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For Immediate Release

AST Launches New Brokerage Model with AST Realty

Concierge-style residential brokerage to reinvent traditional realty model for homebuilders

Morristown, N.J. (September 20, 2022) – [AST](#), a New Jersey-based boutique real estate development and financing company, announces the launch of [AST Realty](#), a unique residential brokerage model that gives New Jersey’s homebuilders access to a comprehensive and cutting-edge brokerage experience designed to add value at every stage of the process.

Led by Broker of Record James “Jimmy” Mattina, a veteran residential real estate expert with nearly a decade of experience, AST Realty will leverage AST’s nearly forty years of development and financing expertise to meet the speed and demands of New Jersey’s residential real estate marketplace. AST Realty’s concierge-style realty services model provides homebuilders with an unmatched end-to-end experience powered by an on-the-ground presence in its current target markets of Ocean, Monmouth, Middlesex, Union, Morris and Essex Counties; creative financing solutions; value engineering services and tailored marketing campaigns.

In addition, AST Realty leverages AST’s decades of development experience to efficiently source off-market deals that enable homebuilders to find opportunities in the current competitive market. Joining Mattina on the AST Realty team are REALTOR Associates Robert D’Anton, Jr. and Dara Soranno, each of whom boasts extensive experience in sales, construction and asset management.

“The traditional realty model isn’t equipped to keep pace with or address the complexities of New Jersey’s residential marketplace. To help homebuilders navigate these challenges we’ve created a one-of-a-kind realty experience that combines deal sourcing and brokerage services, with the option for financing, into one comprehensive system that has proven to generate results,” said Shane Soranno, Director at AST. “By pairing a hands-on realty team with our deep development experience and robust in-house financing capabilities, we are bringing the state’s homebuilding community an invaluable resource created by builders for builders to ensure they can continue to find success in any market conditions.”

Mattina added, “The AST Realty experience is singularly focused on meeting the unique needs of the homebuilder community. Whether it is handling a conventional resale of a property or finding a buyer for a new home or as complicated as identifying off-market development sites, securing financing, and identifying value-add potential throughout the construction process, the AST Realty team will be there every step of the way to help homebuilders bring their visions to life.”

The launch of AST Realty builds upon AST's evolution into a fully integrated real estate development, financing and realty platform. AST's development arm leverages a "builder-first" approach to capitalize on opportunistic ground-up development and acquisition opportunities throughout the northeastern and the southeastern United States. In the three-plus decades since its founding, AST has been responsible for in excess of \$1 billion in development and investment activity across several asset classes. AST's experience and success working with municipalities and community leaders also provides unparalleled expertise in collaboratively designing and delivering projects that stand the test of time and reflect the needs of the local community.

Launched in 2015, AST Financial is a fully integrated lending platform built from AST's unique understanding of the development process. AST Financial extends construction and bridge financing, along with preferred equity, through direct-to-lender capital programs developed by builders for builders. Since its inception, AST Financial has provided financing valued at over \$250 million to builders.

To learn more about AST Realty and its services, please visit <https://ast-re.com/realty> or contact AST Realty's Morristown, N.J. office at 732-854-9080. AST Realty is also looking for experienced REALTORS to join its team and help it expand, to learn more contact James "Jimmy" Mattina at 973-229-8368.

About AST

For over 35 years, AST has been one of New Jersey's most successful boutique real estate development and financing companies. The company's full suite of real estate services under one roof enables it to plan, develop and finance residential, retail, office and industrial projects aimed at enhancing value while creating unique opportunities for positive, long-term change in local communities. To learn more about AST, please visit www.ast-re.com.

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