# Personal

from page 1F

And, I assume, you want to make sure the client is able to deliver the service bocause you don't need customers had mouthing you if they can't cash in on their coupons.

Metry: Exactly.
We have restaurants, hair salons, fitness clubs, flower shops. We work from an exclusivity perspective. We would not approach two competing businesses from the same area.

We've dealt with over 150 different client in Michigan, Florida and Chicago.

These businesses ultimately These businesses unimacely have to give a product or service to people who redeem coupons, yet you get to keep all the proceeds from the coupon sales. Is that good business sense?

sense?

Metry: They get 1,000 new people through their doors. Customer base increases. It brings the customer back in the door not one

tomer back in the door not one time, but 10 to 12 times a year. They'll come into the restau-rant for an entree, but also buy drinks, beverages. People will come into a flower shop and pick

up a bouquet (as part of a promo-tion). At Christmas, they will also book centerpieces.

How are you doing financial-

herry: We do over half a mil-lion dollars in sales (annually). We've done more and less before. People don't realize when you say half million, it doesn't include your expenses. Those include your expenses. Those include printing, design, commissions, training and all costs of execu-

tion.

We have four full time employces and 20 to 25 reps.

I don't have to look at a book. I know where I'm at all the time. I know where we have to be every day to succeed. Yes, we're there on average. We're there more of-ten than not.

Do you have a business phi-isophy?

lesophy?

Aftery: It's just positive attitude. The quicker you can get to a positive though; the quicker you can grow, the quicker you can grow, the quicker you can get to your goals.

What does AD XL stand for Aftery. Advertise and excel. It just kind of sounded catchy.

### **BUSINESS DATEBOOK**

Datebook features upcoming Datebook teaturas upcoming events around the suburban business community. To list an event, write: Dutebook, Buiding & Business, Observer & Eccent Newspapers, 3621 Schoolcraft Lnoria, 48150. Our fax number is (313) 591-7279.

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FIRE demands

Madornal University hosts a three-port trade deliver program 8:30 a.m. to 4:30 p.m. thes date and May 2 and 9 on campus in Lonals. Cost is \$75 for one session, \$127.50 for two and \$191.25 for althree, for more specific information and (313) 591-5172.

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# Pinewood

from page 1F

reis a den on the main floor."
The unit costs \$223,900.
The other floor plans are available.
The Palomino, 2,600 aquare feet, places the master on the main level and two or three bedrooms upstairs. The base price is \$224,900 with the fourth bedroom an extra \$7,000.
The Clydosdale, the largest plan at 3,000 aquare feet, offers four bedrooms and two sets of stairs. Prices start at \$249,900.
Buyers in Pinewood generally will be second or third time move-ups. Paul Robertson said.
"Most are Canton move-ups. The next biggest is move-up from Dearborn. The bulk of our people are Ford employees or Ford related in one form or another," he said.
Plnewood will have aidewalks and will be serviced by city water and sewers. It's within the boundaries of the Plymouth Canton Community Schools. Beck Road fronting the subdividen is scheduled for paving. Roberston said.
The preperty tax rate is about 331 per \$3,000 of state equalities. The property tax rate is about 321 per \$3,000 of state equalities. The property tax rate is about 3225,000 house in Pinewood daily.



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