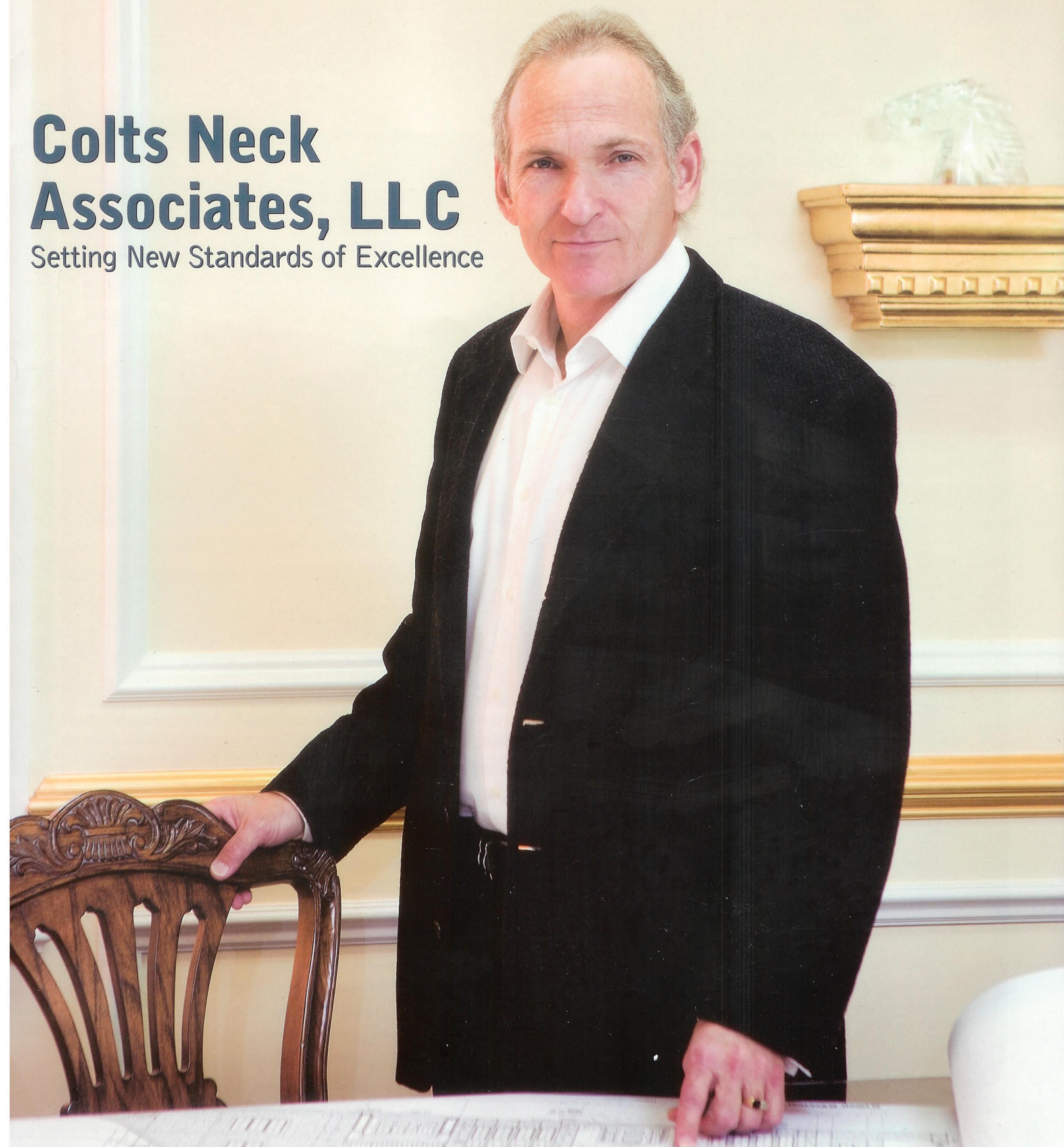


Builder/Architect

**Colts Neck
Associates, LLC**
Setting New Standards of Excellence



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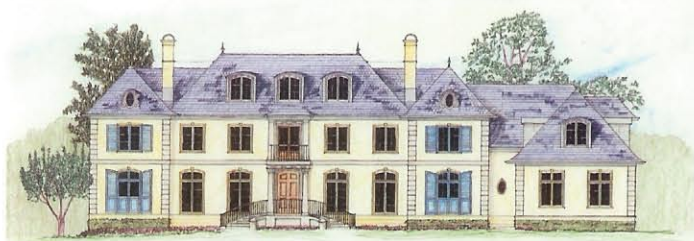
By Augie Bartolo

