

# Schools, business map promotion for district

By Joanne Maliszewski  
staff writer

Farmington school officials and area real estate agents have joined forces in promoting the school district to potential home buyers.

"People shop for their home according to the school district," said Larry Freedman, assistant superintendent for instruction and one of the leading forces behind a meeting last week between school and real estate officials.

Although Freedman said he knows of at least one school district in Wayne County which got together with the area's real estate agents, he believes last week's meeting was a first for Oakland County.

"It was one of the greatest public relations moves we have ever made," he said.

Lauded as "tremendous" and "successful," the meeting's purpose was to bring real estate agents and school officials together in an attempt to better inform the public, especially new home buyers, about the school district's features.

A THREE-YEAR old district marketing committee decided the best route to informing new potential residents was by first informing real estate agents who have contact with new residents.

What makes the idea all the more attractive, Freedman said, is that every

real estate agent has contact with about 100 potential residents.

Real estate agents responded enthusiastically to the idea.

"I worked out just beautifully," said Robert Craver, president of Metro Multi-List, who helped school officials organize the joint effort.

"It's very important for a Realtor or real estate person to know what a school district entails," he added.

Craver acknowledged that a particular school district is often an added feature that makes buying a home in a certain area more attractive.

Generally, when a home buyer asks questions about the school district, he said, a real estate agent sometimes will call the district for information.

But school officials have now made it a bit easier for area real estate agents.

A packet of information detailing what the Farmington Schools is all

about was provided to real estate agents last week. Armed with the packets which can be copied for interested home buyers, real estate agents can rattle off all the important things there are to know about the school district.

"Every realty firm will have a packet," Freedman said. "We want people to know about the district."

Approximately 70 percent of the residents in the district, which includes Farmington, Farmington Hills and a portion of West Bloomfield, don't have children, Freedman said. Nonetheless, district officials feel these residents should also learn about the district in which they live, Freedman added.

"We want them to know their money is being well spent," he said.

Whether or not a school district is good or not "is always a concern" among home buyers, Craver said.

Although real estate agents, for the most part, are knowledgeable about the area in which they are selling houses, the school district's package of information will make it easier to show the district's quality, Craver said.

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**NOTICE OF INTENTION OF THE CITY OF FARMINGTON HILLS TO ENTER INTO A FULL FAITH AND CREDIT GENERAL OBLIGATION CONTRACT OF LEASE WITH THE CITY OF FARMINGTON HILLS BUILDING AUTHORITY AND NOTICE OF RIGHT TO PETITION FOR REFERENDUM THEREON**

TO ALL ELECTORS AND TAXPAYERS OF THE CITY OF FARMINGTON HILLS:

NOTICE IS HEREBY GIVEN, that the City Council of City of Farmington Hills, Oakland County, Michigan, intends to authorize the execution of a full faith and credit general obligation contract of lease with the City of Farmington Hills Building Authority. The contract of lease provides, among other things, for the acquisition, construction furnishing and equipping by the City of Farmington Hills Building Authority of a new police building and related site improvements including parking to be located at the site of the existing City of Farmington Hills Floyd A. Cairns Municipal Building. The said contract of lease further provides that the City of Farmington Hills Building Authority will finance the cost of the project by the use of cash to be advanced by the City from funds on hand in the estimated amount of \$935,000 and by the issuance of building authority bonds pursuant to the provisions of Act 31, Public Act of Michigan, 1948 (First Extra Session), as amended, in anticipation of the City of Farmington Hills Building Authority pursuant to said contract of lease. The maximum amount of bonds to be issued is \$2,700,000.

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NOTICE IS FURTHER GIVEN, that in said contract of lease the City of Farmington Hills will obligate itself to make cash rental payments to the City of Farmington Hills Building Authority in amounts sufficient to pay the principal and interest on the bonds to be issued by the City of Farmington Hills Building Authority and that the said cash rental payments as a limited tax first lien shall be pledged for the making of the full faith and credit, the City of Farmington Hills will be required to pay each fiscal year to include in its general fund budget and to appropriate such amounts as shall be necessary to make such cash rental payments. In no event may the City of Farmington Hills levy an ad valorem tax for the purpose of paying for the charter. In addition to its obligation to make cash rental payments, the City of Farmington Hills agrees, in said contract of lease, to pay all costs and expenses of the Authority incidental to the issuance and payment of the bonds to the extent such expenses are not payable from the proceeds of the bonds and to pay the expenses of operating and maintaining the new police building.

**RIGHT TO PETITION FOR REFERENDUM**

NOTICE IS FURTHER GIVEN, that this notice is given to and for the benefit of the electors and taxpayers of the City of Farmington Hills, in order to inform them that the City Council intends to authorize the execution of the above described contract of lease and also to inform them of their right to petition for a referendum upon the question of entering into such a contract of lease. The City of Farmington Hills intends to enter into said contract of lease without a vote of the electors of the City if the contract of lease shall not become effective until 45 days after publication of this notice. If, within said 45-day period, a petition for referendum requesting an election on the contract of lease, signed by not less than 10% or 15,000 of the registered electors of the City, whichever is less, has been filed with the City Clerk, the contract of lease shall not become effective unless approved by a majority of the electors of the City of Farmington Hills voting thereon at a general or special election. This notice is given by order of the City Council pursuant to Act 31, Public Act of Michigan, 1948 (First Extra Session), as amended. Further information may be secured at the office of the undersigned City Clerk.

JOAN REYNOLDS,  
City Clerk

Dated: February 12, 1985  
Public: February 12, 1985

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