MEDIA realty Mid-Core

MarketEdge ADVANTAGE

TARGETED EXPOSURE
Maximize awareness with our extensive investor network

DATA DRIVEN
Strategic pricing and underwriting for maximum value

MULTI-CHANNEL MARKETING
MLS, CoStar, LoopNet, direct outreach and more

PROVEN RESULTS
Mid-core focus. Market knowledge. Results delivered.

HIGHEST & BEST USE
VALUE ADD OPPORTUNITY

2235-2247 Polk St

Hollywood, Florida

Offering Memorandum

PeterDacko
Media Realty & Advisors
954-923-2325
954-328-8248
PDacko@MediaRealty.net

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MEDIA realty *Mid-Core*

MARKETEDGE

MARKETEDGE ADVANTAGE

DATA. STRATEGY. RETURNS.

EXECUTIVE SUMMARY

DEVELOPMENT OVERVIEW

HOLLYWOOD, FL
DOWNTOWN DH-2

LIST PRICE	PRICE SQ FT (LAND)	FAR
$3,500,000	$84.95 / SF	1.75

CURRENT USE

COVERED LAND PLAY

90 UNITS

PRICE SQ FT (LAND)

$84.95

LOT SIZE

41,200 SF

206' X 200'

ZONING

DH-2

HIGHLIGHTS

- ✓ DOWNTOWN DISTRICT
- ✓ HIGH DENSITY POTENTIAL
- ✓ STRONG RENTAL DEMAND
- ✓ WALKABLE LOCATION
- ✓ NEAR MAJOR CORRIDORS & AMENITIES

PREMIER DEVELOPMENT OPPORTUNITY
Capitalize on downtown Hollywood's growth with a high-return multifamily project.

STRATEGIC. DATA-DRIVEN. PROFITABLE.
MarketEdge Advantage
Your Mid-Core Investment Partner

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REDEVELOPMENT OPPORTUNITY

40,200 SF | THREE PARCEL ASSEMBLAGE

10plex, 3plex and a single family home.

Estimated highest and best use is a 90 residential unit development in close proximity to the urban redevelopment core of Downtown Hollywood.

OWNER FINANCING AVAILABLE

For qualified purchasers, the seller will consider providing a purchase money mortgage with a below market interest rate with a 40% down payment.

STRONG INCOME TODAY!

$321,276 Gross INcome

$180,655 NOI

EXECUTIVE SUMMARY

HOLLYWOOD'S *Urban Renaissance*

A PREMIER DEVELOPMENT OPPORTUNITY IN A THRIVING GROWTH CORRIDOR

For decades, Downtown Hollywood was overlooked. Today, it is one of South Florida's most active urban infill markets. Driven by public investment, transit accessibility, favorable zoning, and a robust pipeline of mixed-use and multifamily projects, more than 3,500 residential units have been approved or are under construction in and around Downtown Hollywood, reshaping the city's urban core.

WHY DEVELOPERS ARE PAYING ATTENTION

RELATIVE LAND PRICING

Land remains materially less expensive than Brickell, Wynwood, Downtown Fort Lauderdale and Flagler Village—yet the same strong demographic trends are driving demand.

STRONG RENTAL DEMAND

Attracting young professionals, airport employees, healthcare workers, hospitality employees and Miami commuters seeking affordable, high-quality housing options.

WALKABILITY & LIFESTYLE

Young Circle, ArtsPark, restaurants, nightlife and beach proximity create the vibrant, connected lifestyle today's renters want.

REDEVELOPMENT OPPORTUNITY

An abundance of older multifamily assets, small commercial buildings, covered land plays and underutilized parcels create exceptional assemblage opportunities.

THE HALLANDALE BEACH CONNECTION

Immediately south, Hallandale Beach is undergoing a similar transformation along Federal Highway and Hallandale Beach Boulevard. The Federal Highway corridor is becoming an extension of the urban core.

DOWNTOWN HOLLYWOOD → FEDERAL HIGHWAY → HALLANDALE BEACH → AVENTURA

URBAN INFILL REDEVELOPMENT

Aging retail, office, multifamily and surface parking sites are being redeveloped into mixed-use, multifamily and transit-oriented communities.

INCREASING DENSITY

Hallandale Beach continues to expand density and process numerous major development projects as part of its long-term economic strategy.

INSTITUTIONAL CAPITAL

Regional developers, private equity groups, family offices and national multifamily investors are driving pricing and supporting large-scale projects.

WHY THIS MATTERS FOR MID-CORE INVESTORS

The most compelling opportunities are not the completed high-rises—they are the covered land plays and transitional multifamily assets located between the established downtown core and the emerging Federal Highway corridor.

TARGETED OPPORTUNITIES INCLUDE:

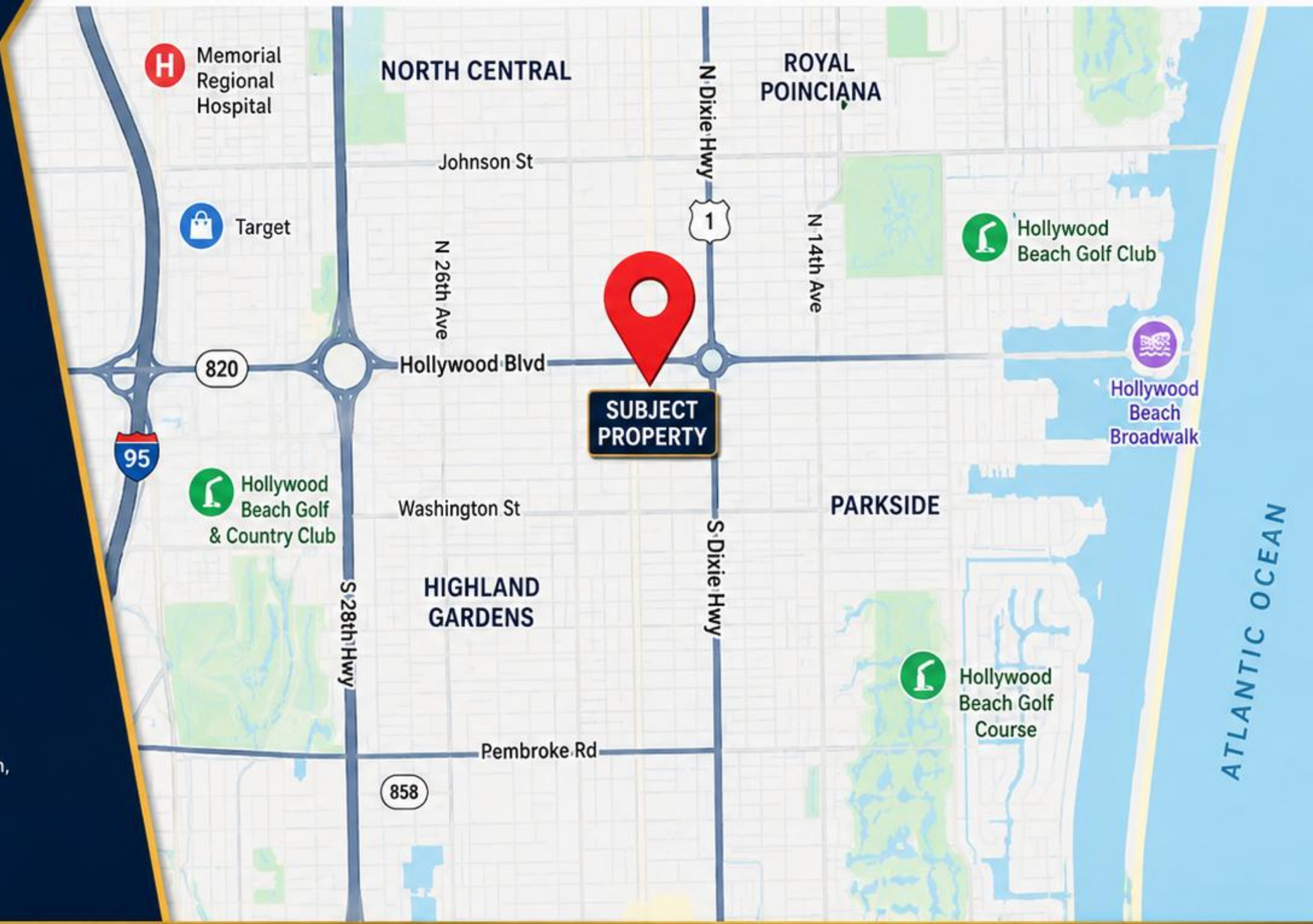
- Polk Street assemblages
- Federal Highway redevelopment sites
- Small apartment buildings near Young Circle
- Older multifamily assets near Hallandale's urban core

MARKETEDGE CONCLUSION

The Downtown Hollywood renaissance is real—and accelerating. With public investment, zoning flexibility, strong demand and regional connectivity, this growing South Broward corridor is one of Broward County's most significant redevelopment stories. Acquire well-located assets now and position for future development upside as values continue to rise.

LOCATION

DOWNTOWN HOLLYWOOD, FLORIDA



MARKETEDGE

PRIME LOCATION IN DOWNTOWN HOLLYWOOD

Strategically located in the heart of Downtown Hollywood, this site offers unmatched access to major corridors, amenities, and a thriving urban environment.

WALKABLE LOCATION
Steps from shops, dining, entertainment, and public transit.

EXCELLENT ACCESS
Minutes to I-95, US-1, and major thoroughfares.

STRONG DEMAND DRIVERS
Surrounded by residential growth, tourism, and employment hubs.

CLOSE TO THE BEACH
Just a short drive to Hollywood Beach and the Atlantic Ocean.

CENTRAL LOCATION
At the center of it all—live, work, play, and invest.

CONNECTED
Easy access to transit, highways, and key destinations.

GROWING MARKET
Downtown Hollywood continues to experience strong growth and investment.

COASTAL LIFESTYLE
Enjoy the best of South Florida—just minutes from the beach.

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FLORIDA

A POWERFUL STATE. A BRIGHT FUTURE.

Florida is a major U.S. state as seen in population and employment figures.

As of 2018, Florida's estimated population was **20,878,686** according to the ESRI. Among the 50 states, Florida is ranked as the fourth most populous state. Florida is forecasted to have an annual growth rate of **1.41%** over the next five years.