To most New Jerseyans, the name “Colts Neck” conjures up images of tranquil horse farms, undulating terrain and exclusive estate neighborhoods dotting the central Monmouth County countryside. But to home buyers at the summit of the income, asset and discretionary amenities scale, Colts Neck Associates (CNA) represents a custom builder capable of creating residences that transcend extravagant in every sense. Bringing his firm’s focus to bear solely on an elite target market, CNA President Morris Flancbaum spares no expense — neither conceptually nor financially — to attain the highest level of excellence for his clients. He is similarly forthright in impacting

The sales center at Camelot of Colts Neck demonstrates the builder’s expertise and dedication to Old World craftsmanship with custom millwork throughout. The gold molding consists of eight layers of painstakingly applied molding — one layer at a time. When it was completed, even prior to painting or caulking, it was so carefully constructed that it was nearly impossible to tell that it was not simply one piece of molding. Along with the fluted columns and keystone over the doorway, this custom molding is indicative of the detailed millwork found throughout Colts Neck Associates’ homes.



With no two homes alike, this English Manor and French Normandy are among the five estate homes to be built at Camelot of Colts Neck, a new five-lot custom community in Colts Neck, NJ.



RENDERINGS SUPPLIED BY COLTS NECK ASSOCIATES

his niche market at every stage of the home-purchasing experience. To wit: a sales trailer “amenitized” with eight-layer custom crown molding, gold-leaf paint and a bathroom accentuated with black granite at the Camelot of Colts Neck project. Or, in other projects, custom kitchens miraculously appointed as only Clive Christian of Ridgewood can.

The builder is also responsible for planning and creating luxurious custom-home communities in Marlboro, Colts Neck, North Howell, Brick, Manalapan, Millstone and Toms River, as well as construction of the singularly magnificent CuisinArt Resort & Spa on the island of Anguilla in the Caribbean.

Fulfillment of individual home-buyer preferences, along with superior craftsmanship and appointments, are the hallmarks of CNA, as Morris states, “Our client base is an array of sophisticated, educated consumers. They are working professionals interested in luxury living at its highest level, desiring custom-built homes that reflect their functional and personal needs. Our ability to satisfy this choosy market revolves around facilitating a balance of style and comfort.”

To that end, CNA offers a full suite of construction management services, including architecture and design-build, permit procurement, supervision of on-site infrastructure activities and the retention of all contractors and trade personnel. The firm specializes in creating the finest custom homes in prime upland and waterfront locations. “Certain clients prefer taking an active role in the construction process,” says



PHOTO BY JOHN MARTINELLI PHOTOGRAPHY

This 13,000-square-foot classic waterfront estate home, under construction on the Metedeconk River, will feature a slate roof, stucco and authentic stone exterior, a custom Clive Christian kitchen and Smart House technology that will allow its owners to even turn on the sprinklers to water their grass while in the air flying to a vacation at such exotic locations as the CuisinArt Resort & Spa on the island of Anguilla.

Morris. “CNA is retained by these selective customers to oversee and guide them to a successfully completed project.”

The *Camelot of Colts Neck* project is symbolic of the builder’s insistence on premier site selection, as well as the harmonious blending of homes with natural terrain, existing vegetation and other environmental characteristics. Located in the heart of Colts Neck, this exclusive enclave exudes a distinctive European flair entailing minimum 7,000-square-foot manor homes with definitive French and English “accents.” The project is nestled on a private cul-de-sac and accessed through a 500-foot scenic corridor of floral displays, blossoming trees and vivid ornamentals. Adjoining the site are protected woodlands engulfing the Swimming River. Each estate home is sited on a 2-plus acre property with a formal courtyard, intricate brick

