

around that area looking for the home products available.

"The house a family buys is a matter of its individual requirements --its personal family objectives."

HE EMPHASIZED THAT most municipalities have building departments with sound standards of inspection. If there is any question in a buyer's mind, he should check with that department.

"Fortunately, most buyers and builders are legitimate," Frankel believes. "If there are differences, they invariably find reasonable solutions. A builder loses his license if he commits fraud. And a builder is very zealous about his building license."

On the matter of "allowances," which a builder may give for flooring, wall materials, lighting and other house items, Frankel said they are "strictly a matter of contractual

agreement" and are generally "a merchandising tool."

One builder may have a higher allowance for flooring than another. However, his lighting allowance may be less. "Allowances are a decision made by the merchandiser depending on his market, but based on the competitive standards of the industry," Frankel continued. "When all is said and done, the base prices will be compatible."

"Basically, builders are the servants of the people," he added. "They do not overbuild; that would be committing suicide. The successful builder is the builder who most nearly fulfills the market requirements."

"You can't make more of the builder than he is -- he is not God, he is not the zoning board. He's basically a good guy even if he doesn't wear a white hat."

TIPS FOR VIEWING NEW MODEL HOMES

Along with a record number of new home starts this year have come record numbers of crowds to inspect the newest models.

The heavy visitor traffic at model home sites can pose problems, which is why advance planning can make your home tours more rewarding.

Roßner Corporation, a large publicly-traded community developer currently building in the Chicago area and preparing plans for the New York and Philadelphia markets as well.

"Knowing what to do when you go through a model home can help you get the most out of the visit, and also contribute to the comfort and pleasure of those who follow you," states Morton E. Siffen, the company's sales vice president.

Here are the specific suggestions made to help you make your model home inspections pleasurable:

1. Try to schedule your visits to model homes before 2 p.m. on Saturdays and Sundays, when the largest crowds show up.

2. Dress comfortably. Women are urged to wear low-heel shoes or flats to avoid fatigue.

3. Use the designated parking space provided by the builder. Avoid parking where you'll block drives, walks, and other cars. Parking in the right place is your assurance that your car won't be blocked when you're ready to leave.

4. Carry small toddlers or else hold them firmly by the hand.

5. You'll have an easier time, your shoes will stay clean, and so will the model homes if you stay on the walks and driveways.

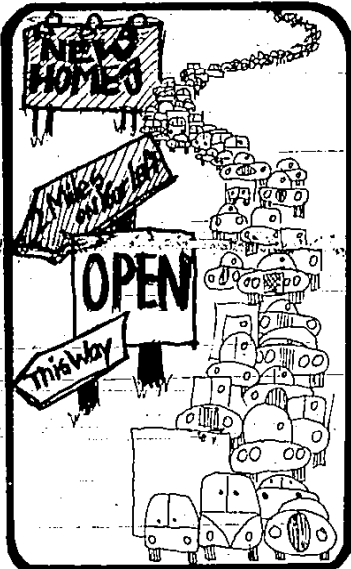
6. Furniture and washroom facilities in the model homes are for show only. Most builders provide facilities for use in the sales office.

7. If you carry a note pad and pencil to jot down questions as you go through a model, you'll remember pertinent points to discuss later on with the salesman.

8. Close the outside doors firmly as you enter and leave the model home. This will keep the model warm in winter when the furnace is operating and cool in the summer when the air conditioning is on.

9. Carrying food such as popcorn, ice cream bars, and soft drinks through a model inevitably leads to mishaps, not only to the model but perhaps to your own clothes. If hunger or thirst suddenly strike, most builders will provide some sort of refreshment in the sales office.

10. During busy periods, salesmen may get tied up with customers and prospects. They'd like to get to you as soon as they can, so be patient. When your turn comes, the salesman will be happy to spend as much time with you as you require.



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