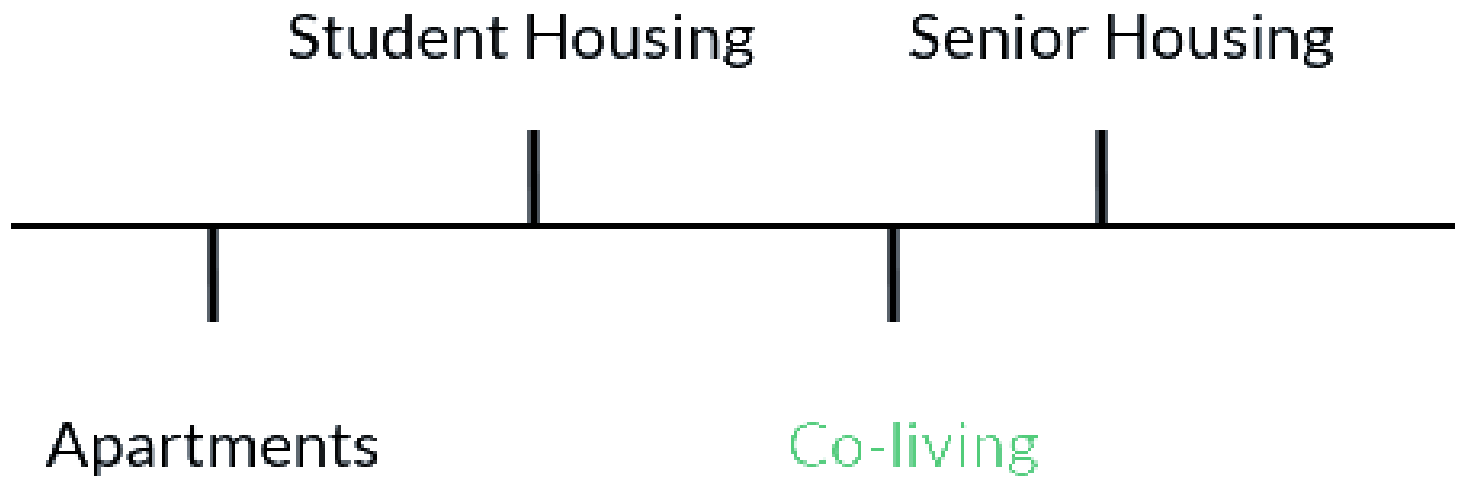




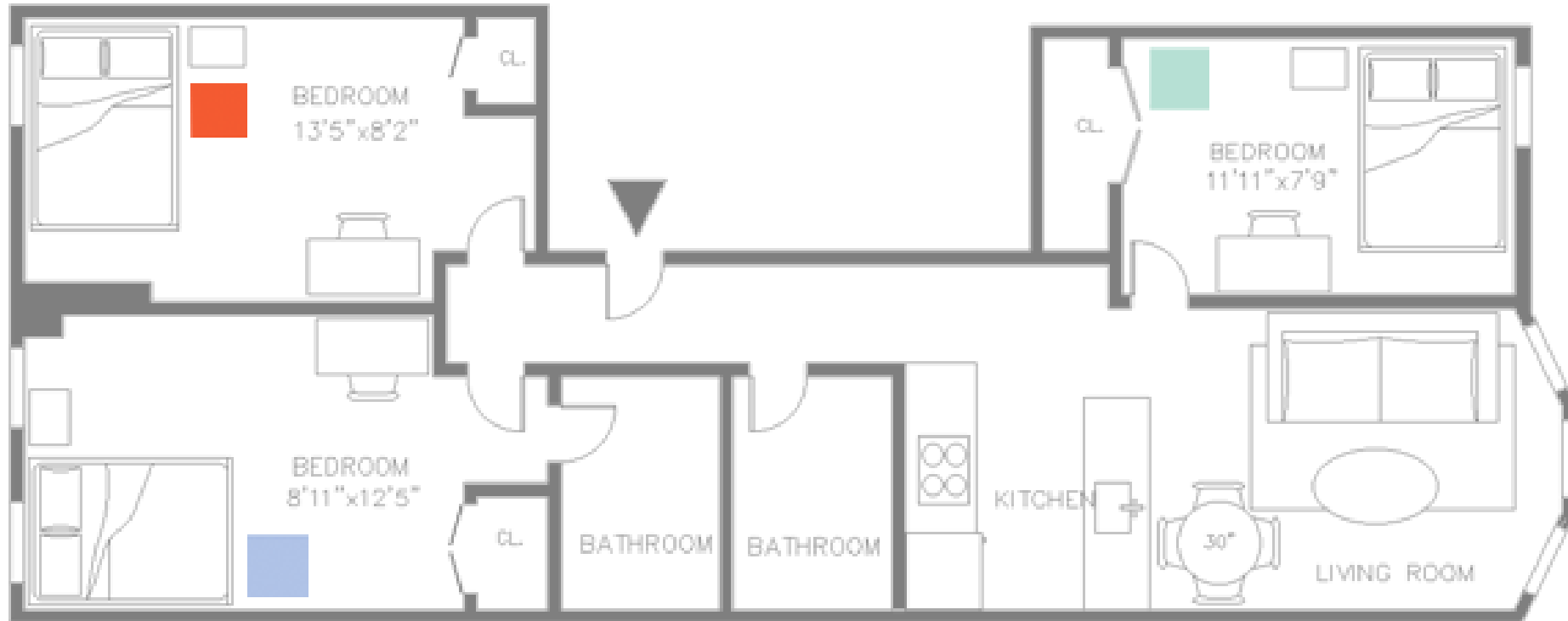
## **Market Report: New York Coliving**

2019-05

Long Term Stays

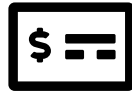


# WHAT'S AN APARTMENT?



# THE MATH

**Multifamily: \$250k - \$100k = \$150k**



-21% Average Price Reduction to Renter



+20% Expenses

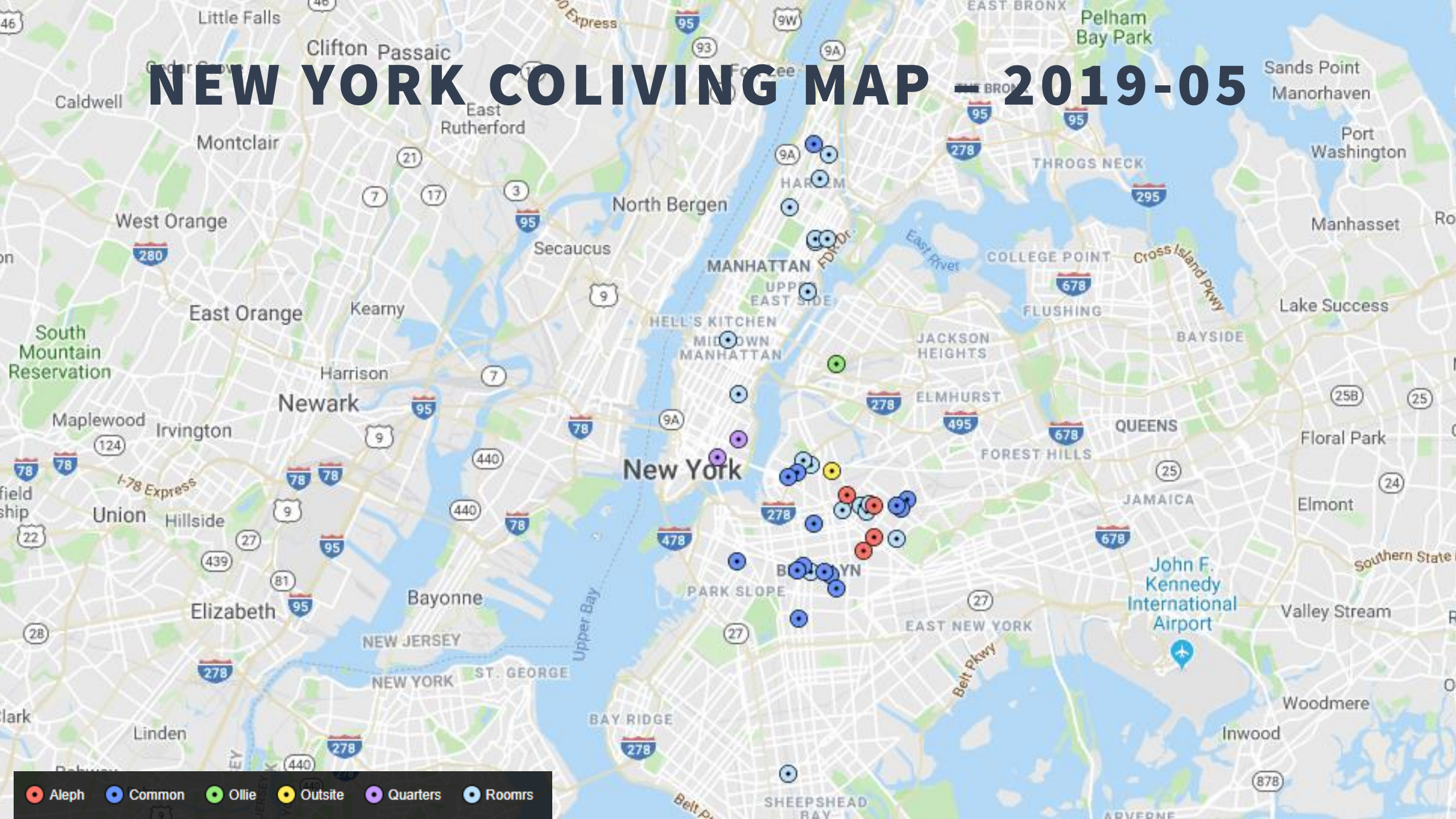


+60% Density

**Coliving: \$316k - \$120k = \$196k**

*+31% NOI Growth*

# NEW YORK COLIVING MAP - 2019-05



● Aleph ● Common ● Ollie ● Outside ● Quarters ● Roomrs

# TOP COLIVING BRANDS



common

- 30 US Locations
- \$63.4 Million raised
- Top market: New York



Starcity

- 8 US Locations
- \$20.3 Million raised
- Top market: San Francisco

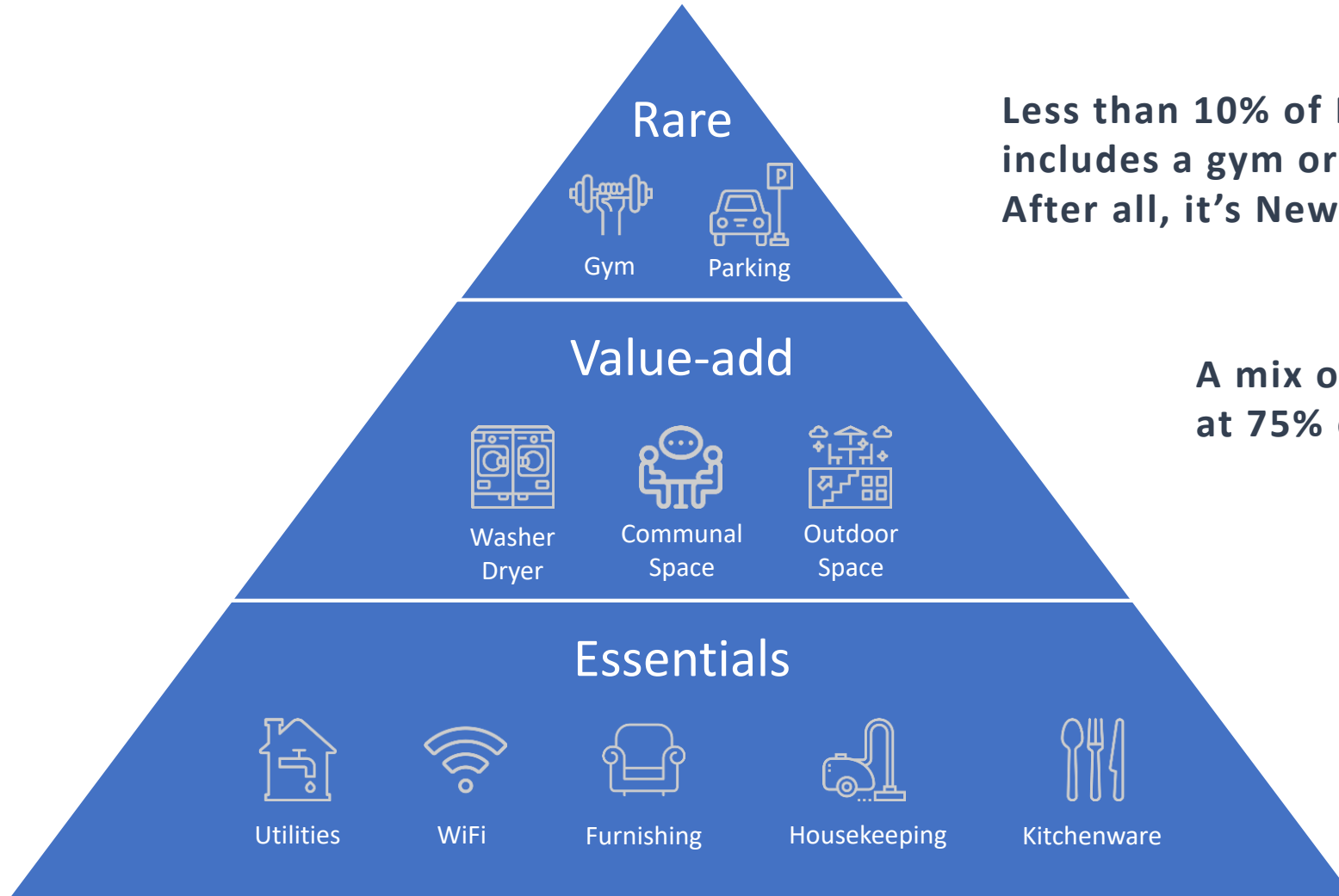
QUARTERS

- 3 US Locations
- \$300 Million raised
- Top market: Berlin