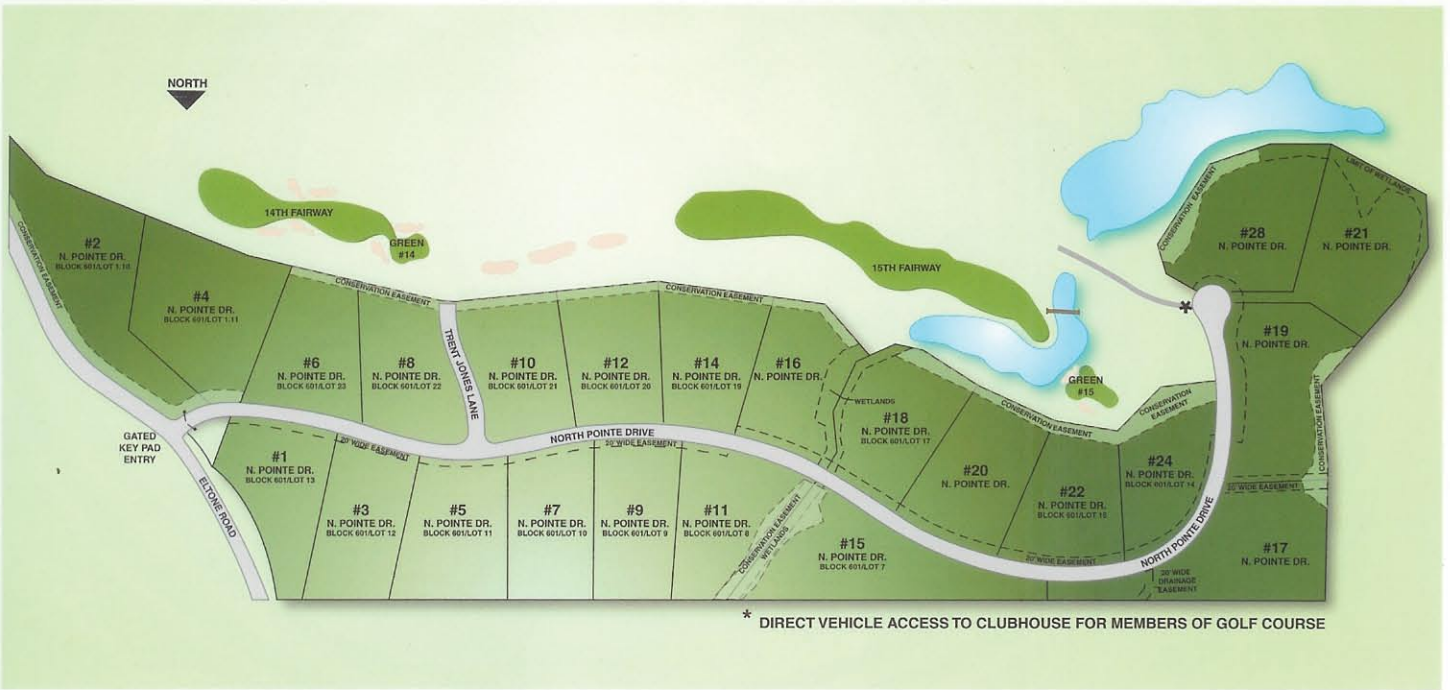
paving and impeccable landscaping to create a majestic neighborhood theme. The community lies only minutes from Monmouth County’s finest golf courses, parks, recreation areas, shopping, entertainment and Jersey Shore beaches.

For this project, the builder tackled daunting site preparation obstacles with an insightful plan that culminated in remarkable results. “The site required land clearing, building demolition and major earth moving,” says Morris. “Not only did our team complete the job in only 28 working days, but we set a new benchmark for total project development and land restoration in Colts Neck, for which we were commended by both the town and the public. There was absolutely no sign of any excavation when we were through.

“Camelot puts our fingerprint on one of central New Jersey’s most

This 5,500-square-foot second home includes an elevator, in-ground swimming pool and 150-foot boat dock located on a rare Metedeconk River beachfront lot. Colts Neck Associates is ready to break ground next door on a 6,500-square-foot home with similar amenities.





* DIRECT VEHICLE ACCESS TO CLUBHOUSE FOR MEMBERS OF GOLF COURSE



Above: Recently opened for sale, this gated, non-age-restricted estate-home community overlooks the fabled Metedeconk National Golf Club. Prices begin at \$1.1 million. E. Sambol Corporation completed all of the site work on this spectacular new community.

Left: Incredible is the only way to describe this magnificent 2,000-square-foot living room in this 20,000-square-foot estate home currently under construction in Colts Neck. There are matching fireplaces at each end of the room, and each will feature hand-carved corbels, marble hearth and fireplace surrounds, and will be faced with individual pieces of beveled glass mirrors. The coffered, 22-foot ceiling showcases layered, hand-applied decorative crown moldings. A curvilinear wall of windows includes French doors that lead to a granite exterior deck.

prized locations,” Morris says. “The perception of Colts Neck as an exclusive place to reside lends itself to our mission here. There is a natural gravitation of our client base to areas like this, and we need to make sure that the home designs we create will do justice to the location and the market we are addressing. We refer to our projects more as site enhancements than small developments.”

Morris began his journey to the height of custom building more than 30 years ago as a mason contractor engaged with national building firms, with many of which he still maintains relationships. “I remember working on thousands of units in a single year,” the builder recalls. “We did a slew of residential



Above: Shown here is the rear of a 6,500-square-foot waterfront home renovation that was gutted to the studs. Staircases were removed and relocated where they had never been before, vaulted areas were opened up, the electrical systems were rewired, and new plumbing and HVAC systems were installed. All new marble-tiled baths and a new custom kitchen were part of this extensive renovation, which transformed an aging home into one that was like new.

Right: Note the unique ceiling and reflecting sunlight through the ceiling-level windows that add drama to this charming third-story bedroom.

and commercial projects that included work at the Six Flags Great Adventure Theme Park in Jackson. That was really exciting and professionally rewarding to me because the park eventually became the most visited tourist attraction in the state of New Jersey.”

