



Property Positioning Report



186–188 South 8th Street
Brooklyn, New York 11211

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THE
EXCHANGE | **SERHANT.**
COMMERCIAL

SERHANT. LLC is a licensed real estate broker and adheres to Equal Housing Opportunity laws. All information presented herein is for informational purposes only and is compiled from sources deemed reliable but is subject to errors, omissions, changes in price, condition, sale, or withdrawal without notice. No representation or warranty is made as to the accuracy of any description. All measurements and square footages are approximate. This is not intended to solicit properties already listed. Nothing herein shall be construed as legal, tax, accounting, or other professional advice outside the scope of real estate brokerage.

186 South 8th. St

Brooklyn, NY 11211

SERHANT.



186 South 8th St is a strong free market multifamily asset in prime Williamsburg, delivering stable in-place income with additional upside potential. The property features well-maintained units with high ceilings, exposed brick, private outdoor space, and modern finishes, appealing to high-quality tenants. The building has been gut renovated and is located just two blocks from the Marcy Avenue JMZ trains, providing immediate one-stop access to Manhattan. Surrounded by Williamsburg's top dining, retail, and lifestyle destinations, the asset benefits from consistent tenant demand and long-term growth.

PROPERTY INFORMATION

ADDRESS:	186 S 8 th St
NEIGHBORHOOD:	Williamsburg
BLOCK & LOT	02139-0012
TYPE:	Multi-Family
UNIT MIX:	4 Residential Units
ZONING:	R6
TAXES:	\$8,177
STORIES:	5
NOI:	\$355,149

NEARBY TRANSPORTATION



- Brooklyn-Queens Expressway (BQE / I-278): Located just blocks east.
- Williamsburg Bridge: Approx. 0.5 miles south, providing direct access to Manhattan.

Prepared by:

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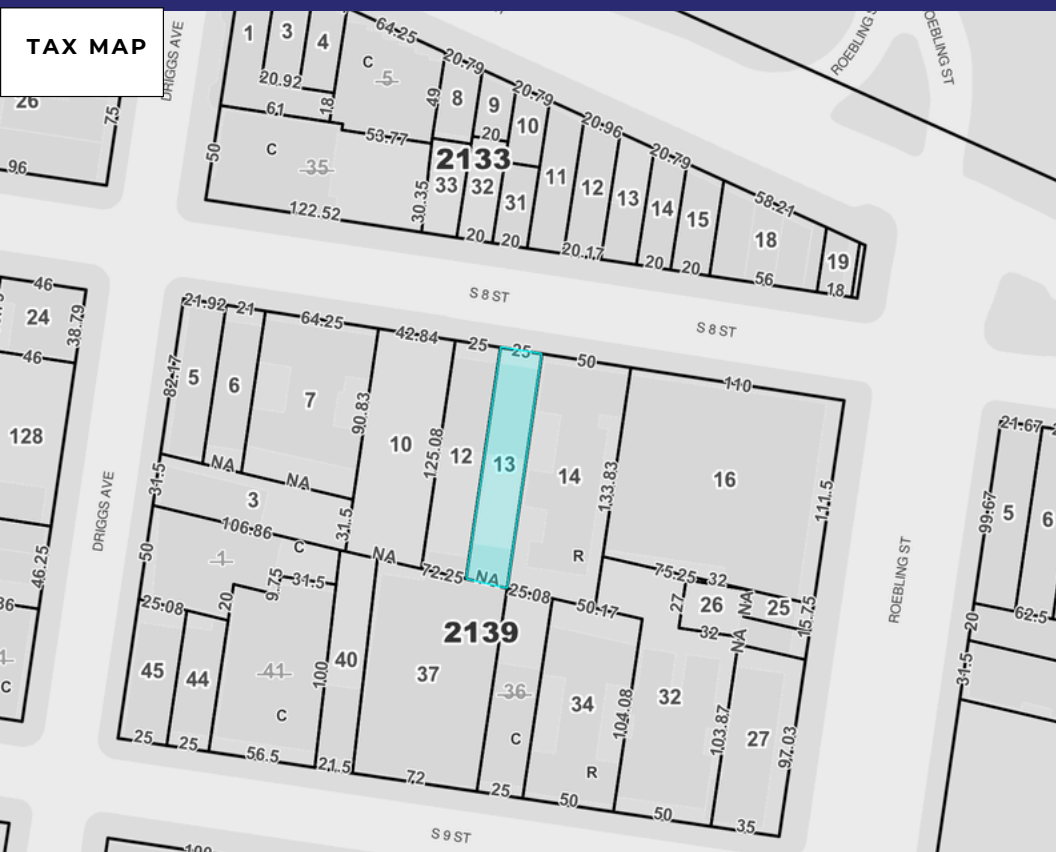
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188 South 8th. St

