

# AMERICAN DREAM PROPERTIES



## OLD WORLD TOUCHES, NEW WORLD OPPORTUNITIES

by Betty Gottman

UKRAINIAN-BORN ZIGGA ROSHANSKI arrived in the United States with just \$200 in his pocket, a young family, and a vision of the future that only America's free enterprise promised. This year, the New Jersey-based residential developer and custom home builder celebrates the 25th anniversary of his baby, American Dream Properties.

After working in Russia and Asia as a civil engineer, builder, and director of public works, Roshanski developed his business to be the perfect blend of European design and American business

acumen. The appointments and service were Old World, the focused business savvy distinctly American.

"I fell in love with America and I thought I could succeed because I had the experience to build homes with a European design, tradition, and quality. I brought with me experience to do design myself—not only architecture but interior design," says Roshanski.

Roshanski remained determined to oversee every detail of his projects and to always be accessible to his



clients. “People who are working for themselves work from the heart,” he says. “Big companies don’t always deliver good service and are known for cutting corners. At 5:00 they quit the construction site. People working as partners or owners work 24 hours a day.”

The company’s dedication to individual service has stood them in good stead. Although they use traditional marketing strategies, strong personal recommendations are their most powerful marketing method. “When I try to sell something,” Roshanski says, “I give them the address of a finished product and tell them to go knock on the door, talk to the owner, and ask him. The owner gives the best recommendation; you cannot find a better advertisement in the world.”

Roshanski’s in-depth land use research

gave him the advantage over his competition. “I know New Jersey from north to south, from west to east, so when I buy a property, I try to stay in areas which have a good market, where there is an opportunity to sell whatever I build. What you can do with the land is very important for a builder,” says Roshanski.

In surveying the terrain, he concluded that although the cities had deteriorated during the suburban building boom, they were situated near mass transit and ultimately could deliver the good jobs. He decided his business would contribute to their revitalization.

“For example, in Edison, where my office is, nobody wanted to buy this land because it’s near the turnpike, because the property is narrow, a 48-foot frontage with only a 16” diameter petroleum distribution pipe next to

*Above: By the Sea II and Zigga Roshanski with Donald Trump in Palm Beach, FL*

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—Zigga Roshanski, President

the property. After I read an ordinance adopted in this area that identified the Clara Barton historical district on Amboy Avenue for revitalization. The goal was to create a local downtown. I knew I could succeed in this area, I knew what I could do, and I did it,” Roshanski explains.

The result was Edison’s historic Downtown Plaza, the first major private investment in that area combining ground-level retail establishments with luxury town houses above. Affordability coupled with luxury are rare features and are fundamental elements of American Dream Property’s projects. The facades, designed in 1920s style to match the former Clara Barton School, featured brick, limestone, and stucco, with cupolas, balconies, and metal awnings. The townhomes sold briskly, and the store leases exceeded projections. But the fact that other builders then joined the redevelopment movement gave Roshanski the most pride.

Although Roshanski says his industry is in a period of adjustment, this has not held back American Dream Properties. A second beachfront condo development (Comfort by the Sea II) in Keansburg, New Jersey and Old Stage Estates, in Spotswood, are planned and single-family home projects, including Henry Court Estates in Bridgewater, Somerset County; and Living Stone

Terrace, Livingston, in Essex County.

Roshanski’s son Mark has joined the family business and is now in charge of land acquisitions, an area fundamental to American Dream Properties’ success going forward. As Roshanski surveys what he has built, he knows American Dream Properties is firmly rooted in the landscape of the new world. ABQ

**American Dream Properties™**

**25th ANNIVERSARY**

*Completed Projects:* Downtown Plaza in the Clara Barton neighborhood, Edison, NJ  
 Gordon Park Estates in Spotswood, NJ  
 600 Townhomes, West Gate Square in Edison, NJ  
 86 Luxury Townhomes, The Enclave in Edison, NJ  
 85 Townhomes, Fox Meadow East in Brunswick, NJ  
 Z/E Plaza Shopping Center in Metuchen, NJ  
 The Glen Custom Homes in East Brunswick, NJ

*Under Construction:* Henry Court Estates in Bridgewater, NJ  
 By The Sea at Point Comfort on Raritan Bay, NJ

*Coming Soon:* Old Stage Estates In Spotswood, NJ  
 By The Sea II at Point Comfort on Raritan Bay, NJ

910 Amboy Avenue  
 Edison, NJ 08837

(732) 738-5900  
 Fax (732) 738-5242  
 www.AmeriDreamProperties.com