

MULTIFAMILY EXPERTISE. REAL RESULTS.

MIAMI-DADE | BROWARD | PALM BEACH

POSITIONING.
VALUE.
STRATEGY.



6Plex

**East of
Federal Hwy**

STABLE
INCOME.
STRONG
OPPORTUNITY.



213 SE PARK ST
DANIA BEACH, FLORIDA
— OFFERING MEMORANDUM

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EXECUTIVE SUMMARY

213 SE PARK STREET | DANIA BEACH, FL 33004

Income today. Positioned for tomorrow.

This six-unit residential property occupies a corner parcel east of Federal Highway in Dania Beach. Four one-bedroom apartments and two studios provide an existing rental base, while the East Dania Beach Boulevard Mixed-Use zoning creates a possible longer-term redevelopment path, subject to city review.

The location benefits from nearby coastal neighborhoods, the airport and regional employment. New construction and reinvestment along the east-of-Federal corridor add context for an owner evaluating future improvements to the site.

PROPERTY FACTS

Units	6
Unit mix	4 one-bedrooms + 2 studios
Building area	3,124 SF*
Year built / stories	1964 / 1
Land area	11,658 SF (0.27 AC)
Zoning	EDBB-MU
Building class	C

Exclusively listed by Media Realty Mid-Core MarketEdge

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*Listing building area; public-facing sources also report 2,690 SF. Verify against county records. Zoning and uses subject to city confirmation.

LOCATION

STRATEGIC POSITION.
STRONG CONNECTIONS.



DANIA BEACH

A STRATEGIC
LOCATION FOR
MID-CORE
INVESTORS

LOCATION.
GROWTH.
OPPORTUNITY.
VALUE.

WHY INVEST IN DANIA BEACH?

STRATEGIC LOCATION. STRONGER FUNDAMENTALS. LASTING VALUE.

BETWEEN
FORT LAUDERDALE
AND HOLLYWOOD.
CONNECTED TO
OPPORTUNITY.



PRIME LOCATION

Centrally located between Fort Lauderdale and Hollywood with access to I-95, I-595, Fort Lauderdale-Hollywood International Airport, Port Everglades, beaches and major employment centers—creating a diverse and stable tenant base.



STRONG GROWTH & REINVESTMENT

Dania Beach's CRA reports the city's tax base increased 8.86% for FY2025, including approximately \$256.8 million of net new construction. Major projects, including Dania Pointe, continue to bring residential, retail, hospitality and office investment to the city.



INFILL SCARCITY

An established urban market with a finite supply of land and existing duplexes, triplexes, fourplexes and small apartment properties—supporting long-term value and tenant demand.



REDEVELOPMENT OPTIONALITY

Multiple multifamily zoning classifications (RM, RM-1, RM-2) support densities of approximately 10 to 25 units per acre, with potential for greater density under planned development provisions (verify parcel by parcel).



EAST-OF-FEDERAL ADVANTAGE

The East Federal Highway area is a key transition zone with access to the beach and Intracoastal, positioned for continued redevelopment and higher-value residential demand.



ATTRACTIVE MID-CORE SWEET SPOT

Institutional development focuses on larger, higher-cost projects. Existing 2–20 unit properties offer a compelling middle ground—providing neighborhood-scale rental housing with solid income and long-term land value potential.

DANIA BEACH BY THE NUMBERS

8.86%

CITY TAX BASE
INCREASE
FY2025

\$256.8M

NET NEW
CONSTRUCTION
FY2025

10–25

UNITS PER ACRE
TYPICAL MULTIFAMILY
ZONING (RM, RM-1, RM-2)

2–20

UNIT PROPERTIES
IDEAL MID-CORE
OPPORTUNITY



MINUTES TO
FLL AIRPORT,
PORT EVERGLADES
AND SOUTH FLORIDA'S
KEY EMPLOYMENT CENTERS

*“A growing city. A strong location.
A smart place to own.”*

MEDIA REALTY MID-CORE MARKETEDGE



NEIGHBORHOOD PROFILE

Neighborhood – Dania Beach



Beach



Airport



Bohemian



Convenient



Diverse



Coastal



Dania Beach/Fort Lauderdale lies in the South Florida region in Broward County. The Galleria at Fort Lauderdale shopping mall is just a 20-minute ride away and about eight miles north.

The neighborhood is known for the best “blue-wave beaches” and plentiful opportunities for outdoor recreation. Locals enjoy the beach at Dania Beach Ocean Park, a great destination for swimming and fishing.

A small-town atmosphere with access to big-city amenities, many families excitedly call this area their home. With so many marinas making up the neighborhood, locals and tourists alike are afforded the chance to experience the nautical life with year-round boat excursions.

Within the community, you’ll discover a casino as well as the headquarters of two airline companies and an online pet supply retailer. In combination with outstanding weather and cool attractions, the Dania Beach/Fort Lauderdale neighborhood is a wonderful place to rent an apartment. The Fort Lauderdale-Hollywood Airport is close by.



Dania Beach represents the intersection of income, location and redevelopment potential. Positioned within one of Broward County’s most active infill corridors, smaller residential income properties benefit from a diverse tenant base, proximity to major employment and transportation centers, limited replacement opportunities and continued public and private investment. For the mid-core investor, the opportunity is to control an existing income-producing asset today while participating in the longer-term evolution of the surrounding market.

DANIA BEACH

A STRATEGIC
 LOCATION FOR
 MID-CORE
 INVESTORS

LOCATION.
 GROWTH.
 CONNECTIVITY.
 OPPORTUNITY.

DANIA BEACH MARKET SNAPSHOT

ACCESS. DEMAND. ECONOMIC DRIVERS.

A VIBRANT
 COASTAL MARKET
 CONNECTED TO
 OPPORTUNITY.



STRATEGIC ACCESS & CONNECTIVITY

- 1 mile to Fort Lauderdale/Hollywood International Airport
- 25 miles to Miami International Airport
- 2 miles to Port Everglades Cruise Terminal
- Adjacent to Tri-Rail Station
- Adjacent to I-95
- 2 miles to I-595



TOP EMPLOYERS

COMPANY	EMPLOYEES
Chewy.com	1,000
Hill & Company	650
Casino at Dania Beach	400
AMO Star Cab	210
Magic Leap	200



DEMOGRAPHICS & TRADE AREA

- 82,700**
Population
- 42.6**
Median Age
- 28%**
Bachelor's Degree or Higher
- \$59,400**
Average Household Income
- Primary trade area includes Dania Beach and parts of Fort Lauderdale and Hollywood.



