

Monetti Builders

Three Generations and Over a Half a Century Creating New Jersey's Finest Quality Custom Homes

By Jessica Klarp

Robert L. Monetti takes custom home building very personally. As president and owner of Robert L. Monetti Custom Builder and Restoration Specialist, this third-generation builder instills

in each project the pride and responsibility of his family's legacy of quality construction. Since 1947, when his grandfather, Louis A. Monetti, began the tradition of custom Monetti-built homes,



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to 1993 when young Robert branched off from his father's company to hang his own shingle, an ethos of craftsmanship, superior service and professionalism have been an integral part of the business.

Based in Brielle, NJ, Monetti prides himself on each home he delivers. Monetti-built homes are distinctive, meticulously constructed and also represent a value not typically found in the large development, semi-custom home market. Often, the bones of these homes are obscured by all the luxury bells, whistles and trendy amenities. "We never enjoy

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enclosing the walls with drywall,” Monetti said, “because our framing and mechanical work is like artwork: perfectly joined. We are so proud of what goes on inside the walls ... that is what truly maintains the integrity of the home forever.”

Monetti’s business encompasses the Jersey shore from southern Ocean County where he maintains a “bread and butter business” to Monmouth County, and as far north as the Basking Ridge area, all within about 60 miles of his home base. Most homes are elegant summer residences that take more than a year to construct and well over a year of pre-planning. Though Monetti is happy to build a more modest home for the right

client, he typically builds homes that range between 4,000 and 10,000 square feet, costing several hundred dollars per square foot.

In addition to new construction, another aspect of the business and source of Monetti pride is the restoration work that his firm accomplishes. A total home restoration can often involve more work than new construction and challenges the crew’s carpentry skills in an effort to make the work tie seamlessly with the original home. It wouldn’t be unusual for a restoration job to cost several hundred thousand dollars. “We work very hard and pride ourselves in matching the interiors and exteriors, so that when we are finished, the work is not obvious and, in many cases, undetectable as if the vintage home was perfectly maintained and preserved through the years,” Monetti said.

With a staff of less than a dozen concentrating on four to five highly customized projects at a time, Monetti offers clients what some of his competitors lack: passion, innovation and personal involvement. At a recent client meeting, the builder gave a mini-tutorial on wood finishes in an effort to help the homeowners select the proper front door system for their taste and lifestyle. What he brings to the informative meeting is rooted in his love for building, restoring and refinishing award-winning wooden boats. “To me, it’s not just ‘picking a door,’” Monetti said. “There are issues of maintenance and availability, hardware considerations, architectural compatibility, finish, longevity and, naturally, cost.”

While his homes may cater to a selective clientele, value is always foremost in his mind. In an effort to offer his customers the very best, Monetti frequently attends seminars and conferences throughout the U.S. He examines the work of the nation’s premier builders and reads extensively to stay on top of new products and trends. “When I look at the excellence achieved by some of the best builders

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in the country, it inspires us constantly to do better," he said. "We are continually trying to raise the bar not only for our work, but that of our competition."

He pointed out that many of the things that tract builders and developers are just now offering, he incorporated as standards more than a decade ago. From high-velocity heating systems to elaborate wall treatments, Monetti offers customers the option to choose the best and the latest in everything from appliances to construction techniques. Now clients choose granite vessel sinks, waterproof sound systems in the shower, wine cellars, built-in saltwater fish tanks, reclaimed wide plank flooring, marble, granite, slate and stone.

Staying ahead of trends is one thing; catering to the real needs of customers is another, and Monetti Builders' commitment to service is unsurpassed. "I like to keep my company within sight and my projects limited to ensure quality and keep the work personal," he said. "I know my clients well. I know most of their children's names, what their allergies might be and how many pets they have. There are trusted relationships built during this process, and with few exceptions, these relationships continue years after the home is complete. We are very proud of that."

When meeting a potential client, Monetti looks for mutual chemistry. Most builders understand that the client relationship is like a marriage and Monetti is no exception. "I've found that clients who are inherently happy to begin with are the best clients



to work with. So we look for clientele who shares the same goal: harmony." He adds, "We all like to sleep well."

Monetti has also found harmony within his business team. Notorious in the construction industry is employee turnover, which is essentially non-existent at the firm. Monetti had a goal to run the small business as close to corporate as possible. He is the rare small business owner who offers his staff full benefits: non-HMO health insurance, retirement packages, two-week paid vacation, no point personal days and lots of flex time to be with family. "I wanted to separate us," he said. "I wanted a happy place for people to work...and a true company name that would endure for many generations."

As a result employees are loyal and enduring, with almost 100 percent attendance every day, all year. "The pride and the commitment is what sets us apart from others," Monetti said. "Everyone in my company takes the work personally. Every project manager, foreman, finish carpenter, administrator and painter is disappointed if they haven't achieved their own expectations."

"Our standards almost always exceed that of our clients," he adds, "and that is what we are most proud of."

"We produce an exceptional product with a talented, motivated and dedicated team that enjoys going to work every day... a dream team."

For more information on Robert L. Monetti Custom Builder, visit their website at www.monettibuilt.net or phone (732) 223-7949. ■

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