



# 'Good year for developers' — BASM head

Herbert Lawson, president of Herbert Lawson Inc., Southfield, and president of the Builders Association of Southeastern Michigan (BASM) predicts 1988 will be an excellent year for residential developers.

Lawson predicts that 1988 will be "an excellent year with steady growth for the industry. The indicators say the interest rates will level off, so we shouldn't see any of the ups and

downs we've experienced in recent years," he said.

"Not being so strictly tied to the auto industry here in Michigan has helped. There is more diversification now, thanks in part of Doug Ross's efforts to attract large retailers and other non-automotive industries in Michigan," he added.

Lawson's company is primarily known for its condominiums, as well as

land development — mostly in Oakland County, while it also has two projects underway on the east side — Villa Grande in Clinton Township and Shoreview Place in Chesterfield Township.

Its Oakland County projects include Fairways on the Lake in West Bloomfield, Franklin Hills of Bloomfield, Fox Pointe in West Bloomfield, and Walnut Hills in Westland.

Lawson, an accountant, and his wife, Carol, a bookkeeper, whose father — Morris J. Dickstein — was a custom home builder, founded their firm some 20 years ago when they went looking for their first home.

"We were looking for a home in Southfield, and we found some houses that had been abandoned by a builder," said Lawson.

"So we went to Carol's brother, Dennis Dickstein (BASM president in 1987) who was already involved in the residential home business and asked him to look at the houses.

executive vice president. Ench applies their complementary skills to their building and development company.

Mrs. Lawson handles the marketing, sales and designing; Lawson manages the business and financial aspects and they share the responsibilities of supervising construction at each development.

Lawson said lifestyles have changed and developers are working to meet the new demands in the market.

"With both spouses working, condos are very attractive due to their care-free, low maintenance living style," he said.

"But they retain the equity buildup of home ownership, so condos now have a certain appeal. And of course, there is the tax advantage of owning a condominium," he added.

"Today's condo market is shared by young professionals at one end and the empty-nester/two-home owners at the other. In either case, the condo owner doesn't have time to maintain the exterior of their home, and condo living gives them that advantage, a home that is taken care of for them," said Lawson.

"THE REST is history," he added. Mrs. Lawson serves the firm as the

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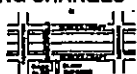
LENGTH\WIDTH	24"	26"	28"	32"	36"	40"	44"	48"	52"	56"	60"	64"	68"	72"
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48"	17.50	18.75	21.00	22.50	24.00	27.25	28.50	31.00	32.50	37.75	39.25	41.00	44.50	
54"	18.75	20.75	22.00	24.25	26.50	29.50	31.25	33.75	35.00	41.00	43.00	46.50	48.50	
60"	20.25	22.00	24.00	26.25	28.00	32.00	33.50	36.50	38.25	44.25	46.00	50.50	52.00	
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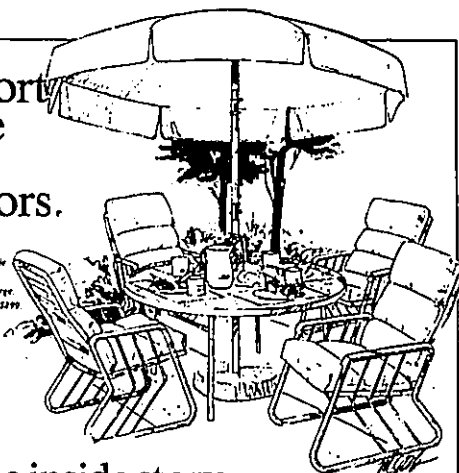
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