CONSUMER SPENDING (2015, MILLIONS)



TOURISM & VISITOR ECONOMY

Total 2015 Visitors	15.4 million
International Visitors	3.4 million
Total 2015 Visitor Expenditures	\$14.2 billion
Average Hotel Occupancy	79.1%



AIRPORT / TRANSPORTATION (2015)

Total Air Passenger Arrivals/Departures at FLL International Airport	26,941,671
Daily Airline Arrivals/Departures	670
Scheduled Airlines	28



SEAPORT / PORT EVERGLADES

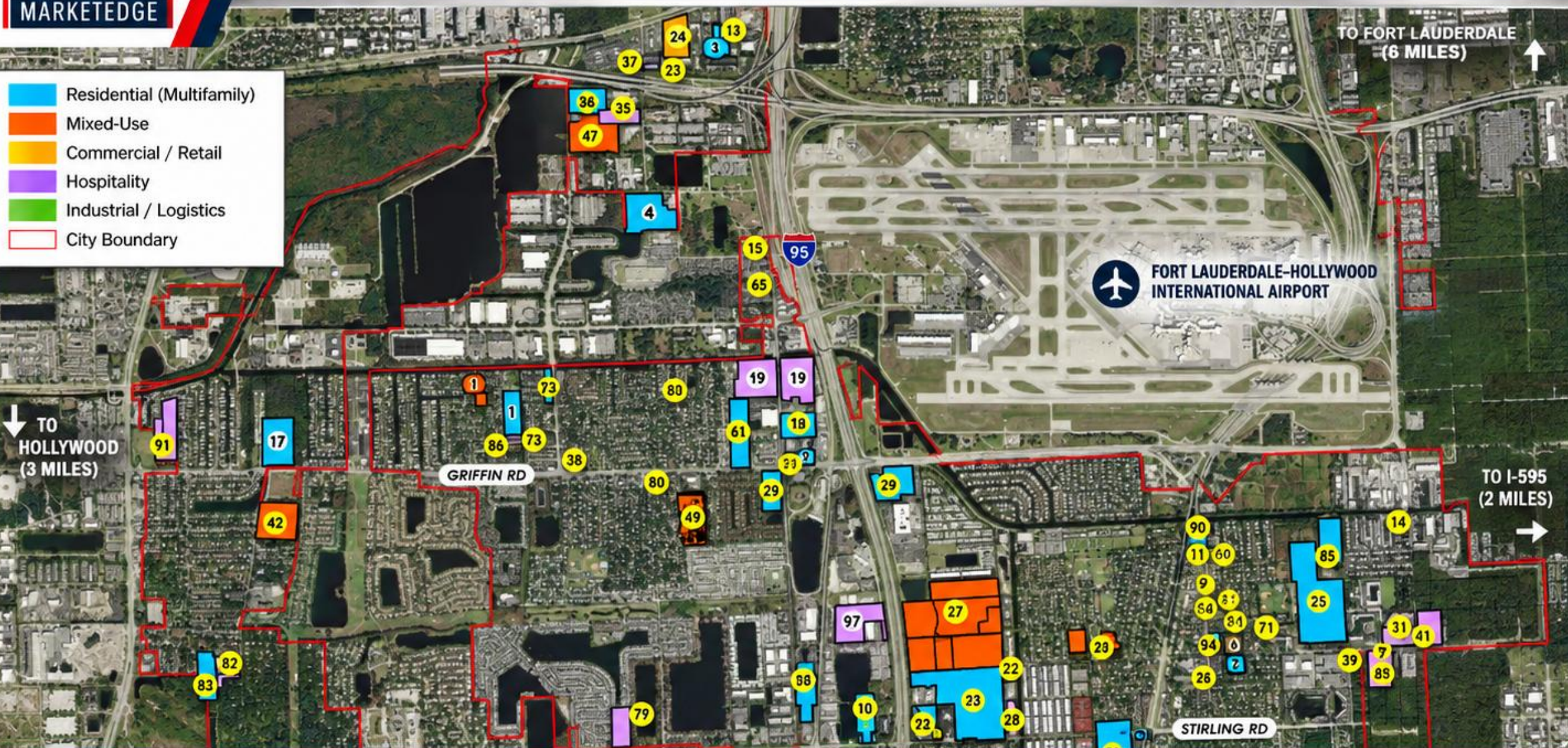
Cruise Ships Sailing from Port Everglades	39
Cruise Ship Passengers	3.8 million
Total Value of Economic Activity (1,000)	\$29,375,224
Local Purchases (1,000)	\$654,569
Total State and Local Taxes (1,000)	\$1,075,212



DANIA BEACH

MAJOR DEVELOPMENT ACTIVITY

STRATEGIC LOCATION.
 GROWTH.
 OPPORTUNITY.
 VALUE.



DANIA BEACH

PENDING MAJOR PROJECTS LIST



MORE INVESTMENT.
 STRONGER DEMAND.



BETTER CONNECTIVITY.
 GREATER VALUE.



BRIGHTER FUTURE.
 LASTING OPPORTUNITY.

[Click Here](#)

to view City's Pending
 Projects and Development
 Pipeline



MARKET EDGE
INSIGHT. STRATEGY. RESULTS.

SUBJECT PROPERTY



INSIGHT DRIVEN.



MARKET FOCUSED.



CLIENT FIRST.



BROWARD COUNTY PROPERTY APPRAISER'S PROPERTY CARD

[Click Here](#) to View Property Card

Property Address	213 SE PARK STREET #1-6, DANIA BEACH FL 33004	ID #	5042 34 11 0030
Property Owner	JBG MARKETING SERVICES LLC	Millage	0413
Mailing Address	2406 CAT CAY LN FORT LAUDERDALE FL 33312	Use	08