The majority of job growth in the next ten years likely will come in the **service industry** led by new jobs in business services, health care, and government employment. Manufacturing will continue to be a relatively reduced part of the state's economy.

Florida's geography, climate, and location are important reasons for its population and economic growth. Florida's coastline with **1,197 miles** along the Atlantic Ocean and Gulf of Mexico is the longest of any state, except Alaska. Temperature variations are mild, and the southern part of the state has a subtropical climate.

Florida is strategically located for access to the **Caribbean Islands** as well as to **South and Central America**.

SOUTH FLORIDA

A DYNAMIC REGION WITH LASTING MOMENTUM.

South Florida is the tri-county region consisting of Miami-Dade, Broward, and Palm Beach. The metropolitan area stretches from Miami to West Palm Beach, a distance of about 65 miles, and extends 15 to 20 miles west from the Atlantic Ocean. The three counties are the state's three most populous with an estimated population of **6,076,113**, as of 2018, and comprised almost one-third of the state's population.

The South Florida region experienced explosive growth starting in the 1950s when air-conditioned homes made round year living more comfortable. Moving forward, the tri-county region is forecasted to grow at a much slower pace than the past 70 years. Per ESRI, the average growth rate is projected to be between **1.05%** and **1.25%** during the next five years. Population growth has largely been migration from northern U.S. states and Canada as well as South American countries and Caribbean Islands.

Economic growth in South Florida is centered on services and retail trade for tourists, seasonal residents, permanent residents and retirees. Real estate construction has been a strong economic contributor over the past 50 years. South Florida is also known as a major **export / import** center for trade with South America and as an attractive location for some clean, high-tech industries.

Within this region, a primary trend has been **northward movement** of population from Miami-Dade County into Broward County, and from Broward County into Palm Beach County. This trend accelerated with the dislocation of residents due to Hurricane Andrew in 1992. The movement continues today as residents seek less traffic congestion in comparison to Miami-Dade County.

6.0M+
Residents in the South Florida Region

65 MILES
From Miami to West Palm Beach

1.05%–1.25%
Projected Annual Population Growth

GLOBAL ACCESS
Gateway to the Americas and the World

INTRODUCTION TO BROWARD COUNTY

STRONG ECONOMY. DIVERSE COMMUNITY. ENDLESS OPPORTUNITY.

STRATEGIC LOCATION

Broward County is located along Florida's southeast coast on the Atlantic Ocean to the east and Lake Okeechobee to the west. The county, located between Miami (Dade County) and West Palm Beach (Palm Beach County), is about 200 miles south of Orlando and 300 miles south of Jacksonville.

LARGE & DIVERSE COUNTY

Broward County, with approximately 1,200 square miles of land area, is one of the largest counties in the United States and is the second largest of Florida's 67 counties. Elevation changes range from 0-20 feet with the average elevation at 15 feet above sea level. The terrain is generally sandy and flat with some gently sloping coastal ridges.

FAVORABLE CLIMATE

The county's subtropical climate has an average temperature of 74°F. Winters are mild because of the proximity to the warm Gulf Stream currents of the Atlantic Ocean. Prevailing winds are from the east. Average annual rainfall is 62 inches according to the Broward County Office of Urban Planning and Redevelopment.

GOVERNANCE & COMMUNITIES

Broward County contains 31 incorporated municipallities mostly located east of Florida's Turnpike. County government, mainly located within Fort Lauderdale, handles the unincorporated areas. Population growth has put constant pressure on government planning and services.

LAND USE PATTERN

Broward County has a well-established area of urban development surrounded by conservation areas and Indian reservations. The urban corridor stretches along the eastern portion of the county while the conservation areas and the reservations are located in the middle and western portions of the county.

COASTAL HERITAGE & GROWTH

Several small coastal communities in Broward County were initially developed in the early 1900s. By about the 1980s, the land was developed and the coastal area become one continuous develop ed urban / suburban corridor. This corridor now represents continuous development from Hallandale Beach to Deerfield Beach, with many areas experiencing redevelopment and gentrification.

POPULATION & OUTLOOK

The county has an estimated population of 1,901,425 in 2018 representing about 9% of the state's population. Population growth from 2018 to 2023 is projected at 1.08%, which is less than the state's projected growth rate at 1.41%. The county's comparatively lower future growth rate reflects the county's advanced stage of development and diminishing supply of land available for development.

VIBRANT COMMUNITIES

PORT EVERGLADES

FLL AIRPORT

CONNECTED FOR SUCCESS

ECONOMY

Broward County has an employment base comprised mostly of several sectors: Trade, Transportation and Utilities; Professional and Business Services; Education and Health Services; and Leisure and Hospitality. These sectors are geared toward the seasonal and retiree segments that have been large part of the county's population.

Per the Bureau of Labor Statistics, Broward County's labor force consists of over 1,000,000 people. The county's unemployment rate is 3.5% as of the end of 2017, which is less than the State of Florida at 3.7% and United States at 3.9%. Furthermore, the county's employment growth from December 2015 to July 2018 has been 2.3% annually.

HOUSING

ESRI indicates Broward County has a total of 737,040 households, of which about 52% are owner occupied. Per ESRI, the median home price in Broward County in 2018 is $246,132, which is higher than the state median home price at $212,954.

SERVICES

The county has good medical care facilities consisting of about 35 hospitals and about 7,000 beds. The county has an abundance of licensed physicians, both as private practitioners and employees of the hospitals. A recent trend in local health care is construction of satellite facilities with outpatient services.

EDUCATION

Broward County Public Schools was founded in 1915 and is a public school district ranked sixth largest in the nation. Approximately 270,000 students currently attend Broward County schools in 234 schools. Numerous private schools are also available. Overcrowding is present in some areas. Prominent academic colleges in the county consist of Florida Atlantic University, Florida International University, Nova Southeastern University, and Broward Community College. The county has many vocational, technical, and charter schools.

UTILITIES & COMMUNICATIONS

Public water and sewer utilities are provided throughout the county by either incorporated municipalities, special districts, or by the county. Telephone service is provided by BellSouth and other telecommunication vendors. Standard electric service is generally available from Florida Power and Light. Natural gas is provided by main or delivered as liquefied petroleum gas by Peoples Gas System.

TRANSPORTATION & ACCESS

Transportation in Broward County consists of Fort Lauderdale/Hollywood International Airport (FLL), Palm Beach Park Airport, Fort Lauderdale Executive Airport, North Perry Airport, Pompano Beach Airpark, Broward County Transit (BCT) public bus services, Port Everglades and Tri-Rail. FLL is conveniently located to serve the air trade area of Broward County and the three surrounding counties. FLL is ranked as the 21st busiest airport (in terms of passenger traffic) in the United States. The airport reports it serviced about 20 million passengers in 2017, which is significantly more than previous years. Fort Lauderdale Executive Airport, North Perry Airport and Pompano Beach Airpark are general aviation airports serving private and corporate airplanes.

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MARKETEDGE

INTRODUCTION TO HOLLYWOOD FLORIDA

A STRONG MARKET.
A SMARTER INVESTMENT.
A BRIGHTER FUTURE.

STABLE POPULATION
Strong demographic foundation and renter demand

LIMITED SUPPLY
Mature, built-out market with limited new inventory

STRATEGIC LOCATION
Between Miami and Fort Lauderdale with exceptional connectivity

STRONG INVESTMENT
Attractive cash flow, growth potential and long-term upside

WHY HOLLYWOOD'S MID-CORE APARTMENT MARKET?

A PROVEN RENTAL MARKET POSITIONED BETWEEN MIAMI AND FORT LAUDERDALE

Hollywood, Florida has emerged as one of South Florida's most compelling Mid-Core apartment investment markets. Situated between Downtown Miami and Downtown Fort Lauderdale, Hollywood benefits from the economic influence of two major metropolitan centers while maintaining a more attainable cost basis than many neighboring coastal communities. As the third-largest city in Broward County and 12th largest in the State of Florida, Hollywood serves a regional population base exceeding **6 million** residents. This strategic location continues to attract both employers and residents seeking convenient access to South Florida's major employment centers, transportation infrastructure, and lifestyle amenities.

EXCEPTIONAL CONNECTIVITY DRIVES HOUSING DEMAND

Hollywood offers unmatched connectivity. Fort Lauderdale-Hollywood International Airport borders the city. Port Everglades, one of the busiest ports in the world, is located immediately adjacent. Interstate 95, Florida's Turnpike, Brightline corridor, and Tri-Rail provide convenient access throughout South Florida. This transportation network creates a deep and diverse renter pool comprised of healthcare professionals, airport employees, hospitality workers, logistics personnel, educators, municipal employees, and professionals commuting throughout Miami-Dade and Broward Counties.

A MATURE MARKET WITH LIMITED NEW SUPPLY

Unlike many emerging suburban communities, Hollywood is largely built out. Most of the city's established residential neighborhoods were developed decades ago, resulting in a finite supply of redevelopment sites and a limited inventory of existing Mid-Core apartment assets. This supply constraint creates a favorable long-term environment for apartment ownership. As demand for housing continues to increase throughout South Florida, investors benefit from both rental growth potential and the increasing scarcity of well-located multifamily properties.

ECONOMIC STABILITY ANCHORED BY HEALTHCARE

Hollywood's economy is anchored by one of South Florida's largest healthcare systems. The Memorial Healthcare System is the region's largest employer, providing thousands of stable, high-quality jobs. This healthcare presence helps create consistent housing demand that is less dependent upon economic cycles than many tourism-oriented markets. In addition to healthcare, the local economy benefits from aviation, logistics, hospitality, retail, education, government employment, and professional services, creating a diversified employment base that supports long-term apartment demand.

LIFESTYLE AMENITIES CONTINUE TO ATTRACT RESIDENTS

Hollywood is internationally recognized for its historic Broadwalk, a 2.5-mile oceanfront promenade lined with restaurants, shops, entertainment venues, and hospitality destinations. Residents enjoy convenient access to beaches, marinas, golf courses, parks, and recreational facilities that contribute to a high quality of life. Downtown Hollywood and ArtsPark at Young Circle continue to attract investment, restaurants, entertainment venues, and cultural programming. Frequent events, concerts, festivals, and community gatherings help reinforce Hollywood's reputation as one of South Florida's most vibrant urban neighborhoods.

