

Chamberlain acquired by Merrill Lynch

By Alice Collins
staff writer

Merrill Lynch Realty Associates' acquisition of Chamberlain Real Estate Co., one of the leading real estate firms in south Oakland County, was part of a planning strategy that preceded this year's upswing in the residential housing market, according to the president of Merrill Lynch.

Jay Torok said last week that Merrill Lynch began "a long courtship almost 1 1/2 years ago" with Calvin Chamberlain, founder and chairman of the board of Chamberlain Real Estate Co. Torok and Chamberlain on Thursday jointly announced that Merrill Lynch Realty Associates Inc. had acquired substantially all the assets and business

of the Chamberlain company. The new company, formed by the acquisition, will operate as Merrill Lynch Realty.

CHAMBERLAIN management will stay on, according to the announcement, with Chamberlain president Jerome Baranski moving into the position of operating unit manager of the newly formed company.

The Birmingham headquarters of Chamberlain at 1600 N. Woodward and its seven offices throughout the area will become Merrill Lynch Realty offices. Headquarters will remain in Birmingham.

Branch offices are located in Bloomfield Hills, West Bloomfield, Farming-

ton Hills, Southfield, Troy, Rochester and Birmingham.

The Chamberlain signs will be coming down and Merrill Lynch signs going up this week, Baranski said.

Calvin Chamberlain, who opened his first real estate office in 1954 to form Chamberlain Real Estate, will not be an officer in the new company. However, he will serve as a consultant.

Chamberlain's former president of the Birmingham-Bloomfield Board of Realtors, Baranski has served as a director of that organization and was selected as its Realtor of the Year in 1978.

TOROK SAID, "Cal was not one to give away his company."
"I took a long time to look into it,"

Chamberlain said Thursday about the Merrill Lynch offer. "True, I had some reservations. But after a long investigation, I decided to move ahead with it."

"We believe that the powerful combination of our local real estate expertise and reputation, and the unparalleled resources of Merrill Lynch, will bring a new dimension to the real estate services we offer our clients."

The acquisition represents Merrill Lynch Realty Associates' first move into Michigan. It is already the nation's largest owned residential real estate firm.

Merrill Lynch Realty Associates — a subsidiary of Merrill Lynch & Co., the worldwide financial services company — began acquiring a national network

of residential real estate firms three years ago.

It employs more than 8,400 sales associates in 33 markets and has more than 300 branch offices in the Sun Belt states, Minnesota and Wisconsin. The firm plans to have operations in all 50 states by 1985.

ALREADY established in Oakland County, the new company now plans to expand into neighboring Macomb and Wayne counties, Torok said.

Baranski said last week that he

wasn't yet prepared to say how fast that expansion will take place.

Although Merrill Lynch sells homes in all price ranges, "the upscale market, the top half of homes in a given area" is being aggressively pursued, according to the company.

"The potential buyers of these homes are executives and professionals who will continue to relocate and upgrade their surroundings — clients who can be expected to pursue other investment opportunities offered by Merrill Lynch," the company states.

Walled Lake school chief outlines goals

Strengthening leadership and establishing stronger business management top the list of 1983-84 goals for Superintendent Don Sheldon which recently were approved by the Walled Lake Board of Education.

The objectives, written by Trustees Patricia Jackman and Merlin Reeds, are a product of the board's 1982-83 evaluation of the superintendent and the subsequent all-day discussion of that evaluation at a July 17 workshop.

The goals address a handful of concerns board members hope will be solved during the 1983-84 school year, Reeds said.

"I believe this could be a tool for addressing some of these lingering problems from previous years," he said.

Specifically, the board hopes to monitor improvement in management, fiscal operations, revenue distribution, student discipline codes, alternative education programs for suspended stu-

dents and centralization of the business office.

PROJECTS OUTLINED for the superintendent include clarification of authority and responsibility of all administrators and a plan for evaluation of individual administrators.

To help improve business operations, the board requested Sheldon to define all functions of the business office and the delegation of authority within the

office. Further, the board asked that a design for restructuring the business office be prepared by this winter.

The objective in reviewing student discipline is to establish uniform enforcement of student conduct codes throughout the district. At the board's July 17 workshop, particular concern was expressed over an apparent laxity in enforcement between the two high schools.

Teachers march-door-to-door with leaflets

By Patricia N. Bowling
Novi-Walled Lake News

About 400 teachers walked door to door last Sunday, distributing leaflets with a union update on contract negotiations in the Walled Lake School District.

Darrell Losch of the Walled Lake Education Association (WLEA), the teachers' union, said the project was organized to remind district residents that, although teachers are back in the classroom, their 1982-83 contract has not been settled.

The school board and the union recently agreed to a one-month extension of the 1982-83 contract, to expire Friday, Sept. 30.

Rita Thomas, negotiator for the school board and representative of the Michigan Association of School Boards (MASB), claimed a portion of the information distributed by teachers was "untrue."

The leaflet states that the school board has proposed "exploding" elementary class size to 45 students and correspondingly increasing secondary classes.

On the contrary, Thomas said, the board's proposal is to maintain class sizes unless they are forced to lay off teachers or reduce programs.

If the board is unsuccessful in negotiating a wage

reduction for teachers, layoffs will be necessary, she said. In this case, the board proposes increasing elementary class size limitations to 30-40 students. Former contract language limits elementary classes to 28-35 students.

THE BOARD ALSO proposed increasing secondary class size to 33-43 students if layoffs or program cuts are necessary. Former contract language limits secondary classes to 28-37 students.

The union's leaflet also noted the board is asking teachers to take a 12.1-percent wage cut. This request is not in effect until Saturday, Oct. 1, Thomas said.

The board's original proposal called for a 10.9-percent salary cut from 1982-83 salary levels. The board adopted the district's \$28.6-million budget for 1983-84 on the assumption it would receive this salary concession from the teachers.

Because teachers currently are working under 1982-83 salary levels, the district will spend more than budgeted for teacher salaries in September. As a result, Thomas said a 12.1-percent salary reduction will be necessary by Oct. 1 in order to meet

the 1983-84 budget.

If teachers were to continue working through October at the 1982-83 salary level, a 13.8-percent reduction would be necessary by Tuesday, Nov. 1, Thomas said.

RATHER THAN take a wage cut, the teacher association's latest proposal calls for a wage freeze at 1982-83 salary levels for the present school year, followed by a 7-percent increase in 1984-85 and a 9-percent increase in 1985-86.

Reductions in staff and programs, necessary to meet the 1983-84 budget without salary cuts, would have "a significant impact" on Walled Lake's educational program, Thomas said.

WLEA negotiator Karen Filar maintains acceptance of a salary cut by teachers this year would only compound the district's financial problems next year.


No immediate plans exist to respond to the union's leaflet distribution, school officials said.

Thomas said, however, she assumed the board eventually would respond, perhaps after fact finding is complete.

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