

YEAR IN REVIEW

# 2021

JANUARY 2022 /

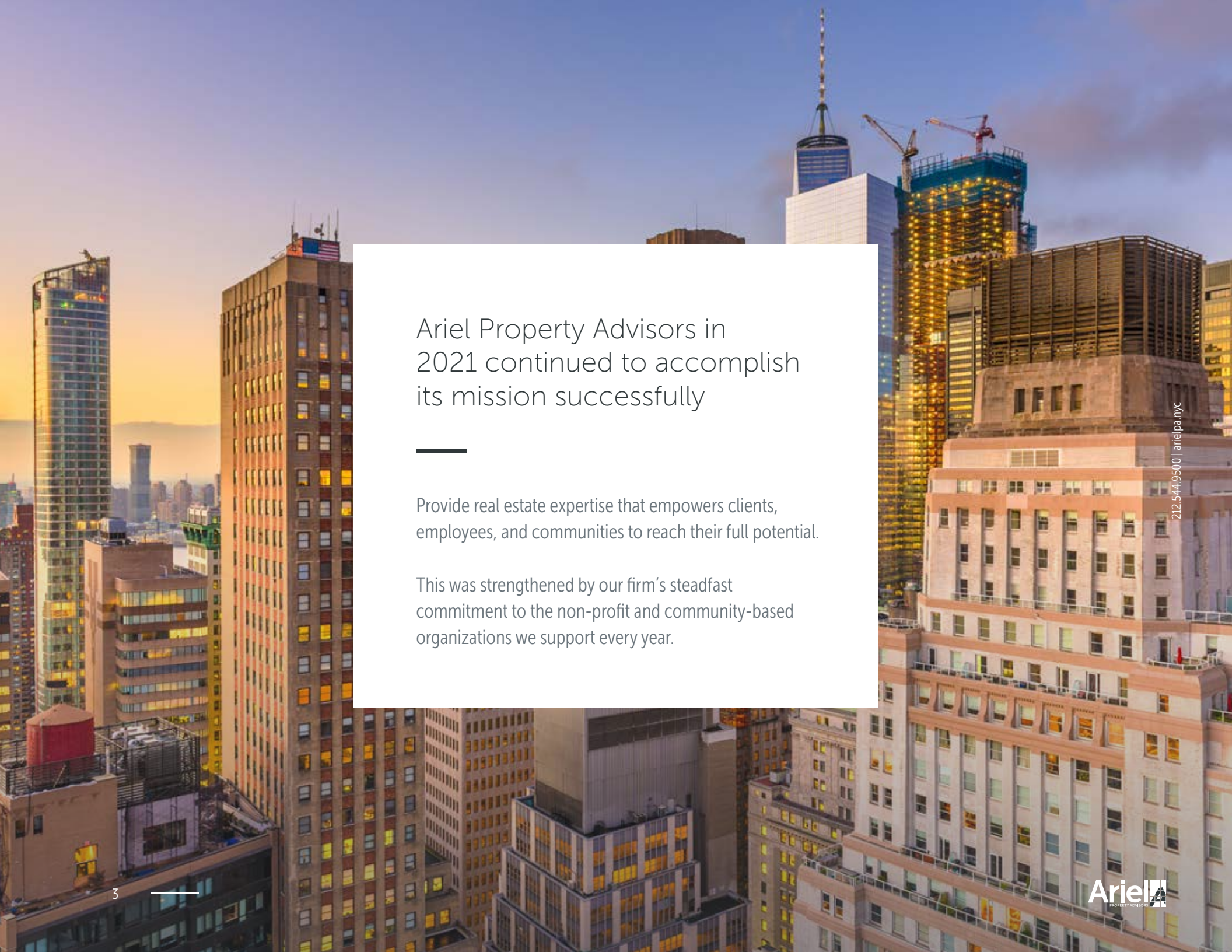
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**Ariela**  
PROPERTY ADVISORS

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Ariel Property Advisors in  
2021 continued to accomplish  
its mission successfully

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Provide real estate expertise that empowers clients,  
employees, and communities to reach their full potential.

This was strengthened by our firm's steadfast  
commitment to the non-profit and community-based  
organizations we support every year.



# LETTER FROM THE PRESIDENT

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## Seizing a New Day in New York

I hope this note finds you feeling as optimistic as I do about New York City's future. Our goal at Ariel Property Advisors is to add value to the industry, to our clients and to the communities we serve through meaningful insights and true partnerships.