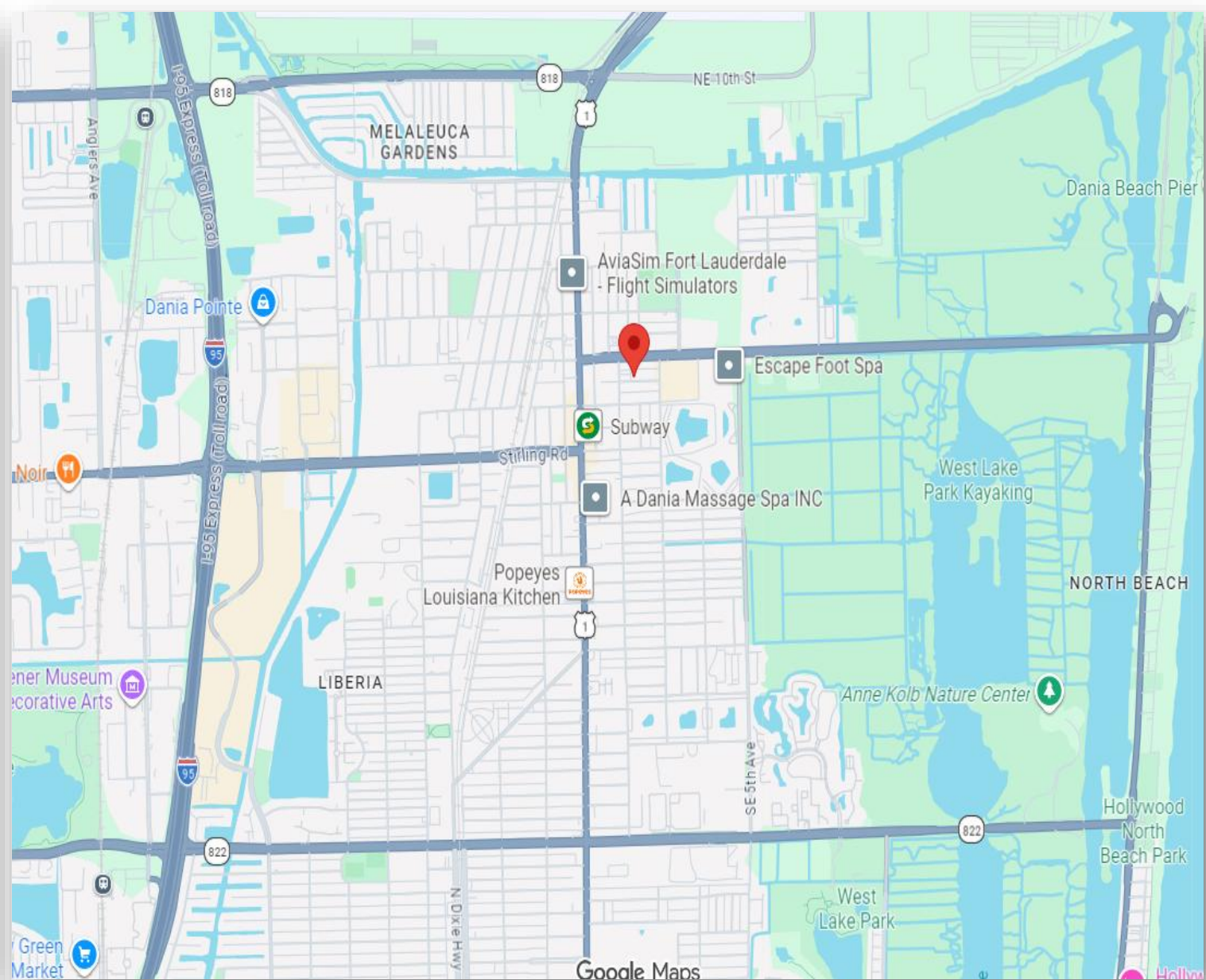
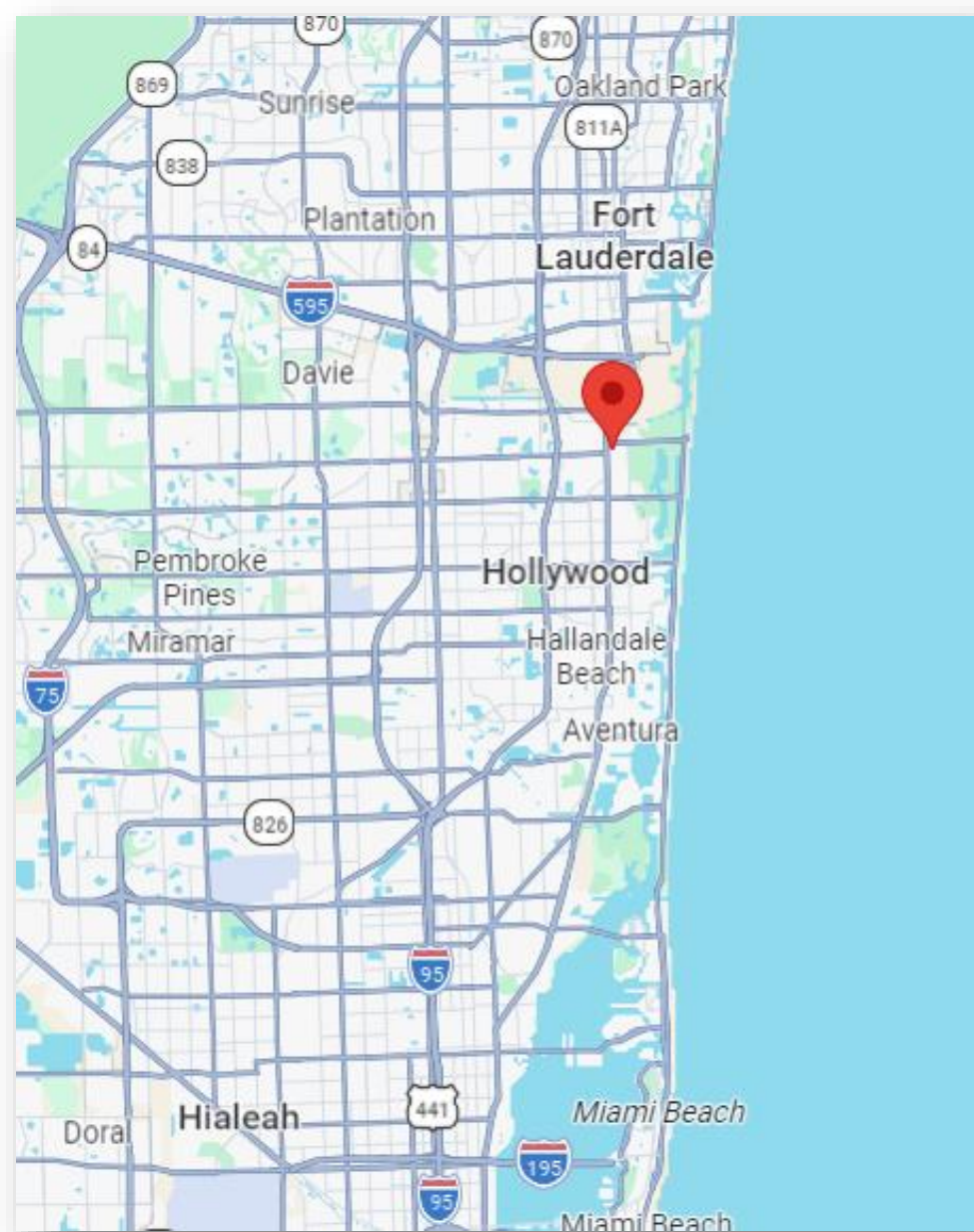
Abbreviated Legal Description	DANIA BEACH SUB RESUB BLK 2 27-9 B LOT 13,14
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The just values displayed below were set in compliance with [Sec. 193.011](#), Fla. Stat., and include a reduction for costs of sale and other adjustments required by [Sec. 193.011\(8\)](#).

 **It's IMPORTANT THAT YOU KNOW:**
The 2026 values currently shown are considered "working values" and are subject to change. These numbers will change frequently online as we make various adjustments until they are finalized.

