

# Realtors' Theme "Under All Is The Land"

"Under all is the land," five words that open the Realtor's Code of Ethics, have been selected as the theme of the 1970 observance of Realtor Week, May 17-23, announced Charles W. Allen, Jr., President of the Western Wayne Oakland County Board of Realtors (WWOCB).

"Our observance," Realtor Allen of Livonia, said, "is one of hundreds planned throughout the nation this week to call the attention of the public to Realtors and

the high professional services they render.

"What's unique this year is we're celebrating WWOCB's 50th year in organizing real estate and in providing multiple listing service here."

Sometime this year the second billion in total sales will be achieved by WWOCB members. This is all since 1946 when records first were kept according to Allen.

"It took 20 long years from 1946 - 1965 to attain the first billion," he said. "The second billion is being attained in less than five years."

Much of the accomplishment is attributed by Allen to the addition of modern computerization of the multiple listing service. It is a highly sophisticated system provided at no cost to the buyer or seller. Realtor members absorb the cost.

A HIGHLIGHT of the week, he added, will be the release of a new book, Under All Is The Land, with text and more than 200 full-color photographs depicting the countryside, the thriving cities, the heritage, the pleasures and progress

of the entire United States. The book, available only through Realtors, is dedicated to the people of the United States by the Realtors of America."

"During this week," Allen said, "we should consider the full meaning of this sentence, and the one that follows it, in light of some of the problems facing us today."

The preamble to the Realtor's Code of Ethics begins, "Under all is the land. Upon its wise utilization and widely allocated ownership depend the survival and growth of free institutions and of our civilization," he continued.

Home ownership is enjoyed by more than two-thirds of the families across the nation, he said, a dream

Realtors have aided materially in attaining. This record of home ownership is matched by few other countries in the world.

The Western Wayne Oakland County Board of Realtors originated from the United Northwestern Realty Association, first organized in 1920, and joined NAREB in 1958.



CHARLES ALLEN

## Realtor Head Sees Big Year In 1970

"1969 our best year yet - 1970 should be as good," says Charles W. Allen, Jr., Pres., Western Wayne Oakland County Board of Realtors and United Northwestern Realty Association Multi-List Service.

"Our 2,400 Realtor and Associate members have just received a statistical summary of their sales results for 1969 and it shows that despite 'tight money' we sold 11,084 properties totaling \$244 1/2 million dollars in value," said Allen.

"This makes us 'No. 1' in number of properties sold of all major real estate boards in the United States, although, for example, we have approximately 1,000 less sales associates than the San Fernando Valley, California Board who sold some 9,500 properties during 1969. Use of a fully computerized photo Multi-List system has helped us obtain better results for our clients.

"We also credit a compulsory education requirement of at least two college level courses in real estate for all new Sales Associates during their first 18 months in the field, for our improved performance. A comprehensive week-long Professional Standards Orientation Course is required in addition to being licensed.

"In the 20 years through 1965, we were able to sell a billion dollars worth of properties in the area we serve," said Allen. "Sometime during 1970 we will have sold another billion dollars worth.

"In the past five years we will have accomplished what took four times as long before we computerized our Multiple-Listing system and adopted higher educational criteria."

Prices for homes in the Board's Detroit and Suburban marketing area rose from \$20,082 in 1968 to \$21,650 for 1969 according to statistics compiled by the Board's computer. This is slightly under the '69 national average home sales price of \$21,700.

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