

# THE WALL STREET JOURNAL.

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## New Jersey Gold Coast

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# Vacationing *close to home*



*365 Ocean in Long Branch, developed by Mark Built Homes and marketed by CB New Homes, is so comfortable, some vacation homebuyers don't ever want to leave.* MARK BUILT HOMES

C OVID-19 upended the concept of vacation for millions who believed getting away involved cruise ships and plane rides. Now, people are escaping everyday stress by not going far at all.

In February, right before the pandemic, Steve Gjolanga and his family closed on a three-bedroom condominium in 365 Ocean on New Jersey's northern shore in Long Branch. The property is an hour drive from both their home in Fort Lee, New Jersey, and from the family's business in Manhattan. "It's amazing," Gjolanga says, "to be only an hour away and be on vacation. Our summer was 100 times better, safer, more fun and easier than it could have been."

"We have a four-year-old boy and he spent all summer at the beach across the street," he adds. "The building has luxury appointments, including a beautiful meeting room and pool. Even when it gets colder out, we'll probably spend most of our time there."

365 Ocean, a seven-story oceanfront building just south of Long Branch's thriving shopping and dining center, was developed by award-winning Mark Built Homes. David Schoner, vice president of Coldwell Banker New Homes, the property's exclusive marketing agency, says that 70% of its 57 condos are sold. All have at least two bedrooms and two baths, plus full-sized gourmet kitchens and private terraces or balconies. Prices range from the low \$900,000s to \$2.7 million. "One penthouse, with an enormous balcony facing right on the ocean, is still available," Schoner says. "Most buyers are from New York and New Jersey using their 365 Ocean condos as a second or third home."