



# Apex Building Group

DEVELOPMENT AND BUILDING EXPERIENCE



# Table of Contents



*Audubon Bethune Marshall,  
Presently undergoing Rehabilitation, Completion by 2025  
Manhattan (Harlem), NY*

03 Company Summary

05 History

06 Key Biographies

09 Projects Chart

17 Contact

7,500

AFFORDABLE  
HOMES CREATED  
OR RESTORED

\$1.3B

COMPLETED  
CONSTRUCTION

100+

YEARS OF  
COMBINED  
EXPERIENCE

# Apex Building Group, Inc.

Apex Building Group, Inc. (“Apex”) is a New York based MBE-certified, full service general contracting, construction management and real estate development company with over 20 years of industry experience in occupied renovation, gut rehabilitation and ground up new construction of affordable mixed-use residential development. Lee Brathwaite, CEO and Robert Horsford, President and Chairman, strive to consistently deliver high quality residential, institutional and commercial properties in and around the Tri-State area.

Founded in 1997 by Robert Horsford, Apex has championed the goal of producing high quality new construction, rehabilitations and renovations, giving our clients and partners the best product possible.

Our clients and joint venture partners include churches, not-for-profit organizations, as well as other developers and general contractors. We have served in various capacities including developer, general contractor, consultant, and asset manager.

Since 1997, the company has grown to a staff of more than 65. As a General Contractor, Apex has successfully completed over \$1.3 billion in construction, resulting in the addition or preservation of more than 7,500 affordable residential units in New York and New Jersey. Apex’s construction specialties include:



*Alafia Multi-Phase Development  
Presently in Construction, Completion by 2030  
Brooklyn (East New York), NY*

Our mission is to strengthen and revitalize communities through development of new and restoration of existing affordable and mixed-income housing.



## DEVELOPMENT AND BUILDING EXPERTISE

- General Contracting – Capacity and ability to coordinate multiple construction trades to complete high-quality projects, on time and within budget.
- Occupied Renovations – Extensive experience in performing work with minor interference to tenants and staff.
- Interior Renovations – Expertise in replacement and installation of energy efficient systems and products
- Exterior Renovations – Proficiency in foundations, difficult ground conditions, retaining walls, siding, and masonry.
- Construction Management – Services include schedules, value engineering, coordination with trades, permits, inspections and community outreach.

As a Developer, Apex has developed over \$1.7 Billion in mixed-use, affordable and market rate housing to date. Apex recognizes affordable housing as a stabilizing and revitalizing force for communities, and as affordable housing developers, we look to partner with organizations that understand the critical need for low cost housing and have a desire to incorporate that into their mission. We work with our development partners to map out the goal, execution, and strategy of the developments we pursue.

Our mission is to strengthen and revitalize communities through development of new and restoration of existing affordable and mixed-income housing. Our goal aligns with many organizations and municipalities working to address a pressing need for housing for heavily rent burdened lower income earners. Our objective is to form partnerships with like-minded organizations with access to capital, land, and/or supportive services to house and assist our community's most vulnerable populations.

