

Builders referral guide written for house hunters

By Gerald Frawley
staff writer

One of the problems with house hunting is that there isn't a comprehensive way to find out what builders are doing out there.

Radio, television and newspaper ads are successful in some instances — particularly when hunting by location — but what about the home-owner who searches by builder?

That's where the builders referral file comes in.

Available from the Builders Association of Southeastern Michigan, the builders referral file — which will be updated monthly — lists houses and building sites by builder.

Sharon Joseph, administrative assistant at the Builders Association, said the referral file is a service for members. "It's a way to promote

themselves."

Many builders in file build custom houses and also have projects of their own, she said.

Joseph said the option of being included in the referral file is available to both new and old members. New members receive an application form with their welcome to the association literature, and existing members receive application forms periodically in association newsletters.

"We even taken submissions over the phone," she said.

Currently, the referral file is divided by county and subdivided by builder.

UNDER EACH builder heading are the specific projects, the communities in which he or she has homes, price ranges, square footage, number and placement of bedrooms

and baths, style and design, school district and other information.

Features, such as barrier-free design, use of allergy-sensitive construction materials, special warranties and whether a builder will construct on a homeowner's lot.

"The whole idea is still new," Joseph said. "We're still working on the format."

All builders listed in the directory are professionally licensed and members in good standing with the

association, but buyers are encouraged to check references and previous workmanship in prospective builders, she said.

John Hughes, owner of New England Development in Westland, said although he wasn't aware of his inclusion in the builders referral file he is supportive of the idea.

"Anything that gets my product out there is good," he said.

New-England Development is developing a single-family homes de-

velopment in Westland on Palmer Road between Elm and Newburgh with houses starting at \$139,900.

JOSEPH REEB, owner of Homestead Builders in Farmington Hills, said builders are constantly looking for ways to attract buyers.

"If I get anything out of being in it, that would be great, but I don't have any expectations," Reeb said.

Reeb is building colonials in Commerce and Waterford townships

starting from \$145,900.

Reeb said most people shop for houses by price and location, so it's difficult to ascertain how much help a builder referral file offers — unless a buyer is looking for a custom builder. Then, reputation and referrals are more helpful.

To obtain a copy of the directory, call the Builders Association of Southeastern Michigan offices at 735-4477 between 8:30 a.m. and 4 p.m.

Tenants signed for Livonia's Victor V

Three businesses have signed lease agreements at Victor Corporate Park, Livonia. The law firm of Heimkamp, Ellis and Abraham, Century 21 Today and Interstate Title will be the first three tenants to occupy Victor V, one of nine buildings to be developed.

Finsilver/Friedman Management Corp. of Farmington Hills has been named property manager for Commerce Drive Industrial Park, Madison Heights, a five-building, high-tech complex of 110,000 square feet.

Both Wayne and Oakland counties reported strong growth in the building of new residential units in July

compared to June.

Wayne County more than doubled the number of units started in July — 461 — compared to June's 224. Oakland's July totals were 589 units compared to 422 in June for an increase of 39.6 percent. But both counties' housing starts for the year lag 1990's by about 25 percent.

Statewide building was up 27 percent in July from June and down 18 percent for the year.

Vicount Industries of Farmington Hills is adding an 8,000-square-foot addition, nearly doubling its existing shop space. The company builds dies for the auto industry. General contractor is Pegeresen/Flenda of Brigh-

building news

Marshall R. Solomon has been named vice president of brokerage of the Beale Group, a Southfield commercial real estate firm. He previously had been an associate with the firm.

Builders Association of Southeastern is sponsoring three seminars.


"How to Use Model Formations as a Sales Tool" will be discussed by Brian Kilian, principal of an interior decorating and consulting

firm. Using legal and business strategies to prosper in a tough economy will be the topic of attorneys from Sargent, Kahn, Ginn, Bess, Howard & Barnish from 8:30 a.m. to noon on Tuesday at the Radisson Plaza Hotel, 1500 Town Center, Southfield.

Keith O'Brien of the consulting firm Woodland O'Brien & Associates will speak on increased sales through customer referrals 1-5 p.m. Wednesday at the Northfield Hilton Inn, 5500 Crooks, Troy.

For registration and fee information, call 737-4477.

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GRAND INTRODUCTION!

Sneak Preview Weekend!

Canton Township
— SUNFLOWER VILLAGE IX —

WHAT: Seven new designs, Pre-construction priced from \$151,990 including fireplace, Ranches, Colonials & Split Colonials.

WHEN: This Sat. & Sun. 12:00 p.m. - 4:00 p.m.

WHERE: Temporary Sales Information Center, south side of Warren, west of Canton Center Rd. on Weathersfield Way.

Sales by Barton-Richards Realty Co. 855-4636

Now Taking Reservations!
Sales Information Center
453-9004




"What Spare Time?"

That's what I said when I was asked to spend some spare time with Girl Scouts. Then I remembered...I didn't have much self-confidence as a young girl. It wasn't until I joined Girl Scouts that I really began to feel good about myself. The support of my Girl Scout leader was really important. Girls today need support, too. They need the Girl Scouts and they need you! Call your local Girl Scout council and volunteer.

GIRL SCOUTS