	1Q 2025	% Change vs 4Q 2024	4Q 2024	% Change vs 1Q 2024	1Q 2024
MF-MU 10+ resi units	32	0%	32	33%	24
MF-MU 6-9 resi units	6	-26%	8	-26%	8
MF-MU Small	7	-29%	10	-35%	11

Building Volume Comparison

Product type	1Q 2025	% Change vs 4Q 2024	4Q 2024	% Change vs 1Q 2024	1Q 2024
MF-MU 10+ resi units	39	-34%	59	-5%	41
MF-MU 6-9 resi units	6	-26%	8	-26%	8
MF-MU Small	7	-35%	11	-35%	11

Q1 '25 Featured Transaction



501 East 87<sup>th</sup> Street

Sale Date: **3/12/2025**  
Sale Price: **\$116,500,000**  
Gross SF: **202,322**



244 West 72<sup>nd</sup> Street

Sale Date: **2/20/2025**  
Sale Price: **\$40,000,000**  
Gross SF: **87,150**

# NYC Sub-Market Overview: N. Manhattan

VOLUME

Q1 2025 vs Q1 2024

-46%

↓

\$33.46M

Dollar Volume

-94%

↓

1

Transaction Volume

-95%

↓

1

Property Volume

Transaction Activity Summary

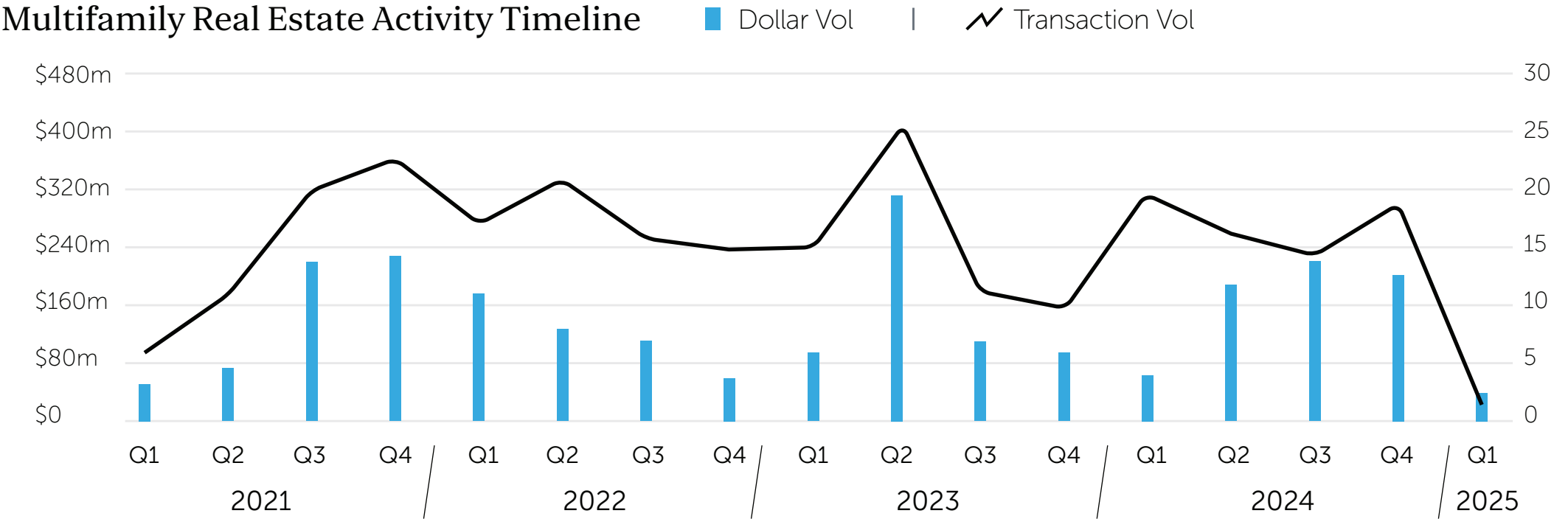
N. Manhattan	1Q 2025	% Change vs 4Q 2024	4Q 2024	% Change vs 1Q 2024	1Q 2024
Transaction Vol	1	-93%	17	-94%	19
Building Vol	1	-97%	38	-95%	23
Dollar Vol (in \$M)	\$33.5	-83%	\$201.0	-46%	\$62.1
Total Units	24	-98%	1,373	-95%	470

