

Industry Leaders

Signature approach that combines marketing, sales/leasing, and pre-development
**CB New Homes guides clients
through challenging 2020 Market**



30 Court in Morristown

MADISON, NJ — Coldwell Banker New Homes (CB New Homes), a marketing, leasing, and sales organization, has authored a run of success stories in 2020 despite the unique market difficulties brought on by the COVID-19 pandemic.

Underscored by its recent performance at the **New Jersey Builders Association's** 33rd Annual Sales and Marketing (SAM) Awards, where it took home 12 awards, including the coveted "Marketing Director of the Year", "Sales-

person of the Year", and "Community of the Year" honors, CB New Homes has achieved new heights this year across the state's multi-family rental and for-sale markets.

A large part of that success is due to the growing popularity of CB New Homes' full menu of services. The firm offers marketing, sales/leasing, and pre-development services all under one roof. Clients who hire CB New Homes for its pre-development services benefit from enhanced business intelligence while the project is still on paper as well as a

smooth transition into their sales/leasing and marketing campaigns. It's an approach that has resulted in sustained success throughout 2020 in spite of pandemic-related restrictions, according to **David Schoner**, vice president of CB New Homes.

"It's no secret that the world of housing has changed significantly, and that was before the pandemic hit," said Schoner. "A number of years ago, we saw a huge push toward rentals in suburban transit-friendly locations and we adapted accordingly. Now a growing number of our clients are choosing to bring us on in the pre-development stages of a project because they realize that in-depth knowledge of current market conditions is incredibly important in a fast-moving marketplace. We're able to provide them with business intelligence that improves the marketability and profitability of their property before they even break ground."

With more home builders recognizing the benefits of the CB New Homes approach, the firm is poised for further growth, buoyed by its proven

track record for navigating single-family and multifamily developers through current challenges, adapting to the changing needs of renters and home buyers, and tapping into the resources of a national company while offering the personalized services of a boutique agency.

CB New Homes is consistently called on by many of the region's most prominent multi-family developers, including **KRE Group**, **Mark Built Homes**, **AST Development** and **RPM Development**, to optimize revenue and accelerate sales and leasing velocity at new-construction properties. The company dedicates significant resources to staying on top of industry trends.

In recent years, CB New Homes has completed the successful sell-out or lease-up of dozens of properties throughout New Jersey, New York, Connecticut, and Pennsylvania. The projects run the gamut from oceanfront and lakefront condos to luxury rentals in urban areas to townhomes and single-family homes in suburban neighborhoods, and everything in between. **MAREJ**