

A MESSAGE FROM MR. ELSEA

Buyer, Seller Both Get Bargains

By STAUNTON M. ELSEA
President

It's often said that a true bargain is a transaction in which both parties—buyer and seller—get a good deal. In other words, the only real bargain is the double bargain.

Using this definition, Elsea Realty can claim responsibility for a great many bargains.

In case it may seem a tough definition to back up, the way Elsea serves buyer and seller at the same time is a good illustration.

First of all, how the seller gets a bargain.

Elsea's long experience and thorough knowledge in the real estate field means ability to quickly get the proper price for a home. This is the price that best serves the twin desires to get both a good price and a fast sale.

Elsea salesmen are expert appraisers. They know when a slightly higher price is warranted than you expect, and they like-

wise know when a lower price may be wiser.

Elsea's unequalled resources in personnel, facilities and know-



STAUNTON M. ELSEA

how then go to work and find a buyer at the right price faster than any other firm is capable of consistently doing.

In addition, Elsea handles all the details of the transaction, servicing all the needs of both parties. All at no more cost than

the ordinary realtor would require.

So, the seller has a bargain. He gets his fair price, and fast.

For the buyer, Elsea's resources are at his service in locating the home that meets his requirements and tastes at a fair price. When it's found, buyer and seller are brought together to complete the transaction.

This is Elsea's main contribution, actually — bringing buyer and seller together sooner than they possibly could meet otherwise, and under terms that give both a bargain.

Whatever help the buyer needs to complete the deal — whether it be financing, insurance, or just information — Elsea provides it. This is a service as well to the seller, since it makes it so much easier for the client who likes it to go ahead and buy it.

So, the buyer also has a bargain. He gets the house he wants at a fair and reasonable price, and he finds it quickly, efficiently and economically.

This is the way Elsea sells all its homes — the double-bargain way. It's one of the reasons Elsea sells more homes than any other realty firm in Michigan.

Elsea Helps Find Best Insurance

That every homeowner should have insurance to protect his investment against unexpected disaster is something on which just about everyone agrees.

Elsea clients are fortunate in that the firm has an insurance department, supervised by Jack Keller, that provides the same exceptional service and counsel that has made Elsea so highly respected in the real estate field.

As in everything else connected with the management of a home, experience is the quality that saves money, avoids pitfalls and guarantees complete protection in securing homeowners' insurance. Elsea's insurance department has that experience.

Most companies have package plans containing coverage for fire, contents, theft and personal liability in one policy. However, each plan differs in its particulars and it's important that homes be insured properly and sufficiently in each particular case.

Consult Elsea's insurance department for expert advice in selecting the best policy for your home. This service is available to Elsea's home buying clients at no extra charge. The department will place your insurance for you if you wish.

Crazy, But That's All

Then there's the story of the motorist who suffered the misfortune of a flat tire while driving past an insane asylum one day.

As an inmate of the institution watched through the fence, the motorist began changing the tire, placing the lug nuts in the hub cap.

Along came another car, clipping the edge of the hub cap, flipping it up in the air. All the lug nuts were flung into a ditch of muddy water.

Unable to find any of the lug nuts, the driver began to worry that he would be stranded. Finally, the inmate behind the fence suggested he take one lug nut off each of the other wheels and use them to get to the next town.

"I'll be doggoned," said the driver. "Why didn't I think of that?"

"I may be crazy," said the man behind the fence. "But I'm not stupid."

Checklist for Home Buyers and Sellers

When buying or selling a home, there are a few things that real estate men recommend be kept in mind.

Here is a checklist of some of the points a buyer should be thinking about as he searches for the "perfect" home.

- Attractiveness of house and neighborhood.
- Proximity of schools, churches, stores and transportation.
- Size and quality of construction.
- Adequacy of water, sewer and gas service, garbage pickup and storm drainage.
- State of repair and maintenance.
- Financing available, including down payment needed, amount to be borrowed, size of payments and length of mortgage or contract.
- Taxes and insurance.
- Quality of built-in appliances, type and quality of heating plant, situation on extras such as storms and screens.
- Interior design and colors, or cost of redecorating.

