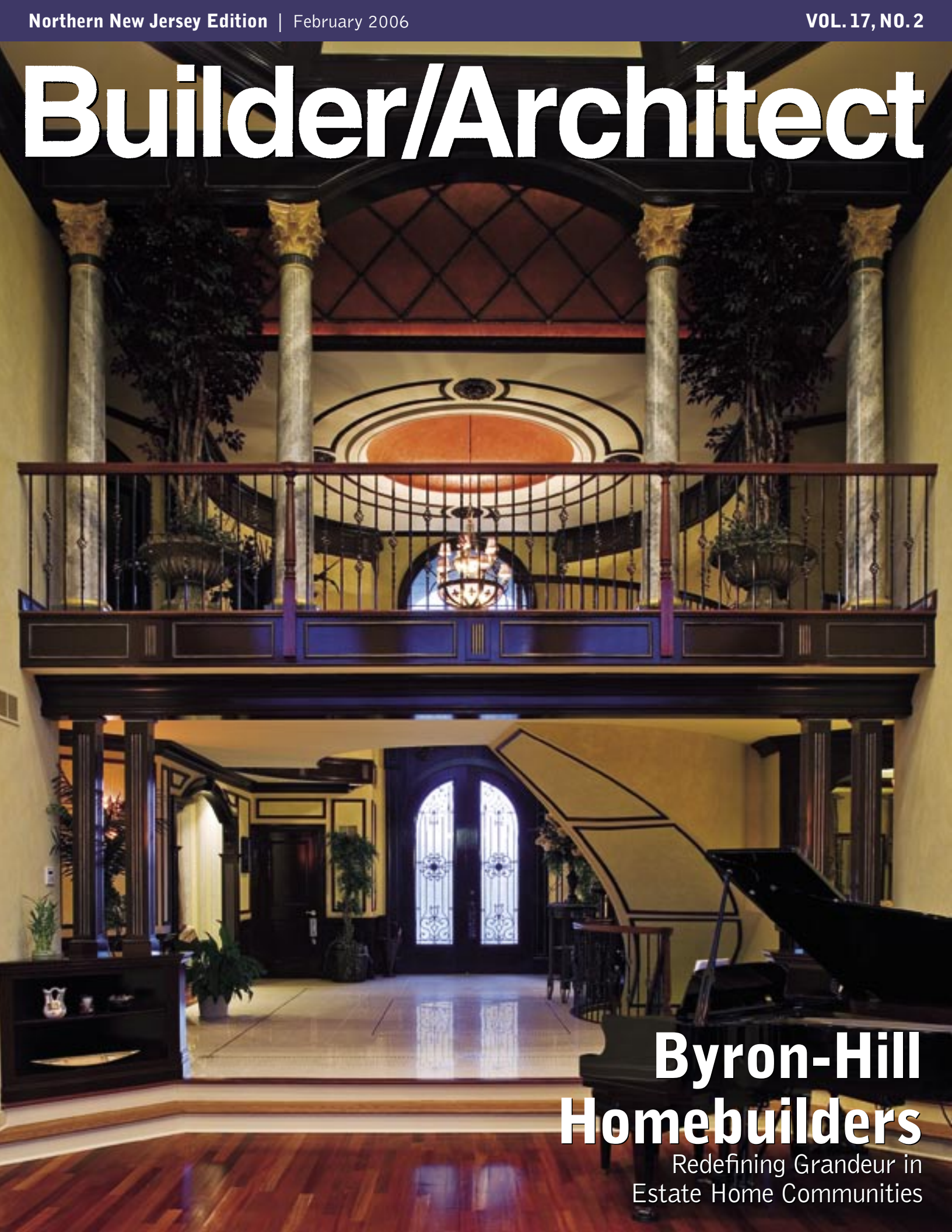


Builder/Architect



Byron-Hill Homebuilders

Redefining Grandeur in
Estate Home Communities

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Redefining Grandeur in Estate Home Communities

By Augie Bartolo

Building trust in a high-end market base has been as emblematic of Byron-Hill Homebuilders as its singularly impressive housing products and carefully crafted neighborhood settings. For more than 20 years, the builder has demonstrated an unwavering commitment to fulfilling a unique vision of recreating stately home designs sited on landscapes that ideally complement the expansive estates upon which Byron-Hill has forged an esteemed reputation among some of the finest builders in the New York/New Jersey Metropolitan Area marketplace.