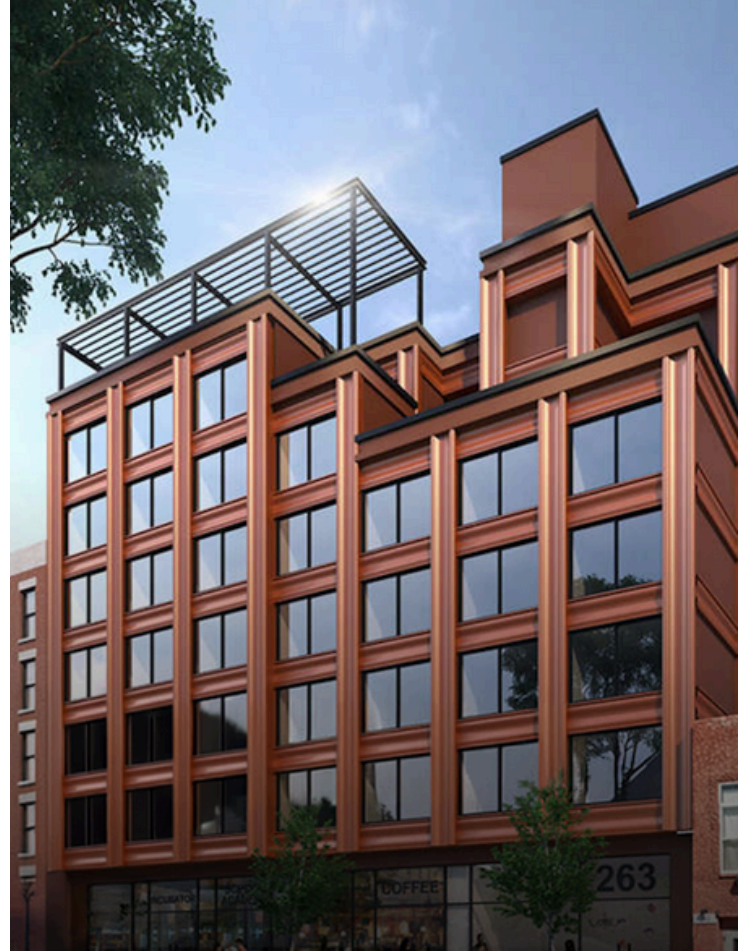


*Brotherhood Sister Sol Headquarters  
Completed November 2022  
Manhattan (Harlem), NY*



# History of Apex and its Harlem Roots

Harlem, New York City, and the surrounding areas have shown a great deal of love to the Apex community throughout our three decades of service.



*Balton Commons  
Completed in June 2022  
Manhattan (Harlem), NY*

1945

## **Victor Horsford Realty**

Third-generation Horsford involved in housing development.

1997

**Apex is celebrating over 25 years of business, providing exceptional service and quality construction to its Clients, Development and Construction Partners.**

2013

**Robert Horsford and Lee Brathwaite came together in 2013 and formed Apex Building Group to grow the business Robert began.**

# Key Biographies

---



## ROBERT HORSFORD

### **President and Chairman**

Robert Horsford is a third-generation real estate professional, who studied under his immigrant entrepreneur grandfather, Victor Horsford (founder of Victor Horsford Realty Corp. in Harlem) Rob has family roots in the Dominican Republic and the West Indies. He received a Bachelor of Science degree in Structural Civil Engineering and Business Management from Brown University. After serving as project manager for Verizon Global Construction and project engineer at Gilbane Building Company, he founded Apex in 1997. The company has gone on to complete over \$1.3 billion in new and moderate construction, adding or preserving more than 7,500 affordable residential units within New York and New Jersey. On the development side, Apex has completed over \$65 million in mixed-used and residential housing. Rob serves on the Board of Directors for the Greater Harlem Real Estate Board and NY State Association for Affordable Housing.



## LEE BRATHWAITE

### **Chief Executive Officer**

Lee came to Apex with three decades of leadership experience in the Air Force, Corporate America and real estate industries. The first of his family born in the United States from Panamanian parents, Lee has a bachelor's degree in Industrial Engineering & Operations Research from Syracuse University and an MBA from Baruch College. Lee was VP of Real Estate at Prudential, responsible for strategy and transactions, facilities management and lease accounting for Prudential's domestic portfolio. He was also Managing Director and Global Chief Administrative officer for Citigroup Realty Services, leading regional and global real estate teams for Citi's 76 million square foot portfolio. Lee was also VP of Verizon's global 146 million square foot real estate portfolio, in addition to other leadership positions. He also served as First Lieutenant in the United States Air Force as a Bioenvironmental Engineer. Now at Apex, Lee oversees the direction of the firm to make sure that Apex maintains healthy relationships with its clients, partners and the communities we serve to put Apex in the best position possible for success.





