

THE TWO RIVER TIMES

Thursday, March 18, 2021

BUSINESS & REAL ESTATE

CB New Homes Is Breaking New Ground In Monmouth County Market



Watching the sunrise over the infinity pool at 365 Ocean in Long Branch is one of the perks of living at the beachfront condominiums. COURTESY CB NEW HOMES

With the Monmouth County real estate market still hot after a strong 2020, CB New Homes is leading the way for many of the area's new-construction residential communities.

The New Jersey-based sales and marketing firm represents communities of oceanfront condominiums, attached single-family homes and luxury estate homes throughout Monmouth County's beautiful shore towns and suburbs. Having worked with many of these properties for years, some before approvals were even received, CB New Homes was well positioned to capitalize on the increased demand in 2020 and to navigate the unique challenges of the pandemic-influenced marketplace.

David Schoner, vice president of CB New Homes, said his firm's signature approach of combining pre-development services such as market research and product design consulting with traditional marketing and sales services has helped clients adapt to rapidly evolving market conditions. He points to four properties his company represents as examples of what buyers are looking for in the current market: 365 Ocean beachfront condominiums in Long Branch, North Pointe oceanfront condominiums in Sea Bright, Eastgate single-family attached homes in Oceanport and Hiddenwell luxury estate homes in Red Bank.

Schoner said home buyers are gravitating to properties like these because they offer more indoor and outdoor space, fresh air, engaging neighborhoods, and modern design.

“We’re seeing a growing number of people choose to buy in Monmouth County not only because of its charming towns and natural beauty, but because an array of very attractive housing types have become available,” Schoner said. “It’s never been a secret that this is an excellent place to live, but the market conditions of the last year have really accelerated the pace of sales.”

At 365 Ocean, a boutique collection of 57 luxury condos overlooking the beach in Long Branch, the community’s first closing took place in February 2020, and today it is more than 90 percent sold. Developed by Mark Built Homes, the highlights of 365 Ocean include ocean views from every home, private outdoor space, amenities such as an infinity pool, sundeck, fire pit, and club room and its location on a quiet stretch of beach that is just a short walk from the shops and restaurants at Pier Village. Prices start from the upper \$900s.

Buyers have also found an oceanfront oasis at North Pointe in Sea Bright, where luxury waterfront condo and penthouse residences across from the beach are available from the mid \$700s. Now 60 percent sold, the two- and three-bedroom residences developed by Victor Scudieri provide residents with water views, a beachfront location, amenities such as a sundeck and cabanas, and marina access on the Shrewsbury River.

“Oceanfront condos have been a breath of fresh air for many home buyers over the past year, both literally and figuratively,” Schoner said. “Having their own residence in a resort-like setting provided the much-needed experience of being on vacation for many people while air travel was difficult, if not impossible. With Manhattan just 45 minutes away by ferry, we knew that 365 Ocean and North Pointe were attractive purchases at their respective price points for both full-time and part-time residents and we marketed them accordingly.”

One of CB New Homes’ most active properties, East Gate, is an adaptive reuse of century-old officer’s housing buildings that is spearheading the evolution of historic Fort Monmouth as a live/ work/play community. RPM Development Group introduced East Gate as the first residential community to Fort Monmouth and selected CB New Homes to lead the campaign. The community of attached single-family luxury homes puts residents in the heart of a 1,126-acre property that includes a wealth of natural beauty and outdoor activities and will ultimately be home to retail, entertainment, dining, and recreational and social amenities. Prices start from the mid \$700s and the property is more than 90 percent sold.

An intimate collection of nine customizable single-family estate homes is also now selling under the CB New Homes banner at Hiddenwell in Red Bank. Located at 670 W. Front St., about a mile from downtown Red Bank, the homes at Hiddenwell offer between 4,000 and 6,600 square feet of living space on a property framed by old growth trees on Shadow Lake. Select lots can accommodate even larger homes. Home buyers will be able to execute their own vision in customizing the homes thoughtfully designed by Hiland Hall Turner Architects and meticulously built by Burke Development, at prices starting from \$1.5 million.

“We’re proud that the work we are doing in Monmouth County is contributing to the vibrancy of the region’s neighborhoods and the continued investment in its economy,” Schoner said. “By offering our clients pre-development services, marketing and sales all under one roof, we are able to get these projects off the ground running and ensure a smooth transition through each phase of the development and sales process, so that developers can focus on delivering the highest-quality product at the best value possible to their customers.”

For more information on CB New Homes, visit cbnewhomes.com.