Brooklyn, NY 11211

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188 South 8th St is a 5 story, fully free market multifamily building in the heart of Williamsburg, offering strong and consistent income. Originally built in 1910 and gut renovated in 2007, the asset is efficiently operated and well-positioned for long-term appreciation in a high-demand rental market. Located one block from the Marcy Avenue JMZ station, it provides direct, one-stop access to Manhattan. The surrounding area includes some of Williamsburg's most established restaurants, retail, and fitness destinations, supporting continued tenant demand. This is a compelling opportunity to acquire a well-located, income-producing asset with upside potential.

PROPERTY INFORMATION

ADDRESS:	188 S 8 th St
NEIGHBORHOOD:	Williamsburg
BLOCK & LOT	02139-0013
TYPE:	Multi-Family
UNIT MIX:	5 Residential Units
ZONING:	R6
TAXES:	\$19,057
STORIES:	5
NOI:	\$365,620

NEARBY TRANSPORTATION



-  Brooklyn-Queens Expressway (BQE / I-278): Located just blocks east.
- Williamsburg Bridge: Approx. 0.5 miles south, providing direct access to Manhattan.

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Evaluation Analysis

186 South 8th St
188 South 8th St



186 South 8th Street – Investment Analysis

186 South 8th Street is a fully gut-renovated, free market multifamily asset in prime Williamsburg, generating approximately \$355,149 in Net Operating Income. The property has been repositioned with modern finishes, offering high ceilings, exposed brick, private outdoor space, and in-unit upgrades that support strong tenant retention and premium rents. From an investment standpoint, the asset presents stable in-place cash flow with limited near-term capital requirements, positioning it as a turnkey acquisition for investors seeking yield in a high-demand submarket. The tenant profile and physical condition align with top-tier free market product in the area.

Valuation Overview (5.50% – 6.10% Cap Rate):

5.50% Cap: \$6,457,254

6.10% Cap: \$5,821,300

186 South 8th St: Recommended Pricing Range: \$5.820M – \$6.500M

188 South 8th Street – Investment Analysis

188 South 8th Street is a five-story, free market multifamily building producing approximately \$365,620 in Net Operating Income. Originally constructed in 1910 and subsequently renovated, the asset offers a strong combination of pre-war infrastructure and modern upgrades, resulting in consistent leasing velocity and stable occupancy. Strategically located one block from the Marcy Avenue transit hub, the property benefits from direct access to Manhattan and strong surrounding retail, dining, and lifestyle amenities. This connectivity supports long-term rental demand and rent growth. The asset is well-suited for investors targeting core-plus multifamily with durability and long-term upside through rental growth.

Valuation Overview (5.50% – 6.10% Cap Rate):

5.50% Cap: \$6,647,640

6.10% Cap: \$5,993,770

188 South 8th St: Recommended Pricing Range: \$5.99M – \$6.650M

CAP RATE ANALYSIS & LIST REPORT

PROPERTY ADDRESS	TYPE	CAP RATE
① 96 S 9 th St Brooklyn, NY 11211	Multi-Family	6.4%
① 93 S 9 th Street, Brooklyn, NY 11211	Multi-Family	5.4%
① 96 S 9 th St Brooklyn, NY 11211	Multi-Family	6.54%
① 147 Grand St. Brooklyn, NY 11211	Multi-Family	6.1%
AVERAGE CAP RATE		6.1%
SUGGESTED CAP RATE:		5.5%

CAPITALIZATION RATE CALCULATION

186 S 8th St

$$\begin{array}{rcl}
 \text{NET OPERATION INCOME (NOI)} & = & \text{CAPITALIZED VALUE} \\
 \text{CAPITALIZATION RATE} & & \\
 \hline
 \$355,149.49 & = & \$6,457,254 \\
 \hline
 5.5\% & &
 \end{array}$$

Suggested Range
\$5,820,000–\$6,500,000

188 S 8th St

$$\begin{array}{rcl}
 \text{NET OPERATION INCOME (NOI)} & = & \text{CAPITALIZED VALUE} \\
 \text{CAPITALIZATION RATE} & & \\
 \hline
 \$365,620.24 & = & \$6,647,640 \\
 \hline
 5.5\% & &
 \end{array}$$

Suggested Range
\$5,999,999–\$6,650,000

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SERHANT.



01

Pre-Market.

Marketing Collateral Development

SERHANT.

ID LAB



Bold Ideas

We ground our creative process on a simple premise: be bold and create for tomorrow. When developing an identity for a new listing, we stand out with a distinctive voice and point of view.