Some of these items are not subject to control by the seller. But the ones pertaining to state of repair and appearance of the home are within his control.

How he handles these and other matters can have much to do with how fast he sells his home and what price he gets for it. Here's a checklist for sellers:

- Make improvements and repairs to exterior necessary for salable appearance.
- Make sure lawn, shrubs and trees are neat.
- Insure that home compares favorably with others in neighborhood.
- Examine interior, cleaning, painting and repairing where necessary.
- Check colors and furnishings for tastefulness; liven up rooms with unusual touches. Even if the buyer will be bringing his own furniture, he should be shown that the home can be attractively furnished. A drab appearance will affect his whole attitude.
- Be fully prepared with information on proximity of community facilities, quality of community services and utilities, cost of heating and utilities, taxes, and insurance.
- List your home with Elsea, turning over all pertinent information to a sales representative, and cooperate with salesmen who bring prospects, following their instructions and permitting them to direct the showing of the home, since they're the experts.

Facts About Elsea

The facts about Elsea Realty are remarkable. Here is a sampling of the most important.

- Elsea has 100 salesmen, all thoroughly-trained, experienced, fast moving and tops in the business.
- Elsea Realty is 34 years old, having been founded in 1929.
- During its history, Elsea has sold more than 18,000 homes.
- Elsea cooperates with up to 1,400 other brokers, whose listings help discover the right home for a buying client.
- Elsea's exclusive "Photo Book" of homes for sale is put out six times a year, is one of the firm's best sales tools.
- The firm is a member of the Detroit Real Estate Board, Better Business Bureau, Michigan Real Estate Association, Western Wayne County Board of Realtors, Western Oakland County Board of Realtors, East Detroit Realty Association, United Northwestern Realty Association, Detroit Board of Commerce, Brokers Institute and International Traders Club.
- Elsea has one of the largest advertising budgets among real estate firms in the United States.
- Elsea listings are frequently sent to as many as 200 other brokers for additional speed in sales.



PLYMOUTH, MICHIGAN

3 bdrm. rambler on a large wooded lot, att. 2 car garage, finished basement, 20x12 terrace, 1 1/2 baths, carpeting, vestibule entrance. One of Plymouth's best locations.

\$21,900
SINCE 1929

BR 3-0100

ELSEA



FARMINGTON

3 bedroom alum. siding home on 7 acres of beautiful rolling wooded grounds, fruit trees, large 19x14 family rm., screened porch, 2 car garage, carpeting. Ideal for horses.

\$25,900
SINCE 1929

GR 6-0660

ELSEA



PLYMOUTH

5 bdrm., 9 rm. ranch style, completely air-conditioned, lighted and heated swimming pool with motorized room and glass and screened enclosure, 2 nat. fireplace, 11x22 activities rm., built-in kit., garage, huge lot 142x250. 9 rms. in all.

\$42,500
SINCE 1929

GR 6-0660

ELSEA



FARMINGTON TWP.
HIGH ON A HILL

Spacious beautifully landscaped grounds surround this attractive 3 bdrm. home, drive in 2 car garage, 2 baths, beamed ceiling living rm. with Roman brick fireplace wall, second fireplace in activities rm., marble patio, storage house.

\$22,900
SINCE 1929

GR 6-0660

ELSEA

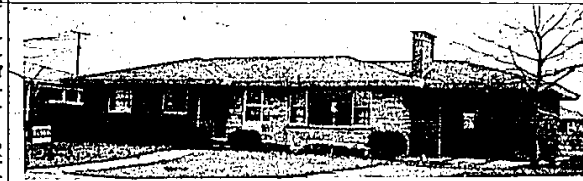


ATTRACTIVE 3 bdrm. Tri Level, completely finished recreation rm. Built-in range & oven, 2 full baths, 2 blocks to shopping center. Private beach and park privileges.

\$18,300
SINCE 1929

PR 1-6100

ELSEA



ALLEN PARK

Lads and Lassies, feast your eyes on this thrifty buy, broadfront face brick ranch, 3 bdrms, sun rm., rec. rm., country kitchen, natural stone-wall fireplace, garage, drive, a must see for the frugal buyer.

\$24,500
SINCE 1929

PR 1-6100

ELSEA