



MERIDIAN CAPITAL GROUP | MERIDIAN INVESTMENT SALES | MERIDIAN RETAIL LEASING

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Real Estate Company

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# **WELCOME TO RE- BRANDING FOR MERIDIAN**

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# CONTENTS

THE COMPANY INTRODUCTION .....	4
CORPORATE LOGO TRADEMARKS .....	6
Corporate Logo .....	7
Logo Trademarks .....	7
Logo Design Grid .....	8
File Setup .....	8
Incorrect Logo & Trademarks .....	9
<b>CORPORATE FONTS .....</b>	<b>10</b>
Primary Font Use .....	11
Font design by .....	11
<b>CORPORATE TYPOGRAPHY .....</b>	<b>12</b>
Title .....	13
Heading .....	13
Text Body .....	13

<b>CORPORATE COLOR SYSTEM .....</b>	<b>14</b>
Corporate Color System .....	15
Color Rule .....	15
<b>STATIONERY AND BRANDING .....</b>	<b>16</b>
Company Letterhead .....	17
Business Card .....	18
Social Media Banner .....	19

# MERIDIAN



## The Challenge

Meridian Capital Group is ever-growing and as people and companies evolve, so do brands. We are taking forward steps to ensure Meridian's distinguishable identity in the real estate finance industry while remaining America's most active deal maker. With the new branding, we wanted to connect all 3 branches ( Meridian Capital Group, Meridian Investment Sales, and Meridian Retail Leasing) while still providing them with there own identity. We have done this with different colors.

BEFORE

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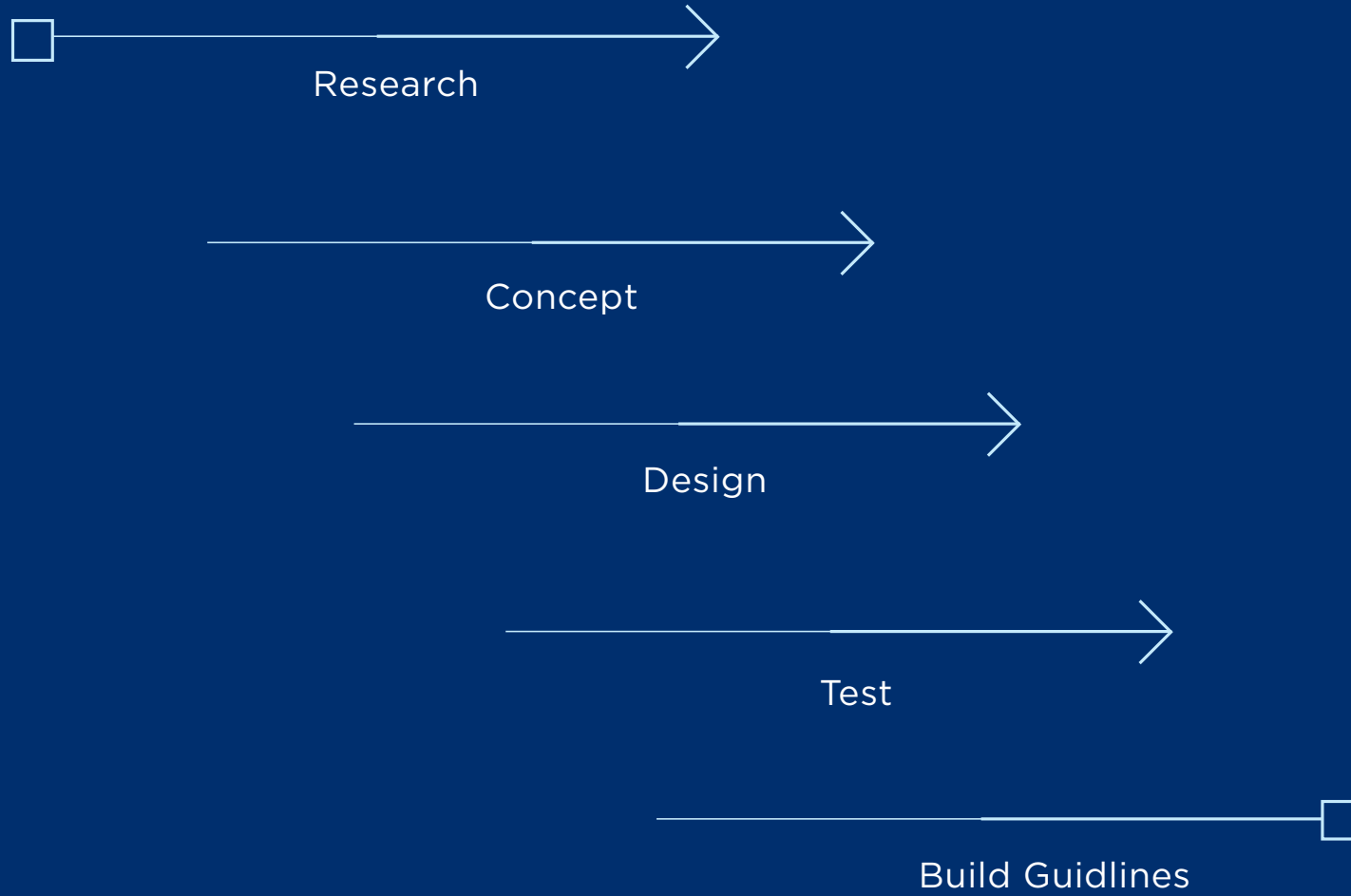
AFTER

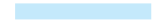
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## The Process





## Research

### **Come up with a solution that addresses our issues with consistency between each branch**

We did this by addressing our logotype/font, colors and creating a element to use through out each branch

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## Typeface

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### Main Font Guide

Headline:

**Gotham Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

Sub Header:

**Gotham Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

Body Copy:

GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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### Powerpoint/Word Documents

Headline:

**VERDANA BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

Sub Header:

**VERDANA BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

Body Copy:

VERDANA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



Color

MCG  
FINANCING  
SOLUTIONS

**NAVY**

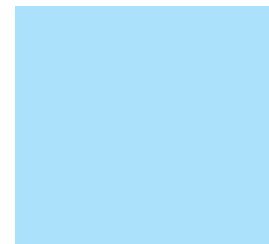
Relates to trust, dependability and therefore elevates customer loyalty



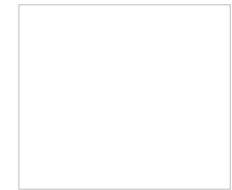
PRIMARY



SECONDARY



TERTIARY



Hex# - 002F6C

C=100 R=0

M=69 G=47

Y=7 B=108

K=30

Hex# - abe1fa

C=30 R=171

M=0 G=225

Y=0 B=250

K=0

Hex# - 939597

C=45 R=147

M=36 G=149

Y=36 B=151

K=1

Hex# - f2f2f2

C=4 R=242

M=2 G=242

Y=2 B=243

K=0

MIS  
INVESTMENT  
SALES

**BLUE**

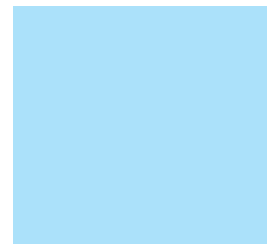
Represents trust, loyalty, wisdom,  
confidence, intelligence, and truth