Amplification

In tandem with SERHANT. Studios and SERHANT. ADX, we leverage innovative design, production, and technology along with disruptive creative execution to ensure our messaging reaches a global audience and delivers a level of impact that few other real estate brokerages can match.



Proven Results

By amplifying bold ideas, we create memorable visual cues and experiences for the marketplace. Our initiatives and sales campaigns have regularly led to a shorter time on the market and record-breaking prices.

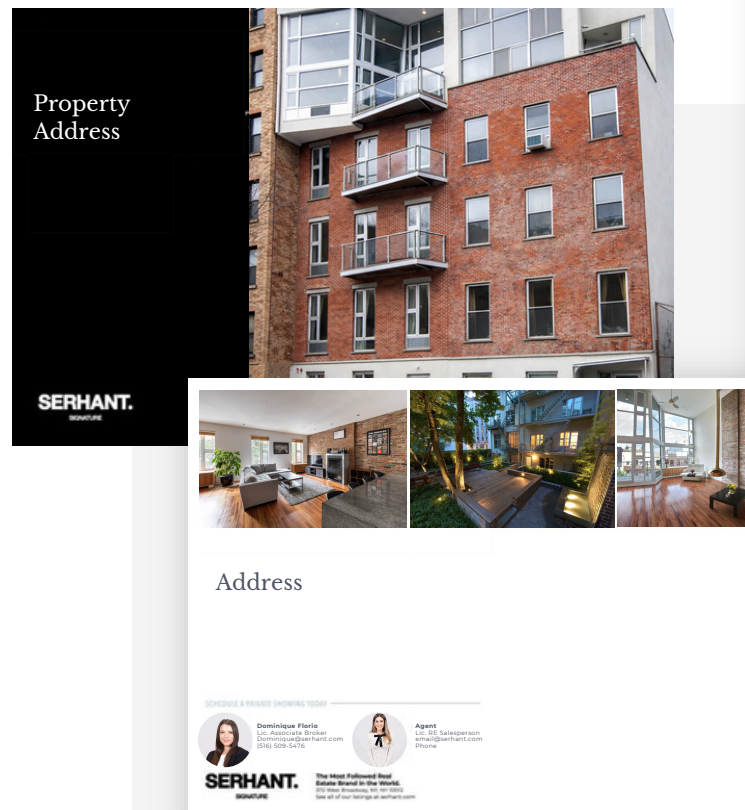
SERHANT. ID Lab is our strategic sales collective and ideation workshop that generates compelling communications for each listing. We believe that each home is unique and deserves to have its own identity.



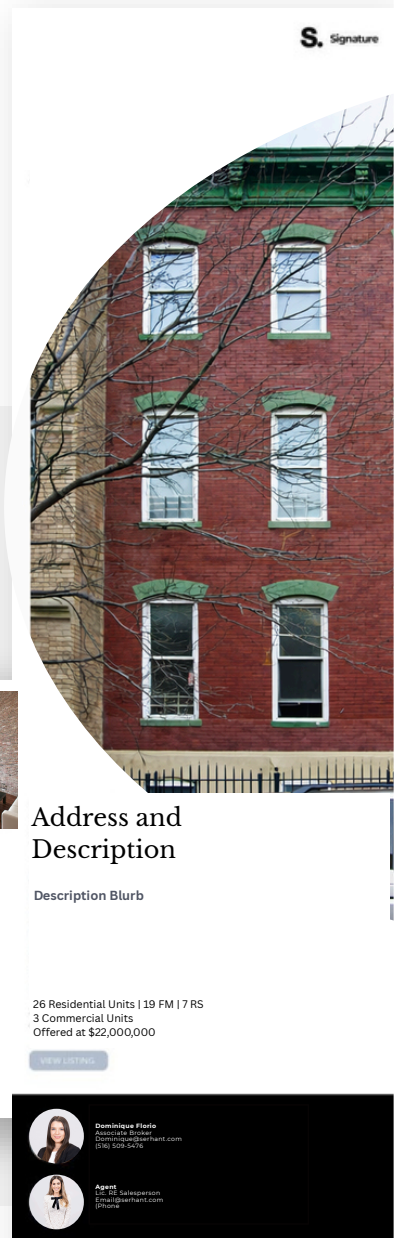
Outreach

Marketing Collateral Development

- Exposure on all of our social media feeds with your listing. With over 4M followers across all platforms, we are the most followed real estate brand in THE WORLD
- Email blast campaign to every REBNY broker (roughly 50,000), every agent in the Serhant Sales System (30k+), and our list of international brokers. This is a list of over 600,000 brokers
- Send listing to our in-house PR team for immediate press
- Invite specific brokers and buyers to view the property one-by-one
- Host ongoing by-appointment open houses for the public until the listing is sold!



