REAL ESTATE NEWS

REAL ESTATE LISTINGS

Listings features notes and news about subur-ban real estate. To list an event, write: Listings, Real Estate Editor, Observer & Eccentric Newspa-pers, 36251 Schoolcraft, Livonia 48150. Our fax number is 313-591-7279.

I AT THE HELM
John A. Barry was named president and CEO
of Professional Association
Services (PAS) Inc. by a
vote of the combined boards
of directors of the Birmingham-Bloomfield Board of
Realtors, the South Oakland County Board of Realtors and the newly formed
Détroit Area Commercial
Board of Realtors.
He will preside over the
administrative services of
these three Michigan
boards of Realtors with a
membership base of 2,200 Realtors. He will be responsible for the staffing of PAS and negotiations
with each board for services to be provided.

Barry holds several professional designations,

Barry holds several professional designations, including certified association executive. He has severed as executive director of the Fort Myers Association of Realtors in Florida and executive director of the Greater Utica Board of Realtors in New York.

Barry will assume his new post Nov. 29,

TOP PRODUCERS
Douglas J. Stranahan, Century 21 Great
Lakes Inc. divisional president, honored the following as top-producing sales associates in the
Century 21 Metro Brokers Council for September.
Sanford Norman, Century 21 Town & Country,
Birmingham; Patricla Bischof, Century 21 Town
& Country, and Paula Smith and Terl Weems,
Century 21 Advantage, Troy, John Marker, Century 21 Elic, and Charleno Jennings, Century 21
Hartford North, Livonia; and Dean Castelli, Century 21 Castelli, Garden City.

Talking House delivers sales pitch

around, looking at houses for sale, only to find an interesting one and wishing you could hear the specifics then and there, be-fore pursuing it any further? Now you can through a different kind of marketing ap-



Some houses are pitching their own features via a wall-outlet transmitter called a Talking House.

House. Tom Lipinski of West Chamberlain Realtors in West Bloomfield has installed the 100-mil-liwatt transmitters at area houses

liwatt transmitters at area houses that are for sale.
"Imagine being nibe to learn every-thing you want to know about a house that is for sale just by driving up in front of that house," Lipinski said.
"A Lipinski Talking House lets you do just that. It's an innovative marketing strategy that is getting rave reviews."

keting strategy that is getting rave reviews."

Shopping is easy. Simply drive up and tune your car railo to the station indicated on the sign and listen to a 90-second recorded message.

Real estate agents have the option of two styles of pitches, ann where the house does the talking "Hi, I'm a somewhat larger house than I appear from the street because I have 2,300 square feet of living area. Every room has been completely updated. Some of my special features include. . . "— or a style where the agent does a straightforward sell.

Lipinski prefers the straightforward applicate the straightforward sell.

Lipinski prefers the straightforward applicate the straightforward sell.

Lipinski prefers the straightforward application of the straightforward sell.

Lipinski prefers the straightforward application of the straightforward application applic

Station 1610 on the AM dial seems



Listen up: Drive up to a Talking House-equipped home that's for sale and hear all about it.

to work best for his messages. "I'm still messaging this avenue," Lipinski said. "I can do more selling. I can talk about the heatty of a room, that the house is great for kids and discuss the price, school system, home warranty, as many things as I can." He also places a written information sheet nearby. Lipinski began researching the marketing strategy several months ago through rade journals. Sign calls have doubled, Lipinski says, since using this innovative selling strategy. "Two recent sales can be attributed to buyers who have 'tuned in'. I probably would never have met these people if it wasn't for my Talk-

ing House."

Sometimes, three cars line up at a time, waiting to hear the sales pitch, he said.

The transmitter requires no FCC operator license, and the message is broadcast clearly.

broadcast clearly.
This strategy isn't for every house,
Lipinski said, but it can give an added hoost to houses that might be a
"difficult sell" because they might be
on a busy street, for example, and
some buyers automatically scratch
this kind of house off their list.

The Talking House method recent-ly helped sell a Franklin house fitting this description, Lipinski said.

Fatih Tanrisever and wife Madelyn Hebel are hoping their Talking House will help them sell their \$120,000 West Bloomfield house, which has been on the market for more than

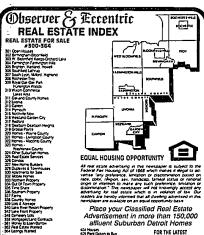
"I notice a number of cars slowing down (to listen to the message)," Tanrisever said. "If it sells our house, we will probably swear by it."

Some may call it a gimmick. But this method allows sellers to use more than curb appeal, Tanrisever

said.
"It's like being on the job 24 hours a day, seven days a week," Lipinski said.