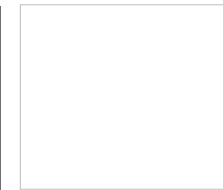
PRIMARY



SECONDARY



TERTIARY



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K=2

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Y=0 B=250

K=0

Hex# - 939597

C=45 R=147

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K=1

Hex# - f2f2f2

C=4 R=242

M=2 G=242

Y=2 B=243

K=0

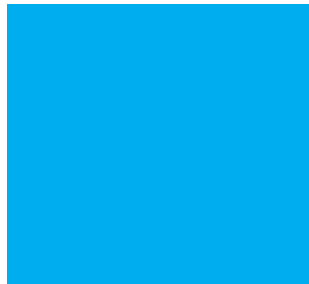
MRL  
RETAIL  
LEASING

CYAN

Brings energy, wisdom, creativity,intuition,  
and loyalty



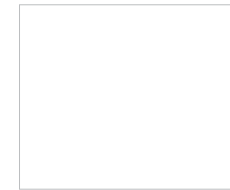
PRIMARY



SECONDARY



TERTIARY



Hex# - 00ffff

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K=0

Hex# - abelfa

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Y=0 B=250

K=0

Hex# - 939597

C=45 R=147

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K=1

Hex# - f2f2f2

C=4 R=242

M=2 G=242

Y=2 B=243

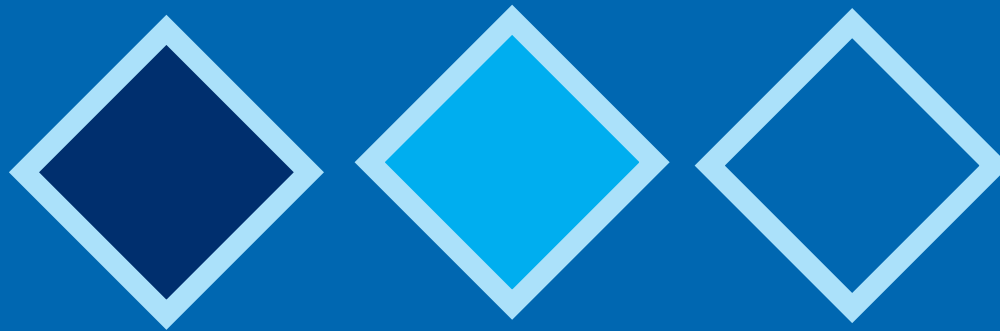
K=0



## Design

Logo, font and colors not only make a brand. We came up with another solution by creating an element that shows movement

We came up with angle shape to use through out the branding. It signifies strength, progression, direction and purpose



An aerial photograph of the New York City skyline at sunset. The sky is a mix of blue and orange. The Empire State Building is prominent in the center. Other skyscrapers like the Freedom Tower and the Bank of America Tower are visible. The word "Rebranding" is written in white, sans-serif font across the middle of the image. A large blue triangle is on the left side, pointing towards the center.


# Rebranding

# Creative Campaign

## Ad

ARE YOU CONSIDERING SELLING YOUR PROPERTY?

**JUST SOLD**  
**\$5,800,000**  
390 5<sup>TH</sup> AVENUE  
PARK SLOPE BROOKLYN, NY



Contact me for a complimentary property evaluation.

**RICH VELOTTA**  
Senior Managing Director  
212.468.5924  
richardv@meridiancapital.com

**SCOTT SHALEK**  
Vice President  
212.468.5934  
sshalek@meridiancapital.com

**MERIDIAN**  
INVESTMENT SALES

## Mailer

ARE YOU CONSIDERING SELLING YOUR PROPERTY?  
CONTACT ME FOR A COMPLIMENTARY PROPERTY EVALUATION





**RICHARD VELOTTA**  
SENIOR MANAGING DIRECTOR  
212.468.5924  
@teamvelotta

**MERIDIAN**  
INVESTMENT SALES  
800 THIRD AVENUE, 38<sup>TH</sup> FLOOR  
NEW YORK, NY 10022

**JUST SOLD**  
**\$5,800,000**  
390 5<sup>TH</sup> AVENUE  
PARK SLOPE BROOKLYN, NY

FULLY LEASED MIXED-USE BUILDING  
6,000 SQUARE FEET  
\$967 PER SQUARE FOOT



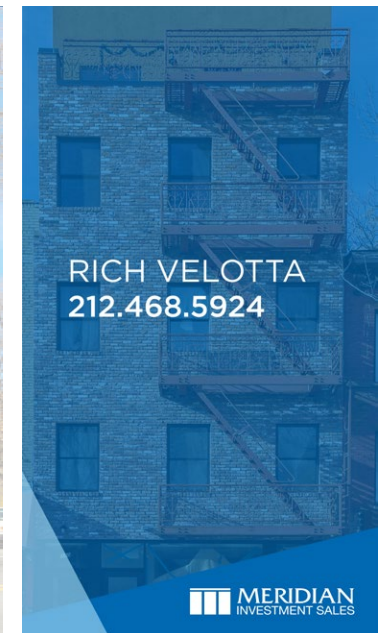
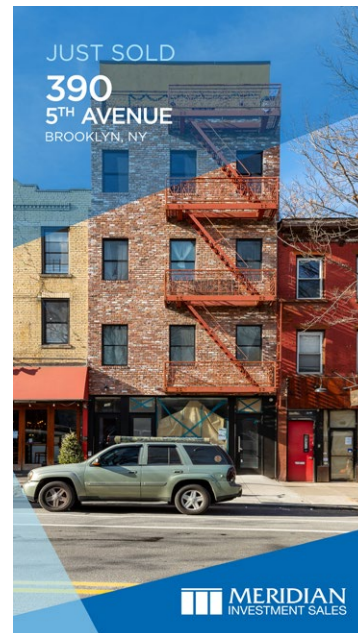
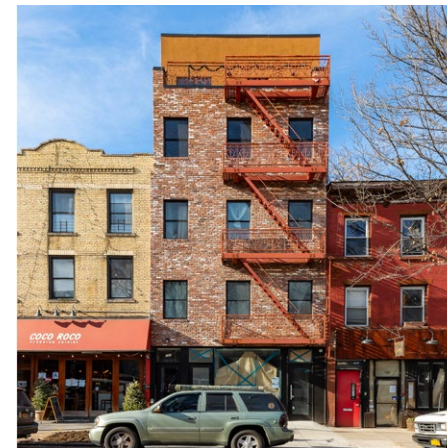
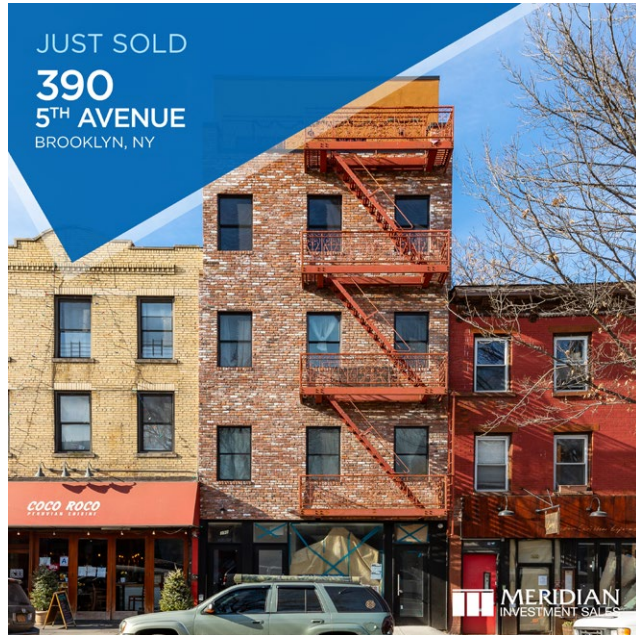
**REACH OUT TO US**