Designed Postcard

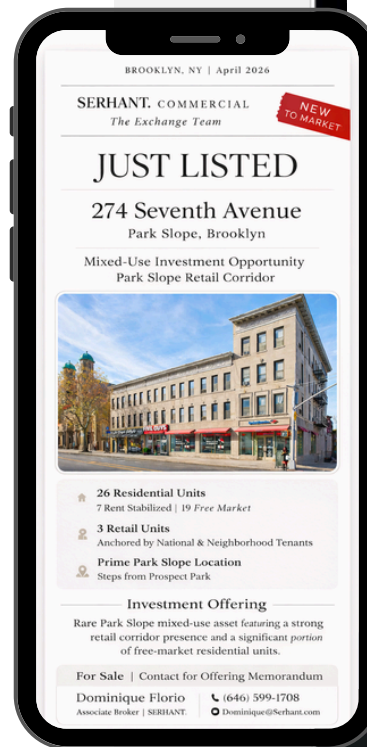


Designed Eblast

ID Lab Deliverables

Custom design and elevated printing and materials

- Custom designed logo/branding Printed and
- Branded floor plans, on high quality paper stock
- Perfect-bound brochure, printed on high quality paper stock (soft or hardcover) Website
- Custom designed neighborhood map
- Custom designed email blasts sent from SERHANT.company account to list of 150K contacts
- Custom branded marketing



THE BUILDING

Mixed-use Investment Opportunity

274 Seventh Avenue presents a compelling mixed-use investment opportunity in the heart of Park Slope, one of Brooklyn's most active corridors.

The property consists of a diverse unit mix including residential units, of which 19 are free market and 7 are rent stabilized, alongside 3 ground-floor retail spaces positioned along Seventh Ave. This balance of residential tenancy and established retail frontage provides investors with a steady income stream while maintaining meaningful long-term upside through the majority free market residential component.

The combination of dependable AAA retail presence and a significant portion of free market units creates a favorable investment profile, offering both current yield and long-term growth potential.

Designed full website

SERHANT.

STUDIOS

SERHANT. Studios is our full-service in-house marketing and production hub that allows us to create unique, high-impact content strategically designed to resonate with the largest real estate audience in the world.



Digital Marketing Collateral Development

Content Pioneers

We are visual artists, storytellers, creators. We shoot, record, animate, edit, and produce engaging real estate stories that are redefining how real estate can be consumed by the market.

Media Mavens

We know the ins-and-outs of every traditional and digital platform and how to curate and optimize content for maximum impact on each one.