Transaction Breakdown by Building Unit Mix

Category	% Dol Vol	% Trans Vol	Avg \$/SF*	Avg \$/Unit*
FM (including 421a)	100%	100%	\$458	\$504,096
25% - 50% RS	0%	0%	N/A	N/A
50% - 75% RS	0%	0%	N/A	N/A
75%+ RS	0%	0%	\$136	\$121,297
Buildings w Reg Agreement	0%	0%	N/A	N/A

\*Pricing Metrics Using Trailing 6-Month Data Due to Low Sales Activity

Multifamily Real Estate Activity Timeline



Dollar Volume Comparison (amounts are in \$M)

Product type	1Q 2025	% Change vs 4Q 2024	4Q 2024	% Change vs 1Q 2024	1Q 2024
MF-MU 10+ resi units	\$33.5	-83%	\$196.8	-30%	\$47.6
MF-MU 6-9 resi units	\$0.0	N/A	\$0.0	N/A	\$5.8
MF-MU Small	\$0.0	N/A	\$4.2	N/A	\$8.6

Transaction Volume Comparison

Product type	1Q 2025	% Change vs 4Q 2024	4Q 2024	% Change vs 1Q 2024	1Q 2024
MF-MU 10+ resi units	1	-92%	15	-89%	11
MF-MU 6-9 resi units	0	N/A	0	N/A	4
MF-MU Small	0	N/A	2	N/A	4

Building Volume Comparison

Product type	1Q 2025	% Change vs 4Q 2024	4Q 2024	% Change vs 1Q 2024	1Q 2024
MF-MU 10+ resi units	1	-97%	36	-92%	15
MF-MU 6-9 resi units	0	N/A	0	N/A	4
MF-MU Small	0	N/A	2	N/A	4

