



Presented by Dunn Dynasty Homes

Why Scarlet Place Might Be the Smartest Investment in New Brunswick

A modern buyer's guide for investors, Rutgers families, and NYC commuters exploring new construction in New Brunswick, NJ.



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*Guiding effortless home transitions while
maximizing returns.*

📍 New Brunswick, NJ

🏗️ New Construction from \$559,990

🏆 30-Year Tax PILOT Program

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New Brunswick Is One of Central New Jersey's Most Dynamic Cities

New Brunswick continues to see strong housing demand driven by major institutions and employers.

Economic Drivers

- Rutgers University
- Robert Wood Johnson University Hospital
- Johnson & Johnson
- Bristol Myers Squibb
- Growing biotech and research sectors

Why It Matters

With thousands of students, healthcare professionals, and researchers moving through the city every year, housing demand remains strong.



Rutgers Creates Built-In Housing Demand

Rutgers University enrolls more than **50,000 students** along with thousands of faculty members, researchers, and medical residents.

Many graduate students and professionals prefer modern housing rather than older apartments.



Proximity to Rutgers

Scarlet Place is ideally located near the university campus.



Modern Townhomes with Garages

New construction layouts with private 1-car garages.



Resort-Style Amenities

Premium community features that attract buyers and renters alike.

This creates **strong demand from both buyers and renters.**

Scarlet Place Location

Scarlet Place is a commuter's paradise — just 0.2 miles from Route 1, with direct access to the NJ Turnpike and I-287.

0.2 miles to Route 1

Direct access to NJ Turnpike & I-287

2.3 miles to NJ Transit Station

Direct rail service to NYC Penn Station

4 miles to Rutgers University

Walking/biking distance for faculty & staff

2 miles to Downtown New Brunswick

George Street dining, arts & entertainment

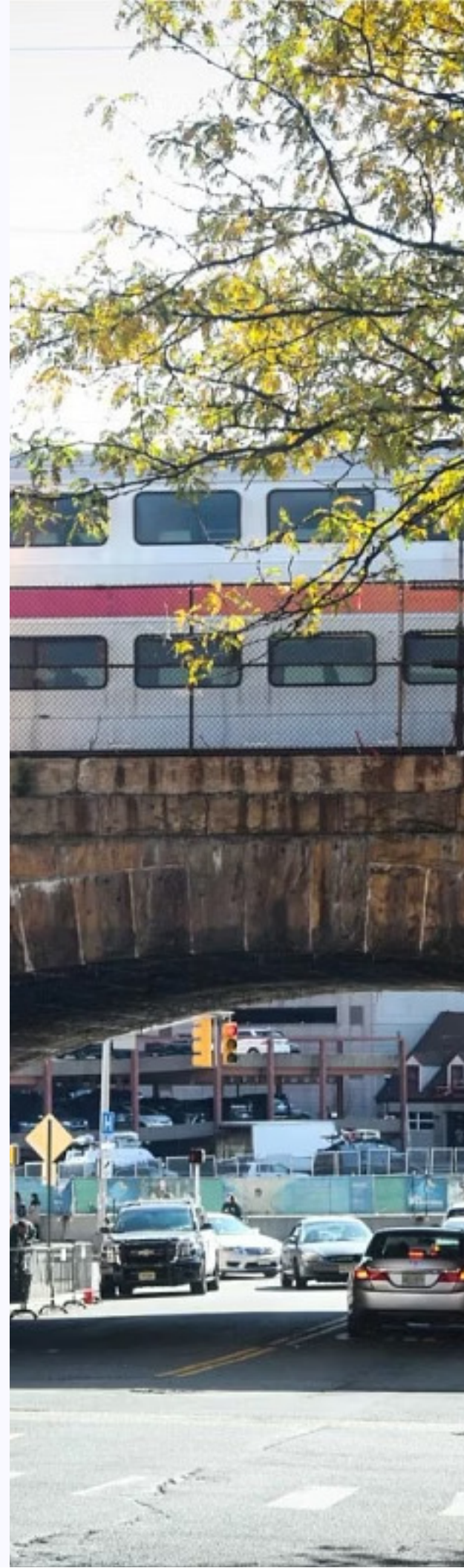
Near Major Medical

Robert Wood Johnson & St. Peter's Hospital nearby

Shopping & Recreation

Menlo Park Mall, Topgolf, Trader Joe's, Costco all within minutes

Future plans also include **onsite retail and dining options.**



Life Around Scarlet Place

From farm-to-table dining on George Street to world-class medical care and easy weekend recreation — everything you need is minutes away.

