



TOP SELLING BROOKLYN NEW DEVELOPMENTS

THE HURON AND BROOKLYN POINT LEAD IN SALES, AVERAGING OVER 2/MO

March 2025

As a follow-up to our last Spotlight examining top Manhattan new development projects, this week's report shifts focus to New York City's largest borough: Brooklyn. Approximately 2,700 sponsor units across 450 buildings comprise Brooklyn's for-sale new development supply. Most of the supply is shadow inventory—only about 530 units are currently active on the market. East Williamsburg, Williamsburg, and Bedford-Stuyvesant account for the largest share of sponsor inventory, with each neighborhood totaling over 200 unsold sponsor units.

The table below details the top 20 projects in Brooklyn ranked by 12-month sales velocity as of March 2025. The list is limited to projects that were actively selling throughout the last 12 months. In other words, projects that launched more recently—such as One Domino Square, Bergen Brooklyn, and Kensington Manor—are not included. It also excludes projects that saw strong absorption but sold out during the period reviewed, such as 11 Hoyt. In this context, The Huron, Brooklyn Point, and Front & York (York Tower) are the fastest-selling projects in the borough. Absorption rates among Brooklyn's top projects were generally slower than in Manhattan, where a quarter of top 20 projects achieved absorption rates of 3+ units per month. In Brooklyn, only the top project—The Huron—reached that level. Prices across the top 20 Brooklyn projects range from \$365,000 to \$18 million.

If you're interested in more recent launches, including early performance metrics on high-profile developments, feel free to reach out — we're tracking as well.

Top 20 Brooklyn Buildings Ranked by 12-Months Sales Velocity

Building	Neighborhood	Velocity (Sales per Month, L12M)	Sales Launch	Sales Progress (% Sold)	Price Range	PPSF
The Huron	Greenpoint	3.2	Nov 2023	87%	\$725,000 - \$5,700,000	\$1,768
Brooklyn Point	Downtown Brooklyn	2.3	Apr 2018	89%	\$854,000 - \$3,750,000	\$1,850
Front and York - York Tower	Dumbo	1.9	Jan 2021	64%	\$955,000 - \$8,750,000	\$1,774
Front and York - Front Tower	Dumbo	1.6	Jul 2020	74%	\$960,000 - \$8,000,000	\$1,818
The Rogers Residences	Prospect Lefferts Gardens	1.5	Jan 2024	90%	\$570,000 - \$1,550,000	\$1,103
The Diana	Bedford Stuyvesant	1.2	Mar 2023	93%	\$480,000 - \$1,380,000	\$1,254
Nine Chapel	Downtown Brooklyn	1.1	Jan 2024	63%	\$1,060,000 - \$3,800,000	\$1,609
Avanti	Flatbusg	1.0	Sep 2022	53%	\$400,000 - \$1,120,000	\$851
Ocean 24 Condominium	Kensington	1.0	Dec 2023	50%	\$399,000 - \$1,200,000	\$954
601 Baltic	Boerum Hill	0.9	Feb 2024	86%	\$850,000 - \$2,160,000	\$1,551
H70 Condominium	Midwood	0.9	Mar 2023	93%	\$365,000 - \$1,300,000	\$897
The Calyer Greenpoint	Greenpoint	0.8	Sep 2023	90%	\$999,000 - \$3,850,000	\$1,622
171n1	Williamsburg	0.8	May 2023	61%	\$650,000 - \$5,980,000	\$2,086
The Parisa	Windsor Terrace	0.8	Feb 2024	71%	\$1,300,000 - \$18,400,000	\$1,148
1607 Pacific Street	Crown Heights	0.7	Feb 2024	88%	\$499,000 - \$899,000	\$942
Four Fifty Grand	Clinton Hill	0.6	May 2023	87%	\$740,000 - \$1,880,000	\$1,380
The Lumin	Greenpoint	0.6	Oct 2023	92%	\$600,000 - \$1,700,000	\$1,354
Bleecker Street Gardens	Bushwick	0.6	Sep 2023	95%	\$565,000 - \$887,000	\$969
322 Lincoln Rd	Prospect Lefferts Gardens	0.6	Jan 2024	88%	\$599,000 - \$1,290,000	\$1,026
319 Prospect Place	Prospect Heights	0.5	Mar 2024	75%	\$12,500,000 - \$3,370,000	\$1,282

TOP BROOKLYN BUILDINGS: SALES VELOCITY

Contract Sales Per Month, Last 12 Months