Q1 '25 Featured Transaction



2283 3<sup>rd</sup> Avenue

Sale Date: 1/27/2025  
Sale Price: \$28,255,431  
Gross SF: 50,908



# NYC Sub-Market Overview: Brooklyn

VOLUME  
Q1 2025 vs  
Q1 2024

138%  
↑  
\$1.06B  
Dollar  
Volume

9%  
↑  
139  
Transaction  
Volume

26%  
↑  
181  
Property  
Volume

Transaction Activity Summary

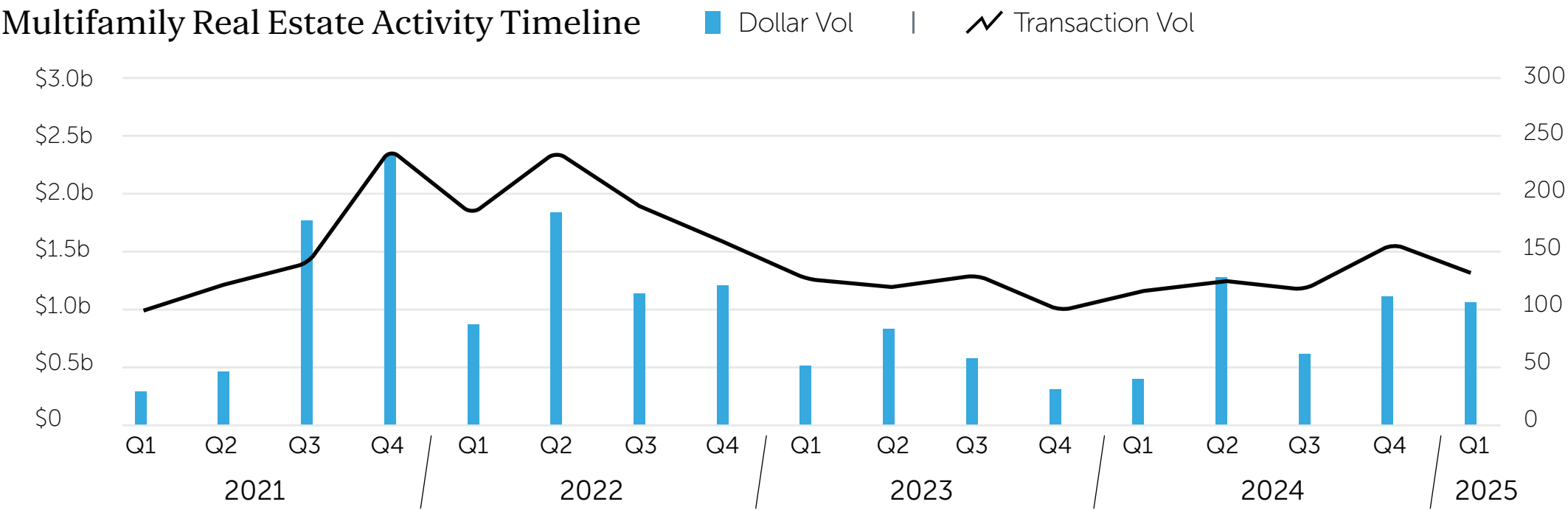
Brooklyn	1Q 2025	% Change vs 4Q 2024	4Q 2024	% Change vs 1Q 2024	1Q 2024
Transaction Vol	139	-13%	160	9%	127
Building Vol	181	-20%	227	26%	144
Dollar Vol (in \$M)	\$1,061.1	-14%	\$1,236.3	138%	\$445.6
Total Units	2,451	-43%	4,284	106%	1,191

Transaction Breakdown by Building Unit Mix

Category	% DoI Vol	% Trans Vol	Avg \$/SF*	Avg \$/Unit*
FM (including 421a)	92%	58%	\$541	\$493,706
25% - 50% RS	4%	5%	\$342	\$281,281
50% - 75% RS	0%	0%	N/A	N/A
75%+ RS	4%	37%	\$182	\$141,390
Buildings w Reg Agreement	0%	0%	N/A	N/A

\*Pricing Metrics Using Trailing 6-Month Data Due to Low Sales Activity

Multifamily Real Estate Activity Timeline



Dollar Volume Comparison (amounts are in \$M)

Product type	1Q 2025	% Change vs 4Q 2024	4Q 2024	% Change vs 1Q 2024	1Q 2024
MF-MU 10+ resi units	\$790.3	-15%	\$929.7	390%	\$161.1
MF-MU 6-9 resi units	\$104.6	3%	\$101.3	-8%	\$113.3
MF-MU Small	\$166.3	-19%	\$205.2	-3%	\$171.2

Transaction Volume Comparison

Product type	1Q 2025	% Change vs 4Q 2024	4Q 2024	% Change vs 1Q 2024	1Q 2024
MF-MU 10+ resi units	23	-10%	25	7%	21
MF-MU 6-9 resi units	46	15%	40	18%	39
MF-MU Small	70	-26%	95	4%	67

Building Volume Comparison

Product type	1Q 2025	% Change vs 4Q 2024	4Q 2024	% Change vs 1Q 2024	1Q 2024
MF-MU 10+ resi units	58	-24%	76	107%	28
MF-MU 6-9 resi units	50	8%	46	16%	43
MF-MU Small	73	-30%	105	1%	73

