

BUILDING & BUSINESS

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THURSDAY, DECEMBER 2, 1993

BUILDING & BUSINESS SUBURBAN STARS

Suburban Stars highlights promotions, transfers, hirings and other key personnel moves within the suburban business community. Send a brief biographical summary - including the towns of residency and employment and a black-and-white photo, if desired - to: Suburban Stars, Building & Business, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. Our fax number is 313-591-7279.

David B. Hostetter of Livonia has been promoted by Detroit-based Amerisure Companies to assistant vice president-corporate reserving. He will oversee corporate reserve levels and provide financial information to management. He joined the company in 1982.



Hostetter

Thomas A. Raar of Beverly Hills has joined Troy-based Somenetics Corp. as business analyst. His responsibilities will involve analysis of markets, penetration and distribution channels. He will assist with product development and end user literature. He had been manufacturing operations specialist at a Chicago facility of Organon Teknika Corp., a Durham, N.C. pharmaceutical company.



Raar

Carol A. Taylor of Southfield was promoted by Detroit-based Amerisure Companies to assistant vice president-counsel. Her emphasis is on employment, benefits and underwriting. Taylor joined the company in 1987 as a life compliance analyst.



Taylor

Jeffery S. Harden of Canton has become an agent for The Equitable's Hobley Agency, Troy. He's licensed to offer a full range of financial services. He previously was a sales representative with John Casey at Allstate Insurance Co., Ann Arbor.



Harden

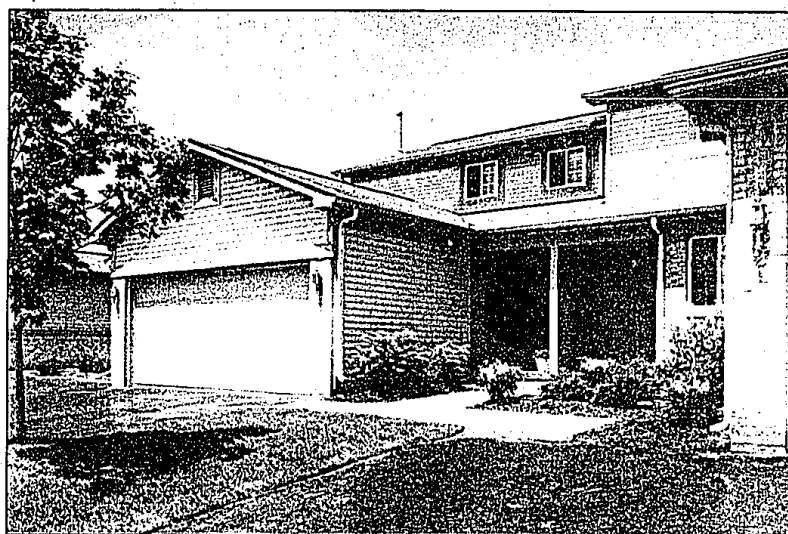
James Gladden of Westland was promoted to district manager for Troy-based Arbor Drugs. He'll oversee the daily operations of 11 stores. He previously was a store manager.



Gladden

Don Saunders was named senior vice president of Livonia-

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Outside look: The exterior elevation of Deerhurst models contains vinyl siding and some brick.

Deerhurst: 'practical, affordable'



Success often breeds success. Uniland, which built Hunter's Points in Westland, has followed up with another project just down the road. Even though the models are still under construction, deposits already have been placed on about 20 units at Deerhurst.

BY DOUG FUNKE
STAFF WRITER

Build a functional condominium with some nice amenities for \$100,000 or less and people will come, look and buy.

That's the thinking of Rex Rosenhaus, a Farmington Hills developer/builder, who's in the process of constructing models at Deerhurst in Westland.

His company, Uniland, plans to erect 87 units on a 10-acre site off Central City Parkway, between Ford and Warren.