Dining & Entertainment

- The Frog & The Peach — upscale New Brunswick dining
- Stage Left Steak — local favorite on Livingston Ave
- Rakkii Ramen & Tavern on George — casual George Street spots
- Topgolf Edison — just minutes away
- SHI Stadium — Rutgers football at its finest

Shopping & Essentials

- Trader Joe's — North Brunswick
- Costco & BJ's Wholesale — Edison
- Menlo Park Mall — Edison
- Whole Foods Market — Bound Brook
- Robert Wood Johnson Medical Group — George St
- St. Peter's Hospital — New Brunswick





Scarlet Place by Pulte Homes

Scarlet Place offers a rare opportunity to own a new construction townhome in New Brunswick, NJ. A commuter's paradise just 0.2 miles from Route 1, with connectivity to the NJ Turnpike and I-287.

Community Highlights

- 2-3 bedroom townhomes
- Private 1-car garages
- Open concept layouts
- Future onsite retail & dining
- Optional resort-style amenities
- 70+ years of Pulte quality

Why Pulte?

- Industry-leading 10-year home warranty
- Life Tested Home Designs®
- Pulte Mortgage financing available
- Contact Claudia Dunn for a private tour or more information.

Inside Your Scarlet Place Home

Every Scarlet Place townhome is designed with Pulte's Life Tested Home Designs® — thoughtful layouts built around how you actually live.



Chef-Inspired Kitchen

Large center islands, stainless steel appliances, granite countertops, and open café areas perfect for entertaining



Gathering Room

Bright, open-concept living spaces flooded with natural light and connected to the kitchen and dining area



Owner's Suite

Spacious private retreat with walk-in closet and dual-sink owner's bath in select models



Loft Space

Flexible third-floor loft in Union and Greenwich models — ideal as a home office, playroom, or media room



Private Outdoor Space

Decks and outdoor areas available in select models for relaxing or entertaining



Everyday Convenience

Laundry conveniently located on the bedroom level, 1-car garage, and smart storage throughout



Scarlet Place Townhome Models

Four floorplans designed for modern living — from \$559,990

Model	Starting Price	Sq Ft	Beds	Baths	Floors/Garage	Highlights
Bowery	\$559,990	1,004	2	2	2 floors / 1-car	Open layout, full bath on main level, chef-inspired kitchen, large walk-in closet
Murray Hill	\$659,990	1,238	2	3	2 floors / 1-car	Upstairs owner's suite, downstairs entertainment space + bath, stainless appliances, laundry on bedroom level. Only 4 remaining!
Union	\$679,990	1,654	2-3	2.5	3 floors / 1-car	Loft space, granite countertops, outdoor space, designer kitchen, lots of natural light
Greenwich	\$779,990	1,930	2-3	2.5	3 floors / 1-car	Third-floor loft, second-floor deck, large center island kitchen, dual sinks in owner's bath. Only 1 remaining!

Pricing as of March 2026. Contact Claudia Dunn for current pricing and availability.

Current Scarlet Place Opportunities

Examples of available homes include:

509 Sadie Circle

Bowery Model | 2 Bedrooms

Estimated Move-In: February 2026

Price approximately **\$598,725**

628 Sadie Circle

Bowery Model | 2 Bedrooms

Estimated Move-In: February 2026

Price approximately **\$699,040**

Additional homes are currently available across multiple buildings with estimated move-ins from **Spring 2026 through Fall 2026**.

Pricing currently ranges from approximately **\$595,000 to \$840,000+** depending on model and upgrades.



Scarlet Place Site Plan — color-coded by model: Bowery, Greenwich, Murray Hill, and Union.