ollie

- 3 US Locations
- \$15 Million raised
- Top market: New York

# COLIVING AMENITIES



**Less than 10% of NYC coliving includes a gym or on-site parking. After all, it's New York.**

**A mix of these amenities is present at 75% of coliving buildings**

**Substantially all Co-living places provide these 5 basic amenities.**

# PRICING - COMMON

| Property    | Neighborhood              | City      | Starting Cost | Median Ask Studios in n/hood | Delta     | Delta % |
|-------------|---------------------------|-----------|---------------|------------------------------|-----------|---------|
| Tompkins    | Bedford-Stuyvesant        | Brooklyn  | \$1,575.00    | \$1,948.00                   | \$373.00  | 19%     |
| Hamilton    | Hamilton Heights          | Manhattan | \$1,600.00    | \$1,663.00                   | \$63.00   | 4%      |
| Cypress     | Ridgewood                 | Queens    | \$1,645.00    | \$1,895.00                   | \$250.00  | 13%     |
| Havemeyer   | Williamsburg              | Brooklyn  | \$1,765.00    | \$2,500.00                   | \$735.00  | 29%     |
| Baltic      | Park Slope                | Brooklyn  | \$2,150.00    | \$2,100.00                   | -\$50.00  | -2%     |
| Cornelia    | Ridgewood                 | Queens    | \$1,475.00    | \$1,895.00                   | \$420.00  | 22%     |
| Sterling    | Crown Heights             | Brooklyn  | \$1,490.00    | \$1,750.00                   | \$260.00  | 15%     |
| Kingston    | Crown Heights             | Brooklyn  | \$1,400.00    | \$1,750.00                   | \$350.00  | 20%     |
| Fairview    | Ridgewood                 | Queens    | \$1,475.00    | \$1,895.00                   | \$420.00  | 22%     |
| Albany      | Crown Heights             | Brooklyn  | \$1,300.00    | \$1,750.00                   | \$450.00  | 26%     |
| Pacific     | Crown Heights             | Brooklyn  | \$1,495.00    | \$1,750.00                   | \$255.00  | 15%     |
| Herkimer    | Crown Heights             | Brooklyn  | \$1,485.00    | \$1,750.00                   | \$265.00  | 15%     |
| Lincoln     | Prospect Lefferts Gardens | Brooklyn  | \$1,425.00    | \$1,645.00                   | \$220.00  | 13%     |
| Baltic West | Park Slope                | Brooklyn  | \$2,275.00    | \$2,100.00                   | -\$175.00 | -8%     |
| Grand       | Clinton Hill              | Brooklyn  | \$1,590.00    | \$2,255.00                   | \$665.00  | 29%     |

