REAL ESTATE NEWS

Faith and passion: Hometowners sell it better

BY GERALD FRAWLEY
STAFF WAITE
Hometown Realtors — can they
sell a home better than a Realtor
who lives elsewhere?
Owner/broker Joanne Scott of
Century 21 J. Scott Inc. in Garden
City thinks the hometown Realtor
lass a decided advantage over an
imported counterpart.
The big reason? Faith and passion for the community.
"I really do believe (it's better
to be a Realtor in one's own community), "she said.
Realtors don't just sell houses,
they sell homes and communities,
Scott said. In order to sell a community, a Realtor really needs to

believe in it.

"I wouldn't be here if I didn't have a lot of faith in Garden City."

A realter should be a booster for a community, Scott said, and a person who lives in an area is better equipped to know a region.

Scott said it's not impossible for an outsider to know a region, but the hometown realter has a decided advantage.
"If someone asks how are the schools, I can say I have four children and they all went through Garden City schools and they are all working and productive."

Scott added she also has grand-children in Garden City Schools.

Fourteen of 18 resitors in her office live in Garden City, she said and while she doesn't make it a condition of employment, their residency is no accident. John Hannett, president of John Hannett inc., said the hometown realtor has a distinct competitive advantage over other realtors.

"(Hometown realtors) know the namezes of their own area.

"(Hometown realtors) know the nuances of their own area.
"House values change from one block to the next; there are little areas within an area that command more money than others," he said.

based on reterrals, Hannett addi-ed. Betsy Lassanske, Prudential Great Lakes Realty vice president of corporate and associate ser-vices, said when she holds orien-tation for people considering real estate as a career, she tells them out front it's best to work near your home.

meand more money than others," he said.

A hometown realtor also has an advantage when it comes to list"community" may span city bor-

ders to encompass areas where similar people live.

The reason for this is simple: A person who is just starting in the real estate business is learning a new career and can't affort the additional worry of learning a new community.

additional worry of learning a new community, "It's easier to translate your en-thusiasm for a community if you live there," she said. Prospective buyers constantly probe realtors for information on businesses, entertainment, recre-ational opportunities and other points of interest to help them de-cide if they want to buy a certain house. A hometown Realtor can more

readily answer such questions, she said.

Lassanske said not being a hometown Realtor is not neces-sarily bad, however.

"I wouldn't say you shouldn't list your house with a Realtor be-cause they don't live there."

The passion and boosterism that a hometown Realtor brings to a job is always good, but it can be duplicated by a Realtor from another town, who said.

"If a home buyer is sold on a person's professionalism, where the realter lives will not matter as much."

What can you do when condo developer abuses power?



Our condominium association is in a bind
because the developer has sold
just onough
units to keep
him in control
of our hotel/
condo. Thus,
we the purchasers have no
effective administrative
authority over

the operation of the associa-tion. Plus, we are paying an un-reasonable management fee to the developer's affiliate compa-ny and we're paying a 50-per-cent fee for rentals of the units to the developer, who threatens to create problems for any co-owner who does not use his company. What recourse do we have?

Apparently this is a widespead abuse among developers of hotel and other resort condos in north-ern Michigan. You have to assess

to maintain control of the association.

The developer may be abusing
his contractual obligations to the
co-owners, which, presumably,
were to sell the condominium out
to purchasers who were not controlled by the developer. Then
may be other management companies prepared to lease out units
at the condo for a smaller fee.

The developer's threat to seek

the legal and political aspects of the condo project and find out why the developer has been able to maintain control of the association.

The developer may be abusing his contractual obligations to the co-owners, which, presumably, were to sell the condominium out purchasers who are being controlled by the developer. There may be other management companies prepared to lease out unit and the condo for a smaller fee.

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amend your documents to specifi-cally define the kinds of service-related businesses that can be conducted from the home without breaching the single-family resi-dence requirement.

Robert M. Meisner is a Bir-

Kobert M. Meisner is a Bir-mingham attorney concentrating his practice in the areas of condo-miniums, real estate and corpo-rate law. You are invited to sub-mit questions by writing Robert M. Meisner at 30200 Telegraph Road, Suite 467, Bingham Farms 48028.

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