

In Search of Lifestyle Amenities, Young Couple Finds It All

Wes and Sasha Ifan Found The Perfect Home at The Grove While in Search For Superb Lifestyle Amenities and a Piscataway Address



When Wes and Sasha Ifan were looking for a place to celebrate the 4th of July a few years ago, they decided to visit Mr. Ifan's hometown of Piscataway.

The township was hosting a small festival and fireworks display at Piscataway High School, the school Mr. Ifan graduated from about 15 years earlier. As the fireworks illuminated the summer evening sky, the couple looked around and marveled at the tight-knit, fun-loving, diverse community that was enjoying the holiday together. They felt right at home. This was a town they could see themselves living in one day.

After selling their townhouse in Hunterdon County earlier this year, the Ifans had a chance to make that vision a reality. They visited a few apartments in the area and found that one luxury community stood out above all the rest: The Grove at Piscataway, a brand new boutique development located just minutes from everything the Piscataway/New Brunswick area offers.

The Grove offered them a broad selection of modern one- and two-bedroom residences as well as abundant lifestyle amenities and maintenance-free services. The staff was friendly, inviting, and seamless to work with. Plus, with monthly rental rates starting from the \$1,800s and grand opening incentives of up to two months free and more, the value was beyond compare. The couple signed a lease and moved in to the community in February.





“The Grove had all of the right amenities for us, beautiful apartments, and a location in a great neighborhood. It was exactly what we were looking for,” Mr. Ifan said. “We love the staff too. Of all the places that we toured, this is where we felt the most genuine warmth from the staff. It really solidified our decision to move here.”

The Ifans selected a one-bedroom apartment with a balcony. Developed by BNE Real Estate Group and Sterling Properties, their new home boasts an open-concept layout, luxury plank flooring, custom modular closets, and in-unit washer & dryer. The modern kitchen offers quartz countertops, full-height tiled backsplashes, custom portobello cabinetry with bronze hardware, built-in wine storage, a gas range, a side-by-side refrigerator, and stainless-steel appliances. They particularly appreciate the recessed lighting and tall ceilings, which makes the apartment feel open and inviting.

“We like to entertain often, which is something we were concerned about when downsizing,” Mr. Ifan said. “But we realized that the layout of the apartment actually lends itself to entertaining.”

One thing that the Ifans’ love most about The Grove is the amazingly easy lifestyle offered by the community, thanks to amenities and services that perfectly fit their needs. They both love to exercise, so they use the state-of-the-art fitness center any time they want. Their three-year-old Yorkshire terrier, Kendrick, can run free in the community’s dog run and get “puppy pampered” at the onsite pet spa. Other amenities include a co-working lounge, children’s playroom, a clubroom with a bar, billiards and lounge areas, Amazon® package lockers, and 24-hour

onsite maintenance. As the weather warms, they’re looking forward to enjoying the community’s outdoor amenities, such as the resort-style pool, BBQ grills, and lounge seating areas.

They also see themselves working or reading in the co-working lounge in the future. Mr. Ifan is interim pastor at First Reform Church in Hawthorne and the CEO of Kobo Wealth Strategies, a financial planning company. Ms. Ifan is a motivational speaker and author. There is a lot that they can accomplish at home. Having the lounge available means they can spread out and enjoy a change of scenery throughout the workday.

“The amenities were a big draw for us. We definitely use the gym. Having it right here and being able to let off a little steam has been a Godsend,” Mr. Ifan said. “When the pool opens, I think that will be a ‘go to’ for us as well. They have grills that are available, and I anticipate that we will have some family members over and sit there by the pool with them. We’ll be in the dog park with Kendrick quite often too.”

The Grove’s location puts the Ifans near a variety of stores, supermarkets, and restaurants in Piscataway, as well as the eclectic shopping, dining, entertainment, culture and nightlife of downtown New Brunswick. Mr. Ifan is impressed with how much the Piscataway business community has grown since he last lived there, and he likes that downtown New Brunswick not only offers excellent restaurants, but also a train station with service to Manhattan.

Outdoor recreation options in Piscataway include walking trails, sports fields, playgrounds and a petting zoo at Johnson Park, hitting the links at the Rutgers Golf Course, or hiking through the Rutgers University Ecological Preserve, all located just a few minutes away.

“This area really lends itself to being outdoors,” Mr. Ifan said. “We are surrounded by several different parks, which is something we really like. I would say just getting outside and enjoying the outdoors is one of our main hobbies.”

Now that the Ifans have lived at The Grove for a few months, their experience exploring Piscataway and meeting new friends in the neighborhood evokes memories of their 4th of July adventure a few years ago.

“My wife said to me ‘I still remember when you brought me to Piscataway a couple years ago,’” Mr. Ifan said. “Now we’re here and we are very excited. This is the perfect place for us to get acclimated to the area. We may buy a house in the future or we may rent here long-term, but either way we are going to enjoy our time living here at The Grove.”

For more information on The Grove and the current incentives being offered, visit RentAtTheGrove.com. Prospective renters can also call (732) 968-5077 for more information or to schedule a private, in-person tour. Virtual tours are also available.