All will have two bedrooms. A two-story townhouse of 1,200 square feet with a one-car attached garage and

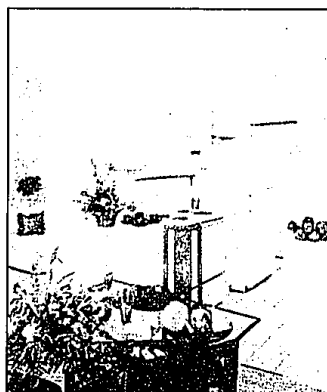
no basement is currently priced at \$82,900, a single-story ranch of 1,100 square feet with a two-car garage and basement, \$101,000.

Buyers can choose either model with or without a basement and a one- or two-car garage. Other options include decks, fireplaces, ceiling fans and automatic garage-door openers.

The models should be finished this month, but deposits have been placed on 18 units, Rosenhaus said.

"We try to provide a spacious and practical home for the way people live today in an affordable price range," he said. "We find people who are attracted to a condo lifestyle want a

See DEERHURST, 2F



Outside look: The exterior elevation of Deerhurst models contains vinyl siding and some brick.

Concierge helps others fulfill wants

BY DOUG FUNKE
STAFF WRITER

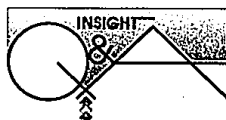
For someone who likes tending to some of life's little details for herself, Francine Finucan, 40, of Troy earns a living doing for others as concierge, or glorified errand runner.

The former waitress, restaurant manager and dental assistant has operated her business, Executive Concierge Services, out of her home for about four years now.

Finucan's first job was arranging for and moving a client from one residence to another. Her big break came when the Somerset Park Apartments in Troy hired her to put together appreciation parties, then promoted her to other services to tenants.

Capital investment to establish her business in terms of dollars was fairly low - "I guess it came to less than \$1,000" - but the cost has been extremely high in terms of time, energy and emotional involvement.

Lending a hand: Francine Finucan does a little bit of everything, including walking dogs, while tending to her concierge business.



Until a year and a half ago, Finucan worked full time as a waitress and another 40 hours a week nurturing her business.

Following are edited excerpts from an interview.

Concierge? It sounds complicated. What do you do?

I like to give an example because we do so many different things. Let's say you're going to give a party and cost is no object. We can plan the event, send invitations, hold the RSVP list.

We can arrange for the caterer, de-

corator, music, valet to park cars, gifts for guests as they leave. We can clean your home before the event and clean after the event. We can follow up with thank-you notes.

We do pet sitting. We help people with any kind of arrangement. We'll help people plan a trip.

How's it going financially?

I'm still struggling. In the first six months of this year, my business has doubled from what it was last year. We're making money. I'm supporting myself.

How did you build your network of suppliers and client base?

For basic things I knew people wanted - flowers, limousine service, catering, dry cleaning - I have a referral list contract with vendors. Others came up as needed. I just recently started with a moving company because I was getting so many requests.

See CONCIERGE, 2F



JIM HIRSH/STAFF PHOTOGRAPHER

Island living...



with a boat in your backyard.

Island living is unique. The act of crossing a waterway to your home separates you from the hectic pace of mainland life. At Island Harbor the separation is complete since arriving home and arriving at your boat are one in the same.

Island Harbor is a residential marina slip condominium community on the south end of Grosse Ile. Twenty-four townhouse and ranch units are planned to surround the just completed 32-slip marina, which handles boats up to 30 feet. The marina provides Island Harbor residents unobstructed access to the Detroit River and the ability to literally dock boats at their back doors.

- Maintenance-free lifestyle
- Grosse Ile municipal water and sewer
- All utilities are underground
- "Crane" furnace and air conditioner
- Full kitchen appliances by Magic Chef™
- Sound insulation between floors and all walls separating residences
- 10-year insured warranty

Broker Services: Carol Bello & Assoc.
8804 Macomb
Grosse Ile, Michigan 48138
Tel. 313/671-1150

ISLAND HARBOR

Grosse Ile, Michigan

Open weekdays 4-7 pm (closed Thursdays) • Saturday & Sunday 11 am - 4 pm
west of Meridian, south of Groh on Reo Road

DEVELOPER: Spruce Island Harbor Ltd. Partnership 100 W. Long Lake Rd., Ste. 102, Westfield 48186, MI 48090 313/445-5600