## ERNESTO VIGOREAUX

### Chief of Staff

- 20+ years of experience in affordable housing and community economic development
- Assists in the oversight of company operations and strategy, acquisitions and joint ventures, capital financing and oversight of procurement.
- Former Chief Operating Officer with AAFE, Chief Development Officer with HREDC, Chief Strategy Officer with RUPCO, Director Housing Development ComuniLife
- B.A. in English from Cal State University L.A., M.A. in Urban Planning from the University of California Los Angeles, Executive Education Certificate, Harvard Kennedy School



## GARY GARDINE

### VP of Rehab Construction

- 20+ years of construction management experience in commercial and residential markets
- Charged with overseeing the rehabilitation construction division
- Oversees Apex's operations for NYCHA RAD/PACT projects
- Former Director of Construction, Expo Development Corp.
- Former Project Manager, Capital Improvement Services (TeamCIS)
- B.S. in Business Management from St. Francis College
- MBA from Southern New Hampshire University



## FRANCISCO CUELLO

### VP of Pre-Construction

- 15+ of experience in affordable housing construction and project management.
- Responsible for estimating and planning of projects, reviews project drawings and specifications, identifies potential financial or logistical issues and manages the subcontractor bidding process
- Former STV, Inc Assistant superintendent for School Construction Authority in NYC.
- B. S. in Civil Engineering from Autonomous University of Santo Domingo, Dom. Rep.



*Manhattanville Rehabilitation  
Completion by June 2027  
Manhattan (Harlem), NY*



## KUZA WOODARD

### VP of Development

- 20+ years of experience in affordable housing development and finance as a tenant organizer, real estate project manager, construction lender, tax credit syndicator, development director and consultant
- Former Director of Real Estate at IMPACCT Brooklyn
- Former Senior Development Officer at LISC NYC
- B.A. in Urban Studies from University of Pennsylvania



## DANIEL MARKS COHEN

### Senior Director of Development

- 25+ years of experience in affordable housing and residential development
- Sources new multifamily opportunities throughout the tri-state area
- Obtains entitlements for new projects and manages existing properties in development within the Apex portfolio
- Former Redevelopment Director at Blackstone housing subsidiary Livcor, and previously Director of Development at the NYC Housing Partnership
- BA in Sociology from the University of Massachusetts at Amherst and MBA in Finance from NYU Stern School of Business



## SASSAN MANII

### VP of New Construction

- 25+ years of construction management experience in commercial and residential markets
- Oversees Apex's \$100 million new construction portfolio in NYC
- Former Managing Partner/Project Exec with ARC LLC in CT
- Former Project Exec with Bruno Frustaci Construction in NYC
- Former Senior PM with STV Construction, Inc. in NYC
- Former Lead Construction PM for NYC School Construction Authority
- B.A. in Architecture from City College of NY (CUNY)



*Alafia Building C3  
Completion by December 2024  
Brooklyn (East New York), NY*



# Projects Chart

Project Name	Nickname	Location	Role	Building	Units	Dev. Cost	Construction Cost	Start Date	Completion Date	Current Status
<b>Bergen Green</b>	Bergen Green	516 Bergen St, Brooklyn, NY	D/JV GC	1	112	\$84,000,000	\$62,000,000	Dec-2025	Sep-2028	Pre-Development
<b>PACT 11-Manhattanville</b>	Manhattanville PACT	Harlem, New York (Multiple Locations)	D/JV GC/JV	6	1271	\$700,000,000	\$418,000,000	Dec-2024	Jan-2027	Pre-Development
<b>PACT 10: Wilson Houses</b>	Wilson Houses PACT	Harlem, New York (Multiple Locations)	GC/JV	3	398	\$113,000,000 (e)	\$113,000,000 (e)	Dec-2024	Jul-2027	Pre-Development
<b>West Harlem Renaissance</b>	West Harlem Renaissance	West Harlem, New York (Multiple Locations)	GC D/JV	5	110	\$64,000,000	\$42,000,000	Dec-2023	Jan-2026	Pre-Development
<b>WE ACT for Environmental Justice</b>	WE ACT	459 W. 140th Street, New York, NY 10031	GC	1	0	\$4,202,319	\$4,202,319	Sep-2023	Dec-2024	Under Construction
<b>Courtland Manor</b>	Courtland Manor	784 Courtland Avenue, Bronx NY	GC	1	20	\$22,197,150	\$14,680,915	Dec-2023	Jun-2025	Under Construction
<b>Waltersville</b>	Waltersville	Bridgeport, CT	D/JV	1	70	\$36,286,097	\$28,159,696	Jan-2024	Mar-2026	Pre-Development
<b>Alafia I/J</b>	VBK I/J	15 Field Drive, Brooklyn, NY	D/JV GC	1	0	\$13,102,571	\$11,064,472	Nov-2023	Dec-2025	Under Construction

