



Insight-Genzano Builder remains price-conscious while offering high-quality fixtures and finishes.

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PETER GENZANO, OWNER

PROFILE

INSIGHT-GENZANO BUILDER LLC
www.insightgenzano.com / Headquarters: Maple Shade, N.J. / Specialty: Design and construction

Building Pride

Insight-Genzano Builder owner Peter Genzano believes in getting his projects done right the first time. **BY JIM HARRIS**

Peter Genzano does his best to ensure that each of his projects is completed properly. “I’m particular about the details and coming up with a project that is functional, so I don’t have to do callbacks,” the Maple Shade, N.J.-based builder and contractor says. “I use better materials and take more time and care up-front to ensure I don’t have to go back.”

Under the guise of his company Insight-Genzano Builder LLC – of which he is the only employee – Genzano has successfully completed dozens of custom and semi-custom homes as well as home addition and renovation projects. He also has experience with small commercial projects. “I like to think that I am able to build something people can be proud of,” he says.

Custom homes and condominiums built by Genzano typically range in price from \$400,000 to \$1 million. One of his ongoing projects, a community of two- to three-bedroom homes in Delanco, N.J., geared to residents 55 years of age and older, offers homes ranging in price from \$275,000 to \$325,000. Genzano has completed four of 14 contracted homes in the community, dubbed High Point at Newton’s Landing.

“I am proud that I can make people’s dreams a reality without their having to spend a fortune,” he says.

Although Genzano is price-conscious when it comes to the homes and projects he works on, all of his homes and additions feature high-quality fixtures that are sought after by his clients. These include hardwood floors, ceramic tiles and granite countertops and high efficiency heating systems.

Genzano offers design/build services as well as general contracting. He works with a number of subcontractors who help him bring clients’ visions to life. “I think of myself as a custom builder who listens to my customers and builds what they want, not what I want,” he says.

CURRENT AND PAST PROJECTS

In addition to High Point at Newton’s Landing, Genzano is keeping busy with several residential and commercial projects. He recently completed the third of a planned four-building twin homes development dubbed Riverwalk on the Delaware in Delanco, N.J., and is completing a \$550,000 custom home in Cinnaminson, N.J.

Genzano expects to soon begin work on a 4,700-square-foot commercial building in Williamstown, N.J.

Significant past projects include custom condominiums in the Lippincott Building in Philadelphia. They include amenities such as private terraces, a custom kitchens, black bamboo hardwood flooring, custom millwork and a private elevators. Two of the projects earned him two Major Achievement in Marketing Excellence (MAME) awards from the Builders League of South Jersey.

The League also noted Genzano's work on the Evasham Professional Offices in Voorhees, N.J. The \$3.5 million project, completed 2011, consists of a 22,000-square-foot one-story office building. It is LEED Gold certified and includes a geothermal cooling and heating system as well as a 50-kilowatt solar panel and car charging systems.

INDUSTRY HONORS

The MAME awards are two of several honors Genzano has earned since he started the company in December 2005. His 40-plus year career also includes working for residential and commercial builders.

Genzano holds a number of state certifications in New Jersey

including as a construction official, building inspector and housing code official. He is a member of several professional associations including the Builders League of South Jersey (of which he served as president in 2015), the New Jersey Builders Association, the National Association of Home Builders and the Tri-County Construction Code Association.

As for the future, Genzano says he is happy remaining a one-man company. "I'm not a large company, and not trying to be," he says. "I get the work I have through referrals and my reputation, and have enough to allow me to keep turning peoples' dreams into reality." ■

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