

Ginsburg Development Companies

News

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THE GREENS AT GILLETTE RIDGE
APPEALS TO PEOPLE OF ALL AGES

Resort lifestyle draws people to award-winning community in Bloomfield

VALHALLA, N.Y. (May 24) – When Ginsburg Development Companies started planning The Greens at Gillette Ridge, an award-winning luxury community set amidst a golf course in Bloomfield, Conn., they never expected to attract the amount of interest that they’ve received from young buyers.

The developer expected lots of golf-loving empty nesters drawn by the golf course, but word of mouth and one of Connecticut’s best resort-lifestyle amenities packages have helped attract a diverse population with people of all ages.

“Buyers at The Greens are looking for an active, maintenance-free lifestyle,” said Martin Ginsburg, principal of Valhalla, N.Y.-based GDC, one of the Northeast’s largest luxury homebuilders. “The empty nesters and young professionals are very similar in that regard. They want to enjoy their free time and certainly don’t want to have to cut the grass. The Greens at Gillette Ridge gives them that lifestyle in a beautiful community surrounded by green space.”

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More than 100 people already live at The Greens, which features one of the Hartford area's most complete amenities packages. Residents have a neighborhood clubhouse with a gathering room, fitness center and pool. Residents also have playing privileges at the Gillette Ridge Golf Course, designed by Arnold Palmer. The 18-hole, par-72 championship course has an overall length of more than 7,000 yards and provides a variety of challenges for even the best player.

The centerpiece of The Greens is its award-winning, 4,000-square-foot clubhouse, which has a beautifully appointed lounge, a game room and a fitness center with state-of-the-art exercise equipment. The pool and terrace outside The Greens' clubhouse have proven especially popular, with people using them almost every day of the week when the weather is warm, said Tom Schoonmaker, a construction manager with GDC who was so impressed by The Greens that he purchased a home there.

"The clubhouse has been very busy, especially weekends and weeknights right after people get home from work," said Schoonmaker, who moved into The Greens last August. "A lot of people have gotten to know each at the clubhouse or just by walking around and meeting people. There's a real sense of community here already."

Gillette Ridge was named 2006 Home Builder Association of Connecticut "HOBI" Community of the Year. It also won four other awards: Best Community Clubhouse, Best Cluster Community, Best Attached Home and Best Single Family Home.

Word of mouth has contributed to The Greens' success, Schoonmaker said. "The people who live here love it and tell their friends, many of whom have moved here," said Schoonmaker. "The lifestyle is the main draw."

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The hassle-free, no-maintenance lifestyle has attracted a number of “snowbirds,” retirees who split their time between New York and Florida to avoid the cold winter. “Having maintenance taken care of is very important for them,” said Schoonmaker. “The snowbirds need to know their homes will be maintained and watched over when they’re out of town. It gives them a lot of peace of mind.”

Another appealing characteristic about The Greens for empty nesters is floor plans that have the master bedroom suite on the first floor, eliminating the need to climb stairs. “A lot of buyers want the master suite on the main level,” said Schoonmaker. “They’re looking for that.”

The Greens has nine different models available (three townhouse designs and six single-family floor plans), ranging in size from 1,691 square feet to 5,338 square feet. Prices start in the high \$300,000s. Sales of homes bordering the golf course have been particularly brisk, Schoonmaker said, noting Connecticut has few golf course communities under construction, making The Greens a rare opportunity. The Greens ultimately will have 165 homes set in three clusters, helping enhance the community’s sense of openness.

“The Greens has beautiful homes in a lovely, country-like setting,” said Schoonmaker. “The golf course means there will always be open space surrounding the community, it’s great.”

The Greens at Gillette Ridge’s sales center is open seven days a week from 10 a.m. to 5 p.m. and can be reached by calling (860) 286-9018.

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Current GDC communities include AVANT Chelsea (New York City); Riverwatch at Greystone (N.Y.); Riverbend in Peekskill, N.Y.; Harbors at Haverstraw (N.Y.); Hudson Pointe in Poughkeepsie, N.Y.; Marbury Corners in Pelham, N.Y.; The Fairways at Wallkill (N.Y.); Liberty at Newtown (Conn.); Ridgewood at Middlebury (Conn.); The Greens at Gillette Ridge in Bloomfield, Conn. and Quaker Green in West Hartford, Conn. To place your name on GDC's priority list for future communities, log on to www.gdc-homes.com, click on to "future communities" and then "name of development" or call 1-866-GDC-4466.

Ginsburg Development Companies (GDC), established in 1964 and based in Valhalla, N.Y., is one of the nation's premier full-service real estate design, development and management companies. Martin Ginsburg is the president and chief executive officer. GDC has developed more than 10,000 residential units during its 40-year corporate history. GDC's residential sales Web sites are www.gdc-homes.com and www.gdcmetro.com. Information about GDC's commercial ventures, corporate activities and charitable foundation is available at www.gdcllc.com.