

NEW OFFICES FOR:
J. L. HUDSON REAL ESTATE CO.
PLYMOUTH, MICHIGAN

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Joe Hudson of J. L. Hudson Real Estate Company announced the immediate inauguration of plans for a new growth program, to take place over the next five years, calculated to retain their leadership in the Real Estate field in the western Detroit metropolitan area and the southeastern Michigan area. This area is in the immediate growth path of the anticipated Megalopolis between Detroit and Chicago which is supposed to materialize by the year 2090. Growth in such outlying districts as Westland, Garden City, Northville & Plymouth has been steady and accelerating. Mass movements from the city to the suburbs and the desire of families to enjoy a cleaner environment have thrust surrounding rural areas into a high demand category and resulted in an increased competition among Real Estate firms to corner the emerging market. J. L. Hudson Real Estate Company has been active in this area since 1937 and is firmly entrenched as a leader in residential home sales and sales of vacant property. The many years of activity handling vacant listings has resulted in sort of a blessing in disguise for J. L. Hudson Real Estate Co. since most people planning to move from the city and looking for a place to build a new home invariably end up dealing with J. L. Hudson Real Estate Co. because of their overwhelming prominence in listings of vacant lands. These same



Joseph L. Hudson

people have a home to sell so the association usually results, ultimately, in a double transaction for J. L. Hudson Real Estate Co. To meet the challenge of the coming population increase and demand for housing in the geographical area that J. L. Hudson Real Estate Co. operates in, the company is assessing the old way of doing things in the Real Estate business and comparing them with the way other industries are handling similar problems. Sometimes the similarity of problems is alarming and for the most part it is obvious that the Real Estate field has not kept pace with the advance in professional management techniques. Corporations in industry have been influenced by and grown with the sociological developments of time. The Real Estate field has not kept pace on the same scale. Some of the many innovations to be employed by the J. L. Hudson Real Estate Co. to overcome some of these problems include the establishment of more stringent requirements for sales personnel, the employment of electronic marvels such as video tape presentation of property to eliminate the time consuming review of many unwanted parcels of property to hopefully find a desirable one, facilities which assure the customer privacy when discussing personal affairs relative to credit and finance. Also included will be more emphasis on providing a true service to the customer. Purchasers will find that locating the home of their choice will not only be easier but more pleasant because the systems and procedures of operation will be designed around the customer's need rather than the broker's convenience as is customary. J. L. Hudson Real Estate Co., which has always been a Plymouth-based company, has plans to construct a new corporate headquarters building in downtown Plymouth sometime in 1972. In addition, previous franchise operations will be converted to branch offices to give better control over company operations and provide the ultimate in customer service for those faced with the transition from urban to rural relocation. Summarizing, J. L. Hudson Real Estate Co. will be upgrading and establishing a professional sales staff, improving facilities to service customers, employing modern management techniques and utilizing the latest in electronic video tape equipment techniques to present to potential buyers a variety of homes to choose from without the usual inconvenience of looking at undesirable homes in order to locate a desirable one. Such an all encompassing program has to be a real boon to the consumer and J. L. Hudson Real Estate Co. is sure it will pay off for them.

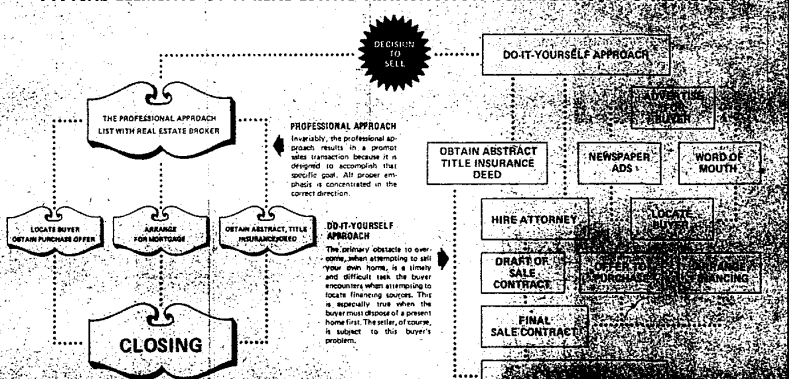
So you want to sell your House!

We recommend you study and save this fact sheet which will answer many questions and assist you in conducting your real estate transactions properly, and with confidence.

Some of the various types of Real Estate documents

- LISTING AGREEMENT**
an agreement between the owner and broker
- OFFER TO PURCHASE**
specifies buyer's offer and the seller's agreement
- ABSTRACT**
summary of all the records evidencing title
- TITLE INSURANCE**
insures against title defects
- DEED**
a written conveyance of legal title to real property
- LAND CONTRACT**
an agreement to convey title to land upon payment of a stipulated sum on stipulated conditions
- ASSIGNMENT OF VENDEE'S EQUITY**
the sale of a government insured financing contract for home purchases
- MORTGAGE OF F.H.A. OR V.A.**
the sale of a government insured financing contract for home purchases
- MORTGAGE CONVENTIONAL**
an accurate location of land as measured by a registered land surveyor
- SURVEY**
an accurate location of land as measured by a registered land surveyor

TYPICAL ELEMENTS OF A REAL ESTATE TRANSACTION COMPARING TWO METHODS



Compliments of

J. L. HUDSON REAL ESTATE COMPANY

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Telephone or stop in our offices for your complimentary copy of the above fact sheet.

You should carefully review these two very important Checklists:

A LISTING AGREEMENT SHOULD:

- Be in writing. ☐
- Be signed by owner. ☐
- Be signed by broker. ☐
- Clearly describe the property. ☐
- Specify type of listing (open exclusive sale, exclusive right to sell). ☐
- Specify term of agreement with definite date. ☐
- Contain a consideration. ☐
- Include price and terms of sale. ☐
- Contain definite commission agreement. ☐
- Include a copy to the owner. ☐
- State possession time. ☐
- Specify instrument of conveyance. ☐

AN OFFER TO PURCHASE SHOULD INCLUDE:

- A definite agreement to sell. ☐
- A definite agreement to buy. ☐
- Complete legal description of property. ☐
- Selling price. ☐
- Nature of the instrument of conveyance. ☐
- Incumbrances. ☐
- Evidence of title to be furnished and date. ☐
- Rights of occupants. ☐
- Tax responsibility. ☐
- Title clearance time limit. ☐
- Time and place of closing. ☐
- Terms of payment, interest. ☐
- Terms of insurance. ☐
- Possession time and rental. ☐