

## Renters Respond To One-Of-A-Kind Leasing Opportunities At Clarus Maplewood

8/30/17



*WELL-Certified, Health and Wellness-Oriented Community is Now 50 Percent Leased*

The opportunity to live in a residential environment designed exclusively with the health, wellness and comfort of its residents in mind is winning over renters in downtown Maplewood, where **Clarus Maplewood** is now 50 percent leased.

Located in the heart of Maplewood Village, right next to the train station, Clarus Maplewood is a collection of just 20 luxury rental residences designed to achieve the WELL Building Standard®, a designation created by the International WELL Building Institute™ to ensure the buildings that people live and

work in positively impact their health and wellbeing. Certified WELL Multifamily Residential buildings create an environment that helps improve resident sleep patterns, nutrition, fitness and mood.

Renters have been snapping up these residences quickly



to secure their place in the one-of-a-kind community, leaving only a limited number of residences remaining. The entirety of the retail space at Clarus Maplewood has also been leased. Businesses such as Starbucks, BCB Bank, a hair salon, and The Cassidy restaurant will be among the building's first retail tenants.

Thoughtfully-designed one- and two-bedroom ultra-luxe residences are still available at Clarus Maplewood. Fully-furnished units are also available. The community's first move-ins are expected in the early fall, but renters can claim their home now by leasing today.

"Offering a rental experience that is so exceptional that it not only provides comfort and convenience to residents, but actually enhances their health and wellbeing was our number one goal when designing Clarus Maplewood," said Joe Forgione, the Founder and Principal of JMF Properties. "It's emblematic of our 'inside-out' approach to creating new communities, focusing first and foremost on resident experience and then shaping the design of the community around the type of lifestyle and environment we want to create."

Taking its cue from the property's Latin name which means "clear" or "bright," Clarus offers a balanced lifestyle with light-filled residences, exquisite finishes and appointments and a curated collection of amenities. Spacious residences will feature such high-end finishes as Jenn-Air and Whirlpool appliances and Quartz countertops.

All Clarus residents will have access to a full suite of amenities including a WELL studio with a state-of-the-art fitness center, yoga and spin, resident lounge, billiards, and a beautifully-designed luxe lobby with double-sided fireplace. A digital, fitness-on-demand personal trainer will also be available 24 hours a day in the virtual fitness room. The distinctive three-story Clarus building will include a 20-car parking garage with an electric car charger, personal storage space for residents, secured bike storage, and elevator service.

Clarus's commitment to the Well Building Standard is what truly sets it apart from other luxury residential communities in New Jersey. Clarus will meet the strictest standards in seven categories: air, water, nourishment, light, fitness, comfort and mind. Some of the design elements used to achieve this desired residential environment include air purification, water filtration, optimized window performance for light control, designated fitness and relaxation spaces, and careful selection of building materials.

Not just a plaque on the wall, WELL certification is an active standard based on performance and construction. Fewer than 300 buildings worldwide have been certified by WELL and they are evaluated annually by inspectors.

"Maintaining the WELL Building Standard for Clarus and the overall high quality of life we aim to provide our residents day in and day out is something we are deeply committed to," Mr. Forgione added.

Dubbed "Brooklyn West" by many residents because of its hip vibe, booming cultural scene, community-oriented lifestyle, and proliferation of New York City transplants, Maplewood is one of New Jersey's most highly-desirable suburban towns. Community life revolves around downtown Maplewood's scenic, winding main street, Maplewood Avenue, which boasts a unique ambience that is a combination of a classic American downtown and a tidy European village.

Clarus residents will enjoy downtown Maplewood's high walkability score. Everything needed for day-to-day living and enjoyment is within walking distance, including numerous shops and restaurants, destinations such as Kings food market and the Maplewood Theatre just across the street, and one of New Jersey's most active NJ TRANSIT® rail stations just steps from the community's front door.

For more information on Clarus Maplewood or to schedule a private tour while residences still remain available, visit [www.clarusmaplewood.com](http://www.clarusmaplewood.com).

### **About JMF Properties**

Under the leadership of Joseph M. Forgione and his 20 years of experience in the industry, JMF Properties has developed a reputation for creating residential, retail and mixed-use communities of lasting value in some of the state's most desirable locations. Mr. Forgione has developed more than 2,000 residential units and multiple commercial and retail properties during his career, with more than a dozen current projects in various stages of approval or construction, ranging from transit-oriented developments to urban and suburban retail centers to sprawling office parks.

As a former long-time Commissioner of the New Jersey Sports and Exposition Authority and a member of the New Jersey Civil Engineers, Mr. Forgione understands the unique responsibilities and needs of all stakeholders involved in the development process, including local government officials, architects, construction managers, investment partners, community members and end users. This holistic approach to development has been vital to JMF's success, allowing the company to identify undervalued assets, forge strategic partnerships, and develop dynamic residential and retail properties that enhance their host communities. [www.jmfproperties.com](http://www.jmfproperties.com).