MID-CORE HOUSING: THE MARKET'S MOST ATTRACTIVE SEGMENT

While institutional investors increasingly focus on large apartment communities, Hollywood's Mid-Core apartment inventory remains one of the market's most sought-after investment categories. Properties generally ranging from two to twenty units occupy a unique niche between single-family rentals and institutional multifamily assets and offer investors:

- Strong rental demand
- Operational flexibility
- Resilient occupancy
- Value-add opportunities
- Lower basis than larger assets

THE INVESTMENT THESIS

Hollywood's Mid-Core apartment market represents a unique convergence of location, scarcity, demographic stability, and long-term growth potential. Investors benefit from immediate income generated by existing housing demand while participating in the continued evolution of one of South Florida's most established and supply-constrained rental markets.

LOCATION

EAST HOLLYWOOD MID-CORE ASSEMBLAGE

HOLLYWOOD, FL

PRIME LOCATION

Strategically positioned in the heart of East Hollywood, this mid-core assemblage offers unmatched access to major transportation corridors, employment hubs, and lifestyle amenities.

STRONG DEMAND DRIVERS

Surrounded by ongoing redevelopment, population growth, and strong rental demand, the area continues to attract investors and residents alike.

CONNECTIVITY & ACCESS

Convenient access to major highways, Fort Lauderdale-Hollywood International Airport, Brightline station, and the beach puts everything within reach.

KEY DISTANCES

Fort Lauderdale/Hollywood International Airport	4 MIN 2.2 MI
Sheridan Street Commuter Rail (Tri-County)	7 MIN 2.3 MI
Fort Lauderdale–Hollywood International Airport	13 MIN 5.8 MI
Miami International Airport	46 MIN 25.6 MI

CONNECTED. CONVENIENT. POSITIONED FOR ***GROWTH.***


MarketEdge®
ADVANTAGE™
Check Out Hot
Hollywood
Your edge for growth in
high-potential markets.
Identify
high-value
prospects
Analyze
market potential
and trends
Activate
smarter campaigns
that convert
Downtown
PLAY NOW!
Video: Welcome to Hollywood FL
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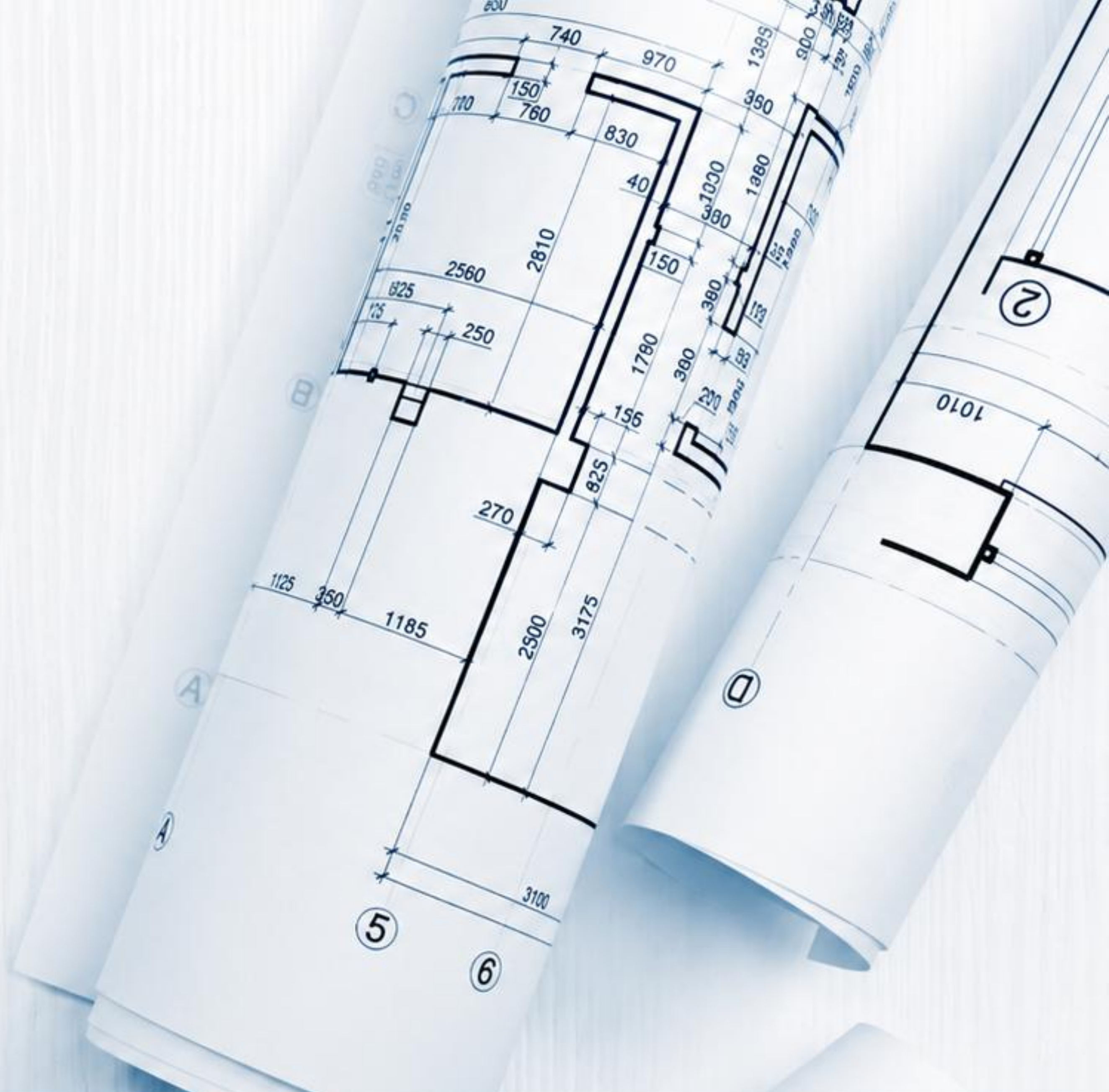
MARKET EDGE. MID-CORE FOCUS. MAXIMUM VALUE.



CONSTRUCTION/ DEVELOPMENT PIPELINE

HOLLYWOOD, FL

STRONG MARKET FUNDAMENTALS.
CLEAR DEVELOPMENT MOMENTUM.

HOLLYWOOD DEVELOPMENT MOMENTUM

BILLIONS OF DOLLARS OF NEW RESIDENTIAL INVESTMENT ARE TRANSFORMING HOLLYWOOD

Hollywood is undergoing one of the most significant urban redevelopment cycles in South Florida. Once viewed primarily as a suburban community between Fort Lauderdale and Miami, the city has emerged as a major destination for multifamily, mixed-use, and transit-oriented development. Developers are actively investing throughout Downtown Hollywood, the Young Circle district, the Federal Highway corridor, and surrounding redevelopment areas, creating thousands of new residential units and permanently reshaping the marketplace.

Within the immediate Polk Street and Downtown Hollywood corridors, transformative projects such as **Circ Residences**, **University Station**, **Soleste La Piazza**, and the proposed **Young Circle Redevelopment District** have established a new benchmark for density, walkability, and urban living. Together, these developments represent more than 1,600 residential units and millions of dollars of private investment, reinforcing Hollywood's position as one of Broward County's fastest-growing urban centers.

CIRC RESIDENCES
1776 Polk Street

25-STORY LUXURY TOWER
Studios – 3 Bedrooms
COMPLETED

UNIVERSITY STATION
2031 Polk Street

216 UNITS
Workforce Housing
COMPLETED (2025)

ONE HOLLYWOOD RESIDENCES
1817 Taylor Street

23-STORY CONDOMINIUM TOWER
248 RESIDENCES
APPROVED / PRE-CONSTRUCTION

GAIA RESIDENCES
401 N Federal Highway

TWO 18-STORY TOWERS
466 CONDOMINIUM RESIDENCES
APPROVED / PRE-CONSTRUCTION

DEVELOPMENT PIPELINE SNAPSHOT

- 5,000+ residential units completed, approved, under construction, or proposed
- Multiple luxury high-rise and mixed-use developments
- Significant investment along Federal Highway, Young Circle, and Downtown Hollywood
- Continued expansion of transit-oriented and walkable urban neighborhoods
- Strong support for long-term property appreciation and redevelopment values

The momentum extends well beyond Downtown Hollywood. Major projects including **One Hollywood Residences**, **Gaia Residences**, **The Tropic**, **21 Hollywood**, **Revv Hollywood**, and the proposed **400 South Dixie Highway Development** continue to add residential density throughout the city. Meanwhile, large-scale master-planned communities near the Seminole Hard Rock corridor and Federal Highway redevelopment districts are expected to contribute thousands of additional housing units over the coming years.

Collectively, projects currently completed, under construction, approved, or in advanced planning stages account for more than **5,000 residential units** throughout Hollywood. This unprecedented level of development reflects growing investor confidence in the city's long-term economic outlook, transportation infrastructure, employment growth, and lifestyle appeal.

For property owners, this investment wave is significant. As new residents, employers, retailers, and capital continue to flow into the marketplace, demand for strategically located real estate has increased substantially. Properties located within redevelopment corridors are increasingly being evaluated not only for their current income stream but also for their future highest-and-best-use potential. As available development sites become scarcer, well-positioned assets may command premiums driven by redevelopment opportunities, assemblage potential, and long-term land value appreciation.

Through Media Realty & Advisors' **Mid-Core MarketEdge Advantage™**, we leverage these market trends to position properties within their optimal Transaction Zone—communicating not only current performance but also the broader economic forces and development activity driving value throughout the Hollywood marketplace.