Q1 '25 Featured Transaction



395 Leonard Street

Sale Date: **1/15/2025**  
Sale Price: **\$127,500,000**  
Gross SF: **186,779**



Pintchik Brooklyn Portfolio

Sale Date: **1/10/2025**  
Sale Price: **\$102,479,002**  
Gross SF: **110,969**

# NYC Sub-Market Overview: Bronx

VOLUME  
Q1 2025 vs  
Q1 2024

-3%



\$85.02M

Dollar  
Volume

78%



25

Transaction  
Volume

48%



30

Property  
Volume

## Transaction Activity Summary

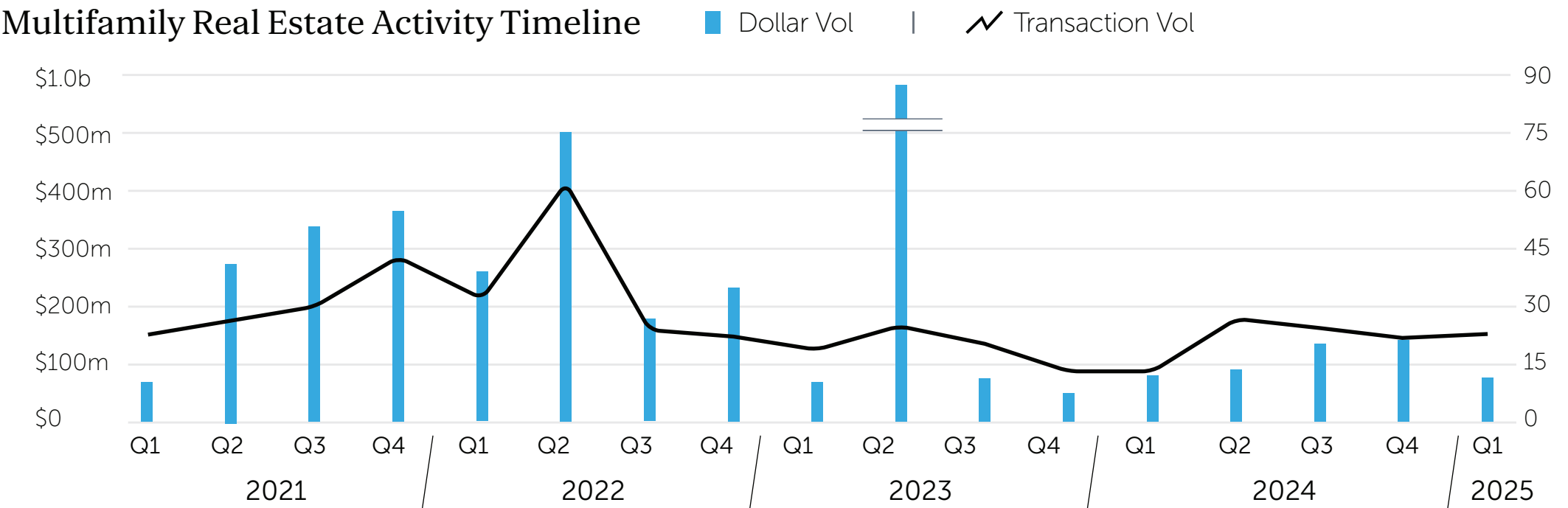
Bronx	1Q 2025	% Change vs 4Q 2024	4Q 2024	% Change vs 1Q 2024	1Q 2024
Transaction Vol	25	4%	24	78%	14
Building Vol	30	2%	29	48%	20
Dollar Vol (in \$M)	\$85.0	-39%	\$139.8	-3%	\$87.6
Total Units	770	-21%	979	-6%	817

## Transaction Breakdown by Building Unit Mix

Category	% Dol Vol	% Trans Vol	Avg \$/SF*	Avg \$/Unit*
FM (including 421a)	13%	27%	\$291	\$216,556
25% - 50% RS	0%	0%	N/A	N/A
50% - 75% RS	0%	0%	N/A	N/A
75%+ RS	76%	64%	\$102	\$91,964
Buildings w Reg Agreement	11%	9%	N/A	N/A

