

IPRG

723 6TH AVENUE BROOKLYN, NY 11215

CLOSED

SALE METRICS

3 Apts & 1 Store

of Units

4,375

Approx. SF

\$662,500

Price/Unit

\$605

Price/SF

DELIVERED VACANT

SALE PRICE

\$2,650,000

DEAL STORY

723 6TH AVENUE - GREENWOOD HEIGHTS, BROOKLYN

The owner of 723 6th Avenue reached out to IPRG after recognizing our level of activity in Brooklyn's free-market mixed-use sector. Like many owners, she had spoken with several brokers and buyers, and an initial off-market proposal appeared promising. But as the transaction progressed, the buyer stalled, terms began to shift, and the buyer's attorney pushed for increasingly one-sided provisions. The buyer was even quietly shopping the contract to other purchasers before ever committing to the deal.

Recognizing the risks, the owner engaged IPRG to take control of the sale and execute a structured, competitive marketing process. Leveraging IPRG's proprietary buyer database and deep relationships throughout Brooklyn, we reintroduced the property to the market and created competition among qualified buyers.

Within one week, IPRG secured an accepted offer materially higher than the prior off-market proposal from an all-cash, non-contingent buyer. The buyer signed contracts within two business days and closed in just 30 days.

The result was not simply a higher offer, but a stronger transaction with a buyer who had both the ability & commitment to perform. By combining market expertise, a competitive process, & disciplined execution, IPRG delivered exactly what we promised.

"It was the best decision we made to put our trust in Derek & IPRG with the sale of our property. Derek provided us with the fastest sale we could have asked for, along with vital advice that may have helped us avoid a costly mistake. I would highly recommend him & his team to anyone looking for a thoroughly competent & professional real estate broker."

— Theresa West, Seller of 723 6th Avenue

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