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VICE PRESIDENT  
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@teamvelotta

**MERIDIAN**  
INVESTMENT SALES

# Instagram Post



# LinkedIn

# Instagram Story

# DO THESE **LOANS** LOOK LIKE YOURS?

\$9,100,000 Multifamily Property Lenox Road Brooklyn, NY Closed: July 2016	\$4,650,000 Mixed-Use Property St. Nicholas Avenue New York, NY Closed: July 2016	\$2,425,000 Mixed-Use Property Troy Avenue Brooklyn, NY Closed: July 2016	\$12,775,000 Mixed-Use Property Amenfield Avenue New York, NY Closed: July 2016	\$3,550,000 Multifamily Property Pacific Street Brooklyn, NY Closed: July 2016	\$2,300,000 Mixed-Use Property Catherine Street New York, NY Closed: July 2016	\$2,750,000 Multifamily Property Walter Avenue Bronx, NY Closed: July 2016	\$13,425,000 Multifamily Property Vice Avenue Bronx, NY Closed: July 2016	\$4,500,000 Multifamily Property West 49 <sup>th</sup> Street New York, NY Closed: July 2016	\$1,250,000 Mixed-Use Property Fourth Avenue Brooklyn, NY Closed: July 2016	\$7,600,000 Retail Property Delancy Street New York, NY Closed: July 2016	\$7,500,000 Multifamily Property Atlantic Avenue New York, NY Closed: July 2016	\$1,900,000 Multifamily Property Rockrose Street Brooklyn, NY Closed: July 2016	\$7,500,000 Office Property South Second Street Brooklyn, NY Closed: July 2016	\$1,125,000 Multifamily Property Fourth Avenue Brooklyn, NY Closed: July 2016	\$5,100,000 Multifamily Property Wilson Road West Staten Island, NY Closed: July 2016
\$5,800,000 Mixed-Use Property Grand Street New York, NY Closed: July 2016	\$2,375,000 Multifamily Property Lenox Boulevard Brooklyn, NY Closed: July 2016	\$8,450,000 Retail Property Janetia Avenue Queens, NY Closed: July 2016	\$4,400,000 Multifamily Property West 156 <sup>th</sup> Street New York, NY Closed: July 2016	\$2,500,000 Multifamily Property St. Nicholas Avenue New York, NY Closed: July 2016	\$2,000,000 Mixed-Use Property Nostrand Avenue Brooklyn, NY Closed: July 2016	\$5,500,000 Multifamily Property East Eighth Street Brooklyn, NY Closed: July 2016	\$1,750,000 Multifamily Property Washington Avenue Bronx, NY Closed: July 2016	\$3,900,000 Multifamily Property West 49 <sup>th</sup> Street New York, NY Closed: July 2016	\$3,250,000 Multifamily Property Lenox Avenue New York, NY Closed: July 2016	\$6,000,000 Multifamily Property East 18 <sup>th</sup> Street Brooklyn, NY Closed: July 2016	\$10,600,000 Multifamily Property West 188 <sup>th</sup> Street New York, NY Closed: July 2016	\$5,000,000 Retail Property Atlantic Avenue Brooklyn, NY Closed: July 2016	\$4,500,000 Multifamily Property Decker Avenue Bronx, NY Closed: July 2016	\$4,000,000 Mixed-Use Property First Avenue New York, NY Closed: July 2016	\$1,700,000 Condo Inventory Hudson Market Street New York, NY Closed: July 2016
\$10,800,000 Mixed-Use Property Broadway Queens, NY Closed: July 2016	\$3,750,000 Multifamily Property Prospect Place Brooklyn, NY Closed: July 2016	\$7,100,000 Industrial Property Steinway Street Queens, NY Closed: July 2016	\$6,000,000 Multifamily Property 162 <sup>nd</sup> Street Queens, NY Closed: July 2016	\$3,825,000 Multifamily Property Lenox Avenue New York, NY Closed: July 2016	\$4,800,000 Mixed-Use Property Ninth Street Brooklyn, NY Closed: July 2016	\$600,000 Multifamily Property 42 <sup>nd</sup> Street Brooklyn, NY Closed: July 2016	\$2,750,000 Multifamily Property Fifth Avenue Brooklyn, NY Closed: July 2016	\$2,500,000 Commercial Condominium Railroad Avenue Brooklyn, NY Closed: July 2016	\$875,000 Multifamily Property 80 <sup>th</sup> Street Brooklyn, NY Closed: July 2016	\$6,200,000 Multifamily Property Thayer Street New York, NY Closed: July 2016	\$1,500,000 Multifamily Property St. Mark's Avenue Brooklyn, NY Closed: July 2016	\$13,200,000 Multifamily Property Montgomery Avenue Brooklyn, NY Closed: July 2016	\$3,400,000 Retail Property Avenue of the Americas New York, NY Closed: July 2016	\$2,900,000 Multifamily Property Foster Avenue Brooklyn, NY Closed: July 2016	\$9,200,000 Multifamily Property East 19 <sup>th</sup> Street Brooklyn, NY Closed: July 2016
\$1,200,000 Multifamily Property West 86 <sup>th</sup> Street New York, NY Closed: July 2016	\$2,000,000 Multifamily Property Ocean Parkway Brooklyn, NY Closed: July 2016	\$2,900,000 Multifamily Property Sylvia Lane Staten Island, NY Closed: July 2016	\$4,800,000 Mixed-Use Property East 53 <sup>rd</sup> Street New York, NY Closed: July 2016	\$6,000,000 Multifamily Property Reliance Avenue Bronx, NY Closed: July 2016	\$1,150,000 Multifamily Property Nostrand Avenue Brooklyn, NY Closed: July 2016	\$13,500,000 Office Property East 96 <sup>th</sup> Street New York, NY Closed: July 2016	\$3,600,000 Multifamily Property 16 <sup>th</sup> Street Brooklyn, NY Closed: July 2016	\$1,600,000 Multifamily Property Vanderbilt Avenue Brooklyn, NY Closed: July 2016	\$5,000,000 Multifamily Property 80 <sup>th</sup> Avenue Queens, NY Closed: July 2016	\$6,550,000 Multifamily Property Fort George Avenue New York, NY Closed: July 2016	\$500,000 Multifamily Property 21 <sup>st</sup> Street Queens, NY Closed: July 2016	\$4,050,000 Multifamily Property Briggs Avenue Bronx, NY Closed: July 2016	\$6,300,000 Multifamily Property West 49 <sup>th</sup> Street New York, NY Closed: July 2016	\$3,825,000 Multifamily Property Lenox Avenue New York, NY Closed: July 2016	\$1,300,000 Multifamily Property West 86 <sup>th</sup> Street New York, NY Closed: July 2016

Nobody closes more loans under \$15 million than we do.

Shouldn't you be working with NYC's most active debt broker?

MeridianCapital.com  
212.972.3600



## WHAT HAS YOUR BROKER DONE LATELY?

# MERIDIAN CLOSED OVER \$1.4 BILLION OF FLORIDA LOANS IN 2017

Shouldn't you be working with  
America's most active dealmaker?

