



Artist's conception of the new UNRA/WWOCB headquarters at Drake and Grand River in Farmington

Realtor board to move office from Redford to Farmington

The Western Wayne Oakland County Board of Realtors' main office is now located at 11677 Beech Daly in Redford Township. However, in the next few months it will move into new facilities in Farmington. The building now under construction will triple the existing space required to hold the computers, multi-list activities, administration and educational emphasis of the organization.

The computer system will require additional space due to the tremendous use of systems in the multi-listing activities. The activities include processing over 250 listings a day. Also, the processing of approximately \$2 million business a day, of sales. Also, the photography of over 40,000 listings a year. All of this requires speed, accuracy and economic

efficiency. The new building shall assist these goals.

Classrooms will also be constructed to accommodate the continuance of education of every multi-list member. The organization feels that the more educated and professional a member is - the more responsive he/she shall be to the public.

The classrooms will complement the existing education efforts on a Realtor basis. This shall be accomplished through continued professional seminars as has been the case for 54 years.

The building will also house the expanded administrative staff. The staff is responsible for the day to day operation of the corporations. All are highly specialized experts in the fields of real estate and management.

Their major emphasis is upon the multi-listing activities and guarding the professional ethics of the organizations. The new facilities will allow the administration to function in a more efficient manner due to increased space requirements.

The building itself will consist of two floors, one main administrative building and two wings. The Drake Road and Grand River location lends itself to a campus atmosphere. The large expansive lawns are studded with big shade trees lending an air of quiet solitude to the busy corporate offices.

The new headquarters will be a beautiful, modern structure of sedate beauty. The organization will certainly have attractive headquarters for the years ahead.



Roberta Eighmy, of Teepee Realty, was honored by the two organizations as 'Realtor-Associate of the year.' She started in real estate in 1954 and has been involved in a variety of Women's Council activities. Bobbie has also been busy with activities at the national level and was the choice of the board for the honor over several other candidates.

Bold, Blue R in all offices

As part of this year's Realtor Week celebration (April 21-26), the Western Wayne Oakland County Board of Realtors announced all Realtors will display the new "big, bold, blue R" in their offices.

The "R" is a new trademark and identifies members of the National Association of Realtors.

According to Mrs. Lois Dicks, board president, the new name and trademark signify the Association's reaffirmation of its determination to protect the right of the American property owner to a decent place to live and work.

"The National Association of Realtors has a tradition of being the voice of America's property owners. That is why the theme for Realtor Week 1974 is - The REALTOR - a Voice for America's Property Owner," she said.

"We're continuing to work at all levels - in Washington and with state and local governments - to achieve legislation that makes home ownership possible."

President Mrs. Dicks pointed to the Association's recent proposal of national legislation to ease the mortgage money as an example of this work.

Mrs. Dicks observed that the new

trademark identifies the Association's members as experts in the real estate industry. The term Realtor is a federally registered trademark reserved for use of the National Association and only its members are allowed to use it.

It is for this reason the term Realtor now appears in both the trademark and the Association name.

The Realtor trademark also identifies the world's largest business association. "Wherever you are - in any of the 50 states or Puerto Rico - there's a Realtor to serve you," said Mrs. Dicks.

Adopt a new trademark

The Western Wayne Oakland County Board of Realtors has announced its adoption of a new trademark in conjunction with a change in the name of its national organization. The new trademark identifies the National Association of Realtors, formerly the National Association of Real Estate Boards.

According to Mrs. Lois C. Dicks, board president, the new name and

trademark signify the the Association's reaffirmation of its dedication to protecting the right of the American property owner to a decent place to live.

The National Association of Realtors has a tradition of speaking for the property owners of our country," she said. "We're continuing to work at all levels - in Washington and state and local governments - to achieve

legislation that makes home ownership possible."

Mrs. Dicks pointed to the Association's recent proposal of national legislation to ease the mortgage money crisis as an example of this work.

She said the new trademark identifies the Association's members as trained experts in the real estate industry. The term Realtor is a federally registered trademark.



William Bowman, immediate past president of the UNRA/WWOCB, was named 'realtor of the year' for 1973 by the board of directors. Executive vice president of Thompson-Brown, he was honored for his outstanding work in the real estate field and for the Realtors during his term as president.