



HOW NYC'S NEW MAYOR COULD IMPACT REAL ESTATE & DOWNTOWN BROOKLYN



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BRIEF OVERVIEW

New York City's new mayor, Zohran Mamdani, is bringing big changes — and the real estate world is paying attention. His platform focuses on affordability, higher taxes for the wealthy, and stronger tenant protections. While it's too early to know exactly how his policies will take shape, investors and landlords are already watching closely as City Hall's priorities shift toward housing access, public transit, and community programs.

For commercial real estate, the immediate effect is uncertainty. Some investors may pause major deals or look for clearer guidance on taxes and zoning before making new commitments. At the same time, projects that align with the administration's goals — like mixed-use developments, affordable housing, or community-focused retail — could see faster approvals and stronger public support.

IMPACT ON DOWNTOWN BROOKLYN AND THE OFFICE MARKET

In Downtown Brooklyn, this change could reshape the market. Improvements in local transit and neighborhood investment may boost retail and small business activity, while higher taxes or tighter rules on landlords could slow new office projects. For owners and brokers, the key will be to stay informed, plan for different policy outcomes, and look for opportunities that fit the city's new direction.

For the office market, the impact could go both ways. Traditional office demand remains soft, but if the new administration supports office-to-residential conversions or offers incentives for small business growth, it could help revive older buildings and bring new energy to commercial corridors across the city.

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A Father & Son team based in Brooklyn.
Expert Commercial Real Estate Leasing & Sales





CASE STUDY

Brain Balance Centers

Background

Hebron Realty secured a 2,500 SF space in Downtown Brooklyn for a first-time Brain Balance franchisee. Despite limited leasing history, we quickly identified top options, ran parallel negotiations, and finalized terms with a motivated landlord, paving the way for the center's launch in a prime location.



1

Challenges Faced

Hebron Realty successfully secured a 2,500 SF office/learning space in Downtown Brooklyn for Brain Balance, a brain **health program** for children and adults. The tenant, a seasoned educator and newly minted franchise owner, faced the challenge of launching a new entity in a market where landlords remain cautious due to post-COVID leasing concerns. Hebron Realty identified a well-located, professionally managed building near public transit and negotiated favorable lease terms with ownership, overcoming hesitations around the tenant's lack of operating history.

2

Actions Implemented

Leveraging Hebron Realty's two-decade track record in Downtown Brooklyn, we quickly identified six options for the tenant. All six buildings were familiar territory—each one the site of prior successful leases brokered by our team. Tours were arranged at the top three, and following site visits, proposals were submitted at two locations. Hebron Realty led simultaneous negotiations to maximize leverage and secure the best possible terms for Brain Balance.

3

Result

One of the finalist locations expressed strong interest in securing Brain Balance Center as a tenant from the outset. Ownership was highly responsive and worked diligently to make their building the clear choice, offering competitive terms and demonstrating flexibility throughout the process. Their enthusiasm and professionalism stood out during negotiations, allowing for a smooth and expedited deal. The lease was officially executed on [TBD], marking an exciting step forward for the launch of Brain Balance in Downtown Brooklyn.

Impact

"I'm a new franchisee with Brain Balance, a program that helps children and adults improve attention, behavior and social-emotional wellness through integrated cognitive, physical and sensory training to strengthen and build brain connectivity. When I set out to open a center in Downtown Brooklyn, Rob and Robert Hebron were instrumental in helping me find the right space. They showed me several quality options and ultimately negotiated a great lease at 32 Court Street. Their long-standing relationship with the landlord and deep knowledge of the area made the entire process smooth. They were always respectful of the personal weight of the decision and never made me feel rushed. I'm grateful for their support and highly recommend their services."



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Sarah Weeks
Brain Balance Centers

ABOUT US



Robert Hebron, SIOR
Principal Broker

Rob Hebron - CCIM, SIOR
Principal Broker

Hebron Realty is a father-son team rooted in Brooklyn, with over 37 years of combined experience and more than 2 million square feet of closed transactions. **We specialize in office leasing, landlord advisory, and property valuation with a focus on long-term planning.** Our mission is to help clients make smart, strategic decisions today—so their properties succeed tomorrow. Grounded in ethics and driven by data, we bring clarity and confidence to every deal.

Meet the authors
THE HEBRONS



Expert Commercial Real Estate Leasing
& Investment Advisory

Results-Driven. Relationship-Focused. Always on Your Side.

2.34MM SF

**Total Volume
SOLD & LEASED
IN BROOKLYN**

37 YEARS

**Combined
CRE SPECIFIC
EXPERIENCE**

For clients who expect nothing less than excellence, we deliver. Precise research, unmatched market insight, and an unwavering commitment to execution.

At Hebron Realty, we combine the tools of a national firm with the personal commitment of a boutique shop. Every listing receives hands-on attention from the principal broker, ensuring your property or requirement is guided by seasoned decision-makers.

Our marketing spans professional mailers, SEO-optimized websites, social media outreach, broker email campaigns, direct tenant engagement, and national exposure through platforms like CCIM, SIOR, CREXI, and CoStar. We use trusted data sources—ARGUS, Moody's, Placer.AI, Pictometry, and more—to drive informed decisions, not guesses.

Hebron Realty has built a reputation as dealmakers who get things done. From tenants to institutional landlords, our clients trust us to deliver results with integrity, insight, and hustle.



SIOR