Property Assessment Values					
Click here to see 2025 Exemptions and Taxable Values as reflected on the Nov. 1, 2025 tax bill.					
Year	Land	Building / Improvement	Just / Market Value	Assessed / SOH Value	Tax
2026	\$69,950	\$959,600	\$1,029,550	\$1,029,550	
2025	\$69,950	\$828,230	\$898,180	\$898,180	\$19,334.49
2024	\$69,950	\$810,570	\$880,520	\$880,520	\$18,813.34
2026 Exemptions and Taxable Values by Taxing Authority					
	County	School Board	Municipal	Independent	
Just Value	\$1,029,550	\$1,029,550	\$1,029,550	\$1,029,550	
Portability	0	0	0	0	
Assessed/SOH	\$1,029,550	\$1,029,550	\$1,029,550	\$1,029,550	
Homestead	0	0	0	0	
Add. Homestead	0	0	0	0	
Wid/Vet/Dis	0	0	0	0	
Senior	0	0	0	0	
Exempt Type	0	0	0	0	
Taxable	\$1,029,550	\$1,029,550	\$1,029,550	\$1,029,550	\$1,029,550

Sales History -- Search Subdivision Sales				Land Calculations		
Date	Type	Price	Book/Page or CIN	Price	Factor	Type
10/29/2025	WD-D	\$133,200	120543746	\$6.00	11,658	SF
10/18/2023	WD-Q	\$1,000,000	119180922			
2/21/2017	DRR-T	\$100	114219940			
1/18/2017	WD-Q	\$420,000	114172250			
4/27/2016	WD-Q	\$335,000	113669759			
				Adj. Bldg. S.F. (Card, Sketch)		2690
				Units		6
				Eff./Act. Year Built: 1965/1964		



LOCATION MAP

[Click to view Google Map](#)

SITE SKETCH

DANIA BEACH | PARCEL CONFIGURATION

STRATEGIC LOCATION.
GROWTH.
OPPORTUNITY.
VALUE.



PARCEL CONFIGURATION OVERVIEW

Preliminary sketch showing the parcel configuration and key dimensions for reference. This illustration provides a general representation of the site layout based on available survey information.



KEY DETAILS

- Parcel configuration with multiple building areas
- Dimensions shown in feet (per survey)
- Irregular shape with attached sections
- For reference and planning purposes only



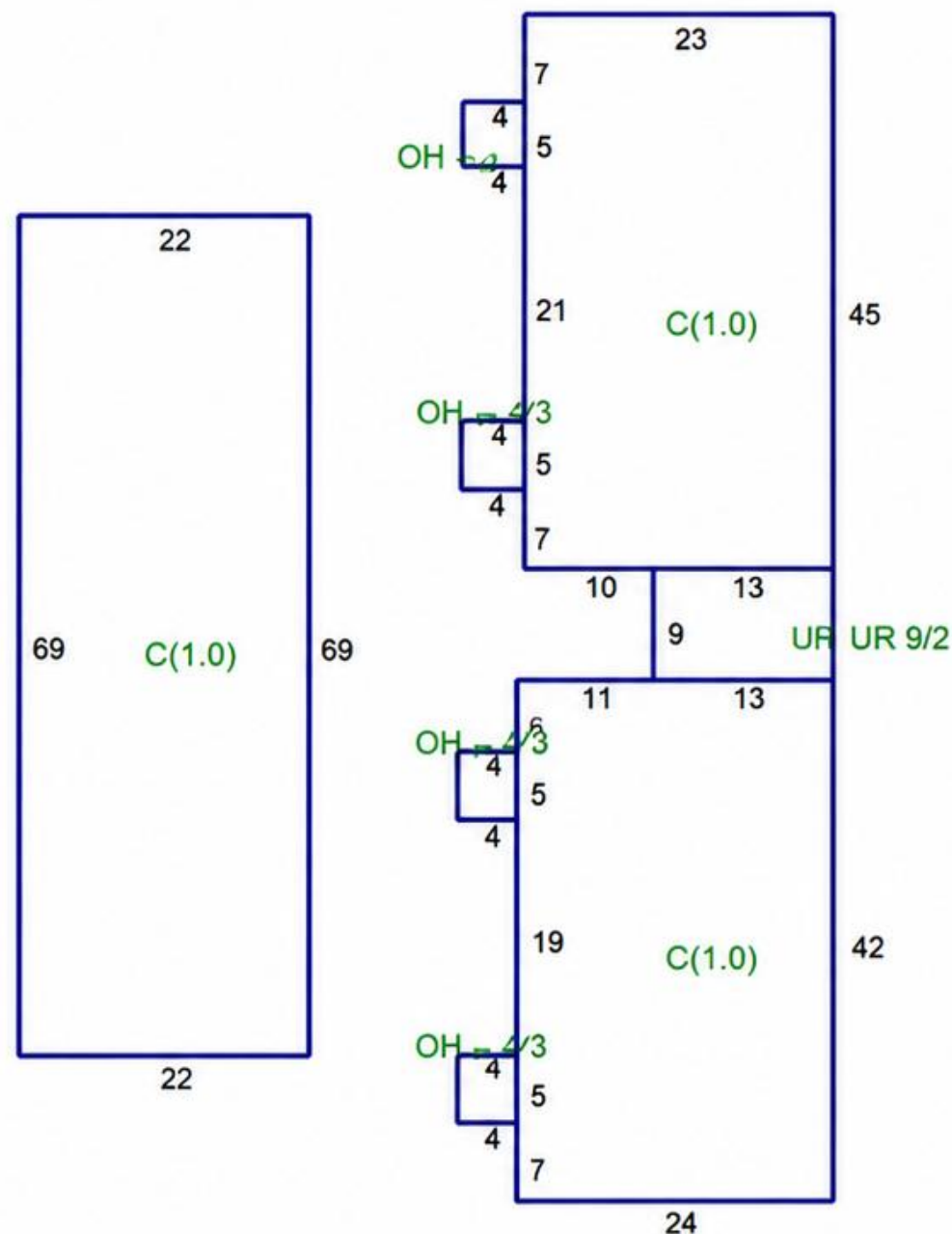
USE CASES

- Site planning and design reference
- Evaluate development potential
- Support due diligence and entitlements
- Coordinate with survey and zoning information



