

sunday realestate

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SECTION G

TODAY'S LISTINGS OPEN HOUSES ... BY APPOINTMENT
ADULT COMMUNITY ... AND MORE!

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open houses // agents // new development

FEATURED COMMUNITIES



■ Special lunch event today at Ryan Homes' Harmony Glen in Middletown to showcase Fall into Savings promotion. See below.



Members of the Zarrilli family are (from left): Mark Zarrilli, Anthony Zarrilli holding Anthony Zarrilli Jr., Richard Zarrilli and Rich Zarrilli.

ZARRILLI BOOSTED BY 'BEST' AWARD

Zarrilli Homes has added "2010 Best" to its prestigious list of accomplishments.

In only its seventh year, Zarrilli Homes was voted the 2010 Best Modular

Builders of Ocean and Monmouth counties in the Asbury Park Press Readers' Choice Awards.

"Being voted the 'Best' was truly an honor and a testament to the hard work

and commitment of our staff," said Anthony Zarrilli, founder of Zarrilli Homes.

Zarrilli Homes refuses to participate in the slowdown during what many

have called a housing recession.

In fact, the home building company is about as busy as it has ever been.

See **Zarrilli**, Page **G2**

It's time to make new memories

Before you know it, your longtime family home will sell quickly — and The Kokes Organization's Country Walk of Lake Ridge community in Whiting has quick-delivery courtyard homes ready for purchase and your personal touches.

The closeout of this serene and expertly designed 304-home community means you can join the couples and singles who've chosen the 55+ lifestyle that the Kokes family has been building for so many people for more than 45 years.

"Country Walk's courtyard homes give you plenty of living and kitchen space, not to mention storage and an attached garage," said Jan Kokes, president of the family-run business based in Whiting.

"Choosing one of our courtyard homes means you'll

See **Kokes**, Page **G4**

Lunch showcases new fall incentive

Things are both high and low these days at Harmony Glen, Ryan Homes' elegant townhouse community in Middletown.

What's high is buyer interest, with the popular community now nearly 50 percent sold out and more potential homeowners visiting every week.

At the same time, interest rates are low — in fact, among the lowest they've ever been, historically. Also low is the pricing at Harmony Glen, with upscale townhouses starting from only the upper \$360s — an exceptional value for such spacious homes in a coveted location near some of Jersey's best beaches.

See **Ryan**, Page **G3**

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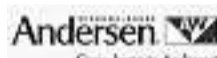
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Zarrilli

FROM PAGE G1

Zarrilli factors the company's achievements to "a lot of little things that contribute to the whole," he said. The company has got the basics of good customer service down so that it gives fast, focused response to every customer throughout the sales, construction and service cycles. That has been the company's formula and it has worked well to keep it moving forward.

■ **Responsiveness:** Zarrilli and his staff make sure they put their best foot forward from the first time a potential client initiates contact with the company — each phone call is returned before the end of the day.

"We get so many people saying 'thank you' for simply returning a phone call or responding to an e-mail inquiry," he said. "Making a good first impression doesn't get any easier than that."

Returning phone calls by end of day and e-mails within 24 hours is a company policy that follows a buyer from that initial contact through the lifetime of their home.

■ **Planning meetings:** Before a customer arrives for the initial appointment, Zarrilli Homes has already done its homework by gathering as much information from the buyer as to the custom home they are dreaming of. Additionally, the company has already contacted the zoning office of the township of the home site so it knows in advance what can and cannot be built to avoid any potential disappointment for the buyer.

The goal of the first meeting is to gather enough information to put a preliminary design together using custom 3D software that allows buyers to easily visualize what their home will look like inside and out. While the design at this point is often still a work in progress, it can be used to formulate a preliminary price.

"Ultimately, the house is very important to the customer — but essentially everyone wants to see that bottom line," Zarrilli said. "We work to get them there as quickly as possible while keeping the number realistic so there won't be any surprises or major deviations from the cost that we provide them based on the first design."

In about a week's time, Zarrilli's customers are provided with the initial design, a full specification page detailing how the house will be constructed and an estimated price.

Barring any major changes, this price is typically 95 percent accurate, leaving customers feeling comfortable to move forward with the process.

■ **Construction and beyond:** Zarrilli Homes assigns a project manager who keeps in constant contact with the customer before, during and after construction.



Zarrilli Homes is offering a Free Kitchen Appliance promotion for homes ordered through Dec. 31.

Each project begins with a preconstruction meeting with the clients, their sales consultant and project manager, as well as Zarrilli himself.

"An open line of communication is vital during the construction process," Zarrilli said. "Customers want to know someone is available to address any questions or concerns they might have. If they can't reach you or your staff when needed, their comfort level will rapidly erode and you will lose their trust."

"Also, at the end of every project, the customer and project manager compile a punch list of items to be completed before the final certificate of occupancy. Thirty days after move in, the two parties do another walk-through and clients can call that same project manager with any warranty items or questions that need to be addressed for the lifetime of the home."

■ **Live testimonials:** Zarrilli Homes knows that potential customers like seeing what other work a builder has done, but the company offers more than a drive-by or a walk-through of one of its homes. Buyers are encouraged to meet and speak with current and past customers.

On request, Zarrilli Homes provides a list of contacts who have completed homes, as well as those with homes currently under construction, to provide references at all stages of the process.

"A referral from an actual client is more valuable than any marketing or advertising initiative," Zarrilli said.

A third-generation builder, Zarrilli has over 20 years of real estate and building experience. Along with his father and brothers, the Zarrilli family recently celebrated its 40th year of successful, premium custom home building at the New Jersey Shore.

As a thank you for voting it the "best," Zarrilli Homes is offering a Free Kitchen Appliance promotion. For homes ordered through Dec. 31, customers will receive a premier stainless-steel range, dishwasher, refrigerator and microwave free of charge.

For more information, call 732-262-4848 or visit www.ZarrilliHomes.com.



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