I am excited for the direction that Ariel and the industry are headed. In 2021, our Capital Services team tripled our previous best year for closed dollar volume and revenue and we are aggressively looking to continue its growth. Our Investment Sales platform sold five of the top eight affordable housing transactions in New York City and saw a major uptick in overall activity in the second half of the year, helping us get back to pre-pandemic levels. We are also incredibly inspired by the strides our community partners such as Legal Outreach made while navigating uncertain times.

As a growing mid-sized company, we could not have achieved any of this without our clients, who have continued to trust us as their advisor through a shifting landscape. I am extremely grateful for our client and community relationships, and look forward to what I predict to be a highly transactional 2022.

Warm Regards,

A handwritten signature in black ink that reads "Shimon".

**Shimon Shkury**

President

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## Community

We feel passionate about helping to grow our local organizations and partnerships that work in their communities.

Legal Outreach fosters professional pipelines for high school students from underserved neighborhoods in New York. Our longstanding partnership with Legal Outreach extends across our real estate internship program and our Coffee and Cap Rates events, which benefit the organization and broadcast its mission.

I am also proud to say that despite the pandemic, we continued our week-long internship program for the Chapin School, an all-girls school in Manhattan, for the 6th year. It is an intensive program that illuminates many different aspects of commercial real estate and provides insight into what a career in real estate can provide. We also worked to strengthen our partnerships with the Tenement Museum, and Help USA, which for both Ariel executive leadership is deeply involved.

Supporting our communities is central to our company mission and I look forward to continuing these efforts with the Ariel team in 2022.

## Collaboration and Transactional Insight

Ariel differentiates itself in the industry by prioritizing collaboration. Our Investment Sales, Capital Services and Investment Research divisions continuously work together to support our clients and their individual investment goals. We collect, analyze and use big data to deliver insights that enable our clients to seize timely opportunities in an evolving market.

Affordable housing, continues to come into focus in New York City in a big way. In this nuanced and regulated asset class, stability is highly prized and Victor Sozio led many bellwether transactions this year. The excitement this sector is seeing throughout the investment community, especially during a year of market transition, magnifies our ability to navigate even the most complex transactions.

Another one of my partners, Michael Tortorici, also continued to lead assignments and advise several institutions, while serving in leadership positions at organizations such as The Executives' Association of New York City, where he is a member of the board. Additionally,

Sean Kelly and Jonathan Berman, two of our Senior Directors in Brooklyn, worked on exciting development assignments in the borough. This includes 102-106 N. 1st Street, a premier development site in Williamsburg, which is developing into a highly competitive submarket.

All of this owes to a key component of our business model: an established geographic core system, in which our professionals have deep expertise across each of New York City's neighborhoods. This has allowed our team to collaborate rather than compete, consistently leading to efficient transaction success, from blockbuster deals to mid-sized and boutique assets.

# OUR COMPANY'S CULTURE

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This year we were able to get together periodically for team dinners, volunteering events, and we even held our firm's holiday party at our office. Some of the team was able to join our photographer during an aerial property photoshoot. We like to have fun when we can and look forward to being together more frequently in 2022!

Ariel Property Advisors



Ariel takes pride in creating a positive culture of leadership and mentoring with clear paths for growth. This allows us to continuously make sure employees are comfortable collaborating with colleagues at all levels. It is also important that we encourage time off for social responsibility efforts and provide a company match for employee charitable-giving.

This year we were able to get together periodically for team dinners, volunteering events, and we even held our firm's holiday party at our office. It was great to enjoy these moments in person and look forward to being together more frequently in 2022!

# OUR TEAM

## Intentional Management

Every great organization has unsung heroes who make the parts work together in concert; ours are our partner Ivan Petrovic, Executive Vice President, Operations, Paul McCormick, Senior Vice President, Investment Sales and Capital Services, and Aviv Aviad, Chief Financial Officer. They see that our integrated strategy isn't just talk, embedding intention and learning into everything we do to ensure that our professionals and clients have a truly seamless experience.

## Let's Grow Together

In 2021, our growth included exciting new hires Grace Sprite, Director, Capital Services; Evan Hirsch, Associate, Investment Sales; Rhea Vivek, Analyst, Capital Services and Investment Sales; and Adam Pollack, Analyst, Investment Sales; Nicole Santospago, Marketing Manager, among others.

We look to build on the momentum of this year—both in the market and within our firm—and are actively looking to continue to grow Ariel Property Advisors. To accomplish

this, we are looking for people who can become leaders within our business and within their communities. If you want to know more, please reach out.