Visual Disruptors

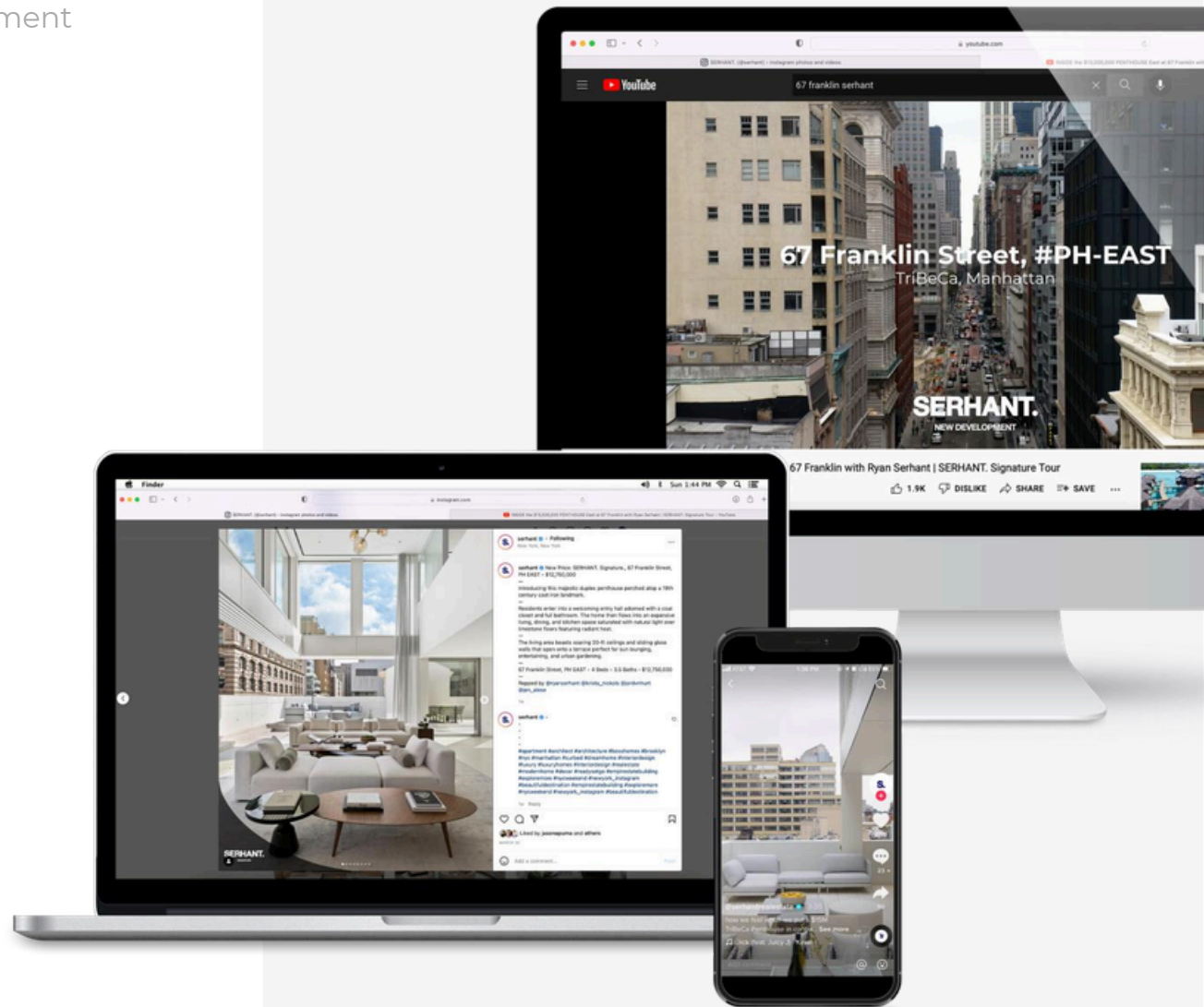
Whether we're conceptualing an Instagram short or executing a one-of-a-kind event experience, we want everything we do to be innovative, memorable, and shareable.

Brand Strategists

We craft unique positions and visual profiles for sellers that reflect their values and goals.

Integrated Campaign Experts

We utilize each marketing tool as part of a cohesive strategy spanning multiple promotional channels and campaigns.



02

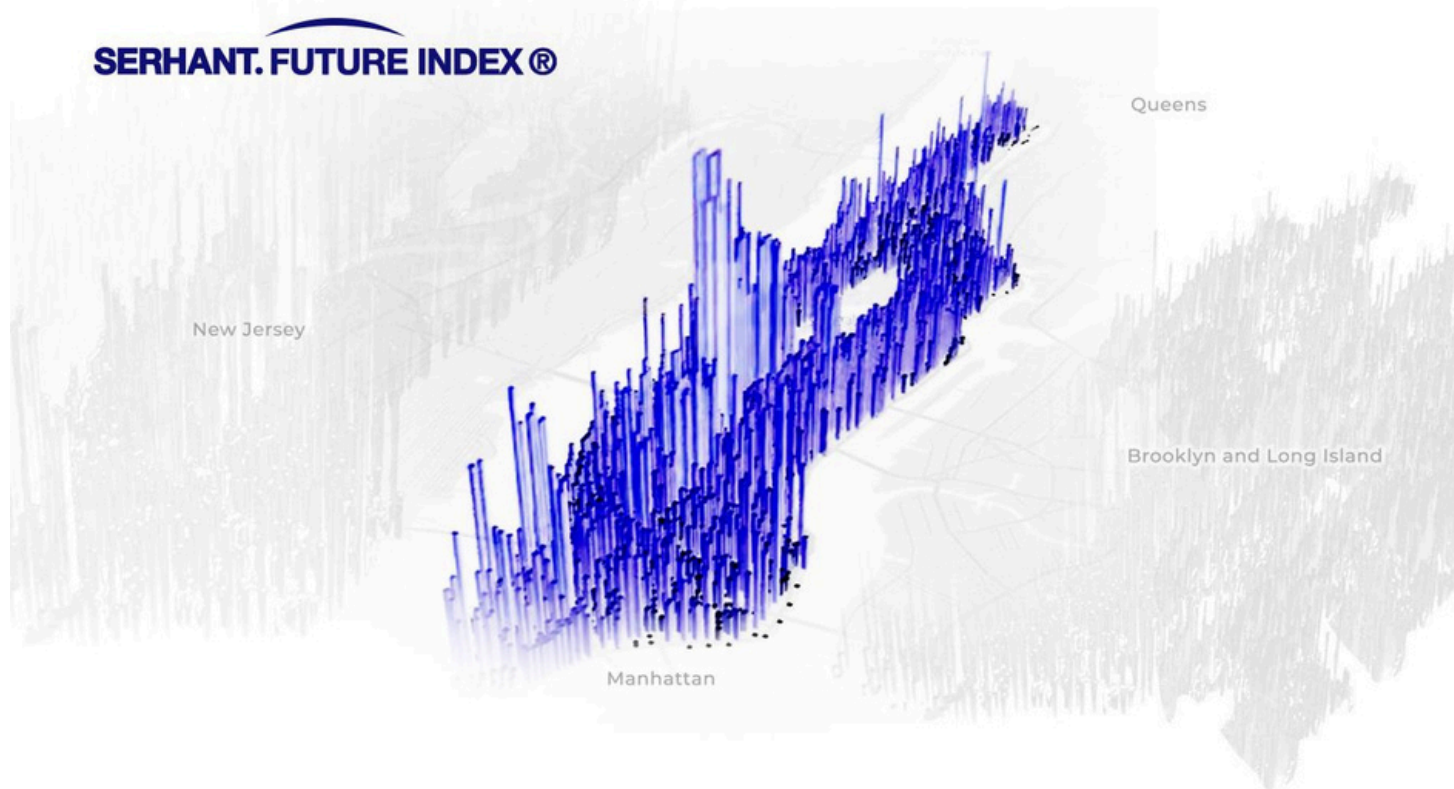
Listing Launch.

