

This column highlights promotions, transfers, hirings, awards won and other key personnel moves within the suburban real estate community. Send a brief biographical summary—including the towns of residence and employment and a black and white photo if desired—to: *Movers and Shakers, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia, 48150. Our fax number is (313) 591-7279*

Remy joins Great Lakes



Karen Remy has joined the Prudential Great Lakes Realty Bloomfield Hills office as an associate broker. Remy has more than 10 years experience in real estate and is a multi-million dollar sales producer. She has earned the professional designation of Graduate Realtors Institute. Remy also lives in Bloomfield Hills.

Kaljian honored for sales



Mary Beth Lockey-Kaljian, a sales associate with Century 21 Today in Farmington Hills, recently received recognition for sales achievement with emerald status in the Century 21 Masters Club. Lockey-Kaljian, a multi-million dollar producer, lives in Redford.

French's sales honored



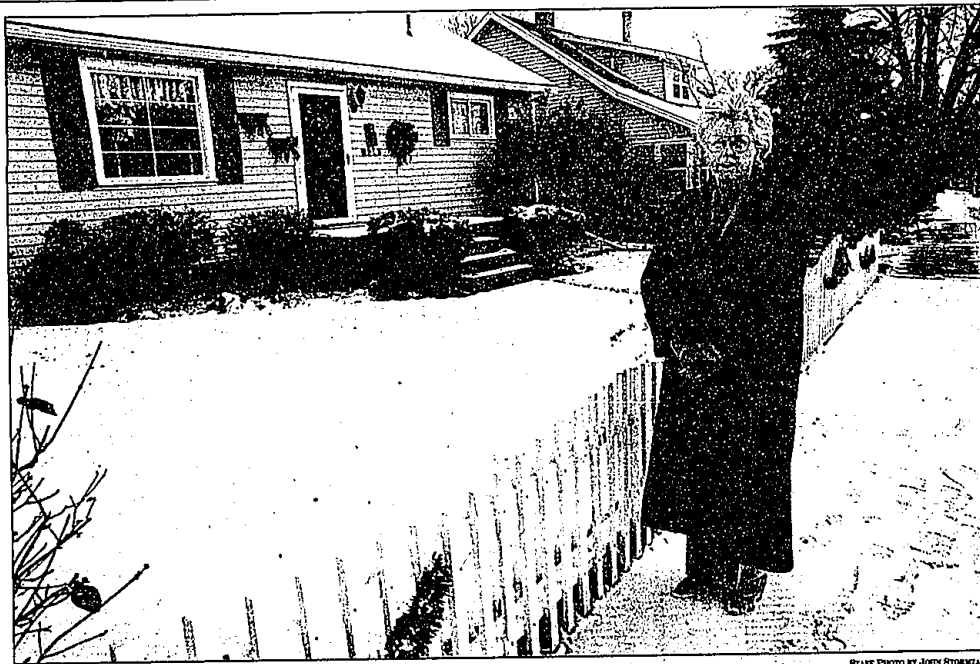
Carol French, a Realtor with Century 21 Town and Country in Rochester, achieved centennial status, the highest level of sales achievement, this year after reaching the emerald level in 1995. French, a Rochester Hills resident, is a seven-year veteran who specializes in residential sales in the Rochester, Troy and Bloomfield communities.

Bromberg elected regent

Stephen A. Bromberg, president and chief operating officer with Butzel Long, attorneys and counselors, has been elected as a regent of the American College of Mortgage Attorneys. Bromberg, a graduate of the University of Michigan Law School, practices all aspects of real estate law in the firm's Birmingham office. He lives in Bloomfield Hills.

REAL ESTATE

THURSDAY, JANUARY 2, 1997 • PAGE 1 SECTION F



STAFF PHOTO BY JOHN STORCKLAND

Her very first: **Holly Hohnholt** of Century 21 Associates in Rochester has seen the value of the first house she sold go from \$46,000 to an estimated \$130,000.

Agents remember their first sales

BY NORMAN PRADY
SPECIAL WRITER

Like memories of that first kiss or that first car, thoughts of that first real estate sale can last a lifetime. And for some sales agents, the experience of their first sale and the feelings they felt then are part of their daily work now, influencing how they do their jobs, how they treat their customers, and what they think their rewards are.

"Money is the icing on the cake," said Sandy Sersen, a sales associate with Mayfair Realty in Livonia. But there's "a feeling I still get," she said, thinking back to her first sale, "when everyone's happy."

It was a bungalow with a basement. On Evergreen near West Chicago in Detroit. In 1981, "it was all white and orange. White walls with orange trim. They loved it."

For "maybe \$23,000," a man in his 40s bought the house for his widowed mother.

Sersen got into the business when she was "a for-sale-by-owner" who was being pursued by agents wanting to list her house. She thought, "I could do this" and now is doing \$6 million of it every year.

"Sure, an expensive home is great compared to an inexpensive home as far as your own income is concerned," but more important is "that feeling

you get at the closing, knowing that you did it right."

Another agent said that worrying about her customers, from the first one on, is part of a day's work.

