

Homebuilding for every era

Discover how Joseph Di Staulo Homes remains on top of changing industry trends



Joseph Di Staulo Homes (Joseph Di Staulo Jr.) stands out as a prominent figure in New Jersey's homebuilding landscape, known for its commitment to delivering cost-effective building services without compromising quality. Central to Joseph Di Staulo's success is the cultivation of strong relationships with suppliers and expertise in value engineering. This unique combination enables the company to consistently exceed client expectations by providing them with superior results within budget constraints. Joe Di Staulo, Owner, recounts both his and the company's early days in the homebuilding industry.

"On July 10th, 1951, my father, an Italian immigrant named Joseph Di Staulo Sr., arrived at Ellis Island. By around 1957, he launched his own business and started building small houses in the highly populated area of Hudson County, New Jersey. Having grown up near there, I became involved in his business as a young boy, accompanying my father to various job sites. Yet, it was not until my teenage years that I truly began working on the job sites as a manual laborer. Once I was able to drive at the age of 17, my father put me in charge of managing a 14-unit residential apartment building he had rented out.

"I went to Fairleigh Dickenson University, juggling classes and running projects. The

close proximity of the university allowed me to strike a balance where I could attend my classes, work for three-to-four hours a day and have enough time to complete my homework in the evening. After freshman year of college, I worked on my first project, a 2,000 square foot residential home in Fort Lee, New Jersey. Following my footsteps one of my brothers joined the business, with the other completing the team several years after. Despite our shared involvement in the family business, I always operated under my own wing, having started my actual career in 1979 initially with a trusted partner until 1981. My father always wanted to keep me independent, so he encouraged me to forge

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my own path. As my mentor, I regularly went to him for advice to avoid falling off track,” he expresses.

Agile and responsive

With 45 years of experience in New Jersey's homebuilding market, Joe is keen to discuss the types of projects the company specializes in and how they have evolved over time. “We mainly construct large, high-end homes, although we also build homes of all sizes, ranging from three-to-four-bedroom households to 20,000 square feet residences. I have been around New Jersey a long time and can confidently say that here, property values and styles fluctuate frequently. Rather than specializing in one style, we engage in all kinds of residential projects and strive to adapt to changing times and trends. For instance, when I first began in the company, we focused on contemporary style homes with unique roof designs and modern features. A decade later, our attention shifted towards a more traditional layout that followed for the next 15 years. At present, our approach leans towards a transitional style, while taking on eclectic styles in line with our commitment to evolving with the times. A great illustration of our adaptability is the upcoming construction of a California-style home featuring a flat roof, concrete structure, floor to ceiling windows and doors, not common to the New Jersey area. We teamed up with a Californian architect and a



local New Jersey architect to create this new project. This partnership is essential because while our New Jersey architect is highly skilled, they are not too familiar with this style. However, the client specifically chose us due to our New Jersey base, necessitating the Californian architect's expertise in transmitting knowledge of this design commonly found on the West Coast. This is one of the ways we remain agile and responsive to changing architectural preferences. We also understand that a few years from now, the trends will evolve once again, and we are prepared to adapt accordingly."

Brand identity

In line with his dedication to adapt to changing times and trends, Joseph Di Staulo is actively working towards growing his legacy, brand, and presence online. Mariah Viman, 25, Junior Construction

Manager, tells us more about the company's strategy to do so. "Leveraging my extensive background in mixed media, cultivated through my architectural studies at Barnard College of Columbia University, I have been entrusted to take the lead to direct and shape the digital and physical presence that spearheads the trajectory of the company. Working full-time for a high-end luxury production agency, has deepened my understanding of the pivotal role that branding and visual storytelling play in elevating the identity of the company. As such, one of the things we decided to highlight was Joe's family legacy and his locality. Indeed, within just a 15-mile radius, Joe has created several hundred homes that the local population does not know about. To address this oversight, our approach revolves around getting our customers and audience to know more about Joe and what he does





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on a day-to-day basis. Our strategy consists in posting more content emphasizing his authenticity and the history of the neighborhood and documenting the projects Joe has completed within it, including pictures of the projects from start to finish.

“This approach serves two purposes: it gives prospective clients a better idea of our work with a glimpse into our diverse portfolio, as well as dispelling the assumption that we only build large homes. While we do build sizeable, high-end homes, our expertise extends to other areas, such as the sports facility we are currently building, the many mid-to large-scale renovations we have completed, and multi-family residential units. Notably, there is a growing influx of people buying, selling, and building homes in our area. We want our customers to realize we are not just based in Bergen County, but we have and continue to expand beyond that. When Joe talks about his life story and his legacy, it encapsulates the narrative of a familial builder, the intergenerational builder,” she enlightens.

As Joseph Di Staulo continues to push the boundaries of residential construction through a commitment to innovation and efficiency, it is poised to cement its status as a preeminent force in New Jersey’s dynamic homebuilding realm. ■

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