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MEETING MARKET DEMAND

With a truly flexible layout, the new

Verona model at The Oaks at Boca Raton

is giving people what they want — and then some

Highlighting a Great Room plan, the Verona is a two-story, 5,857-total-square-foot estate home featuring five bedrooms plus den, six-and-one-half baths, media room, loft, game room and a three-car garage.



GARRETT A. FOSTER
ADVERTISING
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The builders and developers who have survived the current market are those who have taken the time to listen to what today's consumers want and need — and then found a way to offer it to them. Kenco Communities is one of those builders, and what they are offering now is nothing short of incredible.

"Over the last few years, our models began getting bigger and bigger, with people very much in favor of separate formal living and dining rooms," says Kenneth Endelson who, along with Richard Finkelstein, is one of the principals of Kenco Communities. "All the research we've done, however, showed us that most people rarely used those rooms and that today's families are looking for a more casual, open, Great Room floor plan."

Introducing the Verona

With that in mind, Kenco introduced the Verona model at The Oaks at Boca Raton the weekend of Jan. 16, with a sneak peek for residents and Realtors® the week before. The response has been extremely positive.

"We've had more activity in the last few weeks than we've seen in a long time."

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The gourmet kitchen is equipped with granite counters, top-of-the line appliances and natural gas utilities.



Endelson says.

“There are not many new models being built in this area at this price point, so the fact that we’ve done it has created a lot of interest here,” says Lorna Swartz, director of sales and marketing for The Oaks at Boca Raton, which is located on the corner of Lyons and Clint Moore Roads.

The Verona is definitely worth seeing. While still exhibiting all the luxury features of other Kenco homes at The Oaks, the Verona has a more flexible layout, which has been one of its most popular features.

“By doing the Great Room floor plan, without a formal living room, we’ve been able to make the house wider and easily incorporate the master suite on the first floor,” Endelson says.

Flexibility is key

The Verona is a two-story, 5,857-total-square-foot estate home featuring five bedrooms plus den, six-and-one-half baths, media room, loft, game room and a three-car garage. The flexibility is clearly seen in the number of possible configurations.

For example, the sixth bedroom, which is located toward the rear of the home with its own bathroom and glass doors that lead out to the patio and pool area, has created two distinct possibilities for two different buyers. One buyer would like to use the space as a playroom now and turn it into a formal dining room later. Another has visions of using the bedroom as a nanny’s quarters now and an exercise room in the future.

“Everyone comes in with their own family makeup, and they all have different ideas for how they’ll use the house,” Swartz says. “The flexibility the home allows has been one of the biggest selling points — that and the space allocation.”

Another room in the Verona that can serve multi purposes is the den or second optional bedroom, which is located toward the front of the house, right off one of the three garages. In the model, it is set up as an office, with glass door leading out to the courtyard entry, but some buyers have mentioned using it as a playroom for older children.

“If they want to use it as a playroom and don’t want doors that lead outside, we can replace them with a bank of windows,” Swartz says. “And if the plan is to use it as a bedroom, we can add a closet.”

‘Lofty’ living

The second-floor loft area, which Swartz describes as “the hubcap from which all the other spokes come out,” can be used

as a computer area, a place for kids to play games with their friends, or a comfortable reading space. The nearby media room — “this is the guy’s room,” says Swartz — can also be converted to an upstairs playroom, exercise room, or seventh bedroom if needed.

“Again it all comes down to flexibility, which is where this floor plan really shines,” Swartz says.

There is also flexibility in the front elevations.

“With the Verona, we wanted a newer, cleaner look, so we went with a flat-tile roof,” Swartz says. “But buyers can also choose a more traditional elevation, and we also can customize the color of doors, trim and awning, or add a barrel-tile roof, so each home ends up having a very different look.”

“People have really liked the turret, which contributes to the unique elevation of the Verona,” Endelson says. “I’m using the same architect here that I’ve used for homes that cost \$5 million, so buyers are really getting a lot of value with this home.”

Tranquil and inspiring

Carl’s Furniture designed the interior of the Verona model to reflect a more Zen-like, simple and tranquil look, with lots of ideas to inspire.

The open kitchen/living/dining area certainly wows with its amount of space and luxury finishes. The dining area can comfortably seat eight or more, while the kitchen has two seating areas: a rounded counter separating the kitchen from the living/dining area, and a huge island in the middle of the kitchen. Both are popular areas around which to congregate.

“Part of the Great Room concept is to create areas that people will use every day, all year long,” Swartz says. “When there are separate formal dining and living rooms, they tend to get used only once or twice a year.”

In addition to granite counters, truly top-of-the-line appliances and natural gas utilities, the gourmet kitchen boasts a bank of windows that opens the entire room to the outside in a very dramatic way.

