

REAL ESTATE BRIEFS

Real estate briefs features news and notes on professional associations, office activities, upcoming meetings and seminars, new services/products and consumer publications.

Write: Real estate briefs, Observer & Eccentric Newspapers, 36251 Schoolcraft Road, Livonia, 48150. Our fax number is (313) 591-7279.

HOME SELLING CLASS
 Realtor Rosemary Firestone of RE/MAX 100 and her financial services team host a free, no-obligation class on how to sell a house 7-9 p.m. Tuesday, Sept. 9,

at First Michigan Title, 38777 W. Six Mile just west of I-275 in Livonia.

Topics include how to choose a home, how to avoid a lemon and financing a purchase.

Presenters include Jim Athens of Concord Financial; Craig Lee of HomeTeam Inspection; Jeff Sprague, a financial planner; Michael Rich, a lawyer; Sharon Johnson of First Michigan Title; and Firestone.

MARKETING SEMINAR
 The Sales & Marketing Council of the Building Industry Association of Southeastern Michigan presents a seminar, "The ABCs of Marketing - Motivating and Serving Customers for Life," 8:30-10:30 a.m. Wednesday, Sept. 10, at the Northfield Hilton, 5500 Crooks, Troy.

Jack Waller of NCI Associates will discuss why effective customer service is as much a state of mind as a plan of action.

Cost, which includes buffet breakfast, is \$5 for SMC members, \$15 for BIA and apartment association members and \$25 for others. To register, call (248) 737-4477.

RETAINING TENANTS
 The Property Management Council of the Apartment Association of Michigan hosts a seminar on how to retain tenants 8 a.m. to noon, Thursday, Sept. 11, at Beacon Hill Apartments in Auburn Hills.

Leon Brewer of Full House Marketing will discuss how to reduce turnover, maximize income and justify rent increases to residents.

Cost, which includes buffet breakfast, is \$39 for PHMC members, \$49 for AAAM and BIA members and \$59 for others. To register, call (248) 737-4477.

MUST KNOW WHEN PURCHASING YOUR FIRST HOME
 Monday, Sept. 22 at the Carl Sandburg Library, 30100 Seven Mile west of Middlebelt, Livonia.

For reservations, call (248) 968-1800 ext. 363.

BUYING A HOME II
 The Community House hosts a free class, "Purchasing Your Home & Obtaining a Mortgage," 7:30-9:30 p.m. Wednesday, Sept. 24, at 380 South Bates in Farmington Hills. Presenter: Mark C. Owen, mortgage representative, NBD Bank.

To register, call (248) 644-5823.

A&W HEADQUARTERS
 A&W Restaurants has a broken ground for a new headquarters in Farmington Hills.

The two-story building, which is expected to be completed during the first quarter of 1998, will provide 25,000 sq. ft. of office space and 12,000 square feet for warehousing.

Cunningham-Limp of Farmington Hills is the project architect.

REFERRAL NETWORK
 Genesis Relocation Services and the Realty Alliance have announced their intent to jointly form a new international referral network and relocation services company known as Reliance Relocation Services.

The Realty Alliance is an association of 50 of the nation's largest residential real estate firms headquartered in Dallas.

Genesis Relocation Services supports a broker network of more than 400 real estate firms in North America from Mt. Laurel, N.J.

The combined entity will be based in New Jersey.

Realty One, a family-owned company headquartered in Farmington Hills, belongs to both Genesis and Realty Alliance.

SAVING ENERGY SEMINARS
 Schoolcraft College in Livonia has received a \$12,000 grant to teach consumers and home builders better ways to reduce energy costs.

Seminars, yet to be scheduled, will be offered through Schoolcraft's continuing education services, (313) 462-4448.

LANDLORD SEMINAR
 The Real Estate Investors Association of Oakland presents a program, "Cruise Control Landlording," 9 a.m. to 4 p.m. Saturday, Sept. 13, at the Royal Oak American Legion Hall, 1815 Rochester Road.

Presenter: Don Beck, president, National Real Estate Investors Association.

Cost is \$45. To register, call (800) 747-6742.

BUILDERS LICENSE CLASS
 Oakland Builders Institute and Livonia Community Education present a 16-hour class designed to help participants pass the state builders license exam 6-10 p.m. Tuesdays and Thursdays, Sept. 16-25 at Riley Middle School, 16555 Henry Road, Livonia.

Cost is \$170 which includes textbook with sample test questions.

Registration required by Sept. 12 at (313) 523-9277.

REAL ESTATE LICENSE
 The Building Industry Association of Southeastern Michigan presents a seminar to fulfill the annual continuing education requirement for real estate license renewals 8 a.m. to 3 p.m. Wednesday, Sept. 17 at BIA headquarters, 30375 Northwestern, Farmington Hills.

Cost, which includes lunch, is \$50 for BIA and apartment association members, \$75 for non-members. To register, call (248) 737-4477.

HOME BUYING CLASS
 Ross Mortgage presents a free, no-obligation class, "What You



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