21 HOLLYWOOD
2100 N Federal Highway

14-STORY MIXED-USE
200 RESIDENTIAL UNITS
UNDER CONSTRUCTION
(EST. COMPLETION 2026/27)

THE TROPIC
DOWNTOWN HOLLYWOOD

18-STORY RESIDENTIAL TOWER
223 APARTMENTS
UNDER CONSTRUCTION

SOLESTE LA PIAZZA
YOUNG CIRCLE

23-STORY LUXURY APARTMENTS
378 UNITS
UNDER CONSTRUCTION

YOUNG CIRCLE REDEVELOPMENT DISTRICT

APPROX. 850 UNITS
125,000 SF RETAIL | 30,000 SF OFFICE
PLANNED

400 S DIXIE HIGHWAY
DIXIE HIGHWAY CORRIDOR

387 APARTMENTS
8-STORY DEVELOPMENT
APPROVED / PRE-CONSTRUCTION

KUSHNER MULTIFAMILY COMMUNITY
STIRLING RD & STATE ROAD 7

APPROX. 470 APARTMENTS
7-STORY PARKING STRUCTURE
APPROVED

Project information is based on publicly available data and is subject to change.

POLK STREET INFILL DEVELOPMENT MOMENTUM

SMALL-SCALE DEVELOPMENT IS RESHAPING DOWNTOWN HOLLYWOOD

20–30 UNIT PROJECTS.
STRONG IMPACT.
LASTING VALUE.

Recent approvals and proposed developments along the Polk Street corridor demonstrate continued investor confidence in Downtown Hollywood and reinforce the growing demand for redevelopment sites throughout the surrounding neighborhoods. Developers are targeting underutilized parcels to create higher-density residential communities within walking distance of Downtown Hollywood, Young Circle, employment centers, and public transportation.


POLK STREET CORRIDOR – DOWNTOWN HOLLYWOOD


VIEW FROM POLK STREET

2323 POLK STREET

DOWNTOWN HOLLYWOOD
REDEVELOPMENT CORRIDOR

27-UNIT APARTMENT DEVELOPMENT

FOUR-STORY BUILDING

- Approved 27-unit apartment development
- Four-story multifamily building
- Advancing toward permit issuance
- Transit-oriented location near Downtown Hollywood


VIEW FROM POLK STREET

2455 POLK STREET

DOWNTOWN HOLLYWOOD
NEIGHBORHOOD

30-UNIT MULTIFAMILY COMMUNITY

FOUR-STORY BUILDING

- Proposed 30-unit multifamily community
- Four-story residential building
- Currently advancing through municipal review
- Located within an active redevelopment area

WHY IT MATTERS

The significance of these projects extends beyond their unit count. Developers are increasingly targeting smaller infill sites throughout Hollywood, recognizing the area's strong rental demand, redevelopment incentives, transportation infrastructure, and proximity to major employment centers. As available development parcels become scarcer, properties located within redevelopment corridors may command premiums driven by future highest-and-best-use potential rather than existing income alone.

MARKETEDGE ADVANTAGE™ INSIGHT

Today's 20–30 unit development projects become tomorrow's comparable land sales.

By tracking active development applications, approvals, and construction activity throughout Hollywood, we identify emerging value drivers that traditional brokerage marketing often overlooks. Understanding these trends helps establish a property's true Transaction Zone and positions owners to capitalize on increasing redevelopment demand throughout the marketplace.

THE NEXT CHAPTER OF DOWNTOWN HOLLYWOOD IS BEING BUILT—ONE PROJECT AT A TIME.

57 TOTAL UNITS

4 STORIES

APPROVED & UNDER REVIEW

STRATEGIC LOCATION NEAR DOWNTOWN HOLLYWOOD

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MARKETEDGE

SUBJECT PROPERTIES

PREMIER PROPERTIES

MARKET INTELLIGENCE

STRATEGIC LOCATIONS

MAXIMIZING VALUE

DRIVEN BY DATA. FOCUSED ON RESULTS.

Mid-Core Specialist

MEDIA realty Mid-Core

— MARKETEDGE —

SUBJECT PROPERTIES

COVERED LAND PLAY TOTALING 41,028 SF

ST ZONED DH-2

FOLIO NUMBER	OWNER NAME	PROPERTY ADDRESS	TYPE	ADJ SF	LOT SIZE (SF)
514216013450	2243-47 POLK STREET LLC	2243 POLK STREET 1-10	10	2,721	20,514
514216013470	2243-47 POLK STREET LLC	2239 POLK STREET	SFR	903	10,257
514216013460	2243-47 POLK STREET LLC	2235 POLK STREET	3	7,651	10,257
TOTALS			14	11,275	41,028

COVERED LAND PLAY

Ideal for future development in the Downtown Hollywood district.

ST ZONED DH-2

Supportive of a wide range of mixed-use and commercial development opportunities.

TOTALING 41,028 SF

Prime assemblage with strong scale and upside development potential.

BROWARD COUNTY PROPERTY APPRAISER'S PROPERTY CARD

Click Here to View Property Card

Property Address	2235 POLK STREET, HOLLYWOOD FL 33020-6712
Property Owner	2243-47 POLK STREET LLC
Mailing Address	5100 MCKINLEY ST HOLLYWOOD FL 33021

ID #	5142 16 01 3450
Millage	0513
Use	08

Abbreviated Legal Description	HOLLYWOOD LITTLE RANCHES 1-26 B LOT 5 E1/2 BLK 8

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	$307,740	$264,770	$572,510	$518,160	
2025	$92,320	$404,980	$497,300	$471,060	$11,212.61
2024	$92,320	$390,070	$482,390	$428,240	$10,489.94

2026 Exemptions and Taxable Values by Taxing Authority

	County	School Board	Municipal	Independent
Just Value	$572,510	$572,510	$572,510	$572,510
Portability	0	0	0	0
Assessed/SOH	$518,160	$572,510	$518,160	$518,160
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	$518,160	$572,510	$518,160	$518,160

Sales History -- Search Subdivision Sales

Date	Type	Price	Book/Page or CIN
5/8/2019	WD-Q	$325,000	115822197
8/28/2017	QCD-D	$236,000	114584274
11/29/2016	WD-Q	$320,000	114074337
11/8/2016	QCD-T	$100	114074336
2/17/2012	QCD-T	$100	48522 / 997

Land Calculations

Price	Factor	Type
$30.00	10,258	SF
Adj. Bldg. S.F. (Card, Sketch)		2721
Units		3
Eff./Act. Year Built: 1960/1948		

BROWARD COUNTY PROPERTY APPRAISER'S PROPERTY CARD

Click Here to View Property Card

Property Address	2239 POLK STREET, HOLLYWOOD FL 33020-6712
Property Owner	2243-47 POLK STREET LLC
Mailing Address	5100 MCKINLEY ST HOLLYWOOD FL 33021

ID #	5142 16 01 3460
Millage	0513
Use	01-01

Abbreviated Legal Description	HOLLYWOOD LITTLE RANCHES 1-26 B LOT 5 W1/2 BLK 8

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	$61,540	$274,310	$335,850	$288,160	
2025	$61,540	$241,540	$303,080	$261,970	$6,095.35
2024	$61,540	$234,490	$296,030	$238,160	$5,707.08

2026 Exemptions and Taxable Values by Taxing Authority

	County	School Board	Municipal	Independent
Just Value	$335,850	$335,850	$335,850	$335,850
Portability	0	0	0	0
Assessed/SOH	$288,160	$335,850	$288,160	$288,160
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	$288,160	$335,850	$288,160	$288,160

Sales History -- Search Subdivision Sales

Date	Type	Price	Book/Page or CIN
12/14/2018	WD-Q	$200,000	115550981
1/31/2018	WD-D	$180,000	114986559
2/4/2015	QCD-T	$100	112805627
2/1/1986	WD	$42,500	13217 / 787
2/1/1975	WD	$17,000	

Land Calculations

Price	Factor	Type
$6.00	10,257	SF
Adj. Bldg. S.F. (Card, Sketch)		903
Units/Beds/Baths		1/2/1
Eff./Act. Year Built: 1958/1949		

Property Address	2243-2247 POLK STREET #1-10, HOLLYWOOD FL 33020
Property Owner	2243-47 POLK STREET LLC
Mailing Address	5100 MCKINLEY ST HOLLYWOOD FL 33021

ID #	5142 16 01 3470
Millage	0513
Use	03-01

BROWARD COUNTY PROPERTY APPRAISER'S PROPERTY CARD

[Click Here](#) to View Property Card

Abbreviated Legal Description	HOLLYWOOD LITTLE RANCHES 1-26 B LOT 6 BLK 8

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	$615,450	$1,115,440	$1,730,890	$1,099,720	
2025	$184,640	$1,344,230	$1,528,870	$999,750	$28,034.35
2024	$184,640	$1,102,360	$1,287,000	$908,870	$25,099.72

2026 Exemptions and Taxable Values by Taxing Authority

	County	School Board	Municipal	Independent
Just Value	$1,730,890	$1,730,890	$1,730,890	$1,730,890
Portability	0	0	0	0
Assessed/SOH	$1,099,720	$1,730,890	$1,099,720	$1,099,720
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	$1,099,720	$1,730,890	$1,099,720	$1,099,720