"I worry that the buyers don't understand the problems they face—risking their financial futures and their dreams," said Carol Dunshee, sales associate with Chamberlain Birmingham.

It was her experience with her own problems that took Dunshee into real estate sales. They were the problems of relocating back to Birmingham after her husband's out-of-town transfers.

Relocating, she said, is filled with "extreme stress—about kids and school, pets, time, and interim housing. A wonderful agent is someone who understands the problems and what you're looking for. You don't know the market, and there's a great fear of being sold a house that's overpriced and poor quality for the area."

"After our relocating experiences, I decided this was something I could do and do better."

That first customer, three and one-half years ago, was a young single man looking for a house he could renovate. The challenge was to find a house in sufficient disrepair that he could buy at a bargain price but not in such extreme disrepair that it

couldn't be resuscitated.

"It was wonderful," Dunshee said. "The thrill of the hunt to find exactly what he could handle."

They found it in Royal Oak; he handled it; sold it not long ago at a good profit and invited Dunshee to his recent wedding.

David Beardsley, who can't recall all the details of his first sale, is clear about why he wanted to make it. "I can't remember. I think it was in Westland 21 years ago, over in Toniquish (subdivision) across from Hudson's."

What he does remember is the reason this life insurance salesman went into real estate. "I hated selling life insurance."

While driving past a real estate office on Plymouth's Main Street, he thought to himself that if he can sell life insurance, "I can sell something people want."

He knew from the beginning, he said, that a house is "the most important thing people will ever buy. They live in it; they decorate it; their eyes are involved, and they love it."

Is he pleased with his career change? "I love my job."

For Holly Hohnholt, a sales agent with Century 21 Associates, Rochester, first sale memories go back to 1963, to an 800-square-foot Rochester house purchased by a sin-

gle man who worked at the Orion GM plant.

"People say prices can't keep going up, going up, but they do."

That first house was \$46,000. Four years later, it sold again. For \$89,000. "Now," Hohnholt said, looking back over the property's 13-year role in her life, "it's maybe \$130,000."

John Kersten's first sale was in 1966: a house in Harrison Township. A 2,200-square foot ranch. About \$45,000. Now worth about \$275,000 to \$300,000.

In the 30 years since, Kersten has built his business "on quality service and making myself as knowledgeable as I can be."

Now president of Century 21 Town & Country, a company reported to have had 1994 sales of almost \$700 million, Kersten said his first sale taught him a clear lesson.

"It helped me realize that people really require service. And deserve it."

His definition of service is "attention to detail, devoting time, and the degree of focus to solve people's problems in the home-buying experience."

With his first sale in mind, he offers a continuing message to his hundreds of sales associates:

"When you promise something to a customer, be prepared to deliver."

Developer must disclose existence of flood plain

REAL ESTATE
QUERIES



ROBERT M. MEISNER

Q. I am buying a unit having signed a purchase agreement and found that the developer did not disclose to me the existence of a flood plain over my building. I am also told now that there may be additional insurance involved. Do you have any comments?

A. Unfortunately, I have observed certain situations where the developer has failed to disclose in the disclosure statement and purchase agreement the fact that the property in question is being constructed on a

been provided to you at the time of purchase. You should look into the matter immediately and decide whether you wish to rescind the transaction based upon the true status of the circumstances.

Q. I am a landlord and have heard recently about a case dealing with a so-called landlord's lien not being valid here in Michigan. Can you give me any insight into that?

A. I presume you are speaking about a recent Michigan Court of Appeals case that held that where a landlord did not file a financing statement to perfect his "landlord's lien" on the collateral in question, the tenant is not liable, despite an apparent exclusion of landlord liens from the filing requirements imposed by Article 9 of the UCC.

In a fairly exhaustive opinion, the court of appeals basically indicated that Michigan does not recognize either a common law landlord lien or a statutory lien. Since it can only be created by statute, the court in following other states' decisions, indicated that the following other states' decisions, indicated that the exclusion under Article 9 of the UCC regarding landlord liens is inapplicable and the lien in question

must fall within the coverage of Article 9, which would require that the lien be perfected as is the case with other security interests.

The court in that case indicated that the security interest entered into was not a landlord's lien as that term is normally defined in Article 9.

The court was saying that a lien set out in a lease does not become a landlord's lien by virtue of the fact that the relationship is between a landlord and a tenant.

You should review this matter with respect to all future lease arrangements that you have with your counsel to ensure that you are protected and secured.

Robert M. Meisner is an Oakland County area attorney concentrating his practice in the areas of condominiums, real estate, corporate law and litigation. You are invited to submit topics that you would like to see discussed in this column, including questions about condominiums, by writing Robert M. Meisner, 30200 Telegraph Road, Suite 467, Bingham Farms MI 48025.

This column provides general information and should not be construed as legal opinion.

Classified Ad Index

CLASSIFICATION, NUMBER SECTION

- Autos (800-824)
- Employment (800-524)
- Help Wanted (800-824)
- Home and Service Goods (1-239)
- Merchandise for Sale (705-744)
- Real Estate (300-272)
- Rentals (300-336)

Our complete index can be found on pages 8E and 8F