

# March Construction Powers Through Crisis to Deliver Vinty Apartments

Through a Pandemic and Hurricane, Developer's \$63M Project is a Huge Success

## A Bold New Beginning for Elizabeth, NJ

Sal Garcia founded **MÁS Development** to deliver bold urban projects across the tri-state area. His goal is to create communities that truly connect local people and drive economic growth.

He had an ambitious dream—to build Elizabeth's first **Class-A luxury apartment complex, Vinty**. While many overlooked Elizabeth, Sal, a proud native, saw its potential.

To make his vision a reality, **he needed a reliable construction partner**—and the search wasn't easy.

## Finding The Perfect Partner

**How do you find a builder you can trust**—one who shares your values, tackles major challenges, and delivers exceptional results?

After meeting with five companies, one stood out: March Construction.

**“We liked that the principal, Lou March, sat down with us personally. That was important.”**



## The Results:



Delivered the first Class-A luxury building in Elizabeth's history at 457,018 SF, 267 residential units + commercial space



Swift flood recovery and insurance win



Outsmarted pandemic obstacles, turning slowdown into opportunity

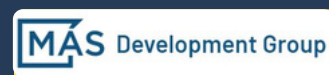


Project hit 98% occupancy and met all goals, sparking two new projects.



*We got a good feeling from them immediately. We liked that it was a family-run company.”*

**Sal Garcia**  
Founder & Principal





“When you’re partnering with someone, it’s a long journey. It’s important to make sure that they share the same values and moral compass as you,” said Sal.

## When Disaster Strikes Your \$63M Project

Just as they were about to power up Elizabeth’s first luxury building, Hurricane Ida tore through Elizabeth, causing \$5-10M in devastating flood damage.

**“We really went through the trenches together,” Garcia recalls, “A pandemic, a flood, a hurricane, a shortage of supplies.”**



“We solved so many problems—everybody worked together. They delivered—That’s not something you see often.”



## Turning Crisis into Victory

Through it all, March remained a steadfast partner. They used their expertise to secure insurance, quickly replace damaged equipment, and keep the project moving forward.

**“If you can work with somebody that finds solutions the way March does, you’re ultimately saving money—and that’s important.”**

March turned the pandemic slowdown into an opportunity, using empty roads to speed up deliveries and leverage their relationships with suppliers to get better prices.

**“It was not easy. I think a lot of other partnerships would have fallen apart.”**





**“I would recommend March. We really felt like they cared about what they were building—to build it right.”**



“The service was there from day one—from the supers to the project managers they put on the job,” notes Sal. March Construction's smooth execution also earned high marks from Elizabeth's Planning Board throughout Vinty's construction.

**Eduardo Rodriguez**, Elizabeth's Director of Planning and Community Development, confirms:



*Excellent professionals. They deliver on what they promise, while many over-promise and under-deliver.”*



## Exceeding All Goals

“Everyone has received **Vinty** with open arms—tenants are raving about it.”

Vinty's success has sparked continued development, with **two additional luxury developments underway**. The township and locals have been very pleased with the project's success and its potential to positively impact local businesses.

**“We've proven it can be done. And now we're getting ready for the second building.”**

Case Study Written by Briana J Samman



Ready to see the difference a true construction partner can make?  
Learn more about our projects by visiting [MarchAssociates.com!](https://www.marchassociates.com)