

Realtors Serve Whole Spectrum Of Real Estate Field

The service of the Realtor in fulfilling the need of the home seeker and seller too often overshadows his other important roles in the whole spectrum of the real estate field. Realtor Charles Allen, president of the UNRA Board of Realtors, said, as his board continued its celebration of 1970 Realtor Week.

"The expansion and increasing complexity continually developing in industry and commerce point up the mushrooming need for the expertise of the Realtor in all real estate matters," he continued.

"NOT ONLY INDUSTRY, but government is taking advantage of the Realtor's professional services," President Allen added.

"For example, our growing network of interstate highways and the continuing urban renewal programs require the services of appraisers to estimate the value of properties taken under eminent domain. As part of this activity, the appraiser, who is usually a Realtor, in many cases appears as an expert witness for either the government or the property owner in court cases arising out of condemnation proceedings.

"Housing for low- and moderate-income families is a current and legitimate concern of government and society," Allen explained.

"To assure that this type of housing is properly maintained and administered, there is growing use of professional property managers in each development, many of them Realtors. These professionals in the management function assure that both private developers' and public investment is protected and that tenants needs are dealt with fairly."

Today's rapid growth of industry almost requires that large companies maintain a real estate department. For some, however, because of size, budget, and the like, this may be impractical. Both categories, however, recognize the need of outside impartial advice, as do educational and other institutions, banks, and almost all types of business.

Members of the newest branch of real estate specialization - counseling - serve as advisors in property acquisition, disposal, and use, much as a lawyer counsels in matters of law. Retained on a fee, retainer, or per diem basis, the counselor has no direct interest in the outcome of a given transaction.

"ANY DISCUSSION of corporations and their need for real estate for expansion or transfer of operations, brings to mind the large number of brokers who specialize in the sale or lease of commercial property," Realtor Allen went on.

"These Realtors, by vir-

due of their broad experience in the wisest and best uses of store, shopping center, and office structures, and through their exposure to and participation in educational programs geared to their particular specialty, are able to best handle any transaction involving business properties. They provide a unique service to today's sophisticated businessman.

"A relatively new phenomenon in business property is the industrial park, in which light manufacturing and warehousing facilities are provided for an area, which, otherwise, would have no industry to provide jobs and a broadened tax base.

"Many of these have been developed through Realtors who specialize in

industrial property, an area which gained prominence during and immediately after World War II. The ingenuity of these men and women has brought industrialization and its many

benefits to many of the medium-sized and smaller communities of our country."

All of these various specialties depend upon one

thing for their success - land. Today, many brokers are devoting their businesses solely to the creation of better uses for and more widespread ownership of land.

List Property Right...It Will Sell

By Ed Freeh
Manager

GARLING REAL ESTATE
PLYMOUTH

List your property at a fair price, or don't list it at all. If property is listed right it will sell.

An isolated sale of just one or two properties isn't enough, nor is a sale on the market six months ago a very good guide in setting the value of

property. Our market changes about as often as hairdos and automobile styles.

Stay away from the list-at-any-price-and-hope outfits. The old adage still holds, you know: "A property well listed (priced right) is half sold."

The real estate business, because of specialization, is far more competitive than ever before. This is why it is so important for you to call on a local realtor for assistance when you decide to sell your home.

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