\*Pricing Metrics Using Trailing 6-Month Data Due to Low Sales Activity

## Multifamily Real Estate Activity Timeline



## Dollar Volume Comparison (amounts are in \$M)

Product type	1Q 2025	% Change vs 4Q 2024	4Q 2024	% Change vs 1Q 2024	1Q 2024
MF-MU 10+ resi units	\$64.4	-49%	\$125.8	-16%	\$77.0
MF-MU 6-9 resi units	\$10.8	33%	\$8.1	77%	\$6.1
MF-MU Small	\$9.8	66%	\$5.9	116%	\$4.6

## Transaction Volume Comparison

Product type	1Q 2025	% Change vs 4Q 2024	4Q 2024	% Change vs 1Q 2024	1Q 2024
MF-MU 10+ resi units	13	-23%	17	63%	8
MF-MU 6-9 resi units	5	58%	3	58%	3
MF-MU Small	7	78%	4	137%	3

## Building Volume Comparison

Product type	1Q 2025	% Change vs 4Q 2024	4Q 2024	% Change vs 1Q 2024	1Q 2024
MF-MU 10+ resi units	18	-19%	22	27%	14
MF-MU 6-9 resi units	5	58%	3	58%	3
MF-MU Small	7	78%	4	137%	3

## Q1 '25 Featured Transaction



375 & 385-391 East Mosholu  
Parkway N

Sale Date: **2/12/2025**  
Sale Price: **\$13,800,000**  
Gross SF: **167,994**



1475 Wythe Place  
& 1930 Anthony Avenue

Sale Date: **3/1/2025**  
Sale Price: **\$9,000,000**  
Gross SF: **141,594**



# NYC Sub-Market Overview: Queens

VOLUME  
Q1 2025 vs  
Q1 2024

19%  
↑  
\$161.66M  
Dollar  
Volume

14%  
↑  
59  
Transaction  
Volume

23%  
↑  
66  
Property  
Volume

Transaction Activity Summary

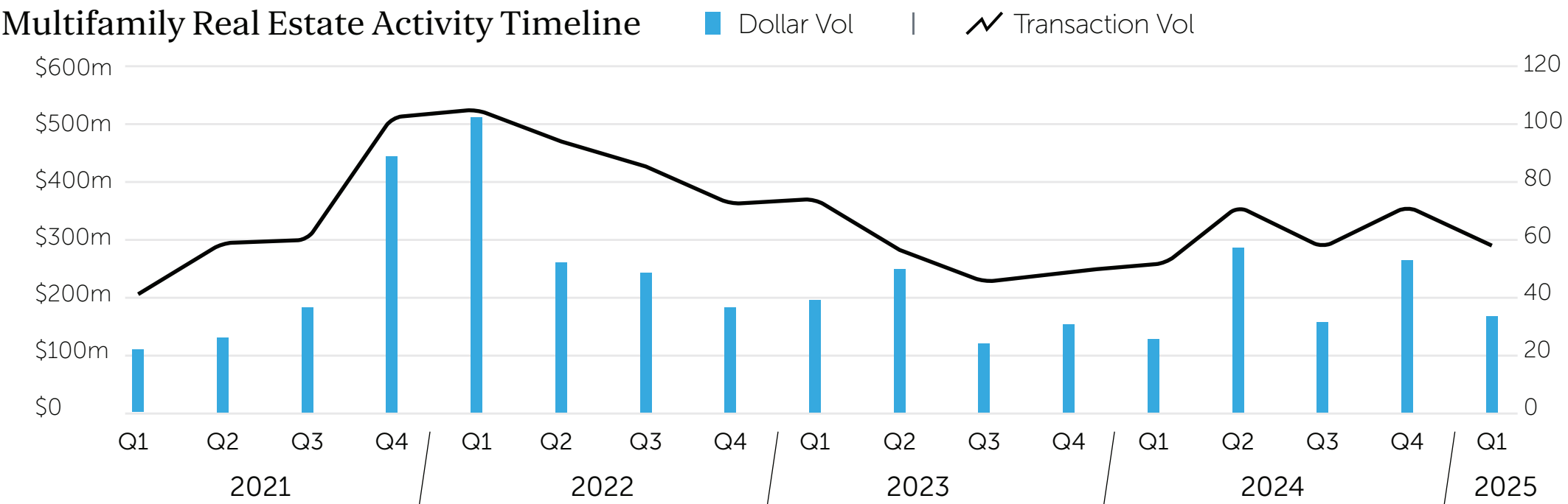
Queens	1Q 2025	% Change vs 4Q 2024	4Q 2024	% Change vs 1Q 2024	1Q 2024
Transaction Vol	59	-18%	72	14%	52
Building Vol	66	-14%	77	23%	54
Dollar Vol (in \$M)	\$161.7	-41%	\$274.7	19%	\$135.6
Total Units	709	-48%	1,353	30%	545