Meridian Capital Group  
7284 West Palmetto Park Road, Suite 304-S  
Boca Raton, Florida 33433  
561.367.0005



SELEC

\$23,300,000  
Multifamily  
338 Units  
Acquisition  
Fort Myers, FL

\$10,000,000  
Hotel  
186 Rooms  
Refinance  
Miami Beach, FL

\$5,400,000  
Multifamily  
256 Units  
Second  
Mortgage  
Sanford, FL

\$3,000,000  
Multifamily  
71 Units  
Refinance  
Gainesville, FL

\$2,000,000  
Office  
6,000 SF  
Refinance  
West Palm Beach, FL



**T TRANSACTIONS**

<p><b>\$16,100,000</b></p> <p>Multifamily 117 Units Refinance Pompano Beach, FL</p>	<p><b>\$15,000,000</b></p> <p>Multifamily 324 Units Refinance Orlando, FL</p>
<p><b>\$9,500,000</b></p> <p>Multifamily 180 Units Refinance Tampa, FL</p>	<p><b>\$6,000,000</b></p> <p>Hotel 45 Rooms Acquisition Miami Beach, FL</p>
<p><b>\$3,200,000</b></p> <p>Multifamily 24 Units Acquisition Miami, FL</p>	<p><b>\$3,100,000</b></p> <p>Retail 1,100 SF Refinance Tavares, FL</p>
<p><b>\$2,700,000</b></p> <p>Multifamily 364 Units Refinance Winter Springs, FL</p>	<p><b>\$2,600,000</b></p> <p>Retail 10,000 SF Refinance West Palm Beach, FL</p>
<p><b>\$1,900,000</b></p> <p>Multifamily 69 Units Refinance Cocoa, FL</p>	<p><b>\$1,200,000</b></p> <p>Multifamily 53 Units Refinance Tallahassee, FL</p>

**MERIDIAN THANKS THE LENDING COMMUNITY**

TOGETHER WE CLOSED OVER **\$37 BILLION** IN FINANCING ACROSS THE COUNTRY IN 2018



meridiancapital.com | 212.972.3600



**WE KEEP CLOSING DEALS**

**MERIDIAN'S SENIOR HOUSING AND HEALTHCARE TEAM ARRANGED \$1.6 BILLION IN FINANCING YTD**



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aadlerstein@meridiancapital.com



**ARI DOBKIN**  
Managing Director  
212.612.0165  
adobkin@meridiancapital.com



<p><b>\$96,000,000</b></p> <p>Skilled Nursing 14 Property Portfolio Financing Indiana</p>	<p><b>\$90,000,000</b></p> <p>Skilled Nursing/ Assisted Living 12 Property Portfolio Financing Virginia</p>	<p><b>\$84,500,000</b></p> <p>Skilled Nursing 5 Property Portfolio Financing Pennsylvania</p>
<p><b>\$55,008,000</b></p> <p>Assisted Living 3 Property Portfolio Financing New York</p>	<p><b>\$54,000,000</b></p> <p>Skilled Nursing 5 Property Portfolio Financing Ohio and New Jersey</p>	<p><b>\$51,500,000</b></p> <p>Skilled Nursing/ Assisted Living 4 Property Portfolio Financing Ohio</p>
<p><b>\$44,000,000</b></p> <p>Skilled Nursing 2 Property Portfolio Financing New Jersey</p>	<p><b>\$38,500,000</b></p> <p>Skilled Nursing 8 Property Portfolio Financing Minnesota and Wisconsin</p>	<p><b>\$37,000,000</b></p> <p>Assisted Living Program Financing New York</p>
<p><b>\$36,280,000</b></p> <p>Skilled Nursing 3 Property Portfolio Financing Virginia</p>	<p><b>\$30,000,000</b></p> <p>Skilled Nursing/ Assisted Living 12 Property Portfolio Equity Virginia</p>	<p><b>\$27,000,000</b></p> <p>Skilled Nursing 14 Property Portfolio Equity Indiana</p>
<p><b>\$24,000,000</b></p> <p>Independent Living/ Assisted Living Construction Arizona</p>	<p><b>\$22,000,000</b></p> <p>Skilled Nursing/Independent Living/Assisted Living 6 Property Portfolio Financing Iowa</p>	<p><b>\$18,900,000</b></p> <p>Skilled Nursing Financing Illinois</p>
<p><b>\$17,600,000</b></p> <p>Skilled Nursing Sale Illinois</p>	<p><b>\$13,000,000</b></p> <p>Skilled Nursing/ Assisted Living 2 Property Portfolio Financing Wisconsin</p>	<p><b>\$12,000,000</b></p> <p>Memory Care Facility Financing Arizona</p>
<p><b>\$11,550,000</b></p> <p>Intermediate Care Intellectual Disabilities 3 Property Portfolio Financing Oklahoma</p>	<p><b>\$11,162,625</b></p> <p>Skilled Nursing Financing Virginia</p>	<p><b>\$10,750,000</b></p> <p>Assisted Living Financing Florida</p>
<p><b>\$9,103,448</b></p> <p>Independent Living/ Assisted Living Equity Arizona</p>	<p><b>\$5,400,000</b></p> <p>Skilled Nursing Sale Indiana</p>	<p><b>\$5,250,000</b></p> <p>Skilled Nursing/ Assisted Living Financing Pennsylvania</p>

THANK YOU  
to the **175 LENDERS**  
whose trust and confidence  
allowed Meridian to close  
**\$30 BILLION**  
in loan originations in 2014.



MeridianCapital.com



# CAN YOUR BROKER DO THIS?

**\$15,000,000**  
FIXED-RATE OF **3.13%**  
**5**-YEAR LOAN  
ACQUISITION FINANCING  
BALANCE SHEET LENDER  
FLEXIBLE PREPAYMENT PENALTY

**Berkshire Reserve**  
3536 Winifred Row Lane  
Naples, FL  
Multifamily Property  
146 Units

Israel Schubert | Senior Managing Director  
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Brad Beattie | Vice President  
561.807.8650 | bbeattie@meridiancapital.com

MeridianCapital.com



# CAN YOUR BROKER DO THIS?

100 West 125<sup>th</sup> Street  
New York, NY  
Retail Property  
200,000 SF

MeridianCapital.com

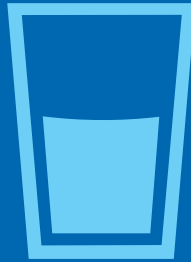
**\$125,000,000**

PERMANENT FINANCING  
**5-YEAR LOAN**  
LIBOR-BASED FLOATING RATE  
FULL-TERM INTEREST-ONLY  
BALANCE SHEET AND  
MEZZANINE LENDERS



**MERIDIAN**  
CAPITAL GROUP  
AMERICA'S MOST ACTIVE DEBT BROKER

# HALF FULL OR HALF EMPTY



## WE GET DEALS DONE.

Outlooks vary, outcomes should not. Over 26 years, Meridian has navigated our share of cycles. No matter the climate, nor the size or type of deal, one constant remains — *Meridian keeps closing deals.*

Shouldn't you be working with America's most active deal maker?