Project Name	Nickname	Location	Role	Building	Units	Dev. Cost	Construction Cost	Start Date	Completion Date	Current Status
<b>Alafia C1/C2</b>	VBK C1/C2	888 Fountain Avenue	D/JV	1	452	\$272,728,839	\$159,000,000	Dec-2021	Dec-2024	Under Construction
<b>Alafia C3</b>	VBK C3	20 South Street BKLYN 11208	D/JV GC	1	124	\$99,182,767	\$45,789,492	Jun-2022	Jul-2024	Under Construction
<b>Audubon, Bethune and Marshall (ABM) P2</b>	ABM PACT	Harlem, New York (Multiple Locations)	GC/JV	3	557	\$103,077,188	\$103,077,188	Jan-2023	Aug-2024	Under Construction
<b>Audubon, Bethune and Marshall (ABM) P1</b>	ABM-HQS	Harlem, New York (Multiple Locations)	GC	3	557	\$1,543,195	\$1,543,195	Jan-2022	Aug-2022	Completed
<b>Henderson Crossing</b>	Henderson Crossing	Baltimore, MD (Multiple Locations East Baltimore)	D/JV	44	44	\$15,500,000	\$12,700,000	Feb-2020	Mar-2023	Under Construction
<b>Home Simpson</b>	Home Simpson	1210 Simpson Street, Bronx, NY	GC	1	72	\$22,332,295	\$22,332,295	Oct-2020	Aug-2023	Completed
<b>Brooklyn Restoration</b>	Brooklyn Cluster	552 St Marks Ave et al	GC	24	240	\$18,592,575	\$18,592,575	Apr-2021	Mar-2023	Completed
<b>Twin Parks West Phase 1</b>	TPW 1	365 Ford Street, Bronx, NY	GC/JV D/JV	3	312	\$88,557,697	\$27,255,318	Nov-2018	Jan-2021	Completed
<b>Twin Parks West Phase 2</b>	TPW 2	365 Ford Street, Bronx, NY	GC/JV D/JV	3	312	\$25,561,660	\$16,551,268	May-2020	Jun-2023	Completed



Project Name	Nickname	Location	Role	Building	Units	Dev. Cost	Construction Cost	Start Date	Completion Date	Current Status
<b>Highbridge Franklin Phase 1</b>	HBF 1	1373 Franklin Ave and Multiple Locations Bronx, NY	GC/JV D/JV	14	335	\$28,530,650	\$13,796,829	Dec-2018	Dec-2019	Completed
<b>Highbridge Franklin Phase 2</b>	HBF 2	1373 Franklin Ave and Multiple Locations Bronx, New York	GC/JV D/JV	14	335	\$30,507,838	\$15,647,967	Jun-2020	Jun-2023	Completed
<b>BROTHERHOOD SISTER SOL</b>	Brotherhood Sister Sol	512 W 143rd Street New York, NY 10031	GC/JV	1	1	\$14,300,000	\$14,300,000	Jul-2019	Nov-2022	Completed
<b>Mother Gaston/ Hinsdale Homes</b>	Mother Gaston	299 Mother Gaston Blvd and Scattered Sites, Brooklyn, NY	GC	17	51	\$12,930,821	\$12,930,821	Sep-2018	Jan-2023	Completed
<b>95 Lenox / Canaan IV</b>	95 Lenox	95 Lenox NY, NY	GC	1	161	\$3,676,720	\$3,676,720	Apr-2021	Aug-2022	Completed
<b>Balton Commons</b>	Balton	263-267 West 126th Street, New York, NY	GC D/JV	1	37	\$21,985,000	\$14,953,406	Jan-2020	Jun-2022	Completed
<b>Livonia (Phase 2)</b>	Livonia	463 Livonia Street, Brooklyn, NY	GC/JV	1	53	\$24,318,000	\$24,318,000	Dec-2017	Mar-2020	Completed
<b>1193 Fulton Avenue Apartments</b>	Fulton	1193 Fulton Avenue, Bronx, NY	GC D/JV	1	25	\$12,900,000	\$7,630,000	Aug-2017	May-2020	Completed
<b>Baldwin</b>	Baldwin	306 West 148th Street, New York, NY	GC	1	6	\$4,485,000	\$3,450,000	Aug-2015	Apr-2018	Completed