While incorporating the highest quality building materials, construction expertise and the most advanced technologies into its housing products, Byron-Hill Homebuilders also aspires to bring discerning customers uncommon amenities, not the least of which are family-oriented settings, remarkable streetscapes and unparalleled home designs in exclusive locations. The builder achieves this goal by envisioning entire communities, rather than simply addressing the construction of individual homes, long before even the



PHOTO BY JOHN MARTINELLI

product design phase takes place. Byron-Hill fashions a creative plan that takes into account every aspect required to produce the exceptional suburban neighborhood its highly selective clients demand.

Luther Gueyikian, one of the firm's two managing principals, explained to *Builder/Architect* the unusually imaginative approach to each project that is taken in order to ensure success. "The process is comparable to that of a fine craftsman. We choose the project sites in the same way that a cabinetmaker selects the raw wood that will eventually be shaped into a beautiful piece of furniture," he said. "The challenge is to blend our expansive estate homes into the countryside while also shaping roads and landscaping features to present the grand lifestyle that our customers expect in an exclusive location."

Architecturally, the builder has eschewed the use of traditional prototypes in favor of a virtually custom-built design system;

further demonstrating Byron-Hill's commitment to facilitating the functional and aesthetic needs of its clients. As Greg Sarkissian, the firm's other managing principal, stated, "Our approach gives a decided edge to our clients, in that we are more focused on meeting the specific needs of individual families who expect nothing less from a top-notch home builder." He added, "The premium locations and well-regarded school systems on which our projects are developed tells us that our customers are likely to live in these homes for many years to come. There will be no future 'move up' to a better house and neighborhood. This is it. So we take special care to ensure that each and every one of their needs is met."

Targeting a customer base consisting primarily of professionals and self-employed entrepreneurs, the thrust of Byron-Hill's preselling marketing success is propelled by referrals emanating from the project sites. "It's not as if a family buys one of our



A panoramic view of a cul-de-sac setting in one of Byron-Hill Homebuilders' New Jersey estate communities.

homes and simply tells a friend over the phone or through an e-mail how big and wonderful the house is,” said Gueyikian. “Instead, our next sale begins with the ‘wow’ factor when friends or family of recent buyers first drive through the neighborhood. That in itself tells us that our ‘harmonious community’ concept is working.”

In addition, since the firm builds only single-family estate homes aimed at a precise demographic — and not a mix of multifamily and mid-priced tract housing — it is more effectively branded as a true custom builder with greater customer-focus capabilities than larger builders. “We don’t rubber stamp anything,” Gueyikian declared. “We are not trying to dominate the market by building communities everywhere you look. We are quality custom neighborhood builders and not mass marketers, period. That is how we work.”

Byron-Hill’s products entail many home designs, each of which

Even at the beginning of a project, before foundation work has begun, we can say all our homesites are spoken for. We know who the buyer of each house is, what they are looking for in an estate home, and we are aware of their specific needs.

— Luther Gueyikian

has been created in collaboration with the input of previous customers and the builder’s staff. Invariably, each home will be customized to accommodate every new client, thus allowing a constant evolution of design and floor plan “generations” for application in future projects. Though diverse in their configurations and visual elements — such as facade details, roof line makeup and interior floor plans — all designs feature cohesive components, most noticeable in the height-inspired arched windows on

Matching twin turrets, palladium two-story entry windows, balancing residence wings and a sweeping paverstone circular drive present a fairytale-castle exterior that could rival the chateaus of France.



PHOTO BY JOHN MARTINELLI



No matter what style kitchen desired, Byron-Hill Homebuilders provides the deluxe features, amenities and appliances their home buyers' gourmet tastes and lifestyles require.



PHOTOS BY JOHN MARTINELLI



This gracefully arched and columned doorway frames the entry to the adjoining sitting room of this dream-come-true master bedroom suite.

front elevations accompanied by understated versions of those curved effects along other areas of the facades. The builder uses turrets and gable characteristics as distinguishing elements that never stray too far from the subtle similarities that are crucial to “unifying” the neighborhood. The estates are sited on multiacre properties, with great attention placed on site design and positioning to offer optimal views and natural lighting advantages, as well as the most visually appealing site placement of the home designs in relation to one another. “In all of our neighborhoods, no two homes are ever exactly alike, and we position the various models where they will be most visually appealing from a total neighborhood perspective,” Gueyikian said.