Your Property is LIVE on the
market with SERHANT.!

SERHANT.

ADX

Amplification Data Exchange (ADX) is our tech-powered innovation platform that drives success for our sellers. We harness data from sources never before utilized in any area of real estate, giving clients the upper hand in today's data-dependent marketplace.



S. Listing Launch

Nurture
On average, a listing is shown to 100+ people in the first 24 hours of being added.

Nourish
In the first 24 hours, a listing is shown to 100+ people in the first 24 hours of being added.

See
In the first 24 hours, a listing is shown to 100+ people in the first 24 hours of being added.

Hear
In the first 24 hours, a listing is shown to 100+ people in the first 24 hours of being added.

Read
In the first 24 hours, a listing is shown to 100+ people in the first 24 hours of being added.

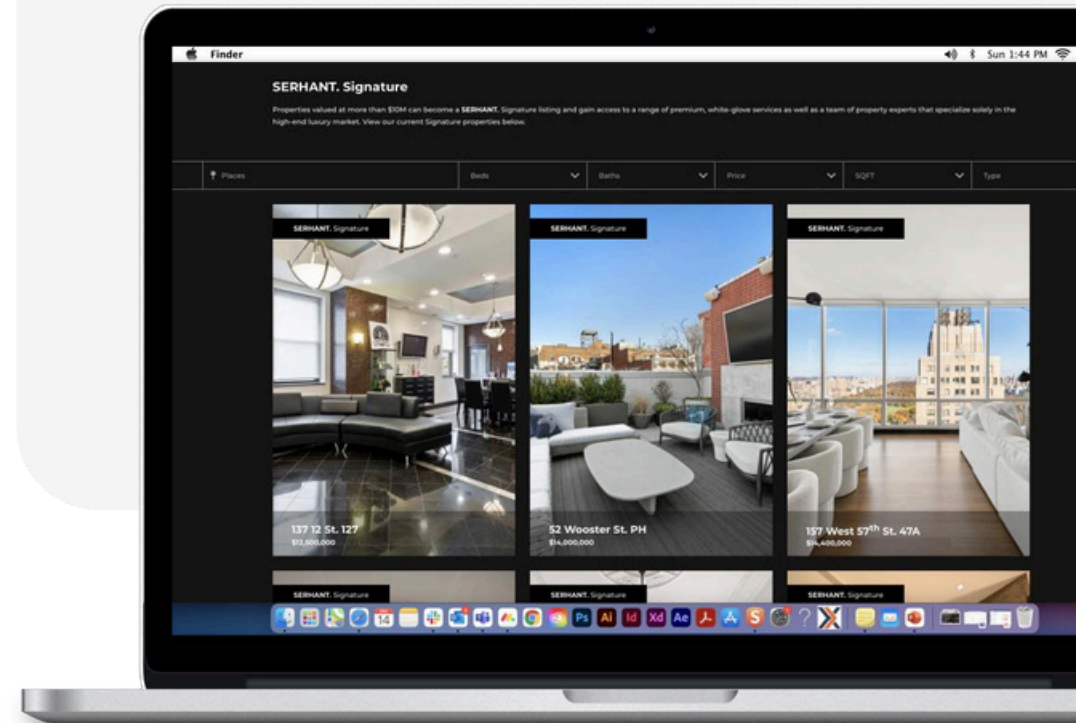
Watch
In the first 24 hours, a listing is shown to 100+ people in the first 24 hours of being added.