NOTE

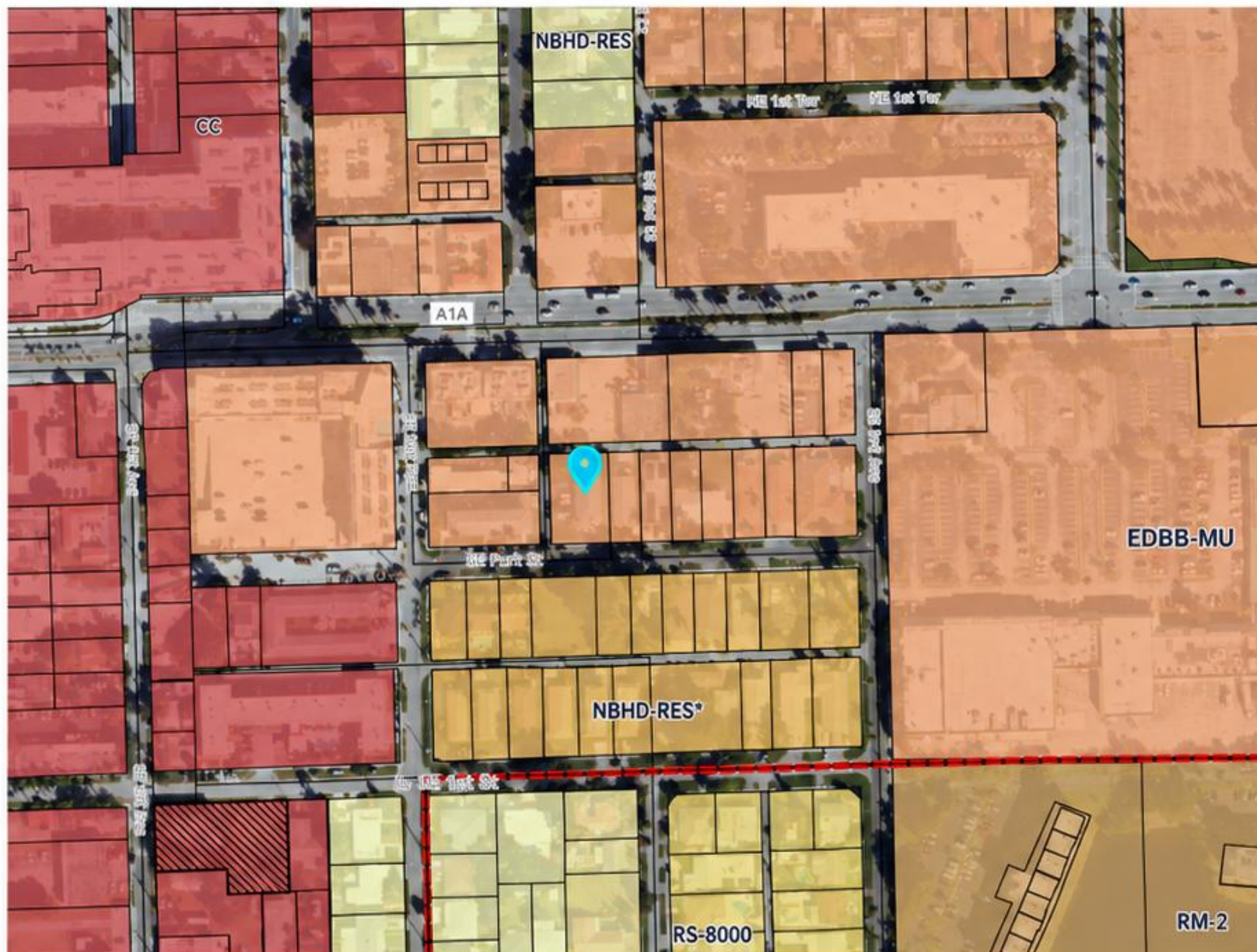
This sketch is a preliminary representation based on available information. All dimensions and configuration should be verified with a licensed surveyor.



ZONING

EDBB-MU

STRATEGIC LOCATION.
 GROWTH.
 OPPORTUNITY.
 VALUE.



ZONING

EDBB-MU

MIXED-USE OPPORTUNITY



MIXED-USE DISTRICT

Allows residential, retail, office and civic uses to coexist in the same building or on the same site.



DANIA BEACH BOULEVARD CORRIDOR

Prime location along a key gateway corridor.



REDEVELOPMENT POTENTIAL

Ideal for transit-oriented, mixed-use development.



EDBB-MU DISTRICT OVERVIEW

DANIA BEACH | MIXED-USE OPPORTUNITY

STRATEGIC LOCATION.
GROWTH.
OPPORTUNITY.
VALUE.



PURPOSE OF THE EDBB-MU DISTRICT

The district is designed to encourage **mixed-use urban redevelopment** where residential, retail, office, and civic uses can coexist either in the same building or on the same site.

TYPICAL PLANNING OBJECTIVES INCLUDE:

- Activating the **Dania Beach Boulevard corridor**
- Encouraging **higher-density residential**
- Promoting **walkable retail streets**
- Supporting **transit-oriented development**
- Replacing aging low-intensity commercial with **urban mixed-use buildings**



A TRUE MIXED-USE DISTRICT

EDBB-MU is a true mixed-use district, meaning multiple uses can occur within the same project.



RESIDENTIAL USES

PERMITTED RESIDENTIAL USES INCLUDE:

- **Upper-story apartments**
- **Mixed-use residential over retail**
- **Multifamily residential**



HEIGHT AND BUILDING INTENSITY

The zoning code allows **mid-rise development**, generally:

Maximum height: about 4 stories

Height may be reduced near adjacent residential areas to create a transition. This creates a **“main street” scale development pattern** rather than high-rise towers.



MAXIMUM DENSITY (UNITS PER ACRE)

In the EDBB-MU district, density is generally:

Up to ~50 dwelling units per acre

depending on the specific parcel and incentives.



BONUS PROGRAMS

The city offers incentives for workforce or affordable housing:

AFFORDABLE UNITS PROVIDED	BONUS MARKET UNITS
Workforce housing affordable unit	1 bonus unit for each
Moderate workforce affordable unit	3 bonus units for each
Low income affordable unit	5 bonus units for each



ZONING OVERVIEW

DANIA BEACH | EDBB-MU CONTEXT

STRATEGIC LOCATION.
GROWTH.
OPPORTUNITY.
VALUE.



ZONING PURPOSE

Redevelopment to place a greater emphasis on **pedestrian activity** and **transit supportive development**. This will be accomplished by **building close to the street**, **relocating parking facilities behind buildings**, and **mixing residential and commercial uses** at medium to high intensities.



KEY DEVELOPMENT STANDARDS



DENSITY

35 du/ac by right;
up to 75 du/ac with
density bonus.



F.A.R.

Max: 8.0.



LEARN MORE

[Click Here >](#) to view



DEVELOPMENT GUIDELINES

RAC-N

STRATEGIC LOCATION.
 GROWTH.
 OPPORTUNITY.
 VALUE.



BUILDING INTENSITY

Maximum Lot Coverage	65%
Base Density	18.00 Du / Acre
Maximum Density	50.00 Du / Acre
Base Height - Stories	3
Maximum Height - Stories	5
Minimum Height - Stories	1
Maximum Built Area Allowed	19,117 ft²
Maximum Building Footprint	6,372 ft²
Minimum Open Space	35.00%
Maximum Residential Area Allowed	19,117 ft²
Maximum Residential Units Allowed	5
Maximum Lodging Area Allowed	19,117 ft²
Maximum Commercial Area Allowed	19,117 ft²
Maximum Office Area Allowed	19,117 ft²



SETBACKS AT GROUND LEVEL

Minimum Primary Frontage Setback	12.00 ft
Maximum Primary Frontage Setback	25.00 ft
Minimum Side Setback	7.50 ft
Minimum Rear Setback	10.00 ft



SMART
 STANDARDS.
 STRONGER
 TOMORROW.





