

PERSONAL FINANCE

The Saffron opens sales two blocks from Grove St. PATH

Boutique Realty to handle marketing for 76 condo building

Sales are underway at The Saffron, a new collection of 76 luxury condominium homes located just two blocks from the Grove Street PATH Station in downtown Jersey City.

Boutique Realty, a locally-based realty company specializing in new developments and existing homes throughout Hudson County, has been retained as the exclusive sales and marketing agent for the offering, according to its developer, Fields Development Group.

The grand opening of The Saffron comes on the heels of a successful pre-construction campaign which resulted in the sale of a number of homes. Remaining one-, two- and three-bedroom residences housed in two five-story boutique buildings are initially priced from the low-\$300,000s. Immediate occupancy is available.

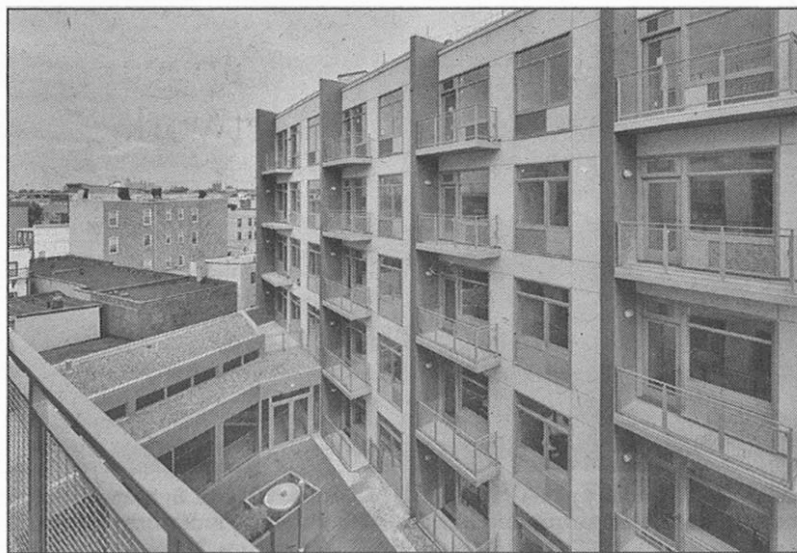
"The Saffron is an exciting new alternative that reflects today's marketplace," points out James Caulfield, Jr., a principal of Fields Development Group. "We're introducing new construction, well-conceived floor plans complemented by cutting edge finishes, desirable outdoor space and convenient

enclosed parking at a price point that is far below what's found at new developments in the area.

"What's more, our monthly maintenance fees are close to \$500 less than comparable competition, with one-bedroom homes starting at \$149 a month and two-bedrooms starting at \$208. And buyers will certainly appreciate our location in the heart of downtown Jersey City just steps from the PATH Station and myriad of dining, shopping and nightlife options; and minutes from the bustling waterfront."

The Saffron is being made even more attractive to homebuyers thanks to the added value of a five-year tax abatement and its impending approval from the Federal Housing Administration (FHA) which will allow qualified purchasers to take advantage of FHA financing that requires as little as 3.5 per cent down.

Situated at 217 Newark Ave., The Saffron's two five-story condominium buildings are connected by a central lobby and complemented by a central courtyard and rooftop terrace. There's also 3,500 square feet of ground floor retail space and 50 enclosed



SOMETHING DIFFERENT — The Saffron is an appealing alternative to the high-rise condominium buildings that line the nearby Hudson River.

parking spaces. The main lobby entrance is located on Newark Avenue to provide easy access to the many cultural, entertainment and business opportunities in downtown Jersey City.

One-, two- and three-bedroom homes range in size from 675 square feet to roughly 1,200 square feet of living space and offer modern and trendy interior elements such as man-made stone countertops, custom white high-gloss cabinets, bamboo hardwood flooring, custom ceramic tile baths, stainless steel appliances and designer fixtures. In addition to the courtyard and rooftop decks, building amenities include a roof lounge with seating and flat screen television and an extensive fitness center.

Designed by Mark Gould Architects, the buildings feature an elegant brick façade with glass and corrugated metal accents. Inside, homes rival those found in historic brownstones, townhomes and upscale condominiums in Brooklyn. Most of the residences feature outdoor spaces such as private terraces.

"The Saffron is an appealing alternative to the high-rise condominium buildings that line the Hudson River," says Marco Tartaglia, realtor at Boutique Realty. "The developer has taken elements of the classic exterior architecture and interior designs that define notable neighborhoods such as Williamsburg and Bedford-Stuyvesant and incorporated them into these buildings to create a living experience that exudes urban charm."

For more information on The Saffron or to visit the building's furnished model homes, please call 888-9-SAFFRON or visit www.saffronjc.com.

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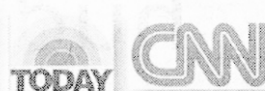
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