

DAILY NEWS

Friday, April 8, 2011

THE CLOSER

Flips and splits of New York's real-estate community

✿ The mood was upbeat this year at the **24th Annual Sales and Marketing (SAM) Awards Banquet**, the opening event of the 62nd annual **Atlantic Builder's Convention**. Held at the **Taj Mahal** in Atlantic City, builders, developers, brokers and tradesmen were looking forward to a good year in the housing business for the New Jersey area.

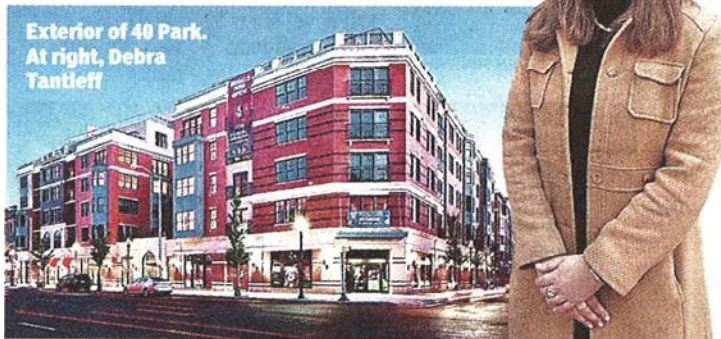
In what had to be a record, **Roseland** and joint venture partner **Woodmont Properties** picked up 16 awards in sales, marketing and construction for their sensational work in Morristown. Thirteen awards went to **40 Park**, including Community of the Year

in the over \$350,000 range. The development, which overlooks the Morristown town green, is already 75% sold with nine sales in the bank since January. Half of the 13 penthouses are sold. Remaining homes start in the \$700,000 range.

"This is really gratifying because we believe in Morristown," says **Debra Tantleff**, vice president of development for **Roseland Property Company**, who is busy filling the retail space. "We want to help communities grow and prosper. What is good for Morristown and

everyone who lives there, is ultimately good for us, too."

The other awards went to their rental community, **The Metropolitan at 40 Park**, which is fully rented as is their **Highlands at Morristown Station**.



Exterior of 40 Park.
At right, Debra Tantleff