Play
In the first 24 hours, a listing is shown to 100+ people in the first 24 hours of being added.

Care
In the first 24 hours, a listing is shown to 100+ people in the first 24 hours of being added.

Listing Launch Listing Marketing

- Property goes LIVE in all property systems and SERHANT.com, broadcasted to every property broker in the city
- Distribute it globally through SouFun.com, Juwai, Youku.com, news.sina.com.cn, and EastWest Luxury Estates in Asia and Mayfair in UK
- List it on the international brokerage and high-net individual websites, costar, loopnet, youku, juwai, as well as Proxiopro.com with buyers and brokers in 80 countries. We are one of the very few NYC brokers doing this
- Send marketing package to brokers in the area announcing that there will be a new property that is coming to the market and to let buyers know to create buzz immediately



03

Social Media.

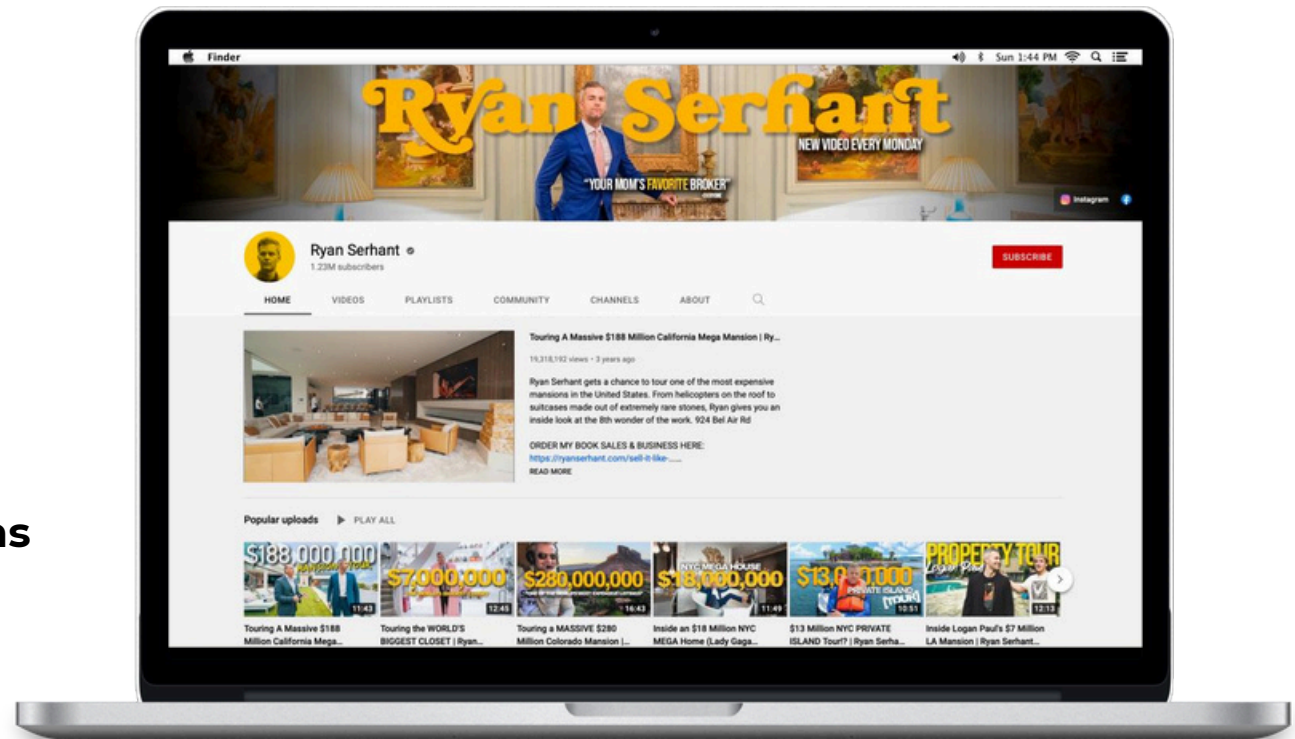
We are the Most Followed
Real Estate Brand in the World.

Putting your property in front of more eyes than anyone else.

Digital Amplification & Influence

Flood social media feeds (with over 4M followers) with your listing, ensuring that no time is wasted in notifying our network of past clients, friends, colleagues, and industry contacts (the people who know and trust us as their source for real estate information) that your property is for sale.

