



Marom of the Horizon Group: Developing innovative projects through the Tri-State area

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Soon after emigrating from Israel to the United States, David Marom, founder of the Horizon Group, began working for his father-in-law's real estate firm. The Smithtown, Long Island-based company, which was founded by Marom's wife, Annette's, Grandfather in 1920, was Marom's first taste of real estate construction and development. For the 22 year old who had just spent four years serving in the Israeli Army, the job soon transformed from profession to calling.

By 26, Marom was enrolled in New York University management courses. When he wasn't in the classroom, he was on the job site, overseeing and analyzing everything down to the brooms used for cleaning. It wasn't long before Marom got involved with architecture, development and sales. "I wanted to take control and be the decision maker," he said.

Marom recalls something he learned from one of his professors at NYU - fake it 'til you make it.' "My professor told me when you get on the job even if you don't know what you're looking at, stand in one corner; if there is anything wrong eventually someone will come over to discuss it with you," Marom said. It didn't take long for Marom to put his new method to use at a development site he had been working at. "I counted all the windows and noticed that there was one missing and it made me look like a genius. Always look at the plans and carry them around; someone always makes a mistake and it's your job to correct them."

Marom's first solo project, a mid-rise office condominium on Long Island that housed medical practices, came in 1980. The 27,000 s/f development was the first of many office buildings that were developed by Marmil Realty, one of the Horizon Group's first monikers.

In 1992, Marom bought into his first residential project. In 1995, he built a single family home on Long Island and has continued to build homes since. In 2000, Marom's portfolio expanded to include apartment buildings and townhouse communities. High-rise projects especially excite Marom because he can build more using less land. "Building up is challenging in the beginning, but after you do a few, it's easier. I find it more interesting," he said.

Today, Marom's attention to detail has brought him a great deal of success. The Horizon Group is now a full-service operation that includes development, construction, retail and leasing of residential and commercial spaces. The Horizon Group's developments are located throughout the Tri-State area.

One of the Horizon Group's current projects is Monarch at Ridge Hill in Yonkers, slated to welcome its first residents this summer.

Monarch, a new luxury condominium community set amidst a 1.3 million s/f mixed-use development rising in Southern Westchester, is a pioneering example of New Urbanism, encouraging a green lifestyle not reliant on cars. The forward-thinking residential community offers 12 blocks of premium retailers, restaurants and grocers, including Lord & Taylor, L.L. Bean, Whole Foods, The

Cheesecake Factory and a 12-screen Cinema De Lux multiplex.

Monarch at Ridge Hill consists of four high-rise towers and will comprise 500 luxury residences when complete. Amenities at Monarch include 24-hour concierge, library, children's playroom and a 25,000 s/f Monarch Atrium, which features both indoor and outdoor pools, tennis courts, basketball courts, a golf simulator and a two-story gym with track.

Marom and his group are thrilled to monitor Monarch's progress over the next few years. He predicts the eco-friendly environment and convenient lifestyle will result in many young families and downsizers moving in. "This is a welcoming community for newlyweds or couples starting a family," Marom said. "Retirees look to sell their homes after their children move out, and a place like Monarch is ideal; they don't have to deal with traffic; they can just go across the street and eat at amazing restaurants."

Another recent development for Marom is Novo 64, a luxury condominium in Forest Hills, N.Y., with interiors by Andres Escobar. The property, which is now more than 90% sold, offers residents an ideal confluence of city conveniences and suburban comforts in the heart of this coveted central Queens neighborhood. Residences at Novo 64 feature floor-to-ceiling windows, while the amenities include concierge and 24-hour doorman, cinema room, outdoor garden and access to a fully equipped gym with sauna and yoga area.

Marom is also marketing a development in Jericho, Long Island, consisting of single family homes. "I feel very good about the market. In the past few months, we have been able to sell homes that are just on paper!" he says. "In 2006, we didn't see that."

The partnership with his father-in-law proved to be an invaluable experience for Marom. He learned the importance of family in a business environment. Marom's brother and nephew are now members of the Horizon Group, an organization Marom says feels like one big family. Currently living in New York City with his wife and two daughters, Brittany and Jillian, Marom says he hopes his children can work with him one day. "Ideally, my oldest daughter would join us as an interior decorator one day," he said. "My youngest will hopefully join us in public relations."

With family in mind, Marom always looks to provide the best quality of living when developing a project. An eco-friendly lifestyle might be the new wave of the industry but it is especially important when developing family-friendly communities. "Sustainable construction, material and elements are important when developing residential communities. We want to make sure we can provide shuttles so people don't have to use cars. We use low E windows so heat and air conditioning isn't lost. We have flush savers in toilets to save water," he said. "From the foundation up, we are using better material and insulation to create a better lifestyle."

Marom takes pride in his projects and sets each of them apart through their designs - his favorite part of the development process. "I like looking around and seeing what I can create to make a project special," he said.

This summer, Marom says he plans on targeting Manhattan with two new residential projects - one in Tribeca and the other in east SoHo. The Tribeca building is a conversion and the SoHo project is a continuation of a development that was halted a few years ago as a result of the economy. "I'm looking forward to working in Manhattan. I like the change and I am always trying to challenge myself," said Marom.

The effort put into his developments has its own rewards. Marom says he loves to check in on his work - even decades later. "It's the most beautiful thing to take empty land and turn it into a place children can play in and run around," Marom says. "I drive back to neighborhoods and people come

out and greet me and tell me how they happy have been living there."

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