**MERIDIAN**  
CAPITAL GROUP

## WE KEEP CLOSING DEALS

**\$42,900,000**

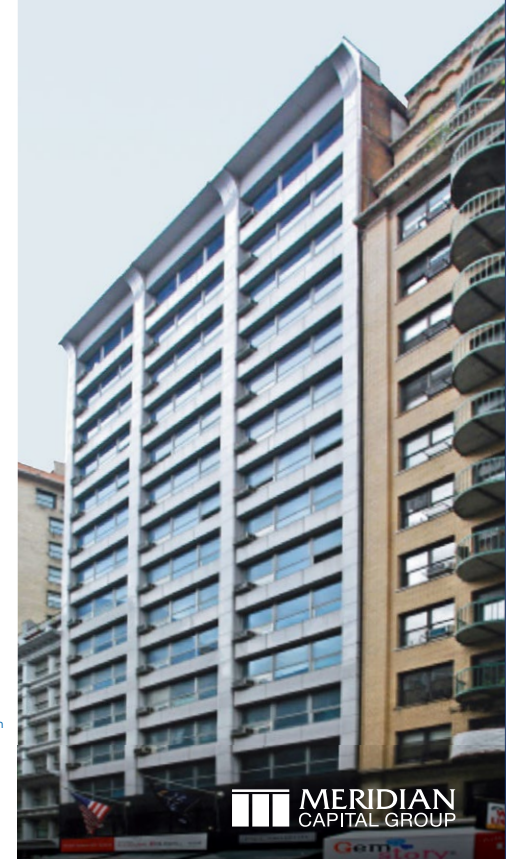
REFINANCING

Senior and Mezzanine  
Financing

**Fulton Plaza Apartments**  
New York, NY  
Multifamily Property  
81 Units

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Josh Rhine | Managing Director  
212.612.0256 | [jrhine@meridiancapital.com](mailto:jrhine@meridiancapital.com)



**MERIDIAN**  
CAPITAL GROUP

# MIS Ad Rebranding (Indesign | Photoshop | Illustrator)

**485 SEVENTH AVENUE**  
RETAIL AT THE MOXY HOTEL

**EXCLUSIVE LISTING**

One parking garage condo and two retail condos  
Secure cash flow with built-in rent increases  
60 feet of frontage on Seventh Avenue  
138 parking spaces and over 4,000 SF retail  
Prime location diagonal from Madison Square Garden  
Located near:

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Senior Executive Managing Director  
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dschechtman@meridiancapital.com

**GARY TROCK**  
Senior Vice President  
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M: 917.816.5518  
gary.trock@cbre.com

MIS.MeridianCapital.com      CBRE

**MERIDIAN INVESTMENT SALES**      **CBRE**

1 2 3 A C E B D F M N R Q

**SOLD | \$29,725,000**

**67 LIVINGSTON STREET**  
BROOKLYN HEIGHTS, NEW YORK

- 29-STORY VACANT DORMITORY
- 50,000 SQUARE FEET
- PRIMED FOR REDEVELOPMENT

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Managing Director  
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**LIPA LIEBERMAN**  
Managing Director  
O: 212.468.5908

MIS.MeridianCapital.com      **MERIDIAN INVESTMENT SALES**

**SUTPHIN BOULEVARD JAMAICA, QUEENS DEVELOPMENT SITE**

**EXCLUSIVE LISTING**

Downtown Jamaica with 125' of frontage  
Blank canvas with two vacant lots  
Ability to develop residential, commercial, hotel, or mixed-use with inclusionary housing  
Desirable residential neighborhood with strong fundamentals  
Conveniently located near mass transit

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Director  
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SBurk@meridiancapital.com

MIS.MeridianCapital.com      **MERIDIAN INVESTMENT SALES**

**MERIDIAN INVESTMENT SALES**

**EXCLUSIVE LISTING**

**COMMERCIAL REDEVELOPMENT OPPORTUNITY**  
35-01 36<sup>TH</sup> STREET  
LONG ISLAND CITY

49,000 SF LOFT OFFICE BUILDING  
WITH 33,660 SF OF AIR RIGHTS

SELLER REPRESENTED BY DAVID SCHECHTMAN, LIPA LIEBERMAN, ABIE KASSIN AND RICH VELOTTA  
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**MANHATTAN RIVERSIDE GARAGE PORTFOLIO**

**EXCLUSIVE LISTING**

Three parking garage condos 100% leased to Icon Parking Systems  
995 parking spaces located at the base of luxury residential building totaling 1,386 units  
Strong cash flow with contractual increases every three years  
Close proximity to Lincoln Center and Columbus Circle

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**ASD**

UPPER  
BID DEAD  
159 MULTIP

**4**

SEVEN  
RETAIL AT  
GARME  
3 RETAIL

**7**

MU  
TR  
CAST IRON ELEV

**JAMAICA**  
DEVELOPMENT  
46,877

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**SELECT EXCLUSIVE LISTINGS**

**MTR**  
106 WEST 75  
WEST SIDE, NY  
LINE: OCTOBER 31<sup>ST</sup>  
FAMILY UNITS & RETAIL

**440**  
WEST 41<sup>ST</sup> STREET  
HUDSON YARDS, NY  
107 UNIT MIXED-USE  
118K SF REDEVELOPMENT OPPORTUNITY  
55,000 SF BUILDING

**262**  
MOTT ST.  
RETAIL CONDOMINIUM  
NOLITA, NY  
120 FEET OF PRIME RETAIL FRONTAGE  
8,076 SF

**85**  
NORTH AVENUE  
THE MOXY HOTEL  
DOWNTOWN DISTRICT, NY  
CONDOMINIUMS  
3,837 SF

**2857**  
WEST 8<sup>TH</sup> STREET | BROOKLYN, NY  
WEST BRIGHTON, BK  
FEE SIMPLE OFFICE & MIXED-TENANT RETAIL  
52,302 SF

**170**  
MERCER ST.  
RETAIL CONDOMINIUM  
SOHO, NY  
SINGLE TENANT NNN LEASED  
1,950 SF

**75**  
MURRAY ST  
MIDT-CITY, NY  
BLDG DELIVERED VACANT  
14,255 SF

**1**  
HANSON PLACE  
7 Fully Occupied Commercial Condos  
DOWNTOWN BROOKLYN, BK  
STABLE MEDICAL TENANCY  
9,947 SF

**49-51**  
REMSEN ST  
BROOKLYN HEIGHTS, BK  
REDEVELOPMENT & RELEASE OPPORTUNITY  
19 UNIT RESIDENTIAL ELEV BUILDING

**CLINTON HILL, BK**  
NEWLY CONSTRUCTED 33 UNIT ELEV BLDG  
67,045 RENTABLE SF

**525**  
CLINTON  
CLINTON HILL, BK  
NEWLY CONSTRUCTED 33 UNIT ELEV BLDG  
67,045 RENTABLE SF

**85**  
FAIRVIEW AVENUE  
WASHINGTON HEIGHTS, NY  
24 UNIT WALK UP BUILDING  
15,141 GROSS SF

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<b>HUDSON HILL MULTIFAMILY</b> HUDSON HILL, BROOKLYN \$138,000,000 110,000 SQ FT GROSS AREA 100% RENTED	<b>BROOKLYN CLASSIC PORTFOLIO</b> UPPER WEST SIDE, BROOKLYN \$95,000,000 100,000 SQ FT GROSS AREA 100% RENTED	<b>PIERSON HILL COOPER ST. LEASING</b> PIERSON HILL, BROOKLYN \$78,000,000 100,000 SQ FT GROSS AREA 100% RENTED	<b>LESS GRAND CONCOURSE</b> PIERSON HILL, BROOKLYN \$50,000,000 100,000 SQ FT GROSS AREA 100% RENTED
<b>WEST BRIGHTON DEVELOPMENT</b> WEST BRIGHTON, BROOKLYN \$55,000,000 100,000 SQ FT GROSS AREA 100% RENTED	<b>14 CLINTON STREET</b> MIDT-CITY, NY \$12,000,000 10,000 SQ FT GROSS AREA 100% RENTED	<b>485 EAST 10<sup>TH</sup> STREET</b> UPPER WEST SIDE, BROOKLYN \$12,000,000 10,000 SQ FT GROSS AREA 100% RENTED	<b>485 EAST 10<sup>TH</sup> STREET</b> UPPER WEST SIDE, BROOKLYN \$12,000,000 10,000 SQ FT GROSS AREA 100% RENTED
<b>1005 EAST 21<sup>ST</sup> STREET</b> UPPER WEST SIDE, BROOKLYN \$17,500,000 10,000 SQ FT GROSS AREA 100% RENTED	<b>90 CHAMBERS STREET</b> MIDT-CITY, NY \$13,750,000 10,000 SQ FT GROSS AREA 100% RENTED	<b>137 1/2 6<sup>TH</sup> AVENUE</b> MIDT-CITY, NY \$18,000,000 10,000 SQ FT GROSS AREA 100% RENTED	<b>485 EAST 10<sup>TH</sup> STREET</b> UPPER WEST SIDE, BROOKLYN \$12,000,000 10,000 SQ FT GROSS AREA 100% RENTED

