

Let's talk about your dream home.



Have you been dreaming of buying a new home? Something with high beams and comfort written all over it—something like this one? Or perhaps you prefer an uncluttered condo? Or a stately old Victorian?

At this very moment you're holding hundreds of wonderful homes right in your hands. Our Creative Living and Building Scene pages are filled with them.

Why are our Real Estate sections such a wonderful marketplace for you, whether you're looking for your dream home or dreaming of quickly selling your present home?

There are a number of reasons.

First, *The Observer & Eccentric* reaches some of the most affluent households in Oakland County. In fact, our readers have a median household income of \$61,000. Belden Associates, of Dallas, Texas, has just completed a study of our prime market area for us and their figures show that this income is \$10,000 higher than that of people who don't read our newspapers.

Second, our newspapers are trusted. That may not sound like much, but when it comes to selling homes, people come to us for just that reason—they want to list their home in a *reputable* publication. They come to a place where they've clipped coupons for years, advertised their garage sales, enjoyed stories of their neighbors and friends, and learned what's happening in their community, government and on the high school football field. They choose their hometown newspaper because they know they are choosing a respected newspaper that has been around for more than a century. They come to a friend.

Third, we have extremely high home ownership in our circulation area. Belden research also revealed that 90% of our readers own their own homes!

And here's one other nice thing to know if you're planning to sell your present home—your listing will reach more than a *quarter million* adult readers in our total circulation area! With exposure like that, the chances of closing quickly go way, way up.

So, when you're ready to sell, make sure your Realtor® lists your home in *The Observer & Eccentric*. And if you're shopping for that dream home, look no further than the newspaper you hold in your hands.



Observer & Eccentric
CLASSIFIED ADVERTISING
WHERE DREAMS COME TRUE