Developers follow in their father's footsteps

"The fact that it changes — every house is different, every customer is different," she said. "There are new opportunities every time you turn around."

'What I like is so many challenges, so many things to do. I'm working on three or

four different projects."

- Paul Levine

Her brother, Mark, also is in the family business.

Gerald Brody, 34, vice president of operations for The Brody Group of Bloomfield Hills, remembers his father, Robert, company president, taking him to job sites when he was 5 or 6 years old.

"Going through houses and seeing lumber, I enjoyed it immensely," Brody sald. "Riding on a bulldozer, front-end loader — I wasn't afraid of it."

Brody started working as a labor-er/go-fer at about age 14. "In this business, you've got to learn from the ground up," he said.

"WE DISCUSSED law, accounting. He never pushed me per se about going into the business. It's something that came about on my own," he said. A real estate professor in business school further whet Brody's appetite for development.

'I knew eventually I would end up to real estate one way or another "he said

Brody, who holds a builder's fi cense and a real estate brokerage Il-cense, joined the family business af ter a one-year stint as a car broker.

"A sense of accomplishment, to go by a building, a house, and say, 'I built that,' " he said.

Brody's grandfather started Sam-uel Brody & Sons more than 70 years ago. A brother-in-law involved in the business, Jim Deutchman, is a fourth-generation builder from Cleveland.

Brody sometimes finds himself taking daughter Hillary, 4, and son, Joshua, 2, to job sites.

"I'M MORE more inclined to see how things develop and let them make their own decision rather than be pushy," he said.

GII 'Buzz' Silverman, co-chairman of the Holtzman & Silverman Co, of Farmington Hills, said his father, Gilbert, almost took a discouraging posture right from the beginning.

"I was advised that since he had partners, there was no certain career in the real estate business for me, "Buzz said. Was able to prove myself as a successful businessman in another field, I may be invited into the business."

in another field, I may be invited into the business."

Buzz, 34, studied business at the University of California at Berkeley. dabbled in the restaurant business, then helped his mother, Geraldine Goodman, expand her Wells Cargo china business.

rive things topped the dailenter carning potential of real estate and development, and long-term gratification," Buzz said "My father is a very shrewd per soon," he said "In my opinion, he was taking the risk of me not going into the business to hyper-motivate me to be tougher and more aggressive to enter the business.

Buzz is a third generation builder, having followed Gilbert and Nathan HIS partner. Jonathan Silverman, also is third generation, having followed in the footsteps of his father. Toby Holtzman, and grandfather. Joe Holtzman.





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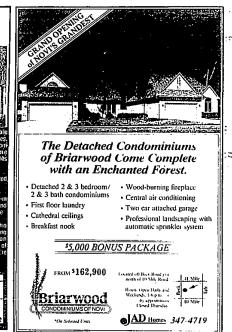
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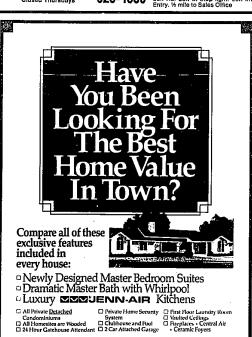
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