Over 100,000,000 impressions
per month and growing daily



Sold On Social

We sell a significant amount of properties through social media every month. We have sold many properties through Instagram and YouTube. Our philosophy is that social media marketing is “attention” marketing. We are the only brokerage firm in New York with this kind of influence and we use it to your advantage.

**Our YouTube channel
ALONE garners:**

Over 107.5 million views
9.5 million watched hours
and over 1.2 million subscribers



**Touring A Massive \$188
Million California Mega...**

19M views



**Touring the WORLD'S
BIGGEST CLOSET | Ryan...**

12M views

04

PR & Advertising.

We combine earned and paid media
for maximum exposure for your Property.

Bloomberg

Penthouse at Manhattan's 432 Park Listed at \$169 Million

Ongoing Public Relations

- Meet with our PR companies to discuss ideas for further marketing of your property. As you are aware, we use the press extensively
- SERHANT. is mentioned in the press (daily) in forms of newspaper interviews, video interviews, guest contributors on CNBC, advertising campaigns, editorial features, etc.
- We will heavily invest and focus our efforts on generating as much press as possible for your home
- Our in-house public relations team will personally oversee that the property receives adequate and timely press coverage

THE REAL DEAL
NEW YORK REAL ESTATE NEWS

Brooklyn Heights Condo Poised for Year's Priciest in the Borough

\$10.6 M could be

THE REAL DEAL
NEW YORK REAL ESTATE NEWS

"Brooklyn Point is a Leap Up for Him": Gary Barnett on Why he Tapped Serhant

Sales launched in April

NEW YORK

The Gut Renovation of Ryan Serhant:

Million Dollar Listing - and a pandemic market - made a real estate broker the plutocrat's broker of choice.

THE REAL DEAL
NEW YORK REAL ESTATE NEWS

Serhant Goes to the Dogs for 77 Greenwich rebranding

Celebrity agent cast

THE WALL STREET JOURNAL

Ryan Serhant Selfied, Shared and Streamed His Way to \$4 Billion in Sales. Now He's Building His Own Brokerage

THE REAL DEAL
NEW YORK REAL ESTATE NEWS

Ryan Serhant's Brokerage Takes Over Sales at Brooklyn Bridge Condo

On Netflix, “OWNING MANHATTAN”



05

Sales Team

WHY work with THE EXCHANGE

A strategic partnership built on experience, execution, and trust.

Dominique Florio

Licensed Real Estate Associate Broker

Founder, The Exchange



Dominique Florio is the Founder of The Exchange and a recognized authority in New York City real estate, specifically for her expertise in Mixed-use and Multifamily sales. Renowned for navigating highly competitive markets, she advises owners, investors, and developers on investment sales, leasing, development, and asset repositioning across Manhattan, Brooklyn, and Queens.

Francesca Baglio

Licensed Real Estate Salesperson

Senior Advisor, The Exchange



Francesca Baglio brings over a decade of experience across residential and commercial real estate. Her background includes everything from full new development condominium sellouts, to single-family homes and investment properties. Her portfolio includes more than \$150M in completed transactions throughout New York City and the Hamptons.

Backed by a dedicated team and an expansive professional network, Florio New York delivers a curated, full-service approach—tailored to each client's goals and executed with intention.

Sales Team

Ryan Serhant is one of the most successful and well-known real estate brokers in the world. After spending a decade leading one of New York City's top-ranked real estate teams, he founded SERHANT., a brokerage firm that drives success through innovative content and amplification. The Serhant Team consisted of more than 60 experienced agents and marketing support staff. Ranked the #1 Sales Team in New York by the WSJ for three straight years and among the top teams in the nation for the better part of a decade, The Serhant Team closed over \$4B in sales across New York, Los Angeles, and Miami. The team was coined "The Closers" by many in the industry, as they were able to sell the "unsellable" and achieve price-per-square-foot records across the city. In 2020, Ryan founded SERHANT., the first real estate company launched and designed for the marketplace of tomorrow. With in-house film production and branding capabilities, combined with a tech-powered innovation platform, SERHANT. has revolutionized the traditional brokerage model. In addition to his work in real estate, Ryan is an entrepreneur, producer, public speaker, bestselling author, and star of multiple BRAVO TV shows. He is a frequent guest on the real estate segments of CNBC, CNN, 20/20, The Today Show, The Insider, Bloomberg TV, and is often quoted in The New York Times, and Wall Street Journal. He is also an official contributor to Forbes, regularly writing columns on real estate, sales, and branding.



Ryan Serhant

Licensed Real Estate Broker
Founder and CEO

SOUTH 8TH

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