Using his knowledge of market trends, an architectural design sense and how





PHOTO BY JOHN MARTINELLI PHOTOGRAPHY

A new Colts Neck center hall Colonial, of approximately 5,000 square feet, included this gourmet country kitchen with limestone flooring, granite countertops, pasta station, solid wood cabinetry and professional-grade appliances with a concealed hood-ventilation system. Jim Hughes Plumbing & Heating provided the plumbing for this job.

prospective home buyers react to them as a guide, he began acquiring land in the 1980s, and a new company was born.

“The most important aspect of home building I learned was to secure the best project sites in high-end areas. Over the years, I realized that the top of the housing ‘food chain,’ so to speak, is the last to be affected by and the first to recover from adverse market or economic conditions,” Morris explains. “We are appealing to the most elite custom home buyers and not the mass market. Our clients are serious buyers who know what they want.”

A unique brand of personalized customer service is the most crucial component of the firm’s business model. “No matter who the client is, a *Fortune* 500 CEO or a professional athlete, having a house built can be very stressful to them. It is our job to alleviate the buyer’s anxiety and make the experience as pleasurable as possible. Just as we have never built two homes that are exactly alike, we realize that no two clients are the same. Demonstrating that principle to every customer leaves a lasting impression and can change their perception of the building industry for the better.”

Morris says the importance of developing a sincere, lasting relationship with each client is vital to CNA’s success. “Clients recognize our

dedication to hard work and our insistence on perfection in everything we do. Getting the job done right the first time means a lot to them as homeowners and even more to us as a reputable builder who high-end buyers can depend on.”

The Princeton Avenue project on the Metedeconk River in Brick Township illustrates CNA’s waterfront-development prowess with amenities-filled estates boasting 150-foot boat docks and inspiring river views. These “smart” houses have the most technologically advanced entertainment, security and lifestyle mechanisms built in, elevators aside. With the third home under construction at the time of this publication, the builder will soon be starting on the fourth. “This riverfront location posed many exciting challenges in addition to the strict mandates imposed by the state and local tidal water building codes,” Morris says. “For this project, we needed to create home designs, proportions and property enhancements that made their own strong statement but still fit into the existing persona of the immediate area.”

The Estates at Metedeconk National project is rewriting the scorecard on the “country club” lifestyle in the Jersey Shore area. Just 23 homes will overlook the fabled championship course of the



An elegant porte cochere entry welcomes guests to the CuisinArt Resort & Spa on the island of Anguilla. Looking through to the lobby, glimpses can be caught of the reflecting pool connecting to the powder-white sandy beach at the edge of the Caribbean. Cabinetics of Lakewood, NJ, provided cabinetry for the resort.

The incredibly inviting pools at CuisinArt Resort & Spa offer panoramic views of the neighboring island of St. Martin.



PHOTOS SUPPLIED BY COLTS NECK ASSOCIATES

nationally known Metedeconk National Golf Club in Jackson. According to Morris, this project is one of only a handful of gated communities that is not age-restricted. “Just as in the Colts Neck project, the feeling of a special community begins outside of the site. This project has a gated keypad entry at the main entrance to make the homeowners feel the exclusivity of where they live on a daily basis.”

Surrounded by protected state grounds, the estates offer views of the 14th and 15th fairways and greens, the latter of which also present two large water features that further enhance the serene vista. “This is a location where I would definitely want to live myself,” he declares.

CuisinArt Resort & Spa is located on the island of Anguilla at Rendezvous Bay. As intriguing as the architecture, the setting and the world-class amenities, were CNA’s construction capabilities in what Morris describes as primitive conditions for development of any kind. “You couldn’t even get a key made on this island. Logistically, all of the materials had to be imported by boat from someplace else. There was no existing infrastructure as we know it on the mainland United States. We needed to develop access to sewer systems, power and water sources ourselves.”

Perhaps Harry Culpen, a principal of Culpen & Woods, the project’s architectural firm, describes it best. “It took nothing short of a Herculean effort on Morris’ part to complete such a complex project on an undeveloped island that other builders wouldn’t touch.”

Morris adds, “For all the glamorous details of the buildings, they are designed to withstand Category 5 hurricanes.”

Thornton Thomassetti, the world-renowned engineering firm, facilitated structural analysis for the project.

Morris would also like to extend architectural credit to: Thomas J. Brennan Architects (Camelot of Colts Neck and Princeton Avenue); and Feldman & Feldman (The Estates at Metedeconk National).

Colts Neck Associates, LLC is based at 7 Yearling Path, Colts Neck, NJ. For more information, call (732) 408-9777 or e-mail natlandbanc@aol.com. ■