The second half of 2021 was a highly active one for real estate investment sales and capital markets. We believe that market conditions are primed for 2022 to be another critical year for growth. We look forward to being a part of your journey and thank you for being part of ours.

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# COMMUNITY INVOLVEMENT

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Our success has enabled us to be leaders in our community and make a real difference in the lives of others. Empowering the communities we serve and social responsibility are two key components of our corporate culture. Ariel Property Advisors has made it a goal to be at the forefront of helping overlooked New York City neighborhoods through our strong relationships with several non-profit and community-based organizations.

## Legal Outreach

Ariel Property Advisors has championed Legal Outreach for more than a decade, a relationship bonded by the organization's strong advocacy of diversity and inclusion. Legal Outreach students have also provided members of our team the chance to serve as mentors, a highly rewarding role for our professionals at Ariel Property Advisors.

In 2021, we are grateful to have helped mobilize the real estate community to aid Legal Outreach in winning a \$150k grant. It was an honor to partner with Legal Outreach as they continue to support underserved youth and communities in New York City.

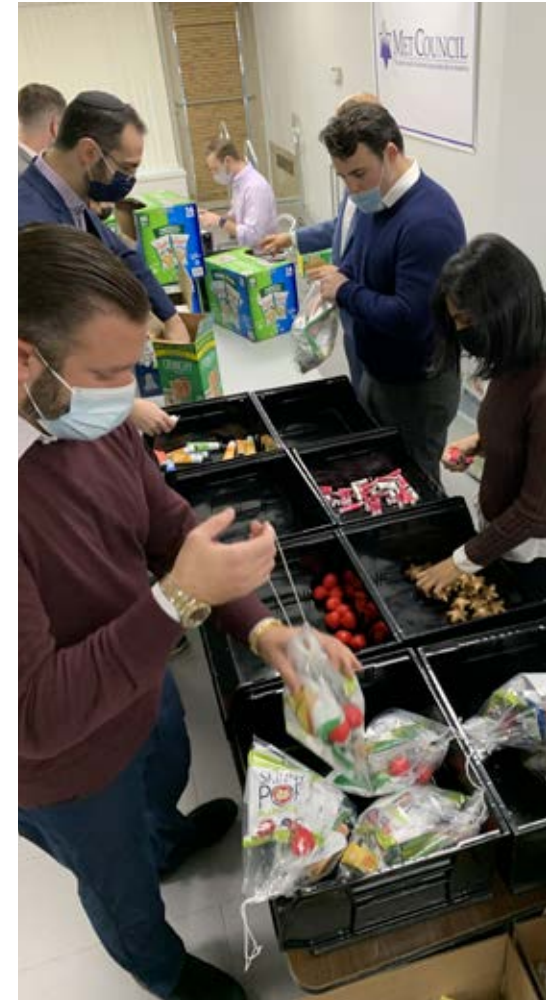
## Coffee & Cap Rates

Ariel Property Advisors' Coffee & Cap Rates networking breakfast, held twice a year as a premier industry event went fully virtual in 2021. The event is a dynamic panel comprised of prominent commercial real estate executives, who discussed major trends while engaging an audience of hundreds of real estate professionals. All proceeds, including contributions matched by our firm, are donated to the non-profit Legal Outreach.

We look forward to our two events in 2022!







## Deep Corporate Partnerships

Despite the pandemic, we continued to deeply partner with Cookies for Kids Cancer for a holiday gift to our clients. In doing so, our clients provided over 80 hours of funding for cancer research. We also partnered further with UJA and Met Council for a special project. We were honored to be able to donate the supplies as well as our time which we then created over 800 kits for students who face food insecurity.

One of our priorities and strategic goals for 2022 is to continue to empower APA team members to be local leaders in the communities.



# INVESTMENT SALES DIVISION & HIGHLIGHTED TRANSACTIONS

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Ariel Property Advisors



Bronx 2k Portfolio, Bronx

**\$350,000,000**



Academy Gardens Porfolio, Bronx

**\$91,000,000**



104-110 West 144th Street, N. Manhattan

**\$25,354,014**



102-106 N 1st Street, Brooklyn

**\$13,000,000**



West Harlem LIHTC Cluster, N. Manhattan

**\$11,600,000**

Overall, transaction volume in 2021 indicates that New York City Commercial Real Estate is back. Investor confidence is leading to a significant uptick in activity the second half of the year as predicted.

