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Sparrow Management Named Property Manager at Crossroads 389 in Downtown Hackensack

Hackensack, N.J. (May 13, 2025) – [Cannon Hill Capital Partners](#) and [The Hampshire Companies](#), as co-developers and owners, have selected [Sparrow Management](#) as the new property manager at [Crossroads 389](#), an 82-unit Class A multifamily project with ground-floor retail located at 389 Main Street in Hackensack, New Jersey. Both firms, Cannon Hill and Hampshire Companies, are full-service real estate investment and development firms active in the New Jersey market.

Headquartered in Bloomfield, New Jersey, Sparrow Management provides high-quality property management and consulting services to real estate owners and developers, offering tailored solutions specifically designed to meet the evolving needs of today's residential market.

Completed in 2021, Crossroads 389's strategic location at the north end of Hackensack's growing downtown redevelopment zone offers an ideal mix of modern living and neighborhood convenience. The building features a range of thoughtfully designed studio, one-bedroom, and two-bedroom apartments, each with spacious layouts, floor-to-ceiling windows and high-end finishes. Residents have access to a full suite of amenities to support both relaxation and convenience, including a fitness center, indoor lounge areas, a landscaped outdoor terrace, secure on-site parking and bicycle storage. Select apartments also feature private balconies.

Commuters benefit from easy access to the Anderson Street NJ Transit station, located less than a third of a mile away, providing direct service to New York City on the Pascack Valley Line.

"Sparrow Management's deep experience and hands-on approach to residential property management aligns perfectly with our commitment to delivering an exceptional living experience for our residents," said James E. Hanson II, President and CEO of The Hampshire Companies. "As Hackensack's downtown continues to evolve, we're confident that Sparrow Management will play a key role in ensuring Crossroads 389 remains a best-in-class community in the heart of this dynamic city."

Eric Rubin, Co-Founder and Chief Investment Officer at Cannon Hill Capital Partners, added, "Crossroads 389 represents our commitment to creating communities that offer exceptional quality, convenience, and long-term value for residents and the surrounding neighborhood. With Sparrow Management's proven expertise and resident-focused approach, we are confident they will enhance every facet of the living experience at Crossroads 389 and ensure the property continues to set the standard for excellence in Hackensack's growing downtown."

Brian Gretkowski, President and Founder of Sparrow Management, continued, “We are thrilled to bring our commitment to innovation and personalized service to Crossroads 389. Backed by deep experience in proactive property management, our team will enhance every aspect of the resident experience to ensure Crossroads 389 remains a community that residents are proud to call home.”

One-bedroom apartments are currently starting from \$2,395 and two-bedroom apartments are starting from \$2,995 with immediate availability and concessions to celebrate the new managers. For more information and to schedule a tour, please visit www.crossroads389.com or call (908) 936-5557. The leasing office, located at 389 Main Street, is open Tuesday through Saturday.

About Cannon Hill Capital Partners

Cannon Hill Capital Partners is a privately-held, vertically-integrated real estate operator, developer and investment manager headquartered in New York City with offices in Washington, D.C., Boston, MA and New Jersey. Cannon Hill creates value through owning, operating, and developing Class-A office, life science, multifamily, and industrial properties in high-barrier U.S. markets across the Northeast and Mid-Atlantic. Please visit www.cannonhillcap.com and [LinkedIn](#) for more information.

About The Hampshire Companies

The Hampshire Companies is a full-service, private real estate investment and development firm based in Morristown, New Jersey. The Hampshire Companies is a vibrant, dynamic organization that combines creative vision and superior execution, thereby enabling it to create and enhance value in real estate investments. Additional information on The Hampshire Companies is available online at HampshireRE.com.

To stay connected with The Hampshire Companies and for updates on the latest transactions and news, follow Hampshire on [Facebook](#), [X](#), and [LinkedIn](#).

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