

604 21st Street, Union City
Sold For: \$1,115,000



Property Profile:

- 9 Unit
- 4-story walk up
- Outdated heating
- Steel stairwells
- Large apartments
- Close to NYC



For more information, or if you would like to create a complimentary Opinion of Value for your property, please contact:

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CHALLENGES:

When Cervelli Real Estate acquired the listing for a 9 unit, 4-story walk up in Union City, the building was in need of some attention, *but* presented many areas where the incoming ownership would be able to identify and add value quickly. 6 out of the 9 apartments had a gas-on-gas heating system, which is considered antiquated and obsolete. The hot water heaters were mostly stored in the kitchens of the apartments. The roof was aged, and the basement was in disrepair.

However, the building had **steel stairwells**, which is rare in a 4-story building. The apartments themselves were extremely **large boxed-style apartments** - much more desirable than a railroad style building. And the building is also located on the main thoroughfare, with excellent access to **transportation to Manhattan**. CRE saw potential despite the challenges presented by the property.

OUTCOME:

Due to the lack of products available on the market, Cervelli Real Estate directly solicited landlords that were not in the market, some uncertain of the property's ability to get the recommended price. After CRE secured the listing, it was marketed not only to our substantial list of **private clients**, but also through our full breadth of market resources, including but not limited to, **print, direct mail, and other online sources** to expose the property to buyers looking for this specific property type.

Many potential buyers were landlords in Brooklyn and Queens chasing yields because of the competitive nature of New York City assets. Hudson County, with its similar commute time to Manhattan, largely slips under the real estate radar. CRE has been able to open the eyes of investors in these areas that are just on the other side of the Hudson River.

CONCLUSION:

The purchaser was from overseas and purchase was of high value in order to place cash into a safe, United States hard asset. Outside of new construction, the price of \$123,888 per unit is unusually high. CRE negotiated competitive financing that the seller held which reduced the fees the borrower would have had to pay.

The Northern NJ Multi Family investment market is experiencing a renaissance as it grows into its place as the **6th borough of New York** due to strong investments in New Jersey's infrastructure over the last 10 years. Specifically, the Bergen-Hudson light-rail has greatly connected the west part of Hudson County to direct transportation to Manhattan. Due to this, almost anywhere in Hudson County can be a 2 seat ride directly to Times Square. This has created a windfall for landlords who now find tenants looking for **better value and better quality of life** with the same commute time.