Transaction Breakdown by Building Unit Mix

Category	% Dol Vol	% Trans Vol	Avg \$/SF*	Avg \$/Unit*
FM (including 421a)	4%	9%	\$283	\$300,224
25% - 50% RS	6%	9%	N/A	N/A
50% - 75% RS	4%	9%	N/A	N/A
75%+ RS	86%	73%	\$213	\$169,224
Buildings w Reg Agreement	0%	0%	N/A	N/A

\*Pricing Metrics Using Trailing 6-Month Data Due to Low Sales Activity

Multifamily Real Estate Activity Timeline



Dollar Volume Comparison (amounts are in \$M)

Product type	1Q 2025	% Change vs 4Q 2024	4Q 2024	% Change vs 1Q 2024	1Q 2024
MF-MU 10+ resi units	\$63.2	-64%	\$174.9	5%	\$60.0
MF-MU 6-9 resi units	\$39.7	-7%	\$42.6	28%	\$31.0
MF-MU Small	\$58.7	3%	\$57.2	32%	\$44.6

Transaction Volume Comparison

Product type	1Q 2025	% Change vs 4Q 2024	4Q 2024	% Change vs 1Q 2024	1Q 2024
MF-MU 10+ resi units	13	-7%	14	63%	8
MF-MU 6-9 resi units	15	-30%	22	-4%	16
MF-MU Small	31	-14%	36	10%	28

Building Volume Comparison

Product type	1Q 2025	% Change vs 4Q 2024	4Q 2024	% Change vs 1Q 2024	1Q 2024
MF-MU 10+ resi units	14	-21%	18	58%	9
MF-MU 6-9 resi units	20	-8%	22	26%	16
MF-MU Small	32	-14%	37	10%	29

Q1 '25 Featured Transaction



183-11 Hillside Avenue

Sale Date: **1/24/2025**  
Sale Price: **\$20,350,000**  
Gross SF: **139,143**



22-19 33<sup>rd</sup> Street

Sale Date: **1/8/2025**  
Sale Price: **\$7,055,748**  
Gross SF: **7,244**

# About Ariel Property Advisors

## Geographic Coverage System

Ariel’s unique company structure, with separate groups for Investment Sales, Capital Services and Research, ensures outstanding service for our clients. Whether it’s implementing a strategic marketing process, compiling a comprehensive Asset Evaluation, securing financing or providing timely market information, every assignment is served by a team of specialized professionals.

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## Northern Manhattan Team

- Alexander Taic - East Harlem
- Drew McWilliams - Central Harlem, West Harlem
- Matthew Swerdlow - [Capital Services](#)

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- Christoffer Brodhead - Midtown West
- Howard Raber, Esq. - Midtown East
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- Stephen Vorvolakos - Park Slope, South Slope, Windsor Terrace
- Nicole Daniggelis - Carroll Gardens, Boerum Hill, Cobble Hill, Columbia Street Waterfront District

## Bronx Team

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- Gabriel Elyaszadeh - Longwood
- Daniel Mahfar - Belmont, Hunts Point, Fordham, Kingsbridge
- Matthew Swerdlow - [Capital Services](#)

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- Steven Trow - [Capital Services](#)





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