

# SPLITROCK

ASSOCIATES, INC.

...CLIENT RELATIONSHIPS BUILT ON TRUST

By Jan Wilson

**When you are investing in high-end homes, it's important to put your project in the hands of a general contractor who understands the finishes that make a home unique, and installs them with the utmost attention to detail. Investors who demand perfection turn to Split Rock Associates to create projects that will offer everything the luxury buyer will want, and more than he or she could ever have imagined.**

"The best way to describe our company is to say that we are a group of perfectionists enamored with the creative process of our business," says Kathleen Comerford, Principal. "Superior workmanship, industry innovation and the utmost in professionalism is what we demand of ourselves and believe is the entitlement of our clients.

Since its founding in 2003, Split Rock has completed several noteworthy luxury apartment and townhome projects in Manhattan. The company, which has a division in Sarasota, FL, has also completed projects in Florida and the Hamptons.

gineering. "With Edward's knowledge and expertise, our technical side is very strong and we have the capacity and capability to do almost anything for our clients" Comerford says. "With the exception of the plumbing, electrical and mechanical trades, our team engineers and performs almost all other work in-house. Over the years, we have found this to be the best way to control quality and results."

#### THE DIFFERENCE IS IN THE DETAILS

Comerford says that what sets their company apart is their

ket," she says. Additionally, Split Rock is a distributor for some of the outstanding products it has discovered, such as the Colorado vNet IP-based smart home system and McDermott Engineered flooring.

It is this commitment to understanding their craft and staying in front of change that makes Split Rock attractive to architects and designers, an audience that Comerford is anxious to expand upon. "We want to make designers and architects look great, and we know that we can do that with our attention to detail and what we know about finishes, green initiatives and the latest in home technology," she says.

#### LUXURY AT TRUMP TOWER

For one of their clients, Split Rock combined three apartments on the 48th and 49th floors of Trump Tower located at 721 Fifth Avenue into a 3,400 SF four bedroom apartment that is now on the market for \$15 million. The house has every luxury feature imaginable, including his and her marble steam baths, chef's kitchen, the Colorado vNet system that controls the music, security, window treatments, lighting and climate, concealed speakers, state of the art telephony, and beautiful custom wood and marble flooring. At the same

*"They care about the details. They want to make sure that everything is absolutely right and have a real eye for design."*

Kristi Feldman, Homeowner

es traditionally used."

For another client, the firm completed a build-out of a four bedroom, 3,000 SF residence located at 45 West 67th Street just steps from Café des Artistes and Central Park. In addition to the fabulous finishes and amenities fitted throughout the interior space, the residence includes a very special 1,500 SF terrace featuring a full outdoor kitchen and dining area, fountains, gardens, sunning area and outdoor shower for cooling off. The apartment will be offered for sale in November 2009 for approximately \$11 million.



Kathleen Comerford and Edward Cruz

#### A BRIGHT FUTURE

Comerford and Cruz remain upbeat about the New York real estate market and their company's fortunes. "People will always want to live in New York—that's what differentiates us from so many cities. They are here to work, perform, study, teach and conduct business. There are so many reasons to choose this city." Comerford says. "As long as we continue our focus on pro-



LEFT AND MIDDLE: XXXXXXXX XXXXXXXX; RIGHT: 500 Park Avenue foyer.

LEFT: 500 Park Avenue foyer; MIDDLE AND RIGHT: 45 West 67th Street kitchen and terrace

#### DECADES OF REAL ESTATE EXPERIENCE

Split Rock was founded in 2003 by Comerford, a 20-year Wall Street veteran specializing in real estate transactions. Later in the decade, she joined forces with Edward Cruz. The two are now married and run the business together. Cruz brought with him extensive expertise and a lifetime of experience in construction, project management and electrical en-

culture of continuing education in which both its principals and employees participate. "Employees are cross-trained and required periodically to attend classes covering a broad array of topics ranging from job-site safety to marble installation. As Principals, we also attend classes, seminars and trade shows throughout the year to see what new products, code requirements and construction techniques are influencing our mar-

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Kathleen Comerford, Principal,  
Split Rock Associates

time, Split Rock has incorporated many new green technologies that allow this home to perform quietly, safely and efficiently. One such technology is the McDermott engineered wood flooring that is comprised of a 1/4" top layer of hardwood and a 1/2" engineered bottom layer that eliminates expansion and warping problems common to traditional hardwood flooring. "This is an important new

*"For this ultra high-end portion of the real estate market, the quality of Split Rock's workmanship and technology is quite outstanding for the price."*

Ray Cubero, Real Estate Investor

viding value that our clients can really perceive, we will continue to be successful. We are going to leverage all of the things that make us unique—our people, our procedures, our technology and our infrastructure to expand our client base and grow our business" she adds. "And people will hire us because they know that we can make even the ugliest duckling beautiful and functional." ■