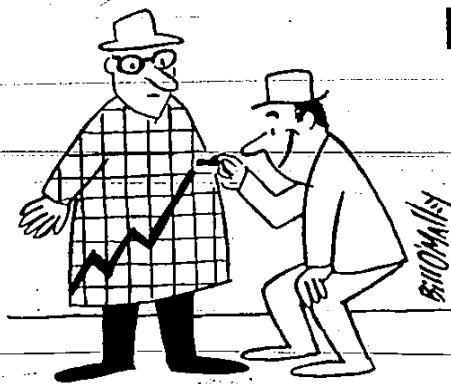
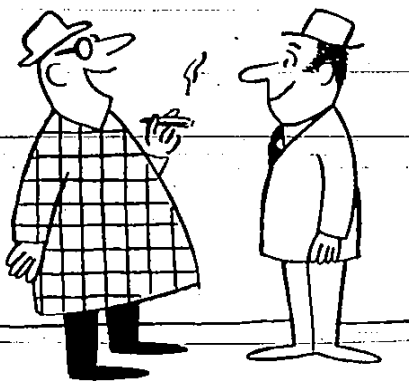


"HOW'S THE REAL ESTATE BUSINESS?"



Realtors Cooperate By Long Distance

Long distance cooperation between realtors can and does happen.

In a recent case, both buyer and seller were served well—three real estate companies made sizable commissions and a number of people in two states—Florida and Michigan—were impressed with the way realtors conduct themselves.

Realtor Dick Baker paced his Astro Realty office in Clearwater, Florida as he and his client waited impatiently for his telephone to ring. The client owned a group of commercial store buildings in Plymouth, Michigan and had listed them through Baker's Astro Realty.

Baker had subsequently enlisted the help of Ken Fisher with Earl Keim of Plymouth to assist him in the sale of the property. Fisher put the listing on the UNRA Multi-List where Realtor Ray Pope, owner of Hickory Hill Realty in Livonia first saw the listing.

IT HADNED THAT Realtor Pope had a prospective buyer who had been looking for a commercial complex such as this. A preliminary call to Realtor Baker in Florida disclosed that two previous telephone offers on the property had been rejected.

Not wanting an opportunity like this to slip away, Pope called Baker at his office in Clearwater and asked that Baker and his client wait at Baker's office for a four o'clock call from Pope—the idea being to be able to negotiate an agreement with the seller present.

Now it was nearly four o'clock and every time the telephone rang, Realtor Baker and his client expected it to be the call from Pope. The call never came—instead, to the shock of both men, Realtor Pope, at precisely four o'clock, walked into the Astro office with the offer in his hand.

He had checked the airline schedules and had found that a quick plane trip and a short bus ride could put him in a position to negotiate the purchase agreement personally.

But negotiation was not necessary—the seller, either through shock or satisfaction with the offer, signed immediately. Would he have signed if Pope had simply phoned the offer in as two others before him had done? We may never know. But Realtor Pope was taking no chances—some imagination, a \$150 plane ticket, and a little time made it a sure thing.



...ON REAL ESTATE
by Leonard L. Westdale,
C.R.B.

HOME BLUE CHIP INVESTMENT

Despite all the talk these days about protecting your dollar, sound investments and hedges against inflation, the purchase of a home is seldom mentioned. Yet, a well-built home in a good neighborhood is one of the best hedges against inflation your money can buy.

In the recent years of inflation, for example, home and land values have more than kept abreast of the general rise in prices. This means your home investment puts you considerably ahead of the game financially. Not to mention the pride and pleasure that home ownership can bring you.

There is no reason to believe that this situation will change in the near future. During the 1960s, American household formations increased about one million per year. During the 1970s, households will probably increase at an even greater rate; some estimates are as high as 40% greater.

Look for the best house your money can buy and enjoy your inflation hedge. In fact, since World War II, a blind man could have let his seeing eye dog select a home for him and probably have wound up with a pretty sound investment. Real Estate Investments have been that good, especially if it were well located. If you have any questions concerning marketing or buying real estate, call one of the professionals at



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Home Hunting

When you've got a choice, make a good one. Especially when you're choosing an all-important item like a new home.

Whether you're newlyweds or an established family, you'll be smart to make a checklist and take it along when you go househunting.

It will lead you past the sales puffery that promises a wonderful workfree world of country living just a hop-skip-and-jump from your downtown office.

What you need are the facts about construction, community and cost.

Is it a sturdy, well-designed house that will need minimal maintenance and provide comfortable living in a neighborhood that suits your family? And can you afford it?

After your first look at obvious things, check the layout of the house and its basic construction points—the roof, insulation, wiring, foundation, plumbing and heating and major appliances.

BE SURE to check the builder's reputation by talking with other families who live in his homes.

A checklist and more detailed information about what to look for when you're buying a house is available in a booklet, "How to Spot a Better Home." For a free copy, write Ponderosa Pine Woodwork, Dept. P., 39 S. LaSalle St., Chicago, Ill. 60603.



TOM NOTEBAERT SEZ...

You can buy a home in a town that seems too good to be true. The kids can walk to school, you can walk to shopping, relax in the town square, and just enjoy living in peace. The shaded streets are beautiful, the people are friendly, the shops and stores are just like it used to be in the old days. Why not let TOM NOTEBAERT Real Estate introduce you to the town of Plymouth. Give us a call, we're sure we can help you.

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