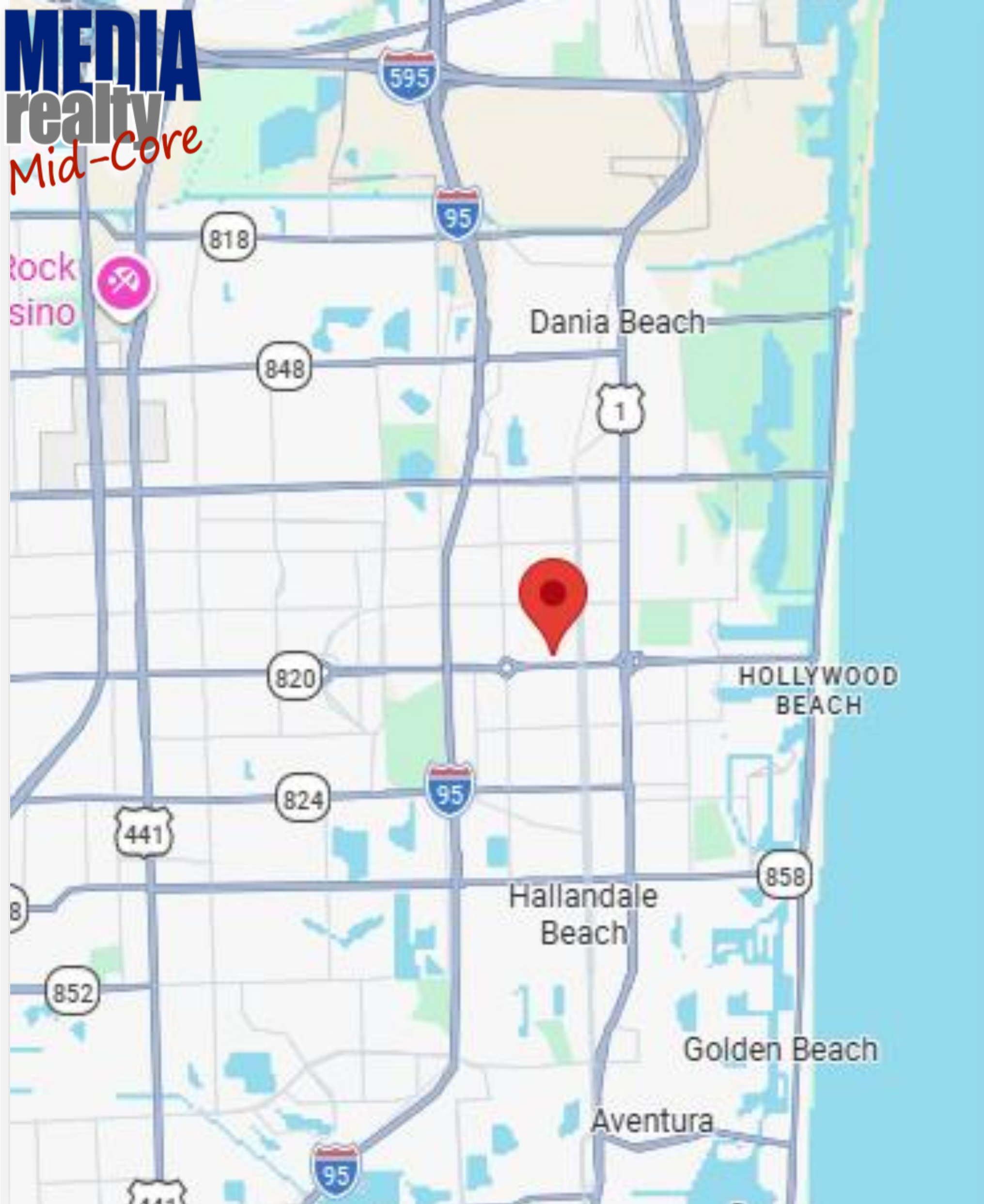
Sales History -- Search Subdivision Sales

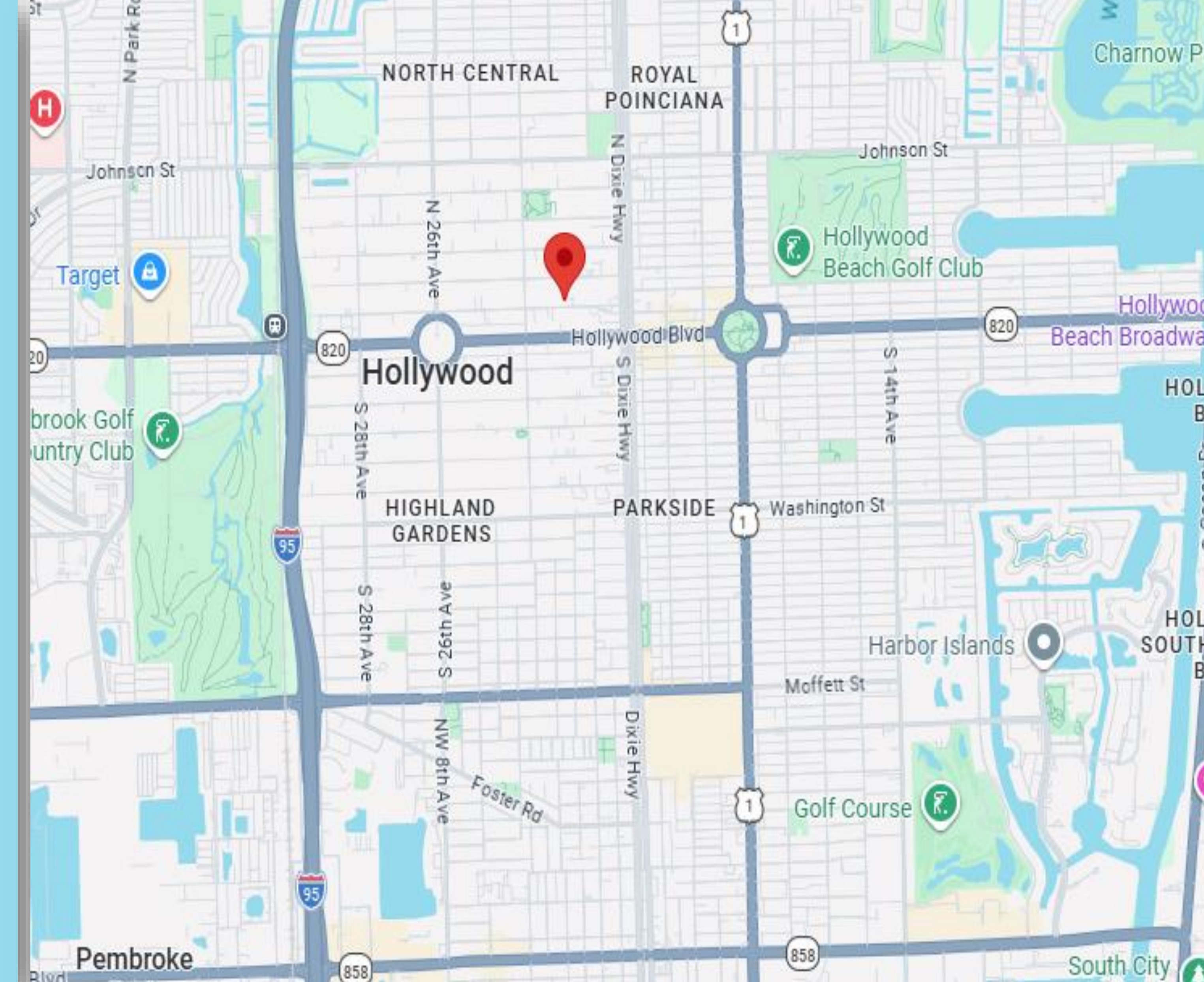
Date	Type	Price	Book/Page or CIN
6/10/2009	WD-Q	$500,000	46308 / 1621
12/10/2008	SWD-D	$297,100	45912 / 1844
3/22/2005	WD	$800,000	39306 / 1138
10/22/1999	WD	$355,000	29993 / 987
11/1/1993	WD	$365,000	21642 / 372

Land Calculations

Price	Factor	Type
$30.00	20,515	SF
Adj. Bldg. S.F. (Card, Sketch)		7651
Units		10
Eff./Act. Year Built: 1957/1956		

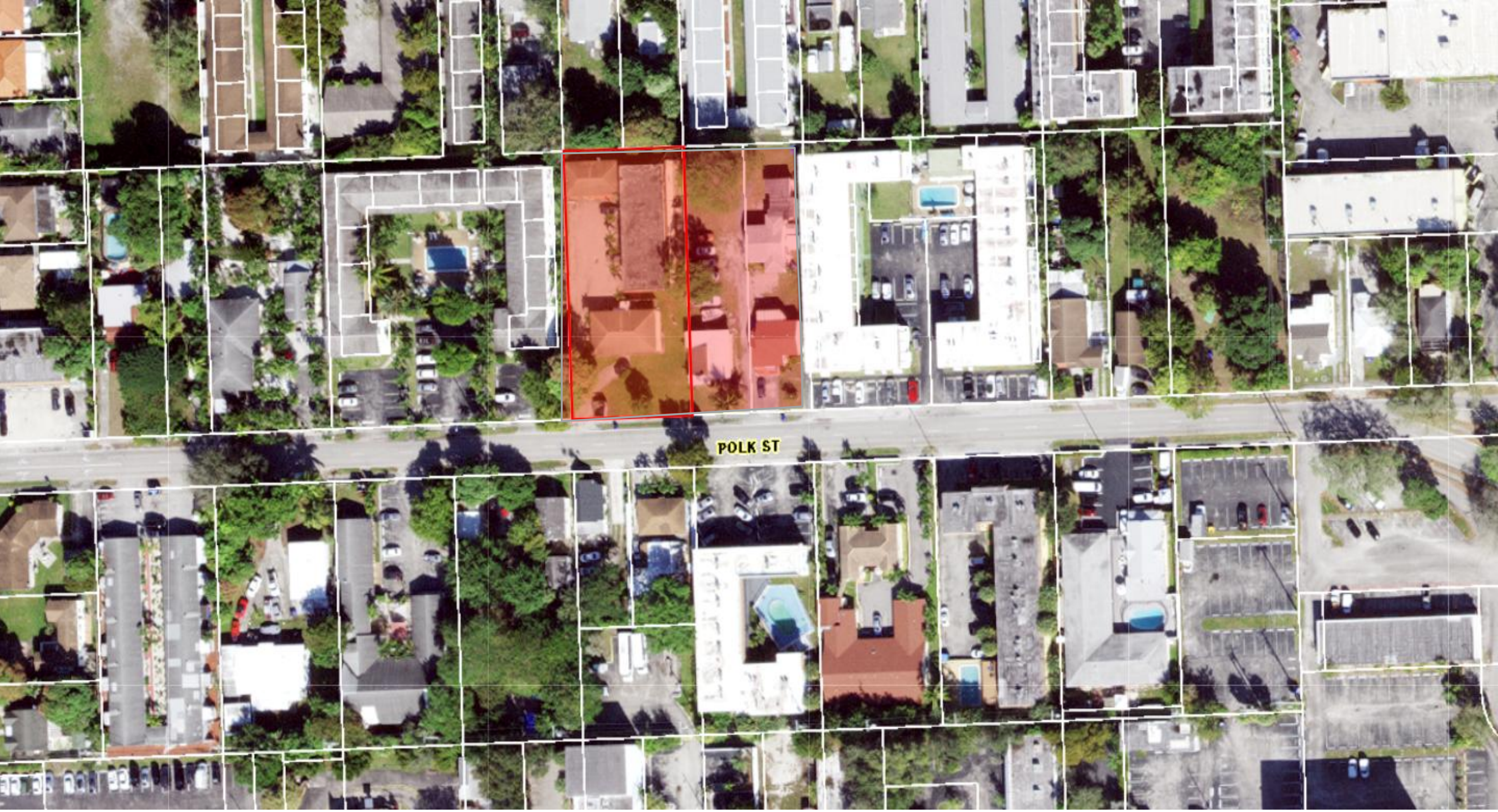
MEDIA realty Mid-Core





LOCATION MAP

[Click here](#)to Google Map



AERIAL VIEW

Zoning DH-2
41,030 SF

MEDIA realty Mid-Core

MARKETEDGE

COMPARABLE SALES

ACCURATE DATA. | SMART ANALYSIS. | STRONGER DECISIONS.