Providing customers with a closeness to nature as part of their ultimate lifestyle is also a primary concern of Byron-Hill

Homebuilders. To that end, only properties suited to the builder’s extremely discerning clientele are selected. Perceiving how those natural settings will work with the completed project is a top priority for the firm, according to Sarkissian. “The prime sites we select will have everything our target market wants,” he said. “We are very wary about fooling around with natural vegetation, but are also not afraid to move some dirt, when necessary, to make the homes and natural environment work together. Our projects actually improve the existing site, rather than detract from it.”

The moment we find the right property, we get very excited, since these premium locations are hard to come by.

— Greg Sarkissian

Neighborhoods created by Byron-Hill Homebuilders also benefit from locations that are convenient to the commercial hubs, in which much of its customer base thrives. The projects offer access to places of business in both Manhattan and northeastern New Jersey, either through mass transit bus lines, major highways or rail. "Our customers are the movers and shakers that make the economy work," said Sarkissian. Not so coincidentally, locations that are convenient to commercial opportunities also happen to have public school systems that rank among the highest.

The builder's two current projects are cases in point. Borden's Brook in Holmdel, Monmouth County, is an exclusive enclave of 11 estate properties, sited on approximately 50 acres, with up to 6.5 acres per home, and is located minutes from the Garden State Parkway, the main thoroughfare from the Jersey Shore to

all points northbound. This project's idyllic, green atmosphere represents the core of the firm's business model, using the undulating terrain to the advantage of the home designs and their positioning within the community's site plan. One-third sold out, the project features homes priced from \$2 million. "We look at Borden's Brook as the model community of our neighborhood concept," Gueyikian noted. "The homes are positively spectacular in their designs and proportions, work perfectly with the landscape and deliver the type of custom-style family homes that customers moving into this prestigious area expect."

Pierson Lakes in Ramapo, Rockland County, NY, is a gated community with controlled and secured entry, located just across the border from Bergen County, NJ. Highlighted by colossal estate homes situated on minimum 5-acre properties ensuring

Warm earthtones, arches and columns, gleaming granite countertops, custom designed millwork and artistic tilework highlight this spacious master bath.



PHOTO BY JOHN MARTINELLI



This exterior is architectural symmetry at its best. Each gracious feature is perfectly mirrored for balance and style.

optimum privacy in a natural setting, this unique enclave lies only 30 miles from Manhattan and literally minutes from major highways and the George Washington Bridge. Priced from \$2 million, a total of approximately 75 estate homes, of which a third are built and/or occupied, will ultimately be constructed on the more than 1,000-acre wooded site boasting two private 100-acre lakes and a boathouse. Stringent deed restrictions illustrate the area's requirements for environmental preservation. Miles of riding and walking trails have been planned to enhance the exceptional lifestyle available in this exclusive haven reserved for the most particular home buyers. "Pierson Lakes is an exciting project for us because of its environmentally sensitive location and how well the home designs fit into this terrific atmosphere," Sarkissian said. "The fact that the grounds are patrolled, and managed by an on-site estate manager, gives you an idea of just

how special the Pierson Lakes project is and will be. Well over three-fourths of the total site area will consist of open space, which is virtually unheard of these days within the New York Metropolitan Area. Homeowners will also enjoy on-site swimming, fishing, skating and cross-country skiing," he said.

Some of the builder's more recent New Jersey projects include Four Columns, Marlboro, 19 Four Columns Drive, featuring 18 estate homes in the Pleasant Valley section of the township; Hazienda, Holmdel, 10 Raintree Court, with each meandering through the carefully preserved Hazienda Tree Farm; and Rancho Polo, Colts Neck, 42 Rancho Polo Drive, located in Monmouth County "horse country."

Byron-Hill Homebuilders is headquartered at 42 Vanderburg Road, Marlboro. For more information, call (732) 308-4424, or visit www.bhhomes.com. ■