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RICHARD VELOTTA | SCOTT BURK | JASON GELBY | CAPTAIN BURMAN | MICHAEL FELLMAN  
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**SELECT EXCLUSIVE LISTINGS**

<b>UNION SQUARE DEVELOPMENT</b> UNION SQUARE, MANHATTAN \$100,000,000 100,000 SQ FT GROSS AREA 100% RENTED	<b>APTHORP PARKWAY</b> UPPER WEST SIDE, MANHATTAN \$100,000,000 100,000 SQ FT GROSS AREA 100% RENTED	<b>BROOKLYN GRAND</b> BROOKLYN HEIGHTS, BK \$100,000,000 100,000 SQ FT GROSS AREA 100% RENTED
<b>108-50 71<sup>ST</sup> AVENUE</b> FOREST HILLS, QUEENS \$100,000,000 100,000 SQ FT GROSS AREA 100% RENTED	<b>47-09</b> MIDT-CITY, NY \$100,000,000 100,000 SQ FT GROSS AREA 100% RENTED	<b>485</b> MIDT-CITY, NY \$100,000,000 100,000 SQ FT GROSS AREA 100% RENTED
<b>CLINTON HILL, BROOKLYN</b> NEWLY CONSTRUCTED 33 UNIT ELEV BLDG 67,045 RENTABLE SF	<b>51 REMSEN STREET</b> BROOKLYN HEIGHTS, BROOKLYN REDEVELOPMENT & RELEASE OPPORTUNITY 19 UNIT RESIDENTIAL ELEV BUILDING	<b>56</b> BROOKLYN HEIGHTS, BROOKLYN REDEVELOPMENT & RELEASE OPPORTUNITY 19 UNIT RESIDENTIAL ELEV BUILDING
<b>170<sup>TH</sup> STREET</b> DUMBO, BROOKLYN REDEVELOPMENT & RELEASE OPPORTUNITY 19 UNIT RESIDENTIAL ELEV BUILDING	<b>HANSEN, MANHATTAN</b> REDEVELOPMENT & RELEASE OPPORTUNITY 19 UNIT RESIDENTIAL ELEV BUILDING	<b>170</b> MIDT-CITY, NY REDEVELOPMENT & RELEASE OPPORTUNITY 19 UNIT RESIDENTIAL ELEV BUILDING

DAVID SCHUCHTMAN | LIPA LIEBERMAN | ABIE KASSIN | MARK STEINMETZ | JAMIE SPINGS  
RICHARD VELOTTA | SCOTT BURK | JASON GELBY | CAPTAIN BURMAN | MICHAEL FELLMAN  
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ARE YOU  
CONSIDERING  
SELLING YOUR  
PROPERTY?

JUST SOLD  
**\$5,800,000**

390 5<sup>TH</sup> AVENUE  
PARK SLOPE BROOKLYN, NY



Contact me for a complimentary property evaluation.

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**SCOTT SHALEK**  
Vice President  
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# MRL Set Up Rebrand (Indesign)

## 51 Murray Street

Between West Broadway & Church Street | Tribeca, NYC



### RETAIL FOR LEASE

As exclusive agents we are pleased to offer the following retail opportunity for direct lease:

#### APPROXIMATE SIZE

Ground Floor: 1,547 Square Feet  
Mezzanine: 515 Square Feet

#### ASKING RENT

\$140 Per Square Foot

#### FRONTAGE

20 Feet

#### TERM

Negotiable

#### POSSESSION

Immediate

#### NEIGHBORS

Equinox, Juice Press, Starbucks, Amish Market, Benares Restaurant, Hudson Allergy, Woodrow's Restaurant, Rosa Mexicano, Dunkin' Donuts, Affina Nail Spa

#### COMMENTS

- Retail/Restaurant/Fitness/Services
- Across The Street From Tribeca House, With Over 500 Luxury Rental Units
- Non-Venting Kitchen In Place
- High Density Office Population

#### TRANSPORTATION

A C E 2 3

JAMES FAMULARO  
President of New York Retail Leasing  
jf@meridiancapital.com  
646.658.7373

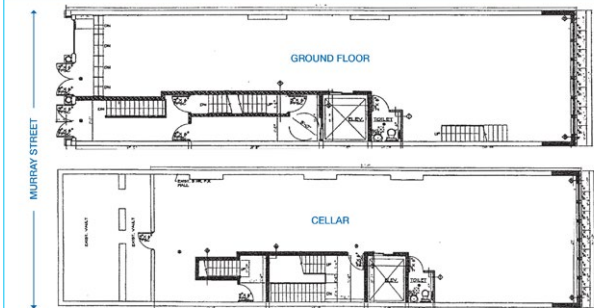


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## 51 Murray Street

Between West Broadway & Church Street | Tribeca, NYC

### RETAIL FOR LEASE



JAMES FAMULARO  
President of New York Retail Leasing  
jf@meridiancapital.com  
646.658.7373



## 51 Murray Street

Between West Broadway & Church Street | Tribeca, NYC

### RETAIL FOR LEASE



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# 24

## AVENUE A EAST VILLAGE, NYC

East Block Between East 2<sup>nd</sup> and 3<sup>rd</sup> Streets

RETAIL FOR LEASE

### APPROXIMATE SIZE

Space A: 350 SF  
Space B: 800 SF

### ASKING RENT

Space A: \$4,995/Month  
Space B: \$7,495/Month

### FRONTAGE

Space A: 12 FT  
Space B: 17 FT

### TERM

10 - 15 Years

### POSSESSION

Immediate

### COMMENTS

- Venting possible

### TRANSPORTATION



**JAMES FAMULARO**  
President

**YONI HADAR**  
Director  
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347.517.8705

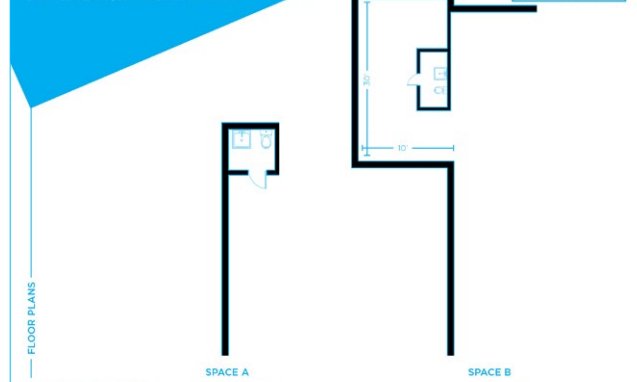
**SHLOIME MEISELS**  
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## 24 AVENUE A EAST VILLAGE, NYC | Between East 2<sup>nd</sup> & 3<sup>rd</sup> Streets

RETAIL FOR LEASE



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## 24 AVENUE A EAST VILLAGE, NYC | Between East 2<sup>nd</sup> & 3<sup>rd</sup> Streets

RETAIL FOR LEASE

**YOUR NEIGHBORS**

Logos include: LEVIN, BALLY, STARBUCKS, KOREAN BOOKSTORE, SERENITY, PRUNE, FRANKIE'S, BOILERMAKER, SPIEGEL, V-NAM CAFE, BERLIN, Drexler's, and many others.