Mid-Core Specialist

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MARKETEDGE

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.

MEDIA realty Mid-Core MARKETEDGE

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.

MEDIA realty *Mid-Core*

MARKETEDGE

PROPERTY SALE GRID

LAND SALES

MARKET INTELLIGENCE

DATA-DRIVEN STRATEGY

MAXIMIZING VALUE

RESULTS THAT MATTER

Property Address	Property City	Asking Price	Sale Price	Sale Date	Market Time	Land Area SF	Land Area AC	Price Per SF	Zoning	Proposed Use	Secondary Type
504 N 20th Ave	Hollywood	$2,500,000	$2,500,000		9	14278	0.21	$175.09	DH-3	Apartment Units -	Commercial
807 N 24th Ave	Hollywood	$1,110,000	$1,110,000		454	13939	0.32	$79.63	DH-2	MultiFamily	Residential
1928 Dewey St	Hollywood	$899,000	$899,000		128	10836	0.25	$82.96	PS-1	MultiFamily	Commercial
824 N Dixie Hwy	Hollywood	$2,500,000	$2,500,000		671	22651	0.52	$110.37	DH-3	Apartment Units	Residential
1708 N Dixie Hwy	Hollywood	$2,500,000	$2,500,000		671	21261	0.49	$117.59	DH-3	Apartment Units	Industrial
810 S Dixie Hwy	Hollywood	$3,995,000	$3,995,000		342	36750	0.84	$108.71	DH-3	Mixed Use	Commercial
1510 S Dixie Hwy	Dania Beach	$8,500,000	$8,500,000		139	69696	1.60	$121.96	NBHD-ML	Apartment Units	Commercial
2215 Fillmore St	Hollywood	$2,750,000	$2,750,000		965	20502	0.47	$134.13	DH-2	Apartment Units	Commercial
1858 Fletcher St	Hollywood	$1,225,000	$1,225,000		156	8100	0.19	$151.23	MF	Apartment Units	Residential
2022 Fletcher St	Hollywood	$2,800,000	$2,800,000		237	13000	0.30	$215.38	Mixed Use	Apartment Units	Commercial
1821 Harding St	Hollywood	$2,650,000	$2,650,000		28	23630	0.54	$112.15	FH2	MultiFamily	Residential
1911 Liberty St	Hollywood	$950,000	$950,000		387	14810	0.34	$64.15	ND-1	Apartment Units -	Residential
1700 Mayo St	Hollywood	$1,200,000	$1,200,000		13	11718	0.27	$102.41	FH-1	Apartment Units	Residential
1841 Mayo St	Hollywood	$1,200,000	$1,200,000		506	8189	0.19	$146.54	MULTI-FA	Apartment Units	Residential
2035 Monroe St	Hollywood	$2,300,000	$2,300,000		71	10890	0.25	$211.20	Commerci	MultiFamily	Commercial
1920 Pierce St	Hollywood	$2,100,000	$2,100,000		153	16360	0.38	$128.36	ND-2	Apartment Units	Commercial
2323 Polk St	Hollywood	$2,396,500	$2,396,500		119	20517	0.47	$116.81	DH-2	Apartment Units	Residential
2455 Polk St	Hollywood	$2,189,750	$2,189,750		299	20500	0.47	$106.82	MC-1	Apartment Units	Residential
2621-2631 Polk St	Hollywood	$3,500,000	$3,500,000		554	41026	0.94	$85.31	MC-1	Apartment Units	Residential
2910 POLK ST	Hollywood	$1,500,000	$1,500,000		867	20500	0.47	$73.17	TC-1 and I	Commercial	Commercial
2204 Van Buren St	Hollywood	$2,200,000	$2,200,000		90	20473	0.47	$107.46	DH-3 HIGH	Commercial	Commercial
2224 Pierce St	Hollywood		$3,000,000	1/30/2026		41020	0.94	$73.14	DH-2	Apartment Units	Commercial
2543 Polk St	Hollywood	$2,350,000	$1,650,000	3/20/2025	91	20517	0.47	$80.42	MC-1	Apartment Units	Residential
2031 Polk Street	Hollywood		$8,747,623	6/27/2025		#####	0.74	$66.06	PUD		Commercial
2125 Polk St (3 Prope	Hollywood	$2,900,000	$2,900,000			17154	0.39	$169.06	DH3	Commercial	

MEDIA realty Mid-Core

COMPARABLE GRID

SUBJECT AREA LAND SALES

PRIMARY EMPHASIS

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Address	City Name	Original List Price	Current Price	Sale Price	Closing Date	ADOM	Lot Sq Footage	$/SqFt	Zoning Information	FAR/Density
1928 Dewey St	Hollywood	$899,000	$899,000			137	5,414	$166.05	PS-1	1.25
1611 N 22nd Ave	Hollywood	$899,000	$899,000			21	11,618	$77.38	DH-3	3.00
307 S 24th Ave	Hollywood	$1,200,000	$999,000	17%		479	8,001	$124.86	DH-2	1.75
Pierce St	Hollywood	$1,500,000	$1,000,000	33%		216	16,553	$60.41	RM-18	18U/AC
1946 Madison St	Hollywood	$1,170,000	$1,170,000			56	10,904	$107.30	PS-2	2.00
807 N 24th Ave	Hollywood	$1,300,000	$1,220,000	6%		421	14,004	$87.12	DH-2	1.75
2247 Jackson St	Hollywood	$1,250,000	$1,250,000			6	10,251	$121.94	DH-2	1.75
1928 Mckinley St	Hollywood	$1,760,000	$1,400,000	20%		412	13,400	$104.48	ND-1	ND-1
617 N Dixie Hwy	Hallandale Beach	$1,650,000	$1,650,000			18	18,783	$87.85	CENTRAL RAC	CENTRAL RAC
1741 Dewey St	Hollywood	$2,700,000	$1,850,000	31%		465	13,550	$136.53	FH-2	3.00
2455 Polk St	Hollywood	$2,264,750	$2,189,750	3%		290	20,515	$106.74	MC-1	MC-1
1409 S Federal Hwy	Dania Beach	$2,400,000	$2,400,000			620	9,300	$258.06	SFED-MU	SFED-MU
504 N 20th Ave	Hollywood	$2,500,000	$2,500,000			6	18,112	$138.03	DH-3	3.00
826 N Dixie Hwy	Hollywood	$2,500,000	$2,500,000			173	6,008	$416.11	DH-3	3.00
1708 N Dixie Hwy	Hollywood	$2,500,000	$2,500,000			173	21,261	$117.59	DH-3	3.00
2215 Fillmore St	Hollywood	$2,750,000	$2,750,000			944	20,502	$134.13	RM-18	18U/AC
2021 Jefferson St	Hollywood	$2,775,000	$2,775,000			3	16,354	$169.68	DH-3	3.00
2105 N Federal Hwy	Hollywood	$3,699,000	$3,699,000			87	26,906	$137.48	FH-2	3.00
1301 S Federal Hwy	Dania Beach	$4,499,000	$4,499,000			88	44,113	$101.99	SFED-MU	SFED-MU
720 N Federal Hwy	Hollywood	$6,200,000	$6,200,000			358	20,991	$295.36	FH-2	3.00
2210 Pierce St	Hollywood	$6,490,000	$6,490,000			40	65,006	$99.84	DH-2	1.75
2443 Polk St	Hollywood	$1,100,000	$900,000		12/24/2025	17	20,515	$43.87	MC-1	1.50

MEDIA realty Mid-Core

Comparable Grid

Subject Area Land Sales

Secondary emphasis

Older Sales

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MARKETEDGE

PROPERTY SALE GRID

CONDO SALES

TARGETED EXPOSURE.
MAXIMUM VALUE.
RESULTS THAT MOVE.

DATA-DRIVEN STRATEGY.
MARKET INSIGHTS THAT DRIVE RESULTS.

MAXIMUM VALUE.
POSITIONED TO ACHIEVE THE BEST POSSIBLE OUTCOME.

CONNECTED. CONVENIENT. POSITIONED FOR GROWTH.