“The Verona model was designed to have a lot of big windows, especially in the front and on the sides,” Endelson says.

Grand opening price

For a limited time, buyers can build this estate home at a special grand opening price of \$995,000. Construction will take approximately one year.

“Our homes are not cookie cutter,” Swartz says. “They may take a little longer to build than other homes, but in the end you get what you want, where you want it.”

The Verona is part of The Oak Pointe Estates Collection in the Sanctuary community, the newest area within The Oaks at Boca Raton. Built by Albanese-Popkin Development Group and Kenco Communities, The Oak Pointe Estates Collection in the Sanctuary is joined by The Royal Estates Collection, also by Albanese-Popkin Development Group and Kenco, and Grand Lake Estates Collection by Charles-Watt Communities.

“We use different builders and different architects so there will be a variety of styles,” Swartz says.

Each of the estate homes within The Oak Pointe Estates Collection offers such luxury features as elegant Saturnia marble flooring that sets the stage for the homes’ spacious floor plans, impact glass, pools and more.

So far there has been a real cross section of buyers interested in the Verona.

“Some are transferring to the area; some are local and upgrading,” Swartz says. “Many have become totally frustrated with the foreclosure and short sale process and are turning to new homes, which have come down in price and are extremely competitive.”

Unparalleled lifestyle, amenities

In addition to the fabulous estate homes, The Oaks offers a wealth of resort-style amenities on its 282 acres. The equity-free club lifestyle centers on The Club at The Oaks, with its Santa Barbara-style clubhouse and exciting program of social events.

“We have a new social director who just started a program for Boomers,” Swartz says. “We weren’t sure how it would do, but it’s been very popular.”

Residents also enjoy a full-service Spa and Fitness Center and a resort-size, tropically landscaped heated pool surrounded by chic cabanas and a casual poolside café and full-size basketball court.

The Tennis Center at The Club provides 12 courts, including a stadium court, a red-clay court and a hard court, plus a well-equipped pro shop and a full schedule of tennis events coordinated by professional staff.

The \$700 monthly HOA fee includes full use of all amenities.

One visit to The Oaks at Boca Raton and the Verona model, and it becomes clear that Kenco Communities definitely knows what its buyers want.

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Meet The Pollacks — happy homebuyers at The Oaks at Boca Raton

Serial entrepreneur Richard Pollack relocated to Sunny Isles Beach, Fla., from New York City shortly after 9/11 to launch a full-service digital marketing agency BeyondROI.

Nine years later, when the highly acclaimed and extremely successful firm outgrew its start-up digs, Richard, married with two young children, built a new headquarters in Boca Raton and relocated his business and family there.

“I had heard the talent pool in Boca Raton was more abundant, and that it was a safe place to raise children, with some of the best schools in South Florida,” he says.

After looking at over 50 homes and 10 communities, Richard and his wife, Emi, decided that The Oaks at Boca Raton was the perfect place to settle down with their children, Niko 2 1/2, and Lumi, 1.

“We really liked the social setting the community offered, as well as seeing so many kids around,” Richard says. “It just seemed like a great fit for us.”

In the summer of 2009 the Pollacks purchased a Kenco home in The Oaks with one caveat — it was a short sale. This meant they’d have to wait for the seller’s bank to approve the deal. The seller agreed to rent them the home until it was approved. January 2010, more than six months later and still no deal, the Pollacks heard that the sales office at The Oaks was offering aggressive prices to build a brand-new home.

“We were looking for a six-bedroom, six-bath home with clean lines and little wasted space that didn’t feel cold,” Emi says. “Alan Goldberg, a sales associate with The Oaks, showed us the new Verona model built by Kenco, and we immediately knew it was the perfect home.”

Aside from a fantastic layout, it didn’t hurt that the model home was designed in the couple’s taste and, at 5,857 square feet, included a large media room and office in addition to all the bedrooms.

“Not more than a half hour later we found ourselves back at the office writing a deposit check and choosing a lot,” Richard says. “The sales team was so accommodating and made this an easy decision.”

Now the couple couldn’t be happier, with their brand-new home scheduled to be completed in spring 2011.

“Everything happens for a reason,” Emi says. “We are excited to build a brand-new home and choose exactly how we want it to look. My husband gets to design the pool, and I get to design the kitchen, which is something we couldn’t do with a resale.”

For now, they will continue to rent in the community they’ve grown to love.

“Having lived in The Oaks for six months we’ve made a number of good friends. Plus, the gym and tennis are great, our children enjoy all the club activities, and my wife loves her Pilates classes,” Richard says. “I’m looking forward to sowing my seeds and making this our home for many years to come.”



Richard and Emi Pollack couldn’t be happier about their decision to build a brand-new Verona model home in The Oaks at Boca