



# OFFICE IN THE NEW YEAR; BROOKLYN IS NOT MANHATTAN.



347-528-5077

[www.HebronRe.com](http://www.HebronRe.com)

## BRIEF OVERVIEW

Manhattan's 2025 leasing rebound put a real number on the recovery story.

Manhattan logged **41.92M SF** of office leasing in 2025, its highest annual total since 2019 and **+25%** vs. 2024 (33.34M SF), according to Colliers' year-end release. Colliers Crain's similarly framed 2025 as Manhattan's busiest leasing year since the pre-pandemic era—an important signal because leasing volume (not just headlines about "return to office") reflects signed commitments and underwriting confidence. *Crain's New York*

Brooklyn is improving, but at a different scale—and the metrics show a market that's still working through supply. Brooklyn's leasing velocity is meaningfully smaller than Manhattan's, but the direction has been constructive: **Colliers reported Q3 2025 leasing activity of 0.29M SF, up 46% quarter-over-quarter and +4.8% year-over-year**, alongside a tightening **availability rate to 20.1%** with 0.22M SF of positive absorption. *Colliers*

## IMPACT.

That said, vacancy remains elevated. Cushman & Wakefield reported **Brooklyn's vacancy rate at 23.1% in Q2 2025**, with Class A vacancy still high even as leasing improved. The takeaway is that Brooklyn's recovery is real, but it remains more neighborhood-driven, more deal-size constrained, **and more value-sensitive than Manhattan's rebound.**

For tenants, Manhattan's higher leasing volume signals tighter competition for top "flight-to-quality" opportunities, while Brooklyn continues to offer leverage due to higher availability—**allowing tenants to negotiate more aggressively** on rent, build-out, and flexibility.

**For landlords, the playbook diverges:** Manhattan ownership can push hardest where quality drives demand, while Brooklyn ownership wins by being precise—right-sizing suites, sharpening value, and marketing by micro-market to meet smaller, cost-conscious requirements.



347.528.5077  
 [www.HebronRE.com](http://www.HebronRE.com)  
 16 Court St. 2105  
Brooklyn NY 11241



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."*



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

# 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**