PHOTO ADDENDUM

6 Units East of
Federal Hwy









LEASE ANALYSIS



DETAILED INSIGHTS.
STRONGER DECISIONS.



DATA DRIVEN.
VALUE FOCUSED.



MAXIMIZE PERFORMANCE.
MINIMIZE RISK.

GRID DEFINITION



ADOM:

Agent Days on Market: This number describes how long a property for sale has been on the market. This gets broken down even further with CDOM and ADOM. CDOM, or Current Days on Market, is the time between when the home is listed and the present day. ADOM, or Accumulated Days on Market, also accounts for whether a listing was withdrawn or expired before being placed back on the market. (A CDOM may be 4 days while the ADOM is 154.) If a property is taken off the market for 60 days before it's relisted, then ADOM goes back down to zero.



Adj. SqFt

Adjusted Square Feet = Square Feet of Living Area + 1/3 of the SF for all covered patios/porches + 1/2 of the garage SF. This is the standard number use when calculating "Sale Price/Square Foot".



SqFt Living:

Total finished living area (with AC) Not to include open porches, balconies, terraces carports or garages.



Total Sq Ft:

The sum total of all measured areas including living area, covered porches, covered patios, carports & garages.



P G I:

Potential Gross Income The income generated by the subject property assuming 100% occupancy



G R M:

Gross Rent Multiplier; The list price/sale price divided by the potential gross income. This metrics does not take into account debt service, vacancy or expense.



Cap Rate:

Cap rate is one of the best ways to quickly assess a real estate investment deal. Cap rate is a measure that makes it possible to compare properties even though they produce different levels of operating earnings. It serves the same purpose as an earnings multiplier does for stock investors. The ratio of price/earnings, often called a PE ratio, allows investors to compare one company to the next. A cap rate is simply the inverse of the PE ratio. It is the first-year operating earnings divided by the price or value.



213 SE Park Street

POSITIONING.
VALUE.
STRATEGY.



RENT ROLL

Landlord pays for
all electric and trash

213 SE Park Street

UNIT	MONTHLY RENT
# 1 Studio	\$1,625.00
# 2 Studio	\$1,500.00
#3 (1/1) Large	\$1,725.00
#4 (1/1) Large	\$1,500.00
# 5 (1/1)	\$1,650.00
#6 (1/1)	\$1,500.00
TOTAL	\$9,500

RENT SURVEY

ONE BEDROOM APARTMENT
EAST OF US-1

POSITIONING.
VALUE.
STRATEGY.

Address	City	List Price	Close Price	Close Date	DOM	Beds	Bath	Living Area	Year Built	Total Move In Cost
1723 Liberty Street Unit#4	Hollywood	\$1,400	\$1,450	8/26/2026	0	1	1	650	1953	
216 S 16th Avenue Unit#7	Hollywood	\$1,450	\$1,475	9/1/2026	18	1	1	550	1925	\$2,095
216 S 16th Avenue Unit#7	Hollywood	\$1,595	\$1,500	5/22/2026	24	1	1	550	1925	\$2,095
1711 Fillmore Street Unit#508	Hollywood	\$1,500	\$1,500	4/1/2026	10	1	1	600	1951	
47 SE 13th Street Unit#2	Dania Beach	\$1,650	\$1,550	8/27/2026	0	1	1		1979	
237 SE Park Street SE Unit#A	Dania Beach	\$1,650	\$1,600	5/1/2026	0	1	1	650	1970	\$3,300
1739 Moffett Street Unit#2	Hollywood	\$1,650	\$1,650	8/31/2026	84	1	1	540	1945	\$3,300
1715 N 16th Avenue Unit#101	Hollywood	\$1,720	\$1,650	4/3/2026	44	1	1	690	1970	\$3,300
1515 S 14th Avenue Unit#13	Hollywood	\$1,695	\$1,695	7/6/2026	10	1	1		1964	
1715 N 16th Avenue Unit#115	Hollywood	\$1,660	\$1,695	6/12/2026	33	1	1	650	1969	\$3,320
1715 N 16th Avenue Unit#112	Hollywood	\$1,670	\$1,695	5/30/2026	24	1	1	650	1969	\$3,340
1715 N 16th Avenue Unit#304	Hollywood	\$1,750	\$1,695	4/4/2026	44	1	1	680	1970	\$3,390
1720 N 17th Avenue Unit#6	Hollywood	\$1,750	\$1,750	9/15/2026	46	1	1		1967	\$3,200
1720 Cleveland Street Unit#21	Hollywood	\$1,775	\$1,775	9/4/2026	20	1	1	625	1972	
1638 Plunkett Street Unit#1	Hollywood	\$1,850	\$1,800	8/1/2026	37	1	1	640	1966	
1638 Plunkett Street Unit#2	Hollywood	\$1,850	\$1,800	6/23/2026	25	1	1		1966	
1015 S 17th Avenue Unit#8	Hollywood	\$1,800	\$1,800	7/16/2026	0	1	1		1945	\$3,600
1740 Funston Street Unit#6	Hollywood	\$1,750	\$1,850	9/1/2026	0	1	1	650	1977	\$5,550
930 N 14TH Court Unit#15	Hollywood	\$1,800	\$1,900	8/31/2026	0	1	1	750	1965	
AVERAGE		\$1,682	\$1,675							

RENT SURVEY

STUDIO APARTMENT

POSITIONING.
VALUE.
STRATEGY.

