



Welcome News For Homeowners who are
Planning to Sell their homes in 1996

NEVER AGAIN PAY 6% COMMISSIONS

FRANKLIN (REI)—The powerful real estate firm that successfully waged a 10-year-long national campaign for lower real estate commissions and thereby put millions of dollars in commission savings in sellers' pockets now brings back, by popular demand, its famed "Never Again Pay 6% Commission" home selling system. The firm, well known throughout the U.S., is Home Marketing Specialists, Inc. (HMSS), with corporate headquarters in Southfield, Michigan.

Now, the "Never Again Pay 6% Commission" system has taken hold from Manhattan, New York to Beverly Hills, California and in practically every nook and corner of the nation, as well as in countries such as England, Canada, Japan, Australia and France.

Increasingly, owners of homes valued from ninety thousand dollars to nine million dollars are selling their homes without paying 6% commission. HMSS' "Never Again Pay 6% Commission" system has over the years gained immense popularity with owners of distinguished homes as well as owners of modest homes. During the last two years, HMSS had made a corporate decision to turn to buyer

brokerage. But, a persistent homeowner demand for HMSS' "Never Again Pay 6% Commission" system brought HMSS to the realization that this system has acquired an immortality of its own.

This is welcome news for homeowners who are planning to sell their homes in 1996. HMSS' "Never Again Pay 6% Commission" provides full-service brokerage. HMSS provides homeowners with every imaginable real estate service from in-house sales to Multilisting to marketing in Cyberspace worldwide.

Homeowners should be aware that despite the enigmatic existence of the number SIX when real estate commissions are quoted, the number six holds no magical powers that are conducive to the sale of any property. It is wrong for any professional to suggest that payment of a 6% commission could or would fetch a higher price for the seller's home or result in a faster sale. Additionally, since real estate commissions cannot by law be fixed, the term "Discount Broker" is meaningless.

With home prices rising as rapidly as they have, a 6% commission on a \$300,000 home amounts to \$18,000.

"Not surprisingly, homeowners are clamoring for the return of HMSS' "Never Again Pay 6% Commission" system. The Consumer Federation of America, in recent years, surveyed its 60 Million members and asked:

"Are consumers actually paying double what they should in real estate commissions, thereby adding \$10 billion per year to the national cost of housing?" Fifty million homeowner members overwhelmingly answered yes.

With HMSS' new visions and relentless campaign for offering commission options to homeowners, much has changed for the better in the real estate arena. Since HMSS entered the real estate stage and rewrote the script, over 43 states, including Michigan, have enacted new laws to regulate real estate transactions. Agency disclosure to buyers and sellers by real estate licensees is now a legal requirement in most states.

HMSS offers to all homeowners a number of home marketing plans and commission options. HMSS also custom makes commission structures and marketing campaigns to meet the specific needs of individual homeowners.

On the sale of one home, a HMSS client can save as much as \$30,000 in commission alone!

HMSS now has its own Web site in Cyberspace. HMSS clients' properties are being made available to the nearly 60 million users of America-on-line, World Wide Web Internet and The Microsoft Network. HMSS continues to lead and inspire its colleagues to reach for new frontiers in real estate to better serve our real estate clientele. It may be true that there is no business like show business but it is certainly true that there is no business bigger than the real estate business. Selling and buying a home touches every life at one time or another.

Home Marketing Specialists, Inc. (HMSS) can be reached by calling (810) 353-7170 seven-days-a-week. Whether you are selling a ninety thousand dollar home or a nine million dollar home, let the pioneers of the "Never Again Pay 6% Commission" sell your home and bring you happiness by making it possible for you to deposit thousands of dollars in commission savings in your own bank account.

Again, the number to call is (810) 353-7170.

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