

Real Estate Times



*Real Estate One, Inc. 1988

Community Action Tour

Spring Birthday Book

At least twice a year Real Estate One buys approximately 100,000 calendars or other valuable items to give our customers and clients. This spring it is a four color pocket size booklet to record birthdays of everyone you know. People love to have their birthday remembered, and this book can last for years.

Call the office closest to you now and they'll send you one free -- just for the asking!

Free referral service

If you are transferring to anywhere in Michigan or to any place in the entire country, including Alaska, Real Estate One has a free service for you. Call any of our offices listed below and we will have a top real estate associate in your destination city call you that same day. You pay nothing, yet automatically receive information on housing, neighborhoods, and even specific listing information on homes in your destination city. If you are moving anywhere, anytime, call 800-222-0000 and ask for Beth or Theresa.

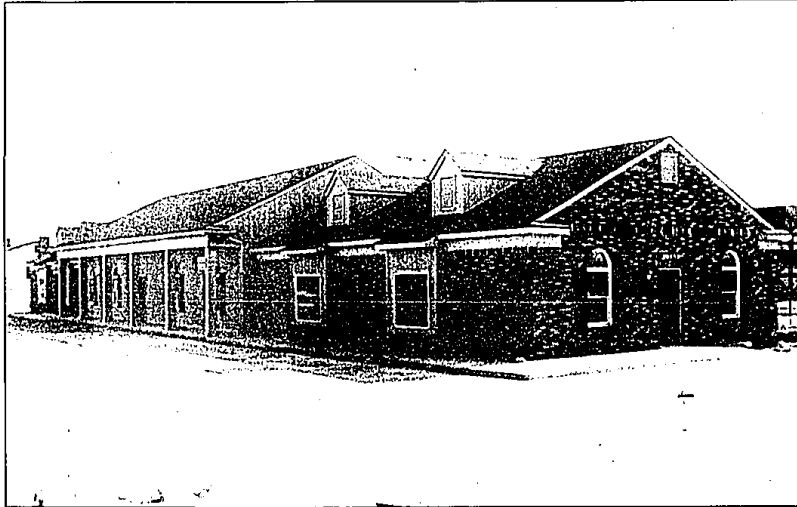
Advertisement represents newspaper

Real Estate One has purchased this entire page to tell our story. We want it to look like newspaper articles, because we treat our information as consumer information, not advertising. We want you, the people of Oakland and Wayne Counties to know as much about our company and services as possible. We sell more homes in Michigan, because we think we have the best trained and most professional people to help you. We have just about every conceivable service for our customers. Whether it's an advanced equity, home protection policy, up-to-date mortgage rates and terms, or just keeping in touch -- we do it. If you call us we will help you now.

19% higher earnings

Real Estate One is supported by almost 1,000 full-time professional sales associates in 29 offices all around the metro Detroit area. They just completed calculations on earnings for 1987 and found that earnings for all associates on the average increased 19%. This was one of the largest single year increase in

New Macomb County office location



39850 Van Dyke, Sterling Heights

The Real Estate One Sterling Heights office has just moved. The old location was a small shopping center using only about 1,100 square feet of office space. This brand new free-standing office facility allows the office more than 5,000 square feet for a reception area, two conference rooms and offices for 60 full time associates.

The new location is at 17 1/2 Mile and Van Dyke. It services the areas of Shelby Township, Sterling Heights and Warren. You may reach them at 979-5660 or 268-7110

Dolores Gaskell, manager of the office, puts it this way, "We have a lot of people moving from Macomb County to Oakland County. Our two new locations, both here and our newly expanded office in St. Clair Shores, allows people to move and use the same real estate company in both buying and selling."

These expanded facilities are part of the five year, four million dollar expansion plan that Real Estate One is in the process of completing. Every Oakland County office has been doubled in size, expanded, and or moved to larger facilities in the last three and a half years.

REAL ESTATE ONE CREED

Every single day we make America's happy and satisfied through our personal services. It is our belief that we must earn your trust and confidence through extra effort. Our growth and very existence depend on your satisfaction. We are not just selling real estate. We are determined to help you achieve a quality of life tailored to meet your individual needs and desires. Our commitment is to make your real estate dreams a reality. Every day, we earn America's trust.™

Ask for the Real Estate One C.M.A. folder

Real Estate One, Michigan's largest real estate company, has developed an entirely new competitive market analysis folder. It is designed to present you with the most complete consumer-oriented written evaluation of your home. It takes the information about your home and compares it to all similar properties in your area. This new folder has a separate page to compare your home to homes which

have already sold. Another page compares your home to properties which are currently on the market. Finally another page compares your home to homes which were on the market but did not sell during the listing period. Another sheet reviews the actual net proceeds you would receive based on a market price. An additional page explains our own action plan. This newly developed

C.M.A. (Competitive Market Analysis) folder is compiled with your particular home's details. The folder is given to every home owner, free of charge, who is considering selling their house. It is in addition to our 22-page marketing kit which shows sellers all of the steps in the home selling process. This is just one more new service offered to our customers and clients. The best and the biggest cost means, yet our quality of service to you is the best. Call for more information.