Address	City	Postal Code	Current Price	Close Price	Close Date	DOM	Furnished	Bedrooms Total	Full Baths	Year Built
720 NE 7th Street Unit#2a	Hallandale E	33009	\$1,500			32	Unfurnished	0	1	1953
1821 Thomas Street Unit#2	Hollywood	33020	\$1,450			0	Unfurnished	0	1	1957
1639 Madison Street Unit#5	Hollywood	33020	\$1,425			0	Unfurnished	0	1	1925
700 NE 1st Court Unit#2	Hallandale E	33009	\$1,350			26	Unfurnished	0	1	1958
26 SE 13th Terrace Unit#6	Dania Beach	33004	\$1,350			11	Unfurnished	0	1	1957
615 NE 4th Street Unit#3	Hallandale E	33009	\$1,300			13	Furnished	0	1	1947
31 SE 13th Street Unit#1-2	Dania Beach	33004	\$1,400			25	Partially	0	1	1940
31 SE 13th Street Unit#1-2	Dania Beach	33004	\$1,500			37	Partially	0	1	1982
1723 Liberty Street Unit#6	Hollywood	33020	\$1,350			39	Unfurnished	0	1	1953
1822 Cleveland Street Unit#1rear	Hollywood	33020	\$1,050			5	Furnished	0	1	1952
709 NE 8th Street Unit#1	Hallandale E	33009	\$1,450			25	Unfurnished	0	1	1959
1832 Rodman Street Unit#12	Hollywood	33020	\$1,450	\$1,450	4/1/2026	30	Unfurnished	0	1	1969
1707 Thomas Street Unit#4	Hollywood	33020	\$1,400	\$1,400	6/8/2026	0	Unfurnished	0	1	1957
1727 Fletcher Street Unit#E3	Hollywood	33020	\$1,400	\$1,400	1/1/2026	0	Unfurnished	0	1	1953
1821 Thomas Street Unit#7	Hollywood	33020	\$1,525	\$1,395	2/17/2026	0	Unfurnished	0	1	1957
1741 Moffett Street Unit#1	Hollywood	33020	\$1,375	\$1,395	5/1/2026	19	Unfurnished	0	1	1953
1723 Moffett Street Unit#12A	Hollywood	33020	\$1,400	\$1,350	2/27/2026	22	Unfurnished	0	1	1945
720 NE 7th Street Unit#1A	Hallandale E	33009	\$1,375	\$1,350	1/6/2026	0	Unfurnished	0	1	1964
1639 Fletcher Street Unit#C	Hollywood	33020	\$1,350	\$1,350	3/1/2026	124	Unfurnished	0	1	1951
1723 Moffett Street Unit#16	Hollywood	33020	\$1,350	\$1,300	5/1/2026	67	Unfurnished	0	1	1945
1205 N 15th Court Unit#West	Hollywood	33020	\$1,449	\$1,299	1/8/2026	34	Unfurnished	0	1	1957
1850 Rodman Street Unit#4	Hollywood	33020	\$1,600	\$1,295	1/29/2026	205	Unfurnished	0	1	1952
1850 Rodman Street Unit#2	Hollywood	33020	\$1,600	\$1,250	12/26/2025	180	Unfurnished	0	1	1952
1729 Moffett Street Unit#17	Hollywood	33020	\$1,600	\$1,225	12/19/2025	29	Unfurnished	0	1	1945
1536 Polk Street Unit#5	Hollywood	33020	\$1,200	\$1,200	5/31/2026	4	Unfurnished	0	1	1940
26 SE 3th Terrace Unit#1	Dania Beach	33004	\$1,300	\$1,200	2/1/2026	0	Unfurnished	0	1	1957
1723 Liberty Street Unit#8	Hollywood	33020	\$1,400	\$1,200	2/1/2026	0	Unfurnished	0	1	1953
AVERAGE			\$1,404	\$1,313						

MEDIA
realty
Mid-Core

MARKETEDGE

COMPARABLE SALES

ACCURATE DATA. | SMART ANALYSIS. | STRONGER DECISIONS.

Mid-Core
Specialist

COMMENTS DIRECT SALES COMPARISON

THE MARKET APPROACH TO VALUE



COMPARABLE SALE

A comparable sale is property that is similar to the subject property in most respects. It is located in a nearby location. It has recently sold for a fair market value.

The selection of comparable sales is in most appraisals is the single most determining factor in establishing the value. The responsibility is to fully research the local real estate market and determine which comparable sales represent the best value characteristics of the subject property.



MARKET APPROACH

The market or direct sales comparison approach to an estimate of value is a process of comparing market data, that is, prices paid for similar properties, prices asked by owners, and offers made by prospective buyers or the tenants willing to buy or lease.

Typically a comparison grid is used and adjustments are made to each comparable sales used for major differences between the comparable and the subject property for such items as location, construction quality and significant amenities, etc.

In the market approach, the attempts are made to both gauge and reflect the anticipated reaction by a typical purchaser to the subject property.



DETAILED INSIGHTS.
STRONGER DECISIONS.



DATA DRIVEN.
VALUE FOCUSED.



MAXIMIZE PERFORMANCE.
MINIMIZE RISK.

Address	City	List Price	Close Price	Close Date	DOM	# Units		Bldg Total	\$/Unit	\$/SF
1813 Madison Street	Hollywood	\$4,400,000			16	6	6 (3/3)	11,110	\$733,333	\$396.04
930 N 14th Court	Hollywood	\$4,000,000			97	14	13 (1/1) (2/1)	10,529	\$285,714	\$379.90
1723-1739 Moffett Street	Hollywood	\$4,000,000			125	20		10,025	\$200,000	\$399.00
4850 SW 26th Avenue	Dania Beach	\$2,500,000			51	6	4 (1/1) 2 (2/1)	4,751	\$416,667	\$526.21
5921 Pierce Street Unit#1-8	Hollywood	\$2,250,000			14	8	6 (2/1) 2 (2/2)	8,112	\$281,250	\$277.37
1927/1929 Roosevelt Street	Hollywood	\$2,150,000			79	10	2 (2/2) 2 (2/1) 4 (1/1) 2 (0/1)	6,450	\$215,000	\$333.33
1730-1734 Fletcher Street	Hollywood	\$2,000,000			126	8		4,888	\$250,000	\$409.17
1741-1743 Moffett Street	Hollywood	\$1,500,000			127	8		3,504	\$187,500	\$428.08
26 SE 13th Terrace	Dania Beach	\$1,395,000			114	7	3 (0/1) 4 (1/1)	2,524	\$199,286	\$552.69
1743 RODMAN Street	Hollywood	\$1,265,000			62	5	4 (0/1) (2/2)	2,585	\$253,000	\$489.36
411 Columbus Parkway	Hollywood	\$900,000			217	5		2,235	\$180,000	\$402.68
2201 Greene Street	Hollywood	\$2,150,000			15	9	4 (2/1) 5 (1/1)	4,617	\$238,889	\$465.67
904-910 NE 10th Street	Hallandale B	\$1,699,000			8	8		3,283	\$212,375	\$517.51
2000 Monroe Street	Hollywood	\$4,200,000	\$3,600,000	3/31/2026	18	15		8,823	\$240,000	\$408.02
101 SE 4th Avenue	Hallandale B	\$1,600,000	\$1,400,000	5/21/2026	720	7	7 (1/1)	4,001	\$200,000	\$349.91
5629 Taft Street	Hollywood	\$1,600,000	\$1,312,500	6/22/2026	46	4	4 (3/2)	4,316	\$328,125	\$304.10
4141 SW 20th Street	West Park	\$1,099,000	\$1,050,000	9/22/2026	55	5	5 (2/1)	3,830	\$210,000	\$274.15
615 NE 7 St	Hallandale B	\$1,400,000	\$1,365,000	12/12/2025	65	7	7 (1/1)	3,646	\$195,000	\$374.38
803 NE 8 St	Hallandale B	\$1,100,000	\$970,000	3/25/2026	14	4	(3/2) 3 (1/1)	3,144	\$242,500	\$308.52
									\$270,668	\$408.82
									\$235,938	\$336.52



