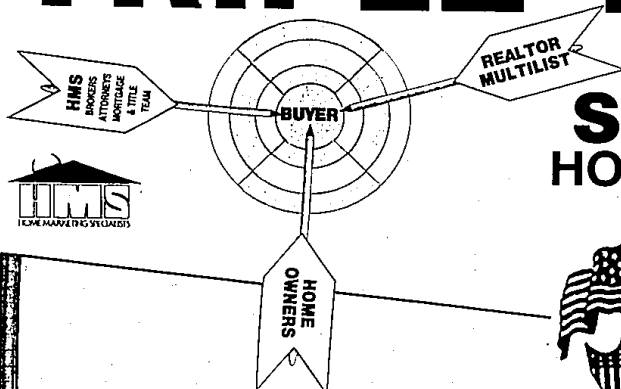


HOME MARKETING SPECIALISTS, INC.
MICHIGAN'S LARGEST NO-COMMISSION EXPERTS NOW BRING YOU

TRIPLE-TARGET™



**THE HOTTEST
SPEED-SELLING™
HOME MARKETING SYSTEM
IN THE U.S.A.**

TRIPLE-TARGET™ YOUR HOME

The TRIPLE-TARGET™, SPEED-SELLING™, super-saver home marketing system provides homeowners with total access to every imaginable buyer market — locally, nationally, and internationally — at a cost so fair and so reasonable that it makes it entirely unnecessary to even attempt to choose between the hit and miss "By Owner" way or the budget-buster 6 percent commission way.

The TRIPLE-TARGET™ system is so complete and cost-effective that it does not make sense to sell your home any other way.

TRIPLE-TARGET™ LINKAGE POWER

In the sale of any home there are three powerful search teams that can be activated in potent buyer zones. These are OWNER, BROKER, MULTILIST. The TRIPLE-TARGET™, SPEED-SELLING™ system links all three teams together and provides a joint force working simultaneously and harmoniously to locate ready, able, and willing buyers for our clients' home. The TRIPLE-TARGET™, SPEED-SELLING™ System

FOR SALE
BY
OWNER

FOR SALE
BY BROKER
HMS

FOR SALE
THRU
MULTILIST

allows instant 3-way marketing of every home concurrently by the owners, HMS, and thousands of co-realtors working through the Multilisting services.

Within the framework of the TRIPLE-TARGET™ linkage system, the owners have the option to find their own buyers during the entire listing period. Side by side with the owners, HMS continues to search for qualified buyers for your home through advertisements, exposure, promotion and marketing locally, nationally and internationally, in buyer markets not available to non-professionals (homeowners). Alongside of HMS, thousands of co-Realtors have the opportunity to show and sell your home by working through the multilisting services. With the TRIPLE-TARGET™, SPEED-SELLING™ system, your selling momentum is never lost.

* The TRIPLE-TARGET™ system eliminates the need for trial and error methods like attempts at selling "By Owner," and then "By Broker with 6 percent commission and Multilisting services" and then back to "By Owner" and so on until both home and Owner are market-weary, and market-worn.

* With the TRIPLE-TARGET™, SPEED-SELLING™ system, homeowners can stop switching and start selling.

* The TRIPLE-TARGET™ method has built-in incentives for owners, HMS, and Multilist member-brokers to be the FIRST to find the qualified buyer for your home. The TRIPLE-TARGET™ system is the speediest way to sell homes in the U.S.A. because there is nothing more anyone can do.

* With the TRIPLE-TARGET™ system, professional expertise is only a telephone call away at all times.

TRIPLE-TARGET™ FEES

The TRIPLE-TARGET™, SPEED-SELLING™ method provides you with the most attractive fee schedule. HMS' fees are paid in two parts. Part I is a one-time retainer of \$398 payable at listing. This good-faith retainer makes your home eligible to receive complete TRIPLE-TARGET™ professional marketing, advertising, multilisting and networking services. Part II is paid after the sale of your home is completed and closed. At closing, homeowners pay HMS:

1% of the sale price of home if homeowners procure the buyer.

2% of the sale price of home if HMS procures the buyer.

4% of the sale price of home if buyer was procured by another broker through the Multilisting Services as evidenced by an offer to purchase. The 4% fee is shared between HMS and the cooperating broker. For homes priced over \$300,000, HMS offers you the 1-2-3 system.

TRIPLE-TARGET™, SPEED-SELLING™ POWER

* The Triple-Target™, Speed-Selling™ method provides every homeowner with complete professional services from listing to closing, and with easy access to every imaginable buyer market locally, nationally, and internationally:

MARKET EXPOSURE

- **MULTILISTING** in one or more multilisting books (available to around 10,000 active Realtors every day).
- **HOMES MAGAZINES** - advertisements in one or more Homes Magazines (these Homes Magazines are widely distributed and are read by over 50,000 potential homebuyers each week).
- **RELOCATION MARKET** - exposure for HMS homes in the Fortune 500 relocation market nationally through our exclusive computer networking program.
- **NEWSPAPERS** - advertising at our discretion.
- **RADIO** - advertising at our discretion.
- **FAX TRANSMISSIONS** fax-forwarding data on your home throughout the U.S. to interested buyers.
- **NETWORKING** - throughout our extensive local, national, and international broker networks. Our national coverage includes all 50 states. Our multi-national coverage includes Japan, England, France, Australia, Singapore, Saudi Arabia, Brazil, Canada and many other countries.

PROFESSIONAL SERVICES

- **PROFESSIONAL SERVICES** - all standard HMS real estate services, including professional assistance in pricing your home, lawn signs, riders, professional handling of calls from buyers (screening within human limitations), 24 hour, 7 day hot line for offers and bids from buyers, are freely available to HMS' TRIPLE-TARGET™ clients.
- **NEGOTIATIONS** - HMS's skilled negotiators hammer out price and terms satisfactory to the homeowners.
- **QUALIFICATIONS** - HMS' mortgage specialists examine and analyze buyer's credit and financial histories.
- **OFFER TO PURCHASE** - HMS' brokers, agents, or attorneys write the offer to purchase.
- **MORTGAGE LOAN** - HMS' financing experts guide and counsel the buyer in securing a mortgage loan, when buyers so desires, at no cost to buyers.
- **TITLE INSURANCE** - HMS' title experts look after title search.
- **CLOSING** - HMS' closing department handles all details for closing. HMS represents the homeowners at closing.

DOES IT MAKE SENSE TO SELL YOUR HOME ANY OTHER WAY?

FOR APPOINTMENTS TO LIST YOUR HOME, PLEASE CALL

353-7170

MAIN OFFICE
26222 Telegraph Road, Suite 300
Southfield, Michigan

656-3030

ROCHESTER HILLS
HEADQUARTERS
202 E. Fourth Street
Rochester, Michigan

228-2090

MACOMB COUNTY
HEADQUARTERS
37040 Garfield Road
Mt. Clemens, Michigan