Project Name	Nickname	Location	Role	Building	Units	Dev. Cost	Construction Cost	Start Date	Completion Date	Current Status
<b>Wyatt Tee Walker</b>	Wyatt	2177 Frederick D. Blvd New York, NY	GC	1	80	\$1,344,547	\$1,344,547	Nov-2017	Sep-2018	Completed
<b>Stardom Hall</b>	Stardom Hall	330-332 W. 51st Street New York, NYC	GC	2	113	\$7,396,011	\$4,930,000	Jan-2015	Jun-2018	Completed
<b>EM Moore</b>	EM_Moore	160 W 116th St, New York, NY	GC	1	89	\$1,628,417	\$1,628,417	Dec-2017	Dec-2018	Completed
<b>Bronx UHO Longfellow</b>	Longfellow	1690 &1700 Longfellow Ave Bronx, NYC	GC	2	138	\$3,000,000	\$3,000,000	Jan-2018	Sep-2018	Completed
<b>Bedford Gardens</b>	Bedford Gardens	70-104 Ross Street Brooklyn, NYC	GC	8	647	\$6,850,000	\$6,850,000	Apr-2016	Jun-2018	Completed
<b>Bronx UHO Evergreen</b>	Evergreen	1132-1146 Evergreen Avenue Bronx, NYC	GC	2	234	\$2,000,000	\$2,000,000	Oct-2017	May-2018	Completed
<b>Bronx UHO Crotona</b>	Crotona	1700 &1738 Crotona Park East Bronx, NYC	GC	2	152	\$2,000,000	\$2,000,000	Dec-2016	Jul-2017	Completed
<b>Harlem West Four UHO (Phases 1-5)</b>	Harlem West	400-408 Manhattan Ave New York, NY	GC	2	90	\$2,636,395	\$2,636,395	Oct-2016	Jun-2018	Completed
<b>Bronx UHO Boston Road</b>	Boston Road	1683,1707 Boston Road Bronx, NYC	GC	2	140	\$3,950,720	\$3,950,720	Mar-2015	Nov-2017	Completed



Project Name	Nickname	Location	Role	Building	Units	Dev. Cost	Construction Cost	Start Date	Completion Date	Current Status
<b>RFK Apartments</b>	RFK	113 E 13th Street New York, NY	GC/JV	1	90	\$7,700,000	\$7,700,000	Feb-2015	Dec-2016	Completed
<b>Doddtown</b>	Doddtown	9-61 Long Street E. Orange, NJ	GC	11	61	\$4,400,000	\$4,400,000	Sep-2015	Jul-2016	Completed
<b>Kings Villas</b>	Kings Villas	Brooklyn, New York (Multiple Locations)	GC/JV	7	39	\$7,400,000	\$7,400,000	Feb-2015	Oct-2016	Completed
<b>Harlem West UHO (Phases 1-2)</b>	Harlem West	353,357, 365 West 118 St New York, NY	GC	3	70	\$2,751,200	\$2,751,200	Aug-2015	Dec-2016	Completed
<b>50 Morningside Avenue</b>	Morningside	50 Morningside Ave	D/JV CM	1	49	\$515,760	\$515,760	Jan-1900	Apr-2015	Completed
<b>2065 Morris Ave</b>	Morris Ave	2065 Morris Ave	D/JV	1	63	\$18,800,000	\$18,800,000	Jan-1900	Jan-2011	Completed
<b>Vision Builders</b>	Vision	Various Locations in Manh.	D/JV	15	224	\$21,000,000	\$12,000,000	Jan-1900	Jan-2010	Completed
<b>Betty Davis Court</b>	Betty Davis	439 Montauk Ave	GC D/JV	1	11	\$2,000,000	\$2,000,000	Jan-1900	Aug-2009	Completed
<b>Garden Court HDFC</b>	Garden Court	209 W Locations in Manh.	D CM	0	157	\$2,800,000	\$2,800,000	Jan-1900	Jan-2009	Completed
<b>HP Plaza</b>	HP Plaza	Various Locations	D	9	120	\$15,000,000	\$15,000,000	Jul-2006	Jan-2008	Completed

