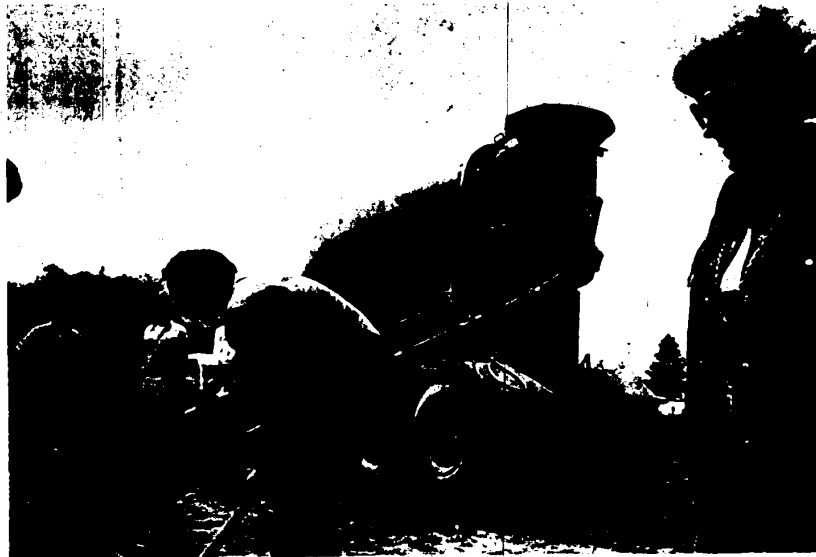


Can she find happiness as a builder?



'... I'm going to end up as a millionaire'

By MARY CONNELLY

Some people know Margaret Wilson for her work in charity fundraisers. She can, for example, usually be found organizing sumptuous \$100-a-plate dinner dances to benefit the Capucin soup kitchen in Detroit. Recently, she turned up at the Detroit Athletic Club to have a hand in drawing the city's social set to the annual Cinderella Ball, an American Lung Association benefit.

But fundraising is an extra-curricular activity for the 36-year Southfield resident. For Marge Wilson, the luncheons and the dinners are sandwiched between hours working as president of a real estate investment, land development and construction firm.

Ms. Wilson sits in her Adams Street office in Birmingham and talks of developing shopping centers, apartment complexes, recreational sites, restaurants, condominium developments and medical clinics.

"I'm going to stay in this 'til I'm a

millionaire," she comments. "I'm not going to quit."

MS. WILSON is president of a group of companies which includes Future Investment, Inc., Crest Investment, Inc., Future Construction, Inc. and Wilson and Associates.

Work began last week on Ms. Wilson's first construction project, the Ramshaw Photo Finishing Building at 26280 Franklin Road, Southfield.

"I'm more excited than the owner of the building, I think, because it's the first project," Ms. Wilson noted. "I go by the job every morning and every night. The guys tease me. They'll say, 'Here comes the boss, you better get the tractor going.'"

"I was told there are not many women in the building business," Ms. Wilson added. "But I think I can do it. I really do."

SINCE STARTING the companies, Ms. Wilson has been involved in selecting land sites, getting market value appraisals, obtaining financing and re-

zoning approval, commissioning architectural drawings, land surveys and engineering studies and hiring subcontractors.

"I like to watch it grow," Ms. Wilson said of land development. "You start with the soil and work up."

"I don't take my attorney to zoning meetings," she said of obtaining land rezoning and site plan approvals from municipal planning commissions. "I do it all myself. When I first started, they asked me the dumbest questions just to see if I knew what I was talking about. Now they've learned to accept me."

"We start with a piece of raw land and we don't stop 'til the trees are in," Ms. Wilson explained. "Our turnkey is when the last sod is on the lawn and the shrubs are in."

"WE WORK almost every Saturday and Sunday," noted Nate Oleksynsky, secretary of Future Construction, Inc.

"We're out scouting for land or looking at projects. We spend pretty much seven days a week on this."

Oleksynsky, a Southfield resident, joined Future Construction in January when the construction firm was started. He is also president of four companies which manufacture and distribute building products and materials.

"The ultimate use for raw land is to develop it and use it yourself," Oleksynsky commented. "To sell raw land to another builder... well, his ideas aren't your ideas."

"We own a lot of property with investors that we'll be developing," Ms. Wilson commented. "There is some on Big Beaver in Troy, a couple of pieces in Southfield and sites in Lexington and the Irish Hills."

Future Investment has also bought some 60 acres adjoining Willow Run Airport which Ms. Wilson hopes to convert to housing for air freight.

New developments breaking ground

Several area developments have new marketing concepts, have utilized new land use ideas and are emphasizing setting in an effort to break out of the recent housing slump.

Mel Rosenhaus, who has developed acreage in the Farmington Hills area near Drake Road, is beginning construction on "Ramblewood," one of the first developments to take advantage of Farmington Hills planned residential development zoning.

The PRD category allows a mixture of building types, clustering and use of open space. Ramblewood represents \$60,000 in planning prior to breaking ground, according to the developers.

Built on land formerly owned by Matilda Wilson, and used to raise thoroughbred horses, the new development will have a guardhouse, like Rosenhaus' neighboring apartment complex, Hunter's Ridge. Plans include a total recreational complex, with swimming pools, tennis courts and a community house.

When completed, the 200-acre project is expected to represent a \$63 million investment.

HATHERLY in Bloomfield Hills represents the other end of the scale in size. The recently completed condominium by the Byron Construction Co. is a development of only eight homes.

The area was deliberately kept small, private and unencumbered by social and sports extras," the developers said.

Located in an area of fully-matured trees, the two different model plans offer a choice of either one or two bedrooms.

All eight units feature balconies, with 1,800 square feet divided into three levels. The price range is from \$65,000 to \$79,000. Sales are being handled by Kellett and Baranaka, of Bloomfield Hills.

POTOMAC TOWNE in West Bloomfield at Maple and Farmington Road, has reduced prices by approximately \$2,000 in a new marketing program.

Also being offered is a \$2,000 package of improvements in an unfinished space. The developers say with the combination of the federal income tax rebate, the savings will total \$8,000 on the units, which start at \$66,000.