Ariel continues to be a resource for our clients and we have seen an consistent increase in AEs and Screenings in 2021. We are honored to say that our relationships and product expertise led us to execute \$743 million in transactions of various property types throughout New York City.



102 West 107th Street, Manhattan  
**\$9,350,000**



2319 & 2239-2283 Richmond Terrace, Staten Island  
**\$6,500,000**



597-601 2nd Avenue, Manhattan  
**\$3,500,000**

Understanding the value of your property is the first step in designing the appropriate marketing strategy.  
Call **212.544.9500** for a complementary Asset Evaluation.



536 Kappock Street, Bronx  
**\$3,200,000**



531 West 134th Street, N. Manhattan  
**\$2,875,000**

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# CAPITAL SERVICES DIVISION

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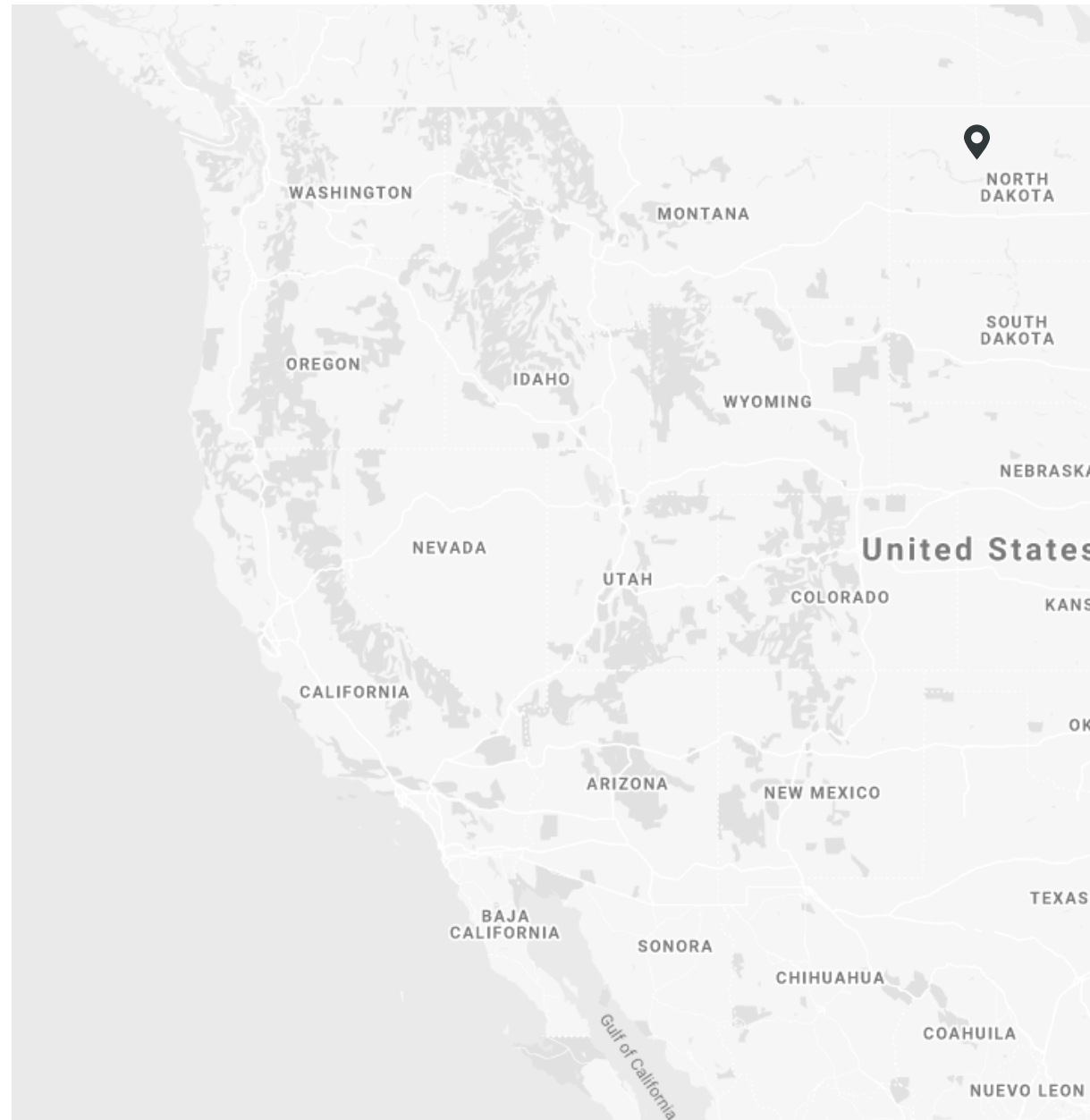
## The Right Capital for Each Property

The Capital Services division had its best year historically, as investors across the US utilized our network of relationships that drive advantageous capital strategies.

