

# BUILDING SCENE

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THURSDAY, MAY 20, 1993

## BUILDING SCENE'S NAMES & PLACES

### Ryan appointed

Daniel P. Ryan of Redford, a member of the State Board of Architects and an attorney at Plunkett & Cooney in Detroit, was unanimously appointed by the Board of Architects to represent Michigan at the 1993 National Conference of Architectural Registration Boards in Kansas City, June 23-26. Aside from his duties with Plunkett & Cooney, Ryan, a graduate of University of Detroit and Notre Dame Law School, serves as an adjunct professor of law at Cooley Law School in Lansing and as an assistant prosecutor and assistant city attorney for Northville.



Ryan

### Wade elected

Robert C. Wade, chairman and CEO of Plymouth-based Wade-Trim architectural and engineering planning firm, was elected vice president of the American Consulting Engineers' Council. He will be responsible for a series of national committees, helping to set national policy and working with state organizations. Wade, who has served the American and Michigan Consulting Engineering Councils for 20 years, oversees Wade-Trim's nine offices located throughout Michigan and Florida.

### Axiom gets IBM pact

Axiom Real Estate Management in Southfield has signed a deal to manage more than eight million square feet of IBM facilities in Kingston and Poughkeepsie, N.Y. Axiom will provide a full range of site services of the 50 buildings which make up the two IBM sites, including engineering, security, mail room and reproduction services and chemical and environmental operations.

### New publishers named

Bryce & Palazzola Architects and Associates of West Bloomfield have named Kolka & Robb, Inc., of Bingham Farms, as publishers of "Form and Design, The Home Idea Magazine," a publication that features the work of Bryce & Palazzola and other Michigan-based architectural firms. The magazine is distributed to 50,000 homes and commercial businesses in Metro Detroit with its greatest concentration in Oakland County.

Information for inclusion in this column should be sent to Marilyn Fitchett, 36261 Schoolcraft, Livonia 48150.



## The Name Game

### Builders pick top brands for inside jobs

Matching buyer preferences with manufacturers' products can be a tough job for a builder, but failure to make the right choices can cost him the sale of a house.

BY GERALD FRAWLEY  
STAFF WRITER

Merillat, Wood-Mode, Homecrest Rutt, Pennville, Brookhaven, Fieldstones, Yorktown, Lafata and Pioneer kitchen cabinets.

Jenn-Air, Westinghouse, GE, Whirlpool, Gaggeneau, Miele, Maytag, Kenmore, Admiral, and Frigidaire appliances.

Gibraltar, Corlon, Formica, Arisotkraft, Kohler, American Standard, Delta, Marbelite, and Bertch bathroom fixtures.

Du Pont, Lees, Evans-Black, Warrdated Salem, Armstrong, Congoleum, and Tarkett flooring and carpeting.

Weatherhane, Pella and Anderson

windows and doorwalls.

And you thought you had it tough picking out furniture for your house — just think if you were a builder and had 70 houses to build and had to stock them with thousands of products before the owner ever steps in the door.

Not surprisingly, easily recognizable brand names rank high on builders' lists.

The main reason? Comfort levels. Frank Bronzetti of Troy-based Estate Builders Inc. — which has houses in development such as Copperwood East in Farmington Hills, Crescent Parc and Wattles Point in Troy — said brands carry high comfort levels for buyers who want to see names

they are familiar with when they're shopping for a house.

"Of course, it depends on what price range you're building in," Bronzetti said.

For example, a buyer isn't going to find Jenn-Air and Gaggeneau ranges and ovens in an entry-level or even a first move-up house.

Of course, most builders are flexible and will put in any features the buyer demands — for an additional price — but if choice is left to the builder, he will invariably go with a name brand even if the cost is a little higher.

But if there are two comparable brands, the builder will choose based on a lower price, he said.

Used to be simpler

Builders had it easier when buyers were less demanding. Years ago,

builders didn't include a lot of the features that are standard into today's houses, Bronzetti added. "People bought their own ranges, refrigerators and carpet."

Now people want to be able to move the furniture in and have the house ready to go. As a result, builders have had to do a little extra research and find out what's a good product and what's not, he said.

Bob Cococotta, a sales representative at Fairgrove Manor in Troy, said it never surprises him how savvy customers are when it comes to the products. A no-name, off-market product is going to turn off many buyers even if they have the option to buy more expensive brands.

See NAME GAME, 2F

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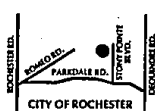
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