Address	City Name	Original List Price	Current Price	Sale Price	Closing Date	ADOM	Sq Ft Living	Style	LP$/SqFt	Year Built
1938 Jackson St Unit#403	Hollywood	$345,000	$345,000			109	677	C42-Condo 5+ Stories	$509.60	2023
1938 Jackson St Unit#305	Hollywood	$395,000	$380,000			147	771	C41-Condo 1-4 Stories	$492.87	2023
1938 Jackson St Unit#306	Hollywood	$419,000	$415,000			165	777	C42-Condo 5+ Stories	$534.11	2023
555 E Dania Beach Blvd Unit#4	Dania Beach	$490,000	$450,000			329	1,575	C41-Condo 1-4 Stories	$285.71	2024
1817 Taylor Unit#1503	Hollywood	$467,000	$467,000			196		C42-Condo 5+ Stories		2028
1938 Jackson St Unit#301	Hollywood	$515,000	$480,000			420	976	C42-Condo 5+ Stories	$491.80	2023
1817 Taylor Unit#1806	Hollywood	$483,000	$483,000			188	517	C42-Condo 5+ Stories	$934.24	2028
610 NE 2nd St Unit#305	Dania Beach	$545,990	$489,000			158		C41-Condo 1-4 Stories		2024
610 NE 2nd St Unit#205	Dania Beach	$549,990	$515,000			158		C41-Condo 1-4 Stories		2024
401 N FEDERAL HIGHWAY Unit#809	Hollywood	$528,900	$528,900			31	700	C42-Condo 5+ Stories	$755.57	2028
2511 Pierce St Unit#3	Hollywood	$540,000	$540,000			1	1,500	C41-Condo 1-4 Stories	$360.00	2026
2511 Pierce St Unit#2	Hollywood	$540,000	$540,000			1	1,500	T52-Townhouse Condo	$360.00	2026
2526 Pierce St Unit#4	Hollywood	$550,000	$550,000			1	1,500	T52-Townhouse Condo	$366.67	2025
2526 Pierce Street Unit#10	Hollywood	$550,000	$550,000			53	1,500	T52-Townhouse Condo	$366.67	2025
2526 Pierce Street Unit#12	Hollywood	$549,000	$550,000			193	1,500	T52-Townhouse Condo	$366.67	2025
1938 Jackson St Unit#202	Hollywood	$630,000	$630,000			20	1,170	C41-Condo 1-4 Stories	$538.46	2024
1817 Taylor Unit#1204	Hollywood	$642,000	$642,000			200	785	C42-Condo 5+ Stories	$817.83	2028
1817 Taylor Unit#1812	Hollywood	$678,500	$678,500			195		C42-Condo 5+ Stories		2028
1817 Taylor Unit#1614	Hollywood	$693,500	$693,500			196		C42-Condo 5+ Stories		2028
1817 Taylor Unit#1615	Hollywood	$693,500	$693,500			196		C42-Condo 5+ Stories		2028
610 NE 2nd St Unit#301	Dania Beach	$779,000	$699,000			158		C41-Condo 1-4 Stories		2024
1817 Taylor Unit#1413	Hollywood	$725,500	$725,500			199	831	C42-Condo 5+ Stories	$873.04	2028
1817 Taylor Unit#1211	Hollywood	$764,500	$764,500			188	943	C42-Condo 5+ Stories	$810.71	2028
1938 Jackson St Unit#501	Hollywood	$475,000	$475,000	$475,000	5/2/2025	74	1,170	C42-Condo 5+ Stories	$405.98	2023
1938 Jackson St Unit#504	Hollywood	$599,000	$565,000	$565,000	5/20/2025	88	1,710	C42-Condo 5+ Stories	$338.60	2023
									$533.81	

MEDIA realty Mid-Core

Comparable Grid

Subject area Condo sales On Market & Sold

Click here to view Full Report

Address	City Name	Current Price	Sale Price	Closing Date	ADOM	Tot Sqft	Sq Ft Living	#Beds	#FBaths	Style	LP$/SqFt	SP$/SqFt	Year Built
1938 Jackson St Unit#403	Hollywood	$359,000			22	677	677	1	1	C42-Condo 5+ Stories	$530.28		2023
1850 Monroe St Unit#205	Hollywood	$442,000			16		748	1	1	C41-Condo 1-4 Stories	$590.91		2024
1938 Jackson St Unit#401	Hollywood	$478,000			1		976	1	1	C42-Condo 5+ Stories	$489.75		2023
1938 Jackson St Unit#203	Hollywood	$263,500	$257,500	12/20/2023	5		677	1	1	C42-Condo 5+ Stories	$389.22	$380.35	2023
1938 Jackson St Unit#303	Hollywood	$264,500	$249,500	12/8/2023	1		677	1	1	C42-Condo 5+ Stories	$390.69	$368.54	2023
1938 Jackson St Unit#503	Hollywood	$279,500	$279,500	1/16/2024	1		677	1	1	C42-Condo 5+ Stories	$412.85	$412.85	2023
1938 Jackson St Unit#403	Hollywood	$290,000	$290,000	12/27/2023	1		677	1	1	C42-Condo 5+ Stories	$428.36	$428.36	2023
1938 Jackson St Unit#305	Hollywood	$299,500	$294,500	12/14/2023	4		748	1	1	C42-Condo 5+ Stories	$400.40	$393.72	2023
1938 Jackson St Unit#306	Hollywood	$343,000	$343,000	1/18/2024	4		677	1	1	C42-Condo 5+ Stories	$506.65	$506.65	2023
1938 Jackson St Unit#206	Hollywood	$359,000	$359,000	1/26/2024	3		677	1	1	C42-Condo 5+ Stories	$530.28	$530.28	2023
1938 Jackson St Unit#406	Hollywood	$365,000	$360,000	12/4/2023	1		777	1	1	C42-Condo 5+ Stories	$469.76	$463.32	2023
1938 Jackson St Unit#205	Hollywood	$370,000	$370,000	12/4/2023	3		748	1	1	C42-Condo 5+ Stories	$494.65	$494.65	2023
1938 Jackson St Unit#405	Hollywood	$375,000	$375,000	12/12/2023	2		748	1	1	C42-Condo 5+ Stories	$501.34	$501.34	2023
1938 Jackson St Unit#306	Hollywood	$398,000	$385,000	3/21/2024	56	777	777	1	1	C42-Condo 5+ Stories	$512.23	$495.50	2023
1938 Jackson St Unit#304	Hollywood	$411,000	$400,000	1/25/2024	1		916	1	1	C42-Condo 5+ Stories	$448.69	$436.68	2023
1938 Jackson St Unit#201	Hollywood	$420,000	$420,000	2/16/2024	1		976	1	1	C42-Condo 5+ Stories	$430.33	$430.33	2023
1938 Jackson St Unit#204	Hollywood	$436,000	$436,000	12/14/2023	3		916	1	1	C42-Condo 5+ Stories	$475.98	$475.98	2023
1938 Jackson St Unit#301	Hollywood	$460,000	$460,000	12/27/2023	1		677	1	1	C42-Condo 5+ Stories	$679.47	$679.47	2023
1938 Jackson St Unit#404	Hollywood	$480,000	$480,000	2/8/2024	46		973	1	1	C42-Condo 5+ Stories	$493.32	$493.32	2023
1938 Jackson St Unit#501	Hollywood	$485,000	$482,500	1/16/2024	3		976	1	1	C42-Condo 5+ Stories	$496.93	$494.36	2023
1920 Pierce St Unit#204	Hollywood	$445,000			5		750	2	1	C42-Condo 5+ Stories	$593.33		2026
1920 Pierce St Unit#201	Hollywood	$640,000			6		1,247	2	2	C42-Condo 5+ Stories	$513.23		2026
1850 Monroe St Unit#PH2	Hollywood	$679,000			4			2	2	C42-Condo 5+ Stories			2024
1938 Jackson St Unit#302	Hollywood	$497,000	$492,000	1/19/2024	1		1170	2	2	C42-Condo 5+ Stories	$424.79	$420.51	2023
1938 Jackson St Unit#402	Hollywood	$524,000	$524,000	1/16/2024	1		1170	2	2	C42-Condo 5+ Stories	$447.86	$447.86	2023
1938 Jackson St Unit#202	Hollywood	$510,000	$510,000	1/25/2024	1		1170	2	2	C42-Condo 5+ Stories	$435.90	$435.90	2023
1938 Jackson St Unit#502	Hollywood	$530,000	$573,000	1/31/2024	28		1,237	2	2	C42-Condo 5+ Stories	$428.46	$463.22	2023
1938 Jackson St Unit#504	Hollywood	$685,000	$682,500	1/18/2024	3		1620	2	2	C42-Condo 5+ Stories	$422.84	$421.30	2023
929 NE 211th St	Miami	$492,000			81	1,320	1,320	3	3	T51-Townhouse Fee Simple	$372.73		2022
											$475.40	**$462.48**	

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Comparable Grid

Subject Area Condo Sales On Market & Sold

Click here to view Full Report

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MARKETEDGE

FINANCIALS

DATA. ANALYSIS. RESULTS.

DATA-DRIVEN INSIGHTS.
DEEP ANALYSIS THAT
DRIVES RESULTS.

STRATEGIC CLARITY.
INFORMED DECISIONS.
STRONGER OUTCOMES.

MAXIMUM VALUE.
POSITIONED TO ACHIEVE
THE BEST POSSIBLE OUTCOME.

CONNECTED. CONVENIENT. POSITIONED FOR GROWTH.

Mid-Core Specialist

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INCOME & EXPENSE

APPROACH TO VALUE

Portfolio

Summary			Proposed Financing		
Price:		$3,500,000	Purchase Money Mortgge		$2,100,000
Down Payment:	40%	$1,400,000	Terms:	4.75% interest only	
Number of Units:		13			
Price Per Unit		$269,231			
Current GRM:		10.9		Monthly Payment:	$8,312.50
Current CAP:		4.9%			
Market GRM:		9.9			
Market CAP:		5.90%			
Annual Rent per Square Foot:		$28.54			
Approximate Age:		1957			
Approximate Lot Size:		40,200.0 SF			
Approximate Net RSF:		11,257			
Cost per Net RSF:		$310.92			

Annualized Operating Data

	Current Rents		Market Rent	
Scheduled Gross Income:	**$321,276**		**$353,400**	
Less Vacancy Rate Reserve:	16,064	5.00%	17,670	5.00%
Gross Operating Income:	$ 305,212		$ 335,730	
Less Expenses:	132,018	41.09%	129,318	38.52%
Net Operating Income:	**$ 173,194**		**$ 206,412**	
Less Loan Payments:	99,750		99,750	
Pre Tax Cash Flow:	$ 73,444	5.25% *	**$ 106,662**	**7.62%**
Plus Principal Reduction:	11,573		11,573	
Total Return Before Taxes:	**$ 85,017**	**6.07%** *	**$ 118,235**	**8.45%**

*As Percent of Down Payment

Scheduled Income

		Current Rents			Market Rent	
UNIT NUM	**BDRMS/ BATHS**	**Unit Size**	**Avg. Monthly Rent/Unit**	**Monthly Income**	**Monthly Rent/Unit**	**Monthly Income**
2	1/1		$1,550	$2,525	$1,550	$3,100
6	2/2		$2,083	$12,498	$2,200	$13,200
1	3/2		$2,850	$2,850	$3,000	$3,000
2239 Polk	3/2		$2,500	$2,500	$3,000	$3,000
2235 A	3/2		$2,750	$2,750	$3,000	$3,000
2236 A	2/1		$1,700	$1,700	$2,100	$2,100
2237 A	1/1		$1,600	$1,600	$1,700	$1,700
Total Scheduled Rent:				$26,423		$29,100
Misc. Income				350		350
Monthly Scheduled Gross Income:				**$26,773**		**$29,450**
Annual Scheduled Gross Income:				**$321,276**		**$353,400**

Annualized Expenses

Taxes:	**Rate:**	$ 65,288
Insurance:		38,000
Maintenance:		4,000
Water Sewer		3,180
Trash		4,310
Management		15,261
Electric		780
Landscaping		1,200
Total Expenses:		**$ 132,018**
Per Net Sq.Ft.:		**$11.73**
Per Unit:		**$10,155.27**

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MARKETEDGE

HIGHEST & BEST USE CONFIGURATIONS

MAXIMIZE VALUE
Optimize development potential and returns.