Project Name	Nickname	Location	Role	Building	Units	Dev. Cost	Construction Cost	Start Date	Completion Date	Current Status
<b>Harlem Village I, II</b>	Harlem Village	Various Locations In Manh.	GC	13	49	\$9,400,000	\$9,400,000	Jun-2004	Aug-2007	Completed
<b>HP ENY LLC</b>	HP Plaza	Various Locations In Bklyn	D	4	24	\$3,400,000	\$3,400,000	Jul-2005	Jan-2007	Completed
<b>East NY Homes</b>	East NY Homes	Various Locations In Bklyn	D GC	10	40	\$8,800,000	\$8,000,000	May-2004	Mar-2006	Completed
<b>Colon Plaza</b>	Colon Plaza	55 East 115th Street	D/JV	1	55	\$17,405,000	\$17,405,000	Jan-2004	Jan-2006	Completed
<b>351 St Nicholas</b>	St Nicholas	351 St Nicholas Ave	GC	1	36	\$3,800,000	\$3,800,000	Mar-2004	Mar-2005	Completed
<b>88 Morningside Avenue</b>	88 Morningside	88 Morningside Ave	CM D/JV	1	74	\$30,515,000	\$30,515,000	Jan-2003	Jan-2005	Completed
<b>HP Properties</b>	HP Properties	220-226 West 116th St	GC	2	52	\$5,004,000	\$5,004,000	Jan-2003	Jan-2004	Completed
<b>Sarasota Plaza</b>	Sarasota	551 West 157 Street	GC	1	30	\$2,000,000	\$2,000,000	Oct-2002	Oct-2003	Completed
<b>Fountain Ave</b>	Fountain Ave	Various Locations In Bklyn	D GC	24	57	\$8,000,000	\$8,000,000	Oct-2002	Oct-2003	Completed
<b>Mennonite Church</b>	Mennonite Church	Harlem, New York City	GC	1	12	\$400,000	\$400,000	Nov-2002	Nov-2003	Completed

Project Name	Nickname	Location	Role	Building	Units	Dev. Cost	Construction Cost	Start Date	Completion Date	Current Status
<b>510-512 West 134th Street</b>	134th Street	Various Locations in Manh.	GC	1	32	\$600,000	\$600,000	Mar-1999	Mar-2000	Completed
<b>421 Park Avenue</b>	421 Park	Various Locations in Manh.	GC	1	40	\$1,000,000	\$1,000,000	Mar-1999	Mar-2000	Completed
<b>TOTAL</b>				240 Buildings	7,519 Units	\$1,778,209,451 in Development	\$1,237,847,279 in Construction			

## Chart Legend

- D** = Developer
- GC** = General Contractor
- JV** = Joint Venture
- CM** = Construction Manager
- (e)** = Estimated



Rendering shown, 1193 Fulton Ave.



1193 Fulton Ave, Bronx. Completed in May 2022.







From renderings, to  
reality...Apex builds!

*Home Simpson Residence & St. Peter's  
Deliverance Ministries  
Completed in August 2023*

# For inquiries, contact us.

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

[info@apexbuilds.com](mailto:info@apexbuilds.com)

212-663-6288



*Bergen Green  
Construction Commencing 2026  
Brooklyn, NY*