Our mortgage brokerage success is established through seamless execution and strong lending relationships that allow for unique deal structuring to yield the right results for each property.

In this constantly changing lending landscape, our goal is to help our clients find the perfect lender for their unique needs, whether it be a local lender to the property or a new entrant to the market.

When comparing our 2021 transaction volume to 2020 we saw a 100% increase overall. This is a strong indication that 2022 will also see a steady uptick in transaction volume back to pre-pandemic levels.





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# INVESTMENT RESEARCH DIVISION

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When seeking information about New York City commercial real estate, our Research Division is your trusted resource. We are committed to ensuring our clients have the right set of facts when making important real estate decisions.

The Investment Research Division supports our elite sales teams by providing them with the latest market intel. Our research professionals are constantly tracking, monitoring and recording information for every block and lot in New York City to produce both Asset Evaluations & market reports with unmatched timeliness and accuracy.

Our research reports are published throughout the year and cover both the Investment Sales market as a whole and the Multifamily market in particular.

Ariel Property Advisors

Ariel Property Advisors releases 26 different reports every year. Visit [arielpa.nyc](http://arielpa.nyc) for latest research reports or call us at **212.544.9500**.



## The Science Behind the Market

There's a famous saying: "Without data, you're just another person with an opinion." We are obsessed with the quality of our data, because understanding the science behind the market underpins how we collaborate and create value for our clients.

In 2021, our Investment Research division was busy. In addition to our highly anticipated market reports (26 per year), we helped approximately 1,600 clients with the latest reporting and analytics on the markets relevant for their individual business goals. Additionally, our team regularly provides data and expertise that is covered and trusted by the country's leading business and real estate publications, including Bloomberg, Forbes, Crain's, The Real Deal, the Commercial Observer, Bisnow and GlobeSt., just to name a few.



## Asset Evaluations

Combining proprietary, sophisticated analytical tools with the latest comparable sales, our Asset Evaluations provide real estate owners with credible, accurate pricing information for their properties under current market conditions. Acting as their trusted resource, in 2021, we helped over 900 owners use this information to determine what strategy - be it re-positioning, re-financing, selling or simply holding the asset - best suits their short, medium, or long term objectives on more than \$10 billion in assets.



## Multifamily Reports

Our Multifamily reports provide an overview of market activity, benchmark transactions, revenue and expense trends, and current events that affect the multifamily real estate market in NYC. These reports, which have become the industry standard, are published on a monthly, quarterly and annual basis. The full archive of multifamily reports going back to 2010 can be found on our website:

[arielpa.nyc/investor-relations/research-reports](http://arielpa.nyc/investor-relations/research-reports)



## Screenings

Our Capital Services Division provides clients with a broad spectrum of funding sources through our established relationships with over 150 lending entities coupled with our powerful research & investment sales platforms. Our dynamic professionals are immersed in the market, versed in the competition and service each client with a personalized unique offering memorandum and ongoing financial guidance. It all starts with a screening process where we diligently go through the financials in order to understand and advise on the client's custom financing needs.

## Sub-Market Sales Reports

Our Company also prepares comprehensive bi-annual sales reports for our core markets. These reports provide a comprehensive overview of all of the recent transactions that take place in the area and year-over-year comparisons for each investment property asset class. Our latest set of reports cover the Year-End 2021.

These reports are frequently cited by Commercial Observer, Crain's, The Wall Street Journal, The New York Times, and the Real Deal.

## Thought Leadership

Through a variety of published reports, our Investment Research Division provides the market with valuable insights on commercial real estate trends throughout New York City. Our thought leadership and market trend analysis is often cited by prominent commercial real estate publications. Additionally, Ariel Property Advisors has been a regular contributor for **Forbes**.

Topics include:

- Mission Driven Affordable Housing
- Capital Markets Monthly
- Multifamily comeback prediction
- CPACE financing





## ARIEL PROPERTY ADVISORS LLC

Ariel Property Advisors' offices are located in the landmark Chanin Building standing at the corner of Lexington Avenue and East 42nd Street. The office enjoys direct access to Grand Central Station and a host of public transportation options.

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New York, NY 10168



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