# PRICING - ROOMRS

| Property         | Neighborhood       | City      | Starting Cost | Median Ask Studios in n/hood | Delta      | Delta % |
|------------------|--------------------|-----------|---------------|------------------------------|------------|---------|
| 105th St         | East Harlem        | Manhattan | \$1,500.00    | \$1,850.00                   | \$350.00   | 19%     |
| Central Ave      | Bushwick           | Brooklyn  | \$1,500.00    | \$2,030.00                   | \$530.00   | 26%     |
| E 107th St       | East Harlem        | Manhattan | \$1,483.33    | \$1,850.00                   | \$366.67   | 20%     |
| E 109th St       | East Harlem        | Manhattan | \$1,375.00    | \$1,850.00                   | \$475.00   | 26%     |
| E 15th St        | Midwood            | Brooklyn  | \$1,310.00    | \$1,650.00                   | \$340.00   | 21%     |
| Jackson St       | Williamsburg       | Brooklyn  | \$1,342.50    | \$2,500.00                   | \$1,157.50 | 46%     |
| Jefferson St     | Bedford-Stuyvesant | Brooklyn  | \$1,326.25    | \$1,948.00                   | \$621.75   | 32%     |
| Metropolitan Ave | Williamsburg       | Brooklyn  | \$1,700.00    | \$2,500.00                   | \$800.00   | 32%     |
| Myrtle           | Bushwick           | Brooklyn  | \$1,456.25    | \$2,030.00                   | \$573.75   | 28%     |
| Pacific St       | Crown Heights      | Brooklyn  | \$1,494.17    | \$1,750.00                   | \$255.83   | 15%     |
| Stanhope St      | Bushwick           | Brooklyn  | \$1,475.21    | \$2,030.00                   | \$554.79   | 27%     |
| W145th St        | Central Harlem     | Manhattan | \$1,484.69    | \$1,695.00                   | \$210.31   | 12%     |
| Wilson Ave       | Bushwick           | Brooklyn  | \$1,500.00    | \$2,030.00                   | \$530.00   | 26%     |
| York Ave         | Upper East Side    | Manhattan | \$1,950.00    | \$2,150.00                   | \$200.00   | 9%      |

# PRICING - OTHER

| Brand          | Property           | Neighborhood       | City      | Starting Cost | Median Ask Studios in n/hood | Delta      | Delta % |
|----------------|--------------------|--------------------|-----------|---------------|------------------------------|------------|---------|
| Alta+ by Ollie | Long Island City   | Long Island City   | Queens    | \$1,260.00    | \$2,507.00                   | \$1,247.00 | 50%     |
| Quarters       | Smart QUARTERS     | East Village       | Manhattan | \$1,599.00    | \$2,175.00                   | \$576.00   | 26%     |
| Quarters       | Classic QUARTERS   | East Village       | Manhattan | \$1,949.00    | \$2,175.00                   | \$226.00   | 10%     |
| Quarters       | Prime QUARTERS     | East Village       | Manhattan | \$3,099.00    | \$2,700.00                   | -\$399.00  | -15%    |
| Quarters       | Smart QUARTERS     | Lower East Side    | Manhattan | \$1,749.00    | \$2,195.00                   | \$446.00   | 20%     |
| Quarters       | Classic QUARTERS   | Lower East Side    | Manhattan | \$1,999.00    | \$2,195.00                   | \$196.00   | 9%      |
| Quarters       | Prime QUARTERS     | Lower East Side    | Manhattan | \$2,399.00    | \$2,195.00                   | -\$204.00  | -9%     |
| Outsite        | Williamsburg Grand | Williamsburg       | Brooklyn  | \$2,160.00    | \$2,500.00                   | \$340.00   | 14%     |
| Aleph          | 144 Ralph Ave      | Bedford-Stuyvesant | Brooklyn  | \$1,250.00    | \$1,948.00                   | \$698.00   | 36%     |
| Aleph          | Walworth St        | Bedford-Stuyvesant | Brooklyn  | \$1,350.00    | \$1,948.00                   | \$598.00   | 31%     |
| Aleph          | Harman St          | Bushwick           | Brooklyn  | \$1,550.00    | \$2,030.00                   | \$480.00   | 24%     |
| Aleph          | Madison            | Bushwick           | Brooklyn  | \$1,250.00    | \$2,030.00                   | \$780.00   | 38%     |
| Aleph          | Flushing Ave       | Williamsburg       | Brooklyn  | \$1,350.00    | \$2,500.00                   | \$1,150.00 | 46%     |

# THANK YOU

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