Available Homesites

Bowery Model

Address	Price
315 Sadie Circle	\$595,725
317 Sadie Circle	\$608,400
323 Sadie Circle	\$606,725

Estimated move-in: **Mar–Apr 2026**

Each home includes:

NEMA Outlet

Ext. Kitchen Vent

LED Lighting

Murray Hill Model

Address	Price
301 Sadie Circle	\$729,990
327 Sadie Circle	\$733,990

Estimated move-in: **Oct–Nov 2026**

Each home includes:

NEMA Outlet

Ext. Kitchen Vent

LED Lighting

Union Model

Address	Price
305 Sadie Circle	\$753,990
311 Sadie Circle	\$756,990
313 Sadie Circle	\$754,990
319 Sadie Circle	\$752,990
321 Sadie Circle	\$755,990

Estimated move-in: **Oct–Nov 2026**

Each home includes:

3rd Bedroom

NEMA Outlet

Ext. Kitchen Vent

LED Lighting

Greenwich Model









Address	Price
303 Sadie Circle	\$842,990

Estimated move-in: **Oct–Nov 2026**









Resort-Style Amenities at Scarlet Place

Scarlet Place offers a wide range of lifestyle amenities available through the enhanced HOA membership option.

Indoor Amenities

-  Clubroom with lounge seating
-  Coworking spaces & conference rooms
-  Golf simulator
-  Private dining rooms
-  Music room & podcast rooms
-  Kids playroom & movie room
-  Café & demonstration kitchen
-  Fully equipped fitness center

Outdoor Amenities

-  Resort-style swimming pool with sundeck
-  Dog run
-  Playground
-  Outdoor grilling areas & pizza oven
-  Fire pit lounge spaces
-  EV charging stations
-  Private resident courtyard
-  Shuttle service to NJ Transit



HOA Structure

Scarlet Place offers two HOA options depending on the lifestyle residents want.

STANDARD HOA

Approximately \$225/month

- Landscaping
- Snow removal
- Community maintenance
- Common area upkeep

ENHANCED HOA

Approximately \$300/month

Includes everything above plus:

- Full access to community amenities
- Pool and fitness center
- Coworking spaces
- Entertainment lounges



30-Year Tax PILOT Program

Scarlet Place participates in a **30-year tax PILOT program**, which may reduce property taxes compared with traditional homes in New Brunswick.



Lower Monthly Housing Costs

The PILOT program may significantly reduce your monthly tax obligation.



Greater Affordability for Buyers

Reduced taxes make new construction more accessible to a wider range of buyers.



Improved Long-Term Financial Flexibility

This tax structure can make new construction more competitive with older homes in the market.



Example Monthly Ownership Scenario

Example purchase scenario for a **Bowery model**.

Estimated purchase price	\$600,000
Estimated mortgage amount	\$540,000
Estimated monthly mortgage payment	~\$3,400
Estimated taxes with PILOT program	~\$350-\$500/month
Standard HOA	\$225/month
Full amenities access HOA	\$300/month

With Standard HOA

Approximately **\$3,975-\$4,125/month**

With Amenities Access

Approximately **\$4,050-\$4,200/month**

Actual payments will vary depending on financing, taxes, and HOA fees.

Scarlet Place vs Other New Brunswick Properties

Buyers comparing Scarlet Place often evaluate three main options.

Scarlet Place	Older Townhomes or Condos	Luxury Downtown Apartments
<ul style="list-style-type: none">• New construction townhomes• Modern layouts• Garage parking• Resort-style amenities• Tax PILOT program	<ul style="list-style-type: none">• Lower purchase price in some cases• Older construction• Potential maintenance costs• Limited amenities	<ul style="list-style-type: none">• High monthly rent• No equity building• Less space than townhomes

Scarlet Place offers a combination of **modern construction, ownership, and potential long-term value.**

Why Some Buyers See Scarlet Place as a Smart Opportunity

Scarlet Place combines several factors that may support long-term demand.

- New construction homes
- Strong economic drivers nearby
- Proximity to Rutgers and major hospitals
- Modern amenities
- Tax advantages through the PILOT program
- Future neighborhood development

For buyers considering long-term ownership or investment potential, these factors make the community worth evaluating.

Ready to Learn More?

I'd love to help you explore Scarlet Place and find the right fit for your goals — whether you're buying to live or investing for the long term.

Schedule a Private Tour

I'll arrange a walkthrough of the model homes and available units at Scarlet Place





Get Current Availability

I'll share the latest pricing, floor plans, and move-in timelines — including units not yet publicly listed

Run the Numbers

I can walk you through a full ownership cost breakdown including the PILOT tax savings and HOA options

Get in Touch

-  **Cell:** 732-939-6976
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-  **DunnDynasty.Homes**

Claudia Dunn

Dunn Dynasty Homes | Epique Realty

Guiding effortless home transitions while maximizing returns.

Available 7 days a week — call, text, or email anytime.

[Schedule a Tour](#)

[Request Latest Availability](#)