















PHOTO BY JOHN MARTINELLI PHOTOGRAPHY

A new Colts Neck center hall Colonial, of approximately 5,000 square feet, included this gourmet country kitchen with limestone flooring, granite countertops, pasta station, solid wood cabinetry and professional-grade appliances with a concealed hood-ventilation system. Jim Hughes Plumbing & Heating provided the plumbing for this job.

prospective home buyers react to them as a guide, he began acquiring land in the 1980s, and a new company was born.

“The most important aspect of home building I learned was to secure the best project sites in high-end areas. Over the years, I realized that the top of the housing ‘food chain,’ so to speak, is the last to be affected by and the first to recover from adverse market or economic conditions,” Morris explains. “We are appealing to the most elite custom home buyers and not the mass market. Our clients are serious buyers who know what they want.”

A unique brand of personalized customer service is the most crucial component of the firm’s business model. “No matter who the client is, a *Fortune* 500 CEO or a professional athlete, having a house built can be very stressful to them. It is our job to alleviate the buyer’s anxiety and make the experience as pleasurable as possible. Just as we have never built two homes that are exactly alike, we realize that no two clients are the same. Demonstrating that principle to every customer leaves a lasting impression and can change their perception of the building industry for the better.”

Morris says the importance of developing a sincere, lasting relationship with each client is vital to CNA’s success. “Clients recognize our

dedication to hard work and our insistence on perfection in everything we do. Getting the job done right the first time means a lot to them as homeowners and even more to us as a reputable builder who high-end buyers can depend on.”

*The Princeton Avenue* project on the Metedeconk River in Brick Township illustrates CNA’s waterfront-development prowess with amenities-filled estates boasting 150-foot boat docks and inspiring river views. These “smart” houses have the most technologically advanced entertainment, security and lifestyle mechanisms built in, elevators aside. With the third home under construction at the time of this publication, the builder will soon be starting on the fourth. “This riverfront location posed many exciting challenges in addition to the strict mandates imposed by the state and local tidal water building codes,” Morris says. “For this project, we needed to create home designs, proportions and property enhancements that made their own strong statement but still fit into the existing persona of the immediate area.”

*The Estates at Metedeconk National* project is rewriting the scorecard on the “country club” lifestyle in the Jersey Shore area. Just 23 homes will overlook the fabled championship course of the





An elegant porte cochere entry welcomes guests to the CuisinArt Resort & Spa on the island of Anguilla. Looking through to the lobby, glimpses can be caught of the reflecting pool connecting to the powder-white sandy beach at the edge of the Caribbean. Cabinetics of Lakewood, NJ, provided cabinetry for the resort.

The incredibly inviting pools at CuisinArt Resort & Spa offer panoramic views of the neighboring island of St. Martin.



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nationally known Metedeconk National Golf Club in Jackson. According to Morris, this project is one of only a handful of gated communities that is not age-restricted. “Just as in the Colts Neck project, the feeling of a special community begins outside of the site. This project has a gated keypad entry at the main entrance to make the homeowners feel the exclusivity of where they live on a daily basis.”

Surrounded by protected state grounds, the estates offer views of the 14th and 15th fairways and greens, the latter of which also present two large water features that further enhance the serene vista. “This is a location where I would definitely want to live myself,” he declares.

*CuisinArt Resort & Spa* is located on the island of Anguilla at Rendezvous Bay. As intriguing as the architecture, the setting and the world-class amenities, were CNA’s construction capabilities in what Morris describes as primitive conditions for development of any kind. “You couldn’t even get a key made on this island. Logistically, all of the materials had to be imported by boat from someplace else. There was no existing infrastructure as we know it on the mainland United States. We needed to develop access to sewer systems, power and water sources ourselves.”

Perhaps Harry Culpen, a principal of Culpen & Woods, the project’s architectural firm, describes it best. “It took nothing short of a Herculean effort on Morris’ part to complete such a complex project on an undeveloped island that other builders wouldn’t touch.”

Morris adds, “For all the glamorous details of the buildings, they are designed to withstand Category 5 hurricanes.”

Thornton Thomasseti, the world-renowned engineering firm, facilitated structural analysis for the project.

*Morris would also like to extend architectural credit to: Thomas J. Brennan Architects (Camelot of Colts Neck and Princeton Avenue); and Feldman & Feldman (The Estates at Metedeconk National).*

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