COMPARABLE GRID

PRIMARY EMPHASIS

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Address	City	Current Price	Close Price	Close Date	DOM	# Total Units		Building Area Total	P G I	Price Per Unit	\$/Bldg SqFt	G R M	Cap Rate	Year Built	Flood Zone
1723-1739 Moffett Street	Hollywood	\$4,000,000			27	20		10,025		\$200,000	\$399.00			1945	AE
930 N 14th Court	Hollywood	\$4,000,000			667	14	13 (1/1) (2/1)	10,529	\$378,600	\$285,714	\$379.90	10.57	5.8%	1965	
724 NE 4th Street	Hallandale	\$2,995,000			220	12	8 (1/1) 4 (2/1)	8,140		\$249,583	\$367.94			1977	AE
1730-1734 Fletcher Street	Hollywood	\$2,000,000			28	8	8 (2/1)	4,888	\$153,600	\$250,000	\$409.17	13.02	4.7%	1956	AE
705-713 NE 3rd Street	Hallandale	\$1,950,000			59	9	5(1/1) (2/1) 3 (0/1)	3,824	\$126,776	\$216,667	\$509.94	15.38	4.0%	1951	AE
1948 Buchanan Street	Hollywood	\$1,875,000			17	9	7 (1/1) 2 (0/1)	5,613	\$173,100	\$208,333	\$334.05	10.83	5.6%	1964	Zone X
26 SE 13th Terrace	Dania Beach	\$1,475,000			16	7	4 (0/1) 3 (1/1)	2,524	\$120,300	\$210,714	\$584.39	12.26	5.0%	1950	X
2212 Johnson Street	Hollywood	\$1,295,000			1,468	4	2 (1/1) 2 (2/1)	3,387	\$74,100	\$323,750	\$382.34	17.48	3.5%		X
2000 Monroe Street	Hollywood	\$4,200,000	\$3,600,000	3/31/2026	18	13		8,823		\$276,923	\$408.02			1960	X
2314 Polk Street	Hollywood	\$2,900,000	\$2,900,000	3/12/2026	19	13	10 (1/1) 2 (2/1) (0/1)	7,632	\$215,400	\$223,077	\$379.98	13.46	4.5%	1972	X
206 S 15th Avenue	Hollywood	\$1,600,000	\$1,550,000	2/19/2026	226	7	2 (2/1) 3 (1/1) (0/1)	3,686	\$124,140	\$221,429	\$420.51	12.49	4.9%		AE
615 NE 7 Street	Hallandale	\$1,500,000	\$1,365,000	12/9/2025	45	7	7 (1/1)	3,646		\$195,000	\$374.38			1952	
101 SE 4th Ave	Hallandale	\$1,600,000	\$1,400,000	5/26/2026	720	7	7 (1/1)	4,001		\$200,000	\$349.91				
										On Market	\$228,422	\$409.77	12.70	4.9%	
										Closed Sale	\$212,877	\$376.47	12.97	4.7%	



COMPARABLE GRID

PRIMARY EMPHASIS

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FINANCIALS

CASH FLOW ANALYSIS & UNDERSTANDING CAP RATES



Buyer: Cap Rate goes up



Seller: Cap Rate goes down



$$\text{Capitalization Rate} = \frac{\text{Net Operating Income (NOI)}}{\text{Value}}$$

Example: A property has a NOI of \$100,000 and a Cap Rate of 10%. Thus a value of \$1,000,000

$$\frac{\$100,000}{10\%} = \$1,000,000$$

As the Cap increases to 11% the price decreases to \$909,000

$$\frac{\$100,000}{11\%} = \$909,091$$

Conversely as the Cap Rate decreases to 9% the overall value has increased to \$1,100,000

$$\frac{\$100,000}{9\%} = \$1,100,000$$

Sub-Market: For each \$1,000 of NOI, our market responds with between \$11,000 to \$12,000 of value

$$\frac{\$100,000}{11\%} = \$909,091$$

OPERATING SUMMARY

ACCURATE DATA.

SMART ANALYSIS.

STRONGER DECISIONS.

SUMMARY

Price:	\$1,275,000
Down Payment:	25% \$318,750
Number of Units:	6
Price Per Unit:	\$212,500
Current GRM:	11.2
Current CAP:	4.36%
Market GRM:	10.4
Market CAP:	4.99%
Annual Rent per Square Foot:	\$42.38
Approximate Age:	1,948
Approximate Lot Size:	11,658.0 SqFt
Approximate Net RSF:	2,690
Cost per Net RSF:	\$473.98

ANNUALIZED OPERATING DATA

	CURRENT RENTS	MARKET RENT
Scheduled Gross Income:	\$114,000	\$122,400
Less Vacancy Rate Reserve:	5,700 5.00%	6,120 5.00%
Gross Operating Income:	\$108,300	\$116,280
Less Expenses:	52,678 46.21%	52,678 45.30%
Net Operating Income:	\$55,622	\$63,602

*As Percent of Down Payment

SCHEDULED INCOME

			CURRENT RENTS		MARKET RENT	
Num Units	BDRMS/BATHS	Unit Size	Avg. Monthly Rent/Unit	Monthly Income	Monthly Rent/Unit	Monthly Income
1	0/1		\$1,625	\$1,625	\$1,600	\$1,600
2	0/1		\$1,500	\$1,500	\$1,600	\$1,600
3	1/1		\$1,325	\$1,325	\$1,350	\$1,350
4	1/1		\$1,500	\$1,500	\$1,750	\$1,750
5	1/1		\$1,650	\$1,650	\$1,650	\$1,750
6	1/1		\$1,400	\$1,400	\$1,750	\$1,750
Misc. Income				\$9,500		\$10,200
Monthly Scheduled Gross Income:				\$9,500		\$10,200
Annual Scheduled Gross Income:				\$114,000		\$122,400

ANNUALIZED EXPENSES

EXPENSE ITEM	AMOUNT
Taxes:	\$23,678
Insurance:	12,000
Maintenance:	5,900
Water Sewer Trash	4,200
Trash	1,200
Landscaping	900
Electric	4,800
Total Expenses:	\$52,678
Per Net Sq. Ft.:	\$19.58
Per Unit:	\$8,779.59

MEDIA
realty
Mid-Core

MARKETEDGE

PRICING



MARKET INTELLIGENCE.
ACTIONABLE INSIGHT.



MID-CORE FOCUS.
MAXIMUM VALUE.



STRATEGIC PRICING.
BETTER OUTCOMES.



DATA DRIVEN.
RESULTS PROVEN.

MarketEdge

MORE REACH.

BETTER TARGETING.

SUPERIOR RESULTS.

MEDIA
realty
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MARKETEDGE

ASKING PRICE
\$1,275,000



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