



Tuesday, March 16, 2021  
By: Tom Bergeron

## **Zoom realty: Buyers purchase \$1.1M oceanfront condo without setting foot in property (SLIDESHOW)**

*CB New Homes completes all-virtual sale at 365 Ocean in Long Branch*

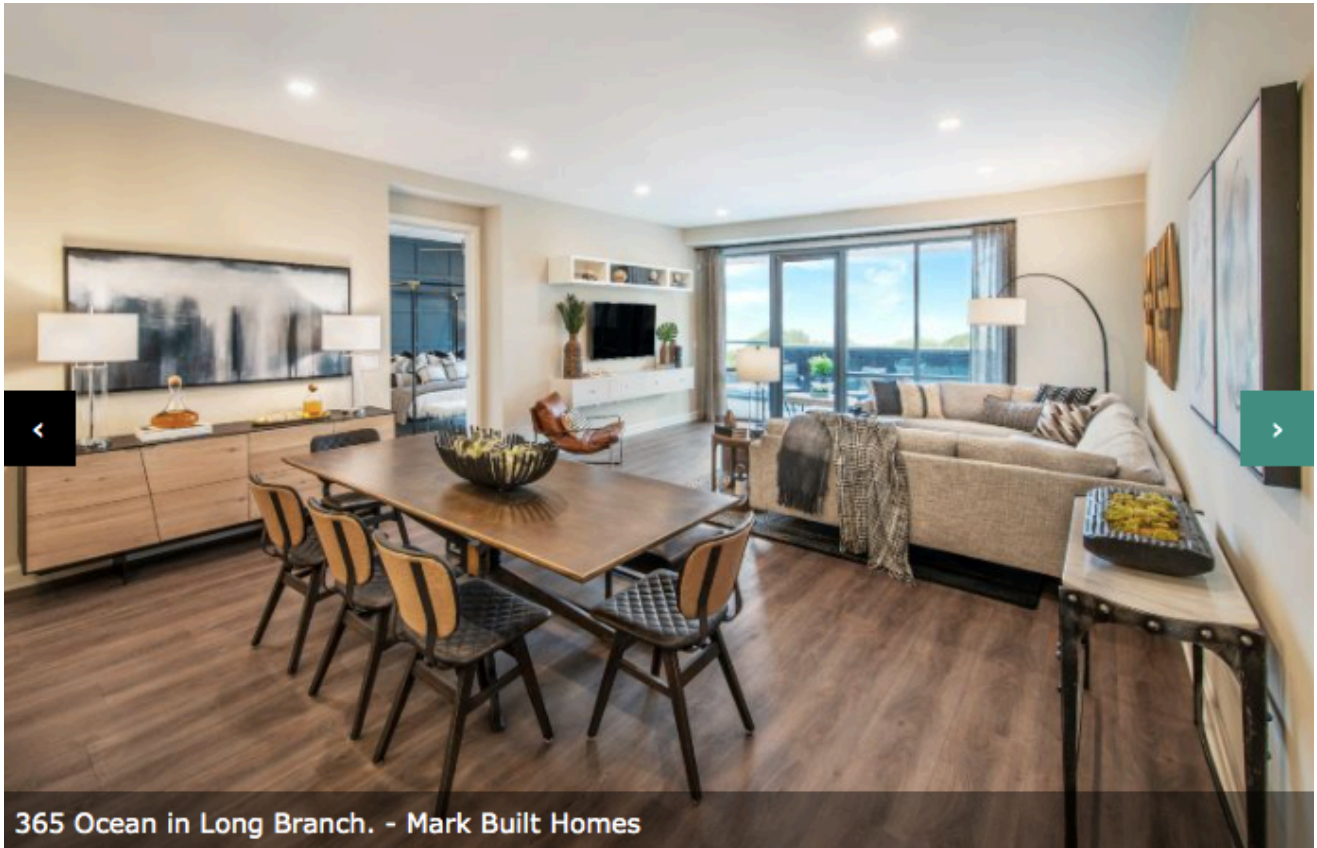


Would you buy a new home — in this case, a \$1.1 million condo — without every setting foot in the property?

According to [CB New Homes](#), the sales and marketing agent of [365 Ocean](#) in Long Branch, someone did just that.

Representatives of CB New Homes announced Tuesday that the company had completed a sale of a two-bedroom luxury condominium through an entirely virtual process.

Brokers David Schoner and Ted Hanley said they used a combination of photographs, videos and videoconferencing applications to remotely tour the buyers through the home they selected, as well as the building's amenity spaces.







Hanley captured the interior of the home and the oceanfront views it offers from hundreds of different angles. The goal was to provide the buyers with all of the tools and resources they needed to make an educated decision on their purchase.

The buyers wished to remain anonymous.

"These homebuyers take the principles of social distancing very seriously and were confident that we could provide them with everything they needed to make a decision without the need for a physical tour," Hanley said.

"365 Ocean is a building of spectacular views, and no two are quite the same, so our No. 1 priority was to properly convey the views from the residence, as well as the space and functionality of the layout. We wanted these buyers to feel like they had actually been inside the residence and experienced it for themselves."

CB New Homes launched virtual tours in March 2020 to accommodate home buyers in the early days of the COVID-19 pandemic. In-person tours are also offered by appointment, but many prospective buyers have utilized the virtual tours as an initial step in the process. The building's latest sale marks the first time that any home buyer has skipped in-person visits to the community entirely.

"We've had several sales that began as virtual tours and progressed from there, but this is a true 'all-virtual' sale," Schoner said. "We're proud that Ted Hanley's professionalism and dedication to customer service provided these buyers with all of the information they needed to move ahead with their purchase."

Developer [Mark Built Homes](#) built 365 Ocean, a collection of 57 luxury oceanfront condos on Ocean Avenue in Long Branch. The community opened for occupancy last February. Prices currently start from the upper \$900s.

Schoner and Hanley said every home at 365 Ocean features an ocean view. Available homes include up to approximately 1,500 square feet of living space, at least two spacious bedrooms, two luxurious baths, full-sized gourmet kitchens and a private terrace or deck with a direct gas hookup that can accommodate a grill.

The seven-story building, designed by [Marchetto Higgins Stieve Architects](#), is within walking distance access to many restaurants, boutique shops, sidewalk cafes and entertainment options at Pier Village. Residents are also well-connected to Manhattan via commuter ferries that operate out of the nearby town of Highlands daily and through New Jersey Transit's Long Branch train station.

Here's how CB New Homes describes the property:

The community's generously appointed residences include soaring ceilings approaching 10 feet in height, oak flooring and outdoor glass railings that shield the wind. Gourmet kitchens stand out for their attractive features, including custom wood cabinetry, maintenance-free quartz countertops and stainless steel undermount sinks with Kohler fixtures.

High-end appliances include an ultra-luxury Jenn-Air refrigerator with ice maker, dishwasher, range with griddle top and a microwave oven, as well as a KitchenAid range hood and exhaust fan. Luxurious baths are adorned with custom porcelain floors, furniture grade vanities with quartz countertops, and an oversized shower with frameless glass surround in the owner's suite.

Amenities and services include an infinity-edge plunge pool, sundeck, club room with wet bar, Wi-fi, charging stations, lounge seating, a theater television area, outdoor breezeway, gas fire pit overlooking the ocean, electric car charging, cabana storage, outdoor showers and a seasonal concierge. Amenities are located at the front of the building and feature eastern exposures with panoramic ocean views. Two custom elevators serve all floors. Every residence also comes with two secure indoor parking spaces located within the building.