CLASSIFIED REAL





EQUAL HOUSING OPPORTUNITY AF not state adventurg in this newspaper is subject to Fielded Fee Housing Act of 1906 which makes it legal to visited "any preference, lenderion or descrimination based rises, color, respons, see, handcap, furnall sisting or nati-com or internation to make any such preference, lendato distrinuation." This newspaper will not knownly accept developing to make state them as in visited or of the make state of the preference of the state of the make state of the state of the state of the make state of make state make make state ma

Place your Classified Real Estate Advertisement in more than 150,000 affluent Suburban Detroit Homes

iang Insidence to Estheroe Ioble Home Space

HOMELINE WE ACCEPT

VISA



COMMERCIAL/INDUSTRIAL

SALE OR LEASE

#356-372

M6 Ofto Banna Sace Sale Lease
M7 Banna Sa Probasonal
Building San Lease
M8 Comma San Lease
M8 Comma San Lease

AL ESTATE RENTALS

DIAL CLASSIFIED DIRECT Wayne County **Oakland County** Rochester/Rochester Hills

591-0900 644-1070 852-3222 953-2232 "Fax Your Ad

and noor, 2 exports, near par immediate occupancy. BES PRICEDII Must sell as soon as po sible, \$94,000 HELP-U-SELL Birmingham/Bloomheld 335-003

301 Open Houses

ANN ARBOR NEW HOMES FROM \$147,400 HICKORY GROVE Open Dally 1-5pm. Closed Thur. 677-4800

ENGLAND REAL ESTATE (313) 474-4530 ELIZABETH LAKE WOODS Lakefront Lots

take living on this all aports in a new 4 bedroom colonia with 8 den. 2272 sq. ft. for home with a den, 2272 sq. ft. \$189,900.

Open Sat. & Sun. 1pm to 5pm of by appointment. 639 Woodcreek Dr. Off Cooley Lake Rd. & Artesian i

CALL PAM 407-6535 UNILAND CORPORATION Brokers Welcome

Unonia

OPEN SUN. 1-4PM
14705 SIOnehouse
Come see this 19x20 from addition.
2 car garage is suffra deep, neiver
shingles, humace, confrail ser in "30.
Institud Distement, 3 bedroom
ranch in Castle Gardens. 5114,900,
THE MICHIGAN GROUP
REALTORS INC., SU1-200

THE MCHICAN GROUP

REALTORS INC.

SPI 4000

LIVONIA, Open Sun. 1-4

Farmer Inc. 1-4

Farmer

or special savings! INFORD TWP, OPEN HOUSE un, Nov. 28, 1-5pm, 3,29 acres ,160 sq ft, 3 bedroom, 24 ben etbar, freplace, spa in sunroom

301 Open Houses

LYDINA-REDUCED
OPEN SUN, 2-5pm
1000 DENIE
2,000 to be 11 sence on an 50:275 for.
2,000 to be 31 \$120,900.
Ask for Bill Grey
REAL ESTATE ONE
630-1285
274-8911

CALL HOMELINE

OPEN HOUSES 953-2020 24 Hours A Day With New Listings Added right up to The Weekend

See Large Display Promo in TNI Section for Instructions

302 Birmingham Bioomfield

BEAUTIFUL updated 3 bedroom brick bungalow on quiet tree lend street w/private yard, appliances. Walk to town. \$128,900 540-4241

oramic views. Courmet httphm. lav-lish (pinkals) master bedroom with stilling, bath area with skytile and secure. Additional issalines galore. 4 bedrooms, 4 hall baths, 2 half baths, Ashing 5599-567, Associals Bro-her, for pinkal showing, 1313, 433-9026 residence of (131) 648-5568. CENTURY 21 County Hilliss.

GOODE

RE/MAX PARTNERS

WEST ACRES
COLONIAL
Basulful 4 bedroom, 3 beth home
offers brill floor master suits, large
famely room with hisplace, Middle
Straffs Lake scotes and much more
belt today, 12218,000
Gas 11218,000

ERA RYMAL SYMES

BLOOMFIELD VILLAGE



Classic center entrance Colonial on a quiet corner lot. 5 bedrooms, 3½ baths, new comer lot. 5 bedrooms, 3½ baths, new master suitle with soaring ceilings, huge closel, spiral oak staircase, 9 ft. high ceilings in new family room. Built-in bookcases and ample storage, coved ceilings plus many quality improvements! \$535,000

Call JIM McRITCHIE

7 Direct Line: 901-1281 Office: 647-7100

302 Birmingham Bioomfield

ABSOLUTE ELEGANCE! LOCATION, LOCATION, LOCATION + Escape to the tranquil se

BEST VALUE IN WABERII - Charm-ing colonial in a cul-de-sac. Privete entrance, apacious foyer, 4-5 bed-roome, fushed basement with rac room and well bar, dramatic circular starcase, 3.5 beths, security sys-tem. Bloomfeld Hills Schools. 3329,000. ESE-CHE.

FORTUNE PROPERTIES REALTORS 626-8000

GET RESULTS Classified Ads

Observer رج Eccentric



NEW ENGLAND COLONIAL edrooms, 2½ baths, 2 fireplaces, hardwood rs. Birmingham schools across from Queen c

ONLY \$219,000

DAVE BEATTY

647-6999 RALPH MANUEL ASSOCIATES 647-7100

FREE SEMINAR!

November 11th, 7:00 PM Hyatt Regency Dearborn

HOW TO BUY YOUR NEXT HOME

Here's What You'll Learn In This 1 Hour Seminar:

Can I qualify for a home mortgage loan?
 What does my credit report show and how do lenders use it?
 How much home can I afford to buy?
 How should I go about finding the right home?

FREE CREDIT ANALYSIS & PREOUALIFICATION APPOINTMENT Due To Popularity & Limited Seating:

RESERVATIONS ARE REQUIRED!



To Register Call: 1-800-444-6510

FINANCIAL GROUP, Inc.