

# The most quoted real estate source: James Carlton Longo

**RESIDENTIAL REAL ESTATE**—February 13, 2000

**“FINDING A NICHE”** by Karen Haigney

*Quote:*

*“Our market segment is made up primarily of movers and shakers who are attracted to the idea of working with a local broker, yet want the security of knowing they are backed by a company that has a large presence in the industry”*

**THE NEW YORK TIMES**—March 11, 2001

**“STUNNING VISTAS, BUT ENTRY IS NOT CHEAP”** by Jerry Cheslow

*Quote:*

*“Entry into the community is not cheap.”*

*The typical new home here is 6,000 to 8,000 square feet on an acre and a half”*

*“The buyers are in their 30’s and 40’s with school-age children”*

*“According to Mr. Longo, the housing stock falls into four broad categories. For more than \$1 million, there are newer luxury homes that are often at least 6,500 square feet and have six or more bedrooms, five baths, a cobbled driveway and a three-to-four car garage.*

*For \$750,000 to \$1 million, one can buy a 4,000 to 6,000 square-foot colonial or Tudor-style house with four or five bedrooms, modern kitchen and baths and perhaps a pool. Smaller colonials, ranches and Cape Cods generally go for upward of \$300,000 and sit on less than half an acre near one of the lakes—reminders of the 1930’s and 1940’s, when Watchung served as a summer resort area for northern New Jersey residents. The lakes are no longer used for recreation.”*



**REAL ESTATE (STAR LEDGER)** - October 19, 2001

**“TOWNHOMES, CONDOS ARE HOT BUYS”** by Gwen Donovan

*Quote:*

*“This is a very universally accepted type of real estate.” He calls townhouses “a better investment than a (single-family) house,” since there is no outdoor maintenance such as grass cutting or snow shoveling, which is handled by the community.”*

*“Longo points out that first-time buyers, people who are not handy, newly divorced people and small families are all finding comfortable homes in attached communities.”*

*“Resales can be hard to find, says Longo. “There are less townhouses than detached houses for sale; there’s a large demand but a small supply. We have a lot of them, but not a lot are for sale,” he notes.”*

*“There’s not much land to build new townhouses or condominiums on in New Jersey,” Longo says. “The market for resale townhouses and condominiums is hot—it’s not getting soft. They are a wonderful investment and offer a lifestyle of freedom you won’t find in a single-family home.”*

**REAL ESTATE (STAR LEDGER)** -November 17, 2000

**“HOMES FOR BUYERS ON A BUDGET”**

by Nancie A. Balun-Boughton

*Quote:*

*“According to Longo, first-time buyers will find a selection of single-family homes in North Plainfield and Bridgewater and in the semi-rural communities of Branchburg, southwestern Hillsborough, Bound Brook and Green Brook. They are typically 1950 to 1960 homes that range in price from around \$175,000 to \$235,000 and include three to four bedrooms with pretty yards of less than 0.5 acre.”*

*“First-time homebuyer financing has rarely been better,” says Longo. “The New Jersey sponsored Community Home Buyer Program can assist buyers who purchase with as little as 3 percent down and with lower-than-market interest rates.”*