FLEXIBLE OPTIONS
Multiple configurations to fit market demand.

STRONG UPSIDE
Capitalize on the area's growth and density.

PRIME LOCATION
Located in the heart of Downtown Hollywood.

PRIME DEVELOPMENT OPPORTUNITY

Strategically positioned for a variety of high-value uses in a high demand market.

COVERED LAND PLAY
Ideal for a range of development scenarios.

ST ZONED DH-2
Supports mixed-use and commercial development.

TOTALING 41,028 SF
Assemblage of three parcels with significant development potential.

DOWNTOWN HOLLYWOOD
Walkable location near major corridors, amenities and the beach.

STRONG MARKET FUNDAMENTALS
Benefiting from continued population growth and economic expansion.

RESIDUAL LAND VALUE ANALYSIS

POWERED BY MEDIA REALTY'S MARKETEDGE ADVANTAGE

Residual land value is a reverse-engineered valuation that determines what a developer can afford to pay for land after accounting for all costs, risks, and required returns—bridging the gap between current income and future potential.

01 HIGHEST & BEST USE

- Zoning
- Density / FAR
- Height
- Parking
- Setbacks

02 DEVELOPMENT PROGRAM

- Unit Count
- Average Unit Size
- Rentable Area
- Building Efficiency

03 REVENUE UNDERWRITING

- Market Rents
- Vacancy Assumptions
- Ancillary Income
- Stabilized NOI

04 COST MODELING

- Hard Costs
- Soft Costs
- Financing Costs
- Lease-Up Costs

05 RESIDUAL LAND VALUE

- Stabilized Value
- Less Development Costs
- Less Required Profit
- Remaining Land Value

06 SENSITIVITY ANALYSIS

- Rent Growth
- Construction Costs
- Exit Cap Rates
- Return Thresholds

MARKETEDGE ADVANTAGE

Unlike traditional brokerage analysis, **MarketEdge** combines:

- Appraisal methodology
- Development underwriting
- Construction economics
- Ownership perspective
- Market intelligence
- Transaction execution

to identify a property's highest **supportable value** and position it for maximum market acceptance.

RESULT

A defensible value range that allows sellers to justify pricing, negotiate from strength, and maximize net proceeds.

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AERIAL VIEW

ZONING DH-2 Dixie Highway Medium Intensity Multi-Family District

Click here to view interactive map

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MARKETEDGE

DEVELOPMENT REGULATIONS

Guidelines. Standards. Successful Development.

CLEAR GUIDELINES

Defined standards
for quality development.

SMART DEVELOPMENT

Building better communities
through smart planning.

COMPLIANCE & VALUE

Ensuring compliance
and long-term value.

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MARKETEDGE

DEVELOPMENT GUIDELINES

DH-2

41,030 SQ FT
ASSEMBLAGE

BASIC ZONING

Municipal Future Land Use:	Regional Activity Center (RAC)
Zone:	DH-2
Existing Building Use:	Single Family Residential
Existing Land Use:	Residential
County Future Land Use:	Regional Activity Center
Allowed Use(s):	View Detailed Uses

ADDITIONAL ZONES

Opportunity Zone:	No
FEMA Flood Zone:	N/A

BUILDING INTENSITY

Maximum Lot Coverage:	N/A
Residential Density:	Unlimited Du / Acre
Maximum Building Height:	45 ft
Maximum Height - Stories:	4
Floor Area Ratio:	1.75
Maximum Built Area Allowed:	73,801 ft^2
Maximum Building Footprint:	27,343 ft^2
Minimum Open Space:	20%
Maximum Residential Area Allowed:	73,801 ft^2
Estimated Residential Units Allowed:	Unlimited
Maximum Lodging Area Allowed:	73,801 ft^2
Estimated Lodging Rooms Allowed:	Unlimited
Maximum Commercial Area Allowed:	73,801 ft^2
Maximum Office Area Allowed:	73,801 ft^2

SETBACKS AT GROUND LEVEL

Minimum Primary Frontage Setback:	15.00 ft
Minimum Secondary Frontage Setback:	N/A
Minimum Side Setback:	5 ft
Minimum Rear Setback:	20 ft

MEDIA realty Mid-Core MARKETEDGE

LOT DIMENSIONS

ZONING: **DH-2** | TOTAL AREA: **41,200 SF**

MEDIA realty *Mid-Core*

RESIDUAL LAND VALUE APT CONFIGURATION

90 UNITS – 3 FOLIOS

MARKETEDGE –

- For a **41,200 SF DH-2** assemblage at 1.75 FAR:
- **Maximum FAR buildable area: 41,200 SF × 1.75 = 72,100 gross SF**
- Hollywood's RAC/Downtown parking table requires 1 space per unit for **1-bedroom-or-less, 1.5 spaces for units over 1 bedroom,** plus **1 guest space per 10 units.**

  DH-2 also shows maximum FAR of 1.75.
- **Best Parking-Efficient Unit Mix**
- **Recommendation**

  The best parking-sensitive breakdown is approximately:
  - **70 one-bedroom units**
  - **15 two-bedroom units**
  - **5 two-bedroom duplex**
- **Total: 90 units** / approximately **109 parking spaces**

  This keeps the project heavily weighted toward 1-bedroom units, which are the most parking-efficient, while still preserving a marketable mix of larger units.

UNIT TYPE	UNITS	PARKING RATIO	REQUIRED
1 Bedroom	70	1.0	70
2 Bedroom	15	1.5	22.5
2 Bedroom Duplex / Townhome	5	1.5	7.5
Guest Parking (90 units)	—	1 per 10	9
TOTAL	**90 units**		**109 spaces**

- At **72,100 gross SF**, a 90-unit program averages roughly **801 gross SF per unit**, which is realistic for a compact irealistic for a compact downtown-style multifamily project.

LAND AREA	Acres	Sq. Ft.	FAR 1.75
Total	**0.95**	**41,200**	
SF via 3.0 FAR			72,100
Total SQ			

DEVELOPMENT PLAN AND PROJECT VALUE

Residential	Units	Sq. Ft.	Monthly Rent	Total Price	Total Value
One Bedroom	70	600	$1,700	$119,000	$1,428,000
Two Bedroom	15	875	$2,500	$37,500	$450,000
Two Bedroom Duplex	5	800	$2,250	$11,250	$135,000
Three Bedroom	—	—	—	—	—
PGI					**$2,013,000**
Halls and Lobbies		10%	**$9,913**		
Cap Rate	4.5%			**NOI**	Apartment Value
Total Residential	**90**	**59,125**	**$5,038**	**$1,147,410**	**$25,498,000**

Commercial		Sq. Ft.	NNN	NOI	Total Value
Ground Floor Retail & Office		5,000	$25	$125,000	$2,500,000
Cap Rate	5.0%				
Total Commercial		**5,000**			**$2,500,000**
Total Project Value		**64,125**			**$27,998,000**

PROJECT COSTS

Construction Costs	Units or Stalls	Sq. Ft.	Cost/Sq. Ft.	Cost/Unit or Stall	Total Value
Residential Building Costs		59,125	$220	—	$13,007,500
Commercial Building Costs		5,000	$170	—	$850,000
Site Development		41,200	$15	—	$618,000
Parking	**109**	—	—	$35,000	$3,815,000
Total Construction Costs					**$18,290,500**
Per Unit Costs					
Development Fees		—		$10,000	$0
Condominium Insurance				$10,000	$0
Total Per Unit Costs					**$0**

Soft Costs	%	Applied to:	
Design	5.0%	Construction only	$914,525
Marketing	1.0%	Total project value	$279,980
Construction Management	4.0%	Construction only	$731,620
Finance (Based on Construction and Absorption Period)	9.8%	Construction (60%) and per unit	$1,069,994
Taxes	1.0%	Construction and per unit	$182,905
Contingency	10.0%	Construction and per unit	$1,829,050
Total Soft Costs			**$5,008,074**

Total Project Costs Without Land	**$23,298,574**
Entrepreneurial Profit	**$1,000,000**
Total Cost of Project	**$24,298,574**
Residual Land Value *(Maximum Supported Investment less Total Project Costs Without Land)*	**$3,699,426**
Cost Per Acre	**$3,911,335**

LAND VALUE $3,600,000

OWNER FINANCING AT BELOW MARKET INTEREST RATES

COMPETITIVE TERMS | BELOW MARKET INTEREST RATES | FLEXIBLE STRUCTURE | MAXIMIZE YOUR INVESTMENT

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MARKETEDGE

PRICING

MARKET INTELLIGENCE.
ACTIONABLE INSIGHT.

MID-CORE FOCUS.
MAXIMUM VALUE.

STRATEGIC PRICING.
BETTER OUTCOMES.

DATA DRIVEN.
RESULTS PROVEN.

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MARKETEDGE

PRESENTED BY:

Peter Dacko

EXECUTIVE MANAGING DIRECTOR OF INVESTMENTS

954.923.2325
954.232.7714

PDacko@MediaRealty.net

License FL BK0600065

Web Site www.MediaRealty.net

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