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With 80 Percent of Homes Now Sold, 365 Ocean Gears Up For Active Winter Home Buying Season



LONG BRANCH, NJ – The Jersey shore is almost universally associated with the imagery of summer: balmy sun, gentle breezes, crashing waves and long days spent lounging in the sand. But winter is also a key season in the region’s new-construction condo market for many reasons, according to representatives of 365 Ocean, the boutique collection of 57 luxury beachfront condominiums in Long Branch.

Winter is the time when buyers who want to enjoy the full summer beach season in their new home tend to begin their search, according to David Schoner, Vice President of CB New Homes, the exclusive sales and marketing agent of 365 Ocean. Many buyers want to start the process while they have plenty of time to explore all of their options, choose a home, have their furniture delivered, and settle in well before Memorial Day. Then, when the calendar turns to June, their only difficult decision is whether to spend the day on the beach or at the pool.

With more than 80 percent of the units now sold, 365 Ocean is planning for an active winter of sales in 2021, according to Mr. Schoner. Last winter, 365 Ocean’s sales traffic was strong on the heels of the community’s recent grand opening. Buyers moved quickly to purchase their favorite homes in the building. This year, prospective buyers still have a variety of floorplans and locations to choose from, but they’ll want to move quickly while that is still the case. With recent trends in the real estate market favoring locations like Long Branch, the combination of luxury and value 365 Ocean offers make it a hot commodity with beach buyers.

"For buyers who dream of spending this summer at their own beachfront condo, this is an excellent time to start their search," Mr. Schoner said. "2020 was a somewhat subdued summer for a lot of people. We're hearing from prospective buyers who spent a lot of time at home last year and are eager to make up for lost time this year. They want to make the summer of 2021 a truly memorable one. 365 Ocean is the perfect place to make that happen, and that's one of the reasons we are gearing up for an active winter in the sales office."

Located on Ocean Avenue in Long Branch, 365 Ocean is a luxurious collection of oceanfront condominium homes developed by Mark Built Homes, a highly respected, family-owned business and winner of the New Jersey Builders Association's "Community of the Year" title three years in a row.

The community's first buyers are praising 365 Ocean's luxurious residences, innovative design, quality construction, dedication to customer service, and breathtaking ocean scenery that is visible from every home.

"When we saw 365 Ocean for the first time we fell in love right away because it was clear that it offered a higher standard of living than the other properties we saw," said Steve Gjolanga, a 365 Ocean resident. "Everything about the place is incredible. You can stand in your own home every day and see the sunrise. To me there's nothing better than that."

"I also want to emphasize how great the staff at the building and at Mark Built Homes was," Mr. Gjolanga added. "Working with a team that puts customer service first, like the one at 365 Ocean, made the whole home buying experience enjoyable. We're happy to be in a place that looks after its residents the way they do. They really care about the property, and just knowing that we have people like that working on our behalf and protecting our investment is reassuring."

Bruce Balady, who came to Long Branch by way of nearby Red Bank, decided to purchase at 365 Ocean because it marries an oceanfront lifestyle with the many attributes that make living in a vibrant town center enjoyable. He too was impressed by the level of service he received from the 365 Ocean team and at the high-quality building materials used during construction.

"I am in construction, and when I saw the quality of the design and building materials, it impressed me," Mr. Balady said. "I'd also like to say that dealing with Ted Hanley in the sales office was enjoyable. He had great knowledge of the dynamics of the building and helped us decide what unit would best fit what we were looking for."

For many 365 Ocean residents, winter is an excellent time to enjoy the natural beauty of the shore when crowds are smaller. On fair weather days, pastimes such as beach walks and bike rides can be just as pleasant as they are in summer. Pier Village is a year-round destination where there is always something to enjoy, whether it is an oceanfront restaurant, boutique shops, sidewalk cafes, festivals or outdoor concerts. Pier Village hosts a variety of holiday-themed events annually and an outdoor ice-skating rink, although many of those attractions were put on hold in 2020 due to COVID-19. A brand-new steakhouse, The Salt Bar and Grill, recently signed a lease for a 5,500 square foot restaurant space and will open at Pier Village this spring.

Mr. Schoner says the fact that Long Branch is more than just a summer destination helps drive sales at 365 Ocean.

“This isn’t a beach community that shuts up at the end of the summer,” Mr. Schoner said. “Whether they are searching for a primary residence or a second home, buyers know they are buying in a community that is an appealing place to be year-round.”

Available homes at 365 Ocean include up to 2,411 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 was designed by Marchetto Higgins Stieve Architects, the 2019 American Institute of Architects New Jersey Firm of the Year, with interiors by renowned Chicago-based interior designer Mary Cook & Associates. Every home features ocean views. Prices currently range from the low \$900s to over \$2.7 million.

The generously appointed residences at 365 Ocean include soaring ceilings approaching 10 feet in height, oak flooring, and outdoor glass railings that shield the wind. Gourmet kitchens stand out for their thoughtful design and attractive features, including oversized islands, 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 Kitchen Aid 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 theatre 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.

365 Ocean residents are well-connected to Manhattan via commuter ferries that operate out of the nearby town of Highlands daily and through NJ TRANSIT’s Long Branch train station. Downtown Red Bank and Asbury Park are both just a short drive away, offering even more shopping, dining, entertainment and culture.

For more information on 365 Ocean, visit www.365oceannj.com. Prospective buyers may also contact the builder’s representative, Patrick Ted Hanley, at ted.hanley@365oceannj.com or call 732-749-5797. Out of respect to the residents, and to allow adequate time with prospective buyers, sales visits are by appointment only. Virtual tours are also available. Follow 365 Ocean on Facebook by visiting www.facebook.com/365ocean.

About Mark Built Homes

Led by President Michael Markovitz, Mark Built Homes has been a renowned, family-owned business for more than three generations. The company is responsible for creating distinguished neighborhoods of all kinds, ranging from luxurious single-family estate home communities to magnificent townhomes and well-appointed condominium offerings. A winner of the New Jersey Builders Association's coveted "Community of the Year" honors for three years in a row, Mark Built Homes has deep roots in New Jersey's suburban real estate market and a firm commitment to creating homes that are creatively distinct, architecturally significant and unsurpassed in resident satisfaction. Award-winning developments include James Place in Morris Township, Summit Place in Summit, Madison Place in Madison, The Heights at Tenafly and Pheasant Crossing in Basking Ridge and Bernardsville. For more information, visit the company's website at www.markbuilt.com.

About CB New Homes

CB New Homes features a dedicated group of specialists who offer pre-development consulting, marketing and sales and leasing services for new home construction. Under the direction of Vice President David Schoner, CB New Homes represents more than 70 builders across four states annually. For more information, visit www.cbnewhomes.com.