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Greysteel Arranges Sale of 136-Unit Multifamily Property in South Dallas

Auction strategy delivers a competitive sale of a value-add multifamily property in South Dallas.

DALLAS, TX — October 16, 2026 – Greysteel, a leading national commercial real estate investment services firm, arranged the auction sale of Bonita Gardens, a 136-unit multifamily property located at 3410 Fordham Road in South Dallas. The transaction closed on October 16th following a competitive auction process led by Doug Banerjee, Senior Managing Director.

Built in 1976, Bonita Gardens offered investors a value-add opportunity in a submarket with limited recent transaction activity. Greysteel Advisors executed an auction marketing strategy designed to surface localized and regional capital, coordinate virtual and on-site due diligence, and compress timelines to meet the auction schedule.

“We structured an auction process to align with investor demand and achieve a swift, transparent sale,” said Doug Banerjee, Senior Managing Director for the Dallas Multifamily Investment Sales Team at Greysteel. “Bonita Gardens was notable because it was one of only four multifamily sales within a two-mile radius in the last two years. That scarcity drove strong buyer interest and an efficient closing.”

The assignment demonstrated Greysteel’s ability to deploy targeted capital-markets outreach and disciplined execution on compressed timetables. Advisors managed the auction cadence, curated buyer access, and coordinated closing logistics to deliver on the client’s timing objectives.

About Greysteel

Greysteel is a premier commercial real estate investment sales and debt and structured finance advisory firm. Serving private and institutional investors across geographies and asset types, Greysteel provides a full spectrum of services, including investment sales, debt placement, equity placement, and distressed asset solutions. Founded on the principles of innovation, collaboration, and excellence, Greysteel is strategically positioned across the nation to deliver exceptional results through a seamless and comprehensive advisory platform.

For more information, visit www.greysteel.com.

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