# **Building&Business**

INSIDE: Classifieds

# **OBSERVER**

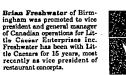
This column highlights promotions, transfers, hirings and other key personnel moves within the suburban business community. Send a brief blographical summary — including the towns of residency and employment and a black-and-white hoto. It desired — to: Stars, Building & Business, Observer & Eccentric Newspapers, 38251 School-craft, Livonia 48150. Our fax number is (313) 591-7279.

Jason Sherman was promoted to senior account executive with Casey Communications Management Inc. in Southfield. Sherman had been an account executive with the company. Before he joined the company in 1993, Sherman had been communications director for RE/MAX Detroit Metro Inc.



Gary T. Wade of Troy was appointed corporate marketing manager with TM Smith Tool International. Before joining Smith Tool, Wade was sales/marketing manager for Innoventures Inc. in Farmington Hills. Wade is a member of the Troy Business Enterprise Development Center.

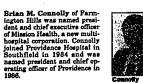
William M. Muclean joined Automotive Industries Inc in Rochester Hills as vice presi-dent of business development. Before joining Automotive In-dustries, Maclean was vice president of IVES Peckaging Corp. He also held numerous positions with the Tenneco Au-tomotive Group.



Robert J. Michelotti of Birmingham joined Detroit-based Roney & Co. as director of branches and sales. Miche-lotti had been associate group president and executive vice president of the Great Atlantic Group at Smith Barney. He will be responsible for offices in three states.



John Seger of Troy was pro-moted to director of ergineer-ing at PW & Assot ates in Bevorly Hills. Seger has been with PW for 27 years, starting as a project engineer.







| CLASSIFICATION                 | SECTION |
|--------------------------------|---------|
| AUTOS FOR SALE (800-664)       | 9       |
| EMPLOYMENT (500-634)           | 7,0     |
| HELP WANTED (STO-504)          | E 7,4   |
| HOME & SERVICE GUIDE (1-596)   | G. G    |
| MERCHANDINE FOR SALE (190-740) | G       |
| MEAL ESTATS (000-072)          | 54,7    |

Your guide to Community



A new ers: Max Broock Realtors' broker-owner Bowen Broock had the Birmingham branch at 300 S. Woodward renovated last year. The family-owned firm, which has five Oakland County offices, was founded 100 years ago.

## Milestones

### Max Broock Realtors marks its centennial

■ One family-owned real estate firm has endured economic ups and downs during 100 years of busi-ness in Oakland County, It remains a strong force at a time of increasing fran-chise operations.

By Janice Tigaz-Kramer



Many business that lasts 100 years is a testament to someone, it's significant in this day and age for a ser-vice-oriented business like care to last so long."

Broker-owner

cision would bo," said the 60-year-old Orchard Lake resident, who grew up in Bloomfield Hills near Cranbrock School.

It's significant for Max Broock's ownership, which passed in and out of the family for years, to be in the hands of the founding family at the centennial. Bown Broock became sole owner in 1994 after seeing the company barely endure a depressed real estate market that knocked many Oskland County Realtors out of business. Daughter Kathy Broock, a fourth-generation Realtor licensed in 1998, works from the Bloomfield Hills affice.

"We're very proud to be family-owned, and that's definitely part of our celebration," the owner said. Bendles Max Broock, only a handful of businesses have received a centennial business plague from the Historical Society of Michigan. Today, the Realtor's familiar black, white and red advertizing logo, unchanged since the 1930s, beasts the slogan "100 Years."

"You don't achieve 100 years in business without being customeroriented," said Jon O'Connell, Birmingham-Bloomfield Chamber of Commerce acceutive director. The event speaks well of the people who've run the company. To achieve the year Thomas Reliaon invented the phonograph. The city had quarter-million residents and Metric Detroit, including rural Wayne and Ookland counties, want't governed by a state Realtor board. The Milchigan Association of Realtors formed by a state Realtor board. The Milchigan Association of Realtors formed by a state Realtor board. The Milchigan Association of Realtors formed by a state Realtor board. The Milchigan Association of Realtors formed by a state Realtor board. The Milchigan Association of Realtors formed in 1915, the year Max Broock deed.

"Max Broock agas pomeer, said Dan Dressman, Michigan Association of Realtors formed in 1916, the year Max Brook deed to the provise of the people who've run the company. The city had a quarter-million residents and Metric Detroit in 1980.

Max Broock agas formed, said and the second provise of the people who could afford it."

Bown Broock as a f

As the firm's reputation grew, so dides mumber of Max Broock offices. Birmingham branches opened at Maple and Chesterfield in 1935 and at Woodward and Brown in 1946, where Bowen Broock started his career. The building was renovated last year to include computer work stations and other updates.

The renovation produced an office of tomorrow, but I had a lump in my throat when it was torn apart. I felt a twings (of regret) because of the history and memories attached to the building, he said.

Max Broock still has a hand in Oakland County developments, like redividing Darb Lake in West Bloomfield, but its focus is selling upscale property as far north as Clarkston.

Over the years, many Max Broock agents have headed the Birmingham-Bloomfield Board of Realtors. Around Christmas last year, its staff volunteered more than 2,500 hours at Lightheuse, a Pontine-based agency that provides food, housing and cichting to low-income families.

Max Broock's next challenge will be maintaining its close-knit sales staff at a time when Realtors equipped with a home computer and modem can get listing information without going to the office.

"We trace our accomplishments to a business environment of mutuality and interdependence," Bowen Broock and. "Panmwork is important to us, and we attract sales people who share that philosophy. Dad

#### Employee reception nears

Digging through public records and the Broock's family papers, his-torian Dan Williamson of Northville assembled a chronological history of the 'firm's business dcals. Herv's a rundown of the firm's ownership since 1895:

M 1895 — Max Brock opens Detroit office.

1915 — Max Brock dies.

1916 — The founder's nephew, Max Ramm, and widow, Elizabeth Forkel Brock, run the firm.

1923 — Ferd Brock, the founder's son, buys the firm from Max Brock's estate.

1934 — Fred Pew becomes a partner.