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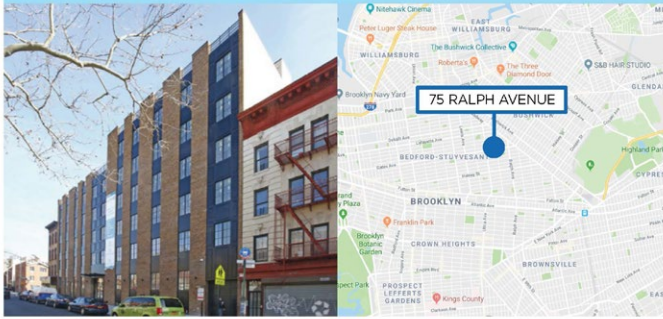


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# MIS Set Up Rebrand (PowerPoint)

**MERIDIAN INVESTMENT SALES**  
**75 RALPH AVENUE - BEDFORD-STUYVESANT**

**ASKING PRICE: SUBMIT OFFERS**



**INVESTMENT OVERVIEW**

- 75 Ralph Avenue is a six story elevator apartment building located between Putnam Avenue and Madison Street in the Bedford-Stuyvesant section of Brooklyn.
- The 43,680 SF property was recently completed in 2015 and contains fifty-seven apartments that produce over \$1,760,000 in Gross Annual Income.
- The building benefits from a 15 year 421A Tax Exemption, which began in 2017.
- Located just a short walk from the Gates Avenue Station J train, tenants of the property enjoy easy access to and from Manhattan.


**PROPERTY INFORMATION**

Address	75 Ralph Avenue
Borough	Brooklyn
Neighborhood	Bedford-Stuyvesant
Description	Elevator Apartments
Cross Streets	Putnam Ave and Madison Street
Block / Lot	1483 / 3
Lot Dimensions	130.08' x 100'
Lot Area (SF)	13,008 SF
Year Built	2015
Total Units	57
Stories	6
Gross SF	43,680 SF
Zoning	R6A / C2-4
Built FAR	3.36
Air Rights	Overbuilt

Please contact us if we can address any questions. We look forward to working with you on this exciting opportunity.

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**MERIDIAN INVESTMENT SALES**  
**75 RALPH AVENUE - BEDFORD-STUYVESANT**

**ASKING PRICE: SUBMIT OFFERS**

**INCOME & EXPENSES**

Total Gross Income	\$1,763,572
<b>Expenses</b>	
Real Estate Taxes (2019 / 2020)	\$15,958
Accounting	\$1,500
Insurance	\$15,571
Management	\$48,498
Elevator Contract	\$6,532
Electric	\$44,718
Super	\$35,100
Supplies / Repairs & Maintenance	\$14,082
Sprinkler & Exterminator Contract	\$2,609
Fire Alarm	\$1,633
Water / Sewer	\$24,896
Total Expenses	\$211,098
<b>Net Operating Income</b>	<b>\$1,552,474</b>


**REAL ESTATE TAXES**

Exemptions and Abatements	421A Exemption
Benefit Start Date	7/1/2017
Benefit End Date	6/30/2032
Base Year AV	\$126,533
Tax Class	2
Tax Rate	12.612%
2019/2020 AV	\$1,637,017
Benefit Amount	\$1,510,484
2019/2020 Taxes	\$15,958

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**75 RALPH AVENUE**  
**BEDFORD-STUYVESANT**

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**75 RALPH AVENUE**  
BEDFORD-STUYVESANT, BROOKLYN

ASKING PRICE:  
**SUBMIT OFFERS**

75 Ralph Avenue is a six story elevator apartment building located between Putnam Avenue and Madison Street in the Bedford-Stuyvesant section of Brooklyn.

The building benefits from a 15 year 421A Tax Exemption, which began in 2017.



The 43,680 SF property was recently completed in 2015 and contains fifty-seven apartments that produce over \$1,760,000 in Gross Annual Income.

Located just a short walk from the Gates Avenue Station J train, tenants of the property enjoy easy access to and from Manhattan.

**PROPERTY INFORMATION**

BOROUGH	Brooklyn
NEIGHBORHOOD	Bedford-Stuyvesant
DESCRIPTION	Elevator Apartments
CROSS STREETS	Putnam Ave and Madison Street
BLOCK / LOT	1483 / 3
LOT DIMENSIONS	130.08 x 100'
LOT AREA (SF)	13,008 SF
YEAR BUILT	2015
TOTAL UNITS	57
STORIES	6
GROSS SF	43,680 SF
ZONING	R6A / C2-4
BUILT FAR	3.36
AIR RIGHTS	Overbuilt



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**75 RALPH AVENUE**  
BEDFORD-STUYVESANT, BROOKLYN

**CASH FLOW ANALYSIS**

INCOME	
<b>TOTAL GROSS INCOME</b>	<b>\$1,763,972</b>
EXPENSES	
REAL ESTATE TAXES (2019 / 2020)	\$15,958
ACCOUNTING	\$1500
INSURANCE	\$15,571
MANAGEMENT	\$48,498
ELEVATOR CONTRACT	\$6,332
ELECTRIC	\$44,718
SUPER	\$35,000
SUPPLIES / REPAIRS & MAINTENANCE	\$14,082
SPRINKLER & EXTERMINATOR CONTRACT	\$2,609
FIRE ALARM	\$1,633
WATER / SEWER	\$24,856
<b>TOTAL EXPENSES</b>	<b>\$211,098</b>
<b>NET OPERATING INCOME</b>	<b>\$1,552,474</b>

**REAL ESTATE TAXES**

EXEMPTIONS AND ABATEMENTS	421A Exemption
BENEFIT START DATE	7/1/2017
BENEFIT END DATE	6/30/2032
BASE YEAR AV	\$126,533
TAX CLASS	2
TAX RATE	12.812%
2019/2020 AV	\$1,637,017
BENEFIT AMOUNT	\$150,484
2019/2020 TAXES	\$15,958

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BEDFORD-STUYVESANT, BROOKLYN

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# Email Rebranding (RCM | Constant Contact | Sendgrid)

## 2283

THIRD AVENUE  
NEW YORK, NY

Meridian Investment Sales is pleased to present for sale 2283 Third Avenue, a recently constructed seven story elevator building, long-term leased to premier tenants. The Property is located in the heart of the vibrant East Harlem neighborhood.

The Internal Revenue Service (2020 lease expiration) and New York College of Podiatric Medicine (2044 lease expiration) occupy the entire premises, with the exception of four residential apartments which are to be delivered vacant to the NYCPM upon availability. These exceptional tenants provide a secure, bond-like cash flow.

Built in 2008, the Property is in outstanding physical condition as it has been meticulously maintained by Ownership. The Property contains multiple expansive balconies, which total 4,271 square feet, and a state-of-the-art lower level which serves as amenity space for the College. NYCPM's facility is located just two blocks east of the Property at 53 East 124th Street, making 2283 Third Avenue the ideal location to serve as student apartments.



