

# Why Chamberlain?

**1 A PHILOSOPHY** The Chamberlain Philosophy began 25 years ago when Bud Chamberlain opened his first office in Royal Oak. From the very beginning, he was committed to building a reputation throughout the community of honesty and professionalism. In addition, a major business goal has been to offer the BEST real estate counsel possible in the communities we serve. This philosophy, and the endless list of satisfied clients it has helped produce, have built 23 offices now serving over 50 communities.

**2 PEOPLE** Over a period of 25 years we've learned a vital lesson. The quality of the service performed is reflected in the quality of the salesman. Our commitment to quality service forces us to reject 90 percent of those who apply for sales positions. We select the BEST people from the many sales candidates for sales positions through an exclusive selection program. This program, called SUCCESS BY SELECTION, is based on the premise that the right men in the right job will produce. Our program's goal is to find the few people who are right for sales, real estate and Chamberlain.

**3 TRAINING** The first days of any sales person's career with a new firm are very critical. We at Chamberlain, have given great thought to this critical time. Rather than let our new sales people find out by trial and error the correct sales techniques, we expose them to our exclusive "100 day" orientation and training program. The goal of this program is to help a new sales person develop their real estate knowledge, their sales skills and a professional attitude. When a sales person is able to develop his real estate knowledge, skills, and attitude, he grows as a professional.

**4 TOTAL MARKETING** The marketing of hundreds of homes each year, for the past 25 years, has given Chamberlain invaluable experience in how to market homes effectively. This experience has produced our Total Marketing Program. Through this program, directed by a professional advertising executive, we are able to utilize ALL the marketing methods available to expose your property and the Chamberlain Way to as many people as possible. This exposure produces the qualified buyers that has made Chamberlain one of the largest Realtors in Michigan.

**5 EQUITY ADVANCE PROGRAM** In today's market the money you need to purchase a new home is often "locked" up in your present home. So, to purchase your next home, you must "unlock" that equity. In addition, many home owners, such as yourself, are concerned that they might sell their present home and not be able to find a suitable new one. SOUND FAMILIAR? However, at Chamberlain we have a WAY, called Equity Advance, that will help you purchase an exclusive Chamberlain listing BEFORE you sell your present home! Simply make an appointment with one of our professional sales people. They will explain our Equity Advance Program to you.

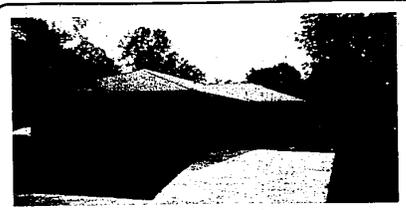
**6 SERVICE** Service is our most important objective. From the moment the FOR SALE sign goes up till the last closing paper is signed, your personal representative will strive to bring about the successful selling of your home. This means going beyond what is expected! It means doing the little things, such as: getting papers delivered on time, making sure your multi-list picture does your home justice, counseling you on problems that may be slowing the sale of your home, helping you find the money to purchase a new home, and much more. Our sales representatives work hard to remove the worry of relocation from your mind so that you can concentrate on your family's needs and make your move an "event to remember".

**7 SUCCESS** What do these programs mean to you? They mean that at Chamberlain we do everything possible to successfully market your home. In 1972 alone, we successfully marketed and sold over 120 million dollars worth of real estate. Come to one of our offices and let us show YOU how the "Chamberlain Way" can help YOU in selling and buying a home.



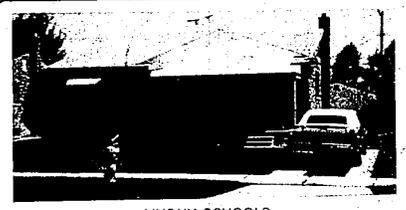
### PRICED TO SELL

Is Westland's newest brick & aluminum colonial on a beautiful corner lot. Featuring 3 bedrooms, 1 1/2 baths, doorwall to patio, family room with raised hearth natural fireplace, carpeting & drapes thru-out. Plus a basement & 2 1/2 car brick front wired garage. All for \$29,900.



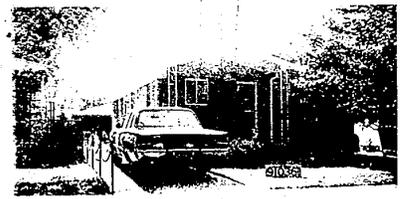
### IT PAYS TO LIVE HERE

This new income duplex in the city of Plymouth offers apartments, 2 bedrooms each and a peaceful setting at \$45,900. About 800 sq. ft. each unit.



### LIVONIA SCHOOLS

Beautiful brick ranch located in Westland. This home has 3 bedrooms, good carpeting, full finished basement; plus a 24 ft. round above-ground pool. All for \$27,900.00



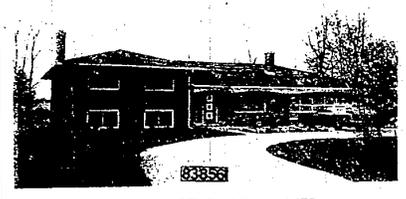
### DEARBORN HTS. SPECIAL

Just listed is this sharp, contemporary 3 bedroom ranch, featuring cathedral ceilings, new carpeting, 1 1/2 baths, kitchen built-ins, full basement, 2 1/2 car wired garage, plus central air conditioning. All for only \$31,500.



### SMALL TOWNISH

Older 3 bedroom recently aluminum sided and redecorated. Walk to downtown Plymouth. Really now, wouldn't you like the slower pace. \$26,900 on a quiet street.



### NOT ONE OF THE LOOK-A-LIKES

Unusual design in this custom built split level. 3 large bedrooms, 2 baths, family room with fireplace, den. All this and more on an acre of land. Call 476-9100 for showing.



### DYNAMIC LIVONIA RANCHER

\$26,500 buys this charming all brick 3 bedroom ranch on a quiet shaded street. A full basement with bar gives you plenty of room to entertain. Don't forget that 2 1/2 car heated garage.



### CHECK 'EM OFF

Perky family room, slate vestibule, all casement windows, 2 1/2 car side entrance garage, attic fan, 2 1/2 baths, extra insulation, 4 large bedrooms, private patio and thousands in landscaping. \$69,900 in exclusive Meadowbrook Hills.



### MOVE RIGHT IN

THIS IMMACULATE 3 bedroom brick ranch in a lovely area of Redford Township has a beautifully finished recreation room in the full basement, plus a 1 1/2 car garage. Only \$27,900.

Livingston/Westland Office  
**721-8400**

Plymouth/Northville Office  
**455-5200**

Livonia/Farmington Office  
**476-9100**