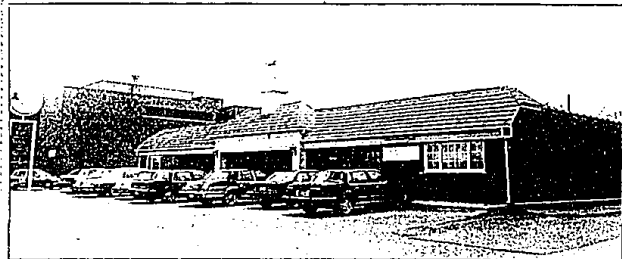




# Real Estate Times

\*Real Estate One, Inc. 1989

## Renovated Bloomfield Hills office



Real Estate One was awarded the "Best of Real Estate Office Interiors" award from the National Association of Realtors monthly magazine *Real Estate Today*. It was one of only five national award winners in the country. This expanded office now has moved into a premier showplace office for REALTORS® in Oakland County.

Real Estate One renovated and expanded its Bloomfield Hills residential sales office. This massive 6,700 square foot facility includes

three conference rooms, a number of semi-private offices and an entirely new "English Hunt Club" decor done exclusively for Real Estate One by Michigan's famous interior design specialist, Dan Clancy of Perimeter-Freiwald Inc.

"We were proud to have the recognition of our facility. Quality design and settings are important in this marketplace."

— Richard S. Elisea  
President

At left, Real Estate One's Bloomfield Hills office at 4136 Telegraph Road

The full-time professional associates, led by manager Roxanne

Walsh, always provide the highest quality buyer and seller service to Bloomfield Hills and surrounding communities.

If you are in the area, please drop into this beautiful office. It's on the west side of Telegraph Road just south of Long Lake Road. You will be assured of the most professional REALTOR® services offered anywhere in the nation. Bigger offices and more sales associates mean more possible buyers for your house. As Michigan's largest real estate company with 29 metro area offices, Real Estate One can help with your housing needs.

## Two brokers finesse a move in Michigan

When Brian and Penny Anderson accepted a transfer with Kelsey-Hayes in Romulus, Michigan, they knew who to call to list their Cleveland home - Ron Kish from Realty One. Because Ron had sold them their home, the Andersons decided they were their own best references for selecting an agent to market their house.

Ron had another service to offer them, too. He recommended the

excellent relocation assistance AmeriNet provides through Real Estate One, Inc., the member broker in the Detroit area. Although the Andersons explained that they already had approached another broker to secure their next home, Ron suggested he put their referral through AmeriNet anyway.

"It doesn't hurt to get a second opinion," he said, "and we'll get you the best agent in the area."

It was then that Shirley Ford, an associate from Real Estate One, went to work to prove Ron right. Within one meeting, Shirley won the Ander-

sons' relocation assignment exclusively.

Having worked out of Real Estate One's Plymouth office for seven years, Shirley knows the market and area well. Besides conveying her expertise to the Andersons, Shirley established a rapport and level of trust that made them feel she had their best interests in mind.

"It doesn't hurt to get a second opinion," he said, "and we'll get you the best agent in the area."

It's just another example of Amer-

Net referrals at work. In this case, the transferee family found a new home and two AmeriNet sales associates garnered extra earnings and the satisfaction of a job well done.



Shirley Ford

## Ingenuity pays off

Melanie Cohen's AmeriNet referral was a real challenge. She picked up her clients, Mr. and Mrs. Cutler and their two small children, at the airport at 3:00 p.m. on Saturday. They were shown 12 homes on Saturday and 12 homes on Sunday before they had to be taken back to the airport at 2:00 p.m. for their flight to Maryland.

On Monday Melanie was back on the computer and found two new list-

ings. She previewed them Monday and returned on Tuesday with her video camera. After video taping the two homes, she expressed mailed the tapes to Maryland. They called the next day to say they loved one of the homes and would be in for two hours on Sunday to see the home. Melanie once again picked them up at the airport, showed the home at 1:00 p.m., wrote the offer, and managed to return the Cutlers to the airport on time.

We think every Real Estate One associate provides this same high quality service, like Melanie Cohen from our Farmington Hills office.

## 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 651-2600 and ask for Maureen 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 County to know as much about our 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.

## 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 so more, yet our quality of service to you is the best. Call for more information.



22-page Marketing Kit

## Free consumer services

If you are even thinking of buying or selling real estate in 1989, call for your free consumer-oriented books, booklets, and kits from Real Estate One. They have a 22-page sellers marketing kit, a "For Sale by Owner" guide and a "How to Buy a Home" brochure. Call the nearest office listed below and tell them what you need. It will be sent to you immediately.

## 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 1989 we are offering a

new and unique direct mail service. It's called Market Mail Plus, and it has allowed all of our associates an opportunity to send six mailings per year to geographic areas. These mailings contain valuable information about our marketing tools and the benefits of using Real Estate One. By letting 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.



Real Estate One's West Bloomfield office sales associates

## 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. "Mea's company is exceptionally fine. Seven of his associates are million dollar associates or more. They are professional people and Mea's company style fits perfectly with our own company. We feel privi-

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."

— Richard S. Elisea  
President

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

## New week-long pre-license course

During the week of June 16-22 and July 14-20, Real Estate One Training Center will offer its one-week, state-approved Real Estate Licensing Course. "We have 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 Real Estate One. "We now see a

### Sign up now

new community need for an intensive 40-hour, week-long course." Cauley mentioned that the evening course will continue as usual. "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. "We are also offering a three-week, four days a week course beginning May 31 and a four-week, three night a week course beginning May 23."

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.

## 7 1/2% to 10 3/4% loans available now

Real Estate One professionals have a list of almost 60 different lenders in the metro Detroit area. These lenders have the largest variety of home mortgages that have ever been offered. It wasn't too many years ago that consumers obtained either a F.H.A., V.A., or conventional 30-year loan. Now the Real Estate One associates are quoting 7 1/2% for one year

## where we are

Administration	851-2600	Livonia	281-0700
Commercial	353-4400	Milford	684-1065
Training Center	358-7111	Northville	348-6430
Allen Park	389-1250	Plymouth	455-7000
Ann Arbor	995-1818	Rochester	652-6500
Birmingham	646-1600	Royal Oak	548-9100
Bloomfield Hills	644-4700	St. Clair Shores	296-0010
Brighton	227-5005	Sterling Heights	979-5860
Dearborn	274-8911	Taylor	292-8550
Dearborn Heights	565-3200	Trenton	675-6600
Detroit - 7 Mile	532-8600	Troy	528-1300
Detroit - Gr. River	532-9400	Union Lake	363-1511
Farmington	477-1111	Waterford	623-7500
Farmington Hills	851-1900	West Bloomfield	681-5700
Lathrup Village	659-2300	Westland	328-2000
		Wyandotte	284-8282