### INVESTMENT HIGHLIGHTS

- 100% leased to the Internal Revenue Service and New York College of Podiatric Medicine
- Secure long term bond-like cash flow from premier tenants
- Located in the heart of the up-and-coming East Harlem neighborhood
- Meticulously maintained and upgraded by Ownership to the highest standard
- Excellent access to public transportation

[CLICK HERE FOR CONFIDENTIALITY AGREEMENT](#)



### Asking Price: \$38,000,000

Please contact us if we can address any questions. We look forward to working with you on this exciting opportunity.

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## PRIME CHELSEA DEVELOPMENT SITE

155-165 WEST 29<sup>TH</sup> STREET



Meridian Investment Sales is pleased to exclusively present for sale 155-165 West 29<sup>th</sup> Street – a prime development site located in the heart of Chelsea and at the crossroads of the Penn Plaza and Flatiron Districts. Situated two blocks from Pennsylvania Station and Madison Square Garden, the asset has a clear path to vacancy and has not been sold in 38 years. Investors will have a blank canvas for the M1-6 zoned parcel, which allows for an as-of-right Zoning Floor Area of 129,210 square feet – or 155,052 square feet if the Public Plaza Bonus is utilized.

### INVESTMENT HIGHLIGHTS

- Prime development site located at the convergence of Penn Plaza and the Flatiron Districts
- 136 feet of frontage with excellent visibility
- Clear path to near term vacancy
- First sale in 38 years
- M1-6 zoning which allows for a variety of uses
- A few blocks south of Pennsylvania Station

[- click here for confidentiality agreement -](#)

Please contact us if we can address any questions. We look forward to working with you on this exciting opportunity.

<b>DAVID SCHECHTMAN</b> Senior Executive Managing Director 212.468.5907 DSchechtman@meridiancapital.com	<b>LIPA LIEBERMAN</b> Managing Director 212.468.5908 LLieberman@meridiancapital.com	<b>ABIE KASSIN</b> Managing Director 212.468.5909 AKassin@meridiancapital.com	<b>PAUL PATAFIO</b> Vice President 212.468.5912 PPatafio@meridiancapital.com
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EXCLUSIVE LISTING

## 2211 THIRD AVENUE

BRAND NEW MIXED-USE LUXURY BUILDING IN EAST HARLEM






### INVESTMENT HIGHLIGHTS

- Meticulously designed building with no facet of work left undone
- Premier amenities including a gym, roof deck, parking garage and storage
- Full term remaining on 25-year tax exemption
- Situated nearby plethora of dining and shopping options
- Close proximity to mass transportation scale in the ascending neighborhood.

Meridian Investment Sales is pleased to present the exclusive offering for 2211 Third Avenue, a brand new mixed-use development in East Harlem. Completed in 2018, the building has redefined luxury living in the neighborhood. Spanning over 130,000 gross square feet, the property contains an abundance of modern amenities including a concierge, fitness center, landscaped terraces, bicycle storage, resident storage, and an on-site garage. The offering presents a rare opportunity for investors to acquire a pristine asset of scale in the ascending neighborhood.

**TO DISCUSS THIS OPPORTUNITY, PLEASE CONTACT THE EXCLUSIVE BROKERS:**

<b>DAVID SCHECHTMAN</b> Senior Executive Managing Director 212.468.5907 DSchechtman@meridiancapital.com	<b>LIPA LIEBERMAN</b> Managing Director 212.468.5908 LLieberman@meridiancapital.com	<b>ABIE KASSIN</b> Managing Director 212.468.5909 AKassin@meridiancapital.com	<b>PAUL PATAFIO</b> Vice President 212.468.5912 PPatafio@meridiancapital.com
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### EXCLUSIVE LISTING 392 5th Avenue Park Slope, Brooklyn



#### CONTACT US FOR MORE INFORMATION

- 22 foot wide, 3-story mixed-use building with air rights.
- Ability to be delivered vacant.
- User Opportunity.
- Opportunity to reposition or add square footage to the building.
- Approximately 1,320 square feet of air rights.
- Existing structure is comprised of one ground floor retail unit and two full floor apartments.
- Located between 6th and 7th Streets on 5th Avenue in Park Slope.

**Richard Velotta**  
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### 111 FOURTH AVENUE East Block Between East 11th and 12th Streets



As exclusive agents, we are pleased to present the following retail opportunity:

#### APPROPRIATE SIZE

Ground Floor: 4,122 Square Feet

Basement: 1,500 Square Feet

Possible Divisions:

Space A: 1,292 Square Feet

Space B: 2,810 Square Feet

ASKING RENT

\$115 PSF

FRONTAGE

40 FEET

TRANSPORTATION

A, S, N, Q, K, W, L

#### COMMENTS

• 1st Ceiling

• Great For Fitness

• Can Be Divided

• Space Can Be Divided

NEIGHBORS

Valley National Bank - Webster Hall - Macy

Hotel

[CLICK HERE TO DOWNLOAD FLYER](#)

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### EXCLUSIVE LISTING 293 CENTRAL PARK WEST NEW YORK, NY 10024



ASKING PRICE: \$33,000,000

PRE-WAR 7-STORY ELEVATOR APARTMENT BUILDING | 25,620 SF | FIRST SALE IN 20 YEARS

- Pre-war 7-story elevator apartment building
- 34 apartments, 4 offices, 1 antenna
- 25,620 SF | 28,040 SF of additional air rights
- 19/34 units (55%) are free market and are gut renovated
- New marble baths, cabinets, and stainless steel appliances
- Entrance to Central Park directly across the street
- One block from the 86th Street Station on the [B, C] trains

[Access Offering Memo](#)

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# Online Rebranding



**\$60,000,000**  
PERMANENT FINANCING  
**7-YEAR LOAN**  
BALANCE SHEET LENDER  
INTEREST-ONLY PAYMENTS  
OFFICE PROPERTY  
**NEW YORK, NY**  
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CAPITAL GROUP

**CAN YOUR  
BROKER  
DO THIS?**



**\$53,500,000**  
CONSTRUCTION FINANCING  
**36-MONTH LOAN**  
NON-RECOURSE  
SENIOR AND  
MEZZANINE LENDERS  
HOTEL PROPERTY  
PHILADELPHIA, PA  
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MERIDIAN'S DAVID SCHECHTMAN:  
**Industrial is the New Retail**



**INDUSTRIAL  
IS THE NEW**

**RETAIL**

**DAVID SCHECHTMAN**  
speaks on how e-commerce  
is reshaping demand  
for industrial space in NYC.



MASPETH, QUEENS



DAVID  
SCHECHTMAN





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**28 PROPERTIES**  
IN BROOKLYN AND DOWNTOWN MANHATTAN

**SOLD AND FINANCED**

MERIDIAN INVESTMENT SALES  
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**28 PROPERTIES**  
IN BROOKLYN AND DOWNTOWN MANHATTAN

**SOLD AND FINANCED**

**SOLD**  
**\$101,700,000**  
200,000 Total SF  
210 Residential Units

MERIDIAN INVESTMENT SALES

**FINANCED**  
**\$88,800,000**  
Senior and Mezzanine Debt

MERIDIAN CAPITAL GROUP

**28 PROPERTIES**  
IN BROOKLYN AND DOWNTOWN MANHATTAN

**SOLD AND FINANCED**

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