

ELSEA REALTY'S MODERN HOME TRENDS

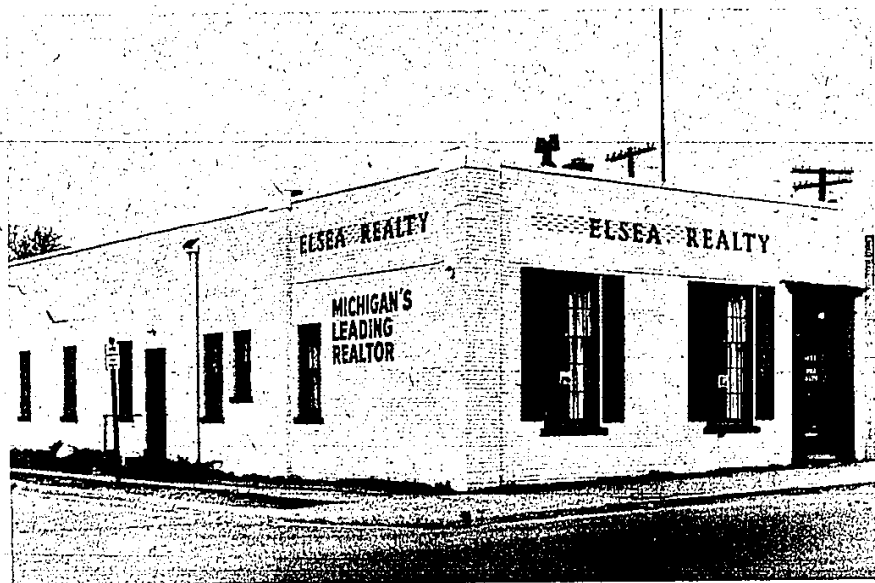


VOL. I, No. 1

FARMINGTON ENTERPRISE SPECIAL SECTION

Farmington - Livonia

NEW LOCAL ELSEA OFFICE



A cordial welcome and friendly, personalized service await local residents at the new Farmington-Livonia office (above) at 23603 Farmington Road where Mrs. La Vern Bruce is branch sales manager.

Serves Livonia, Farmington Areas

Ever expanding in order to keep its facilities and service in step with a fast growing metropolitan area, Elsea Realty Co. has opened another new office.

The new branch—the fifth for Elsea in the Detroit area—is located at 23603 Farmington Road just south of Grand River to serve the Farmington and Livonia areas.

A new office in this location was necessitated by the constant growth of Elsea's clientele and its movement into suburban areas as the city and its suburbs keep getting larger.

Many prospective home buyers near other offices of the Elsea organization—the largest realty firm in Michigan—want to buy in the Farmington-Livonia area.

Opening of the new office brings Elsea's well-known and long established reputation for unequalled real estate service into closer touch with the area forming the northwest suburban locale.

Ten of Elsea's energetic and professional real estate consultants and salesmen will staff the new office. Sales manager of the new branch is Mrs. La Vern Bruce.

The new branch, under the supervision of Elsea's northwest office at 17305 W. McNichols, will bring to the Farmington-Livonia area the firm's famous know-how in real estate sales and its devotion to service that is the foundation of its position as the leading realty in the state.

First task of the new office will be to obtain listings of homes for sale for its many prospects already looking for homes in the Farmington-Livonia area.

Specializing in the sale of existing homes, Elsea offers both buyers and sellers the fastest, most efficient and most complete real estate service ever offered by any firm.

The new branch, like every other Elsea office, has the benefit of being part of the largest real estate sales staff in the state.

Only Elsea

Be sure to ask for a copy of Elsea's famous "Photo Book" of homes for sale.

There's one blank space among its many pages of photographs and details of all sizes and styles of houses now available at Elsea.

That blank space is for your home if you would like to sell it.

The "Photo Book," an exclusive feature of Elsea Realty, published six times a year to give a sampling of Elsea's large selection of listings, is one reason why Elsea sells the most homes, and sells them the fastest.

Whether you're ready to buy or sell now, don't miss the "Photo Book." It shows you how Elsea will be able to serve you best whenever you are ready.

It has access to the information and knowledge of Elsea staff members at all the other offices, and its staff meets regularly in company-wide conferences and seminars to keep informed on current developments and trends.

Elsea's service extends to all phases of real estate—including commercial, industrial, vacant, farm and resort property as well as residential.

Elsea has the state's largest and most complete listing of homes for sale in Detroit and the suburbs for the best service possible to home buyers, and the largest prospect list for the benefit of those selling their homes.

For complete service, Elsea has a mortgage department to assist in low-cost home financing, an insurance department for expert advice on protecting your home investment, a trade-in department to take your old home as part payment on the one you buy, and a staff of attorneys for prompt, efficient and error-free closings.

Elsea a Leader in Many Phases of Real Estate

Is your property, either vacant or improved, being utilized for its highest and best use?

Do you have property that should be sold or leased?

Would there be a tax advantage in exchanging your property for another?

For the answers to questions such as these, see Elsea.

In fact, take all your real estate problems to Elsea's experts.

They cover every phase of real estate. Elsea has specialists in every field, such as commercial and industrial property, as well as being the state's top seller of residential property.

A staff expertly trained and well experienced in commercial real estate enable Elsea to offer superior service and do a large volume of business in the sale and rental of stores, apartment houses, hotels, motels and other businesses.

The sale of industrial plants and shops has been a specialty of the Elsea organization for many years. A thorough knowledge of and wide experience in this field has resulted in a large clientele entrusting the sale and purchase

of industrial properties to Elsea.

Both departments are headquartered at Elsea's west side main office along with the farm and resort sales section and other special departments.

Sales Staff Shares Data

Besides being qualified and energetic, Elsea's large sales staff has another unparalleled advantage—immediate access to information through cooperation and consultation with their numerous colleagues.

Sales representatives meet often in conferences and seminars to keep informed on current values and trends.

One result is immediate determination of the highest possible price at which a home in any section can be sold at any given time, which insures quicker sales with the correct asking price.

Either Way, Go Via Elsea

Whether you want to sell your home or buy one, the best bet is Elsea.

If selling, your first decision is to select a real estate firm. To get the best deal and the quickest sale, you need the company with the most experience, the biggest list of prospects, and the largest number of salesmen to contact those prospects without delay.

That's Elsea. Elsea also has one of the largest advertising budgets for

a real estate firm in the country. Yet it costs no more to deal with Elsea.

If you're buying, one way is to drive around looking for the kind of home you want that's for sale in a neighborhood you like.

Another way is to look tediously through the want ads. But the best way is to let Elsea do the searching. That is, if it doesn't already have what you're looking for, in its selection of homes for sale—the

largest selection in the state.

Elsea's 100 salesmen know more about satisfying home buyers than any other company's staff. And Elsea cooperates with 1,400 other brokers who make their listings available.

In addition, Elsea will take your present home in trade, arrange the best possible financing and service all other details. Call today. VI 3-5000, BR 3-0100, PR 1-6100, AV 4-6262 GR 6-0880, or KE 7-0710.

A City Full

Since Staunton M. Elsea founded the Elsea Realty and Investment Co. in a small office on W. Fort Street in Detroit in 1929, the firm has sold more than 18,000 homes, roughly the number of homes in the city of Kalamazoo, Mich., or Schenectady, N.Y.