Real Estate One first in direct mail

Real Estate One is number one when it comes to sending direct mail. We know that listing and selling real estate is a local neighborhood business. We know that most of our buyers and sellers come right from the same neighborhood or town and decide to move up or down, depending on their individual need. That's why last year Real Estate One delivered over 1.1 million "Just Listed" and "Just Sold" cards to neighbors of our marketed properties to notify them of a possible new home on the market. This year in 1988 we are offering a

new and unique direct mail service. It's called MarketMail Plus, and it has allowed all of our associates an opportunity to send six mailings per year to geographic areas. These 8 1/2 x 11 mailings contain valuable information about our marketing tools and the benefits of using Real Estate One. By listing more and more metro Detroit area neighbors know about us and our service, we attract more buyers for your marketed home. Please call any office listed below to learn more about how our direct mail campaign can work for you.

"Thoroughly professional..."

...is how Roberta and Craig Newman described Dorothy Kay of Real Estate One's Farmington Hills office. Transferring from Ohio, they were pleased with the "many homes that we viewed with our criteria. Dorothy gave us a good overall look at numerous communities during our three day trip."

The Newmans found a home they both love and are looking forward to the move. Dorothy, who is a member of Real Estate One's prestigious President's Council of Excellence, "has helped make the transition run smoothly...dealing with any questions through closing."

Transferees receive detailed information and counseling from our Corporate office and additional on-site assistance from our Relocation Specialist Team -- all designed to help them find the right home.



Roberta and Craig Newman

The Durbin Company, Realtors merges with Real Estate One

The Mel Durbin E.R.A. Realty Company has merged with Real Estate One. The Durbin West Bloomfield office is relocating to Real Estate One's West Bloomfield office at Orchard Lake and Lone Pine Roads. Fourteen top full-time professional associates from Durbin have joined Real Estate One. The four million dollar associate, Fran Mirsky,

from Durbin has become the Real Estate One West Bloomfield manager. "It's an outstanding merger," says Dick Elzea, president of Real Estate One. "Mel's company is exceptionally fine. Seven of his associates are million dollar associates or more. They are professional people and Mel's company style fits perfectly with our own company. We feel privi-

"We feel privileged with the addition of Fran Mirsky as our new West Bloomfield manager."

—Richard S. Elzea
President

leged with the addition of Fran Mirsky as our new West Bloomfield manager. She is respected in our industry, and the appointment also can help her grow within our management team."

Division President Genny Conrad, who organized the merger, added that these two teams of Durbin and Real Estate One salespeople are terrific together.

where we are

Administration	851-2600	Livonia	281-0700
Commercial	353-4400	Millford	684-1065
Training Center	358-7111	Northville	348-6430
Allen Park	389-1250	Plymouth	455-7000
Ann Arbor	995-1616	Rochester	652-6500
Birmingham	648-1600	St. Clair Shores	298-0010
Bloomfield Hills	644-4700	Sterling Heights	979-5680
Brighton	227-5005	Taylor	282-8550
Dearborn	274-8911	Trenton	675-6600
Dearborn Heights	565-3200	Troy	528-1300
Detroit - 7 Mile	532-8600	Union Lake	363-1511
Detroit - Gr. River	532-3400	Waterford	683-7600
Farmington	477-1111	West Bloomfield	681-5700
Farmington Hills	851-1800	Westland	328-2000
Lathrup Village	559-2300	Wyandotte	284-8262

New week-long pre-license course

During the week of April 14-21 and May 12-19, Real Estate One Training Center will offer its one-week, state-approved Real Estate Licensing Course. "We have always offered this course three days a week, three hours a day, in either morning or evening classes," said Claudia Cauley, Vice President of Education for

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Real Estate One. "We now see a new community need for an intensive 40-hour, week-long course," Cauley mentioned that the evening course will continue as usual.

Real Estate One had 1,558 people attend their 1987 courses. "We're proud that we offer the course at a reduced rate of \$99, including all books, tests, etc. We have a long history of

high grades and our students are prepared for the state exam," Cauley stated. "It is subsidized by Real Estate One."

Inquiries can be made by calling any Real Estate One, Inc. office or the Training Center at 358-7111. The course is open to the general public.