

Buildings from page 1F

■ Timberland III, part of the Timberland Office Park — 100,000 to 250,000 square feet.
 ■ Brookfield III, 31,700 Middlebelt, Farmington Hills, less than 100,000 square feet.

They check out janitorial, look at your landscaping. They interview tenants to make sure you're keeping them happy.
 "Everything I think we did that led to the awards is good tenant retention policy," Ward said.
 "I always tell our managers to treat tenants as guests at a hotel where they can check out at any time. Just because someone signs a five-year lease, don't take it for granted."

Commitment of ownership and professionalism and organization of the property manager make for a well-run building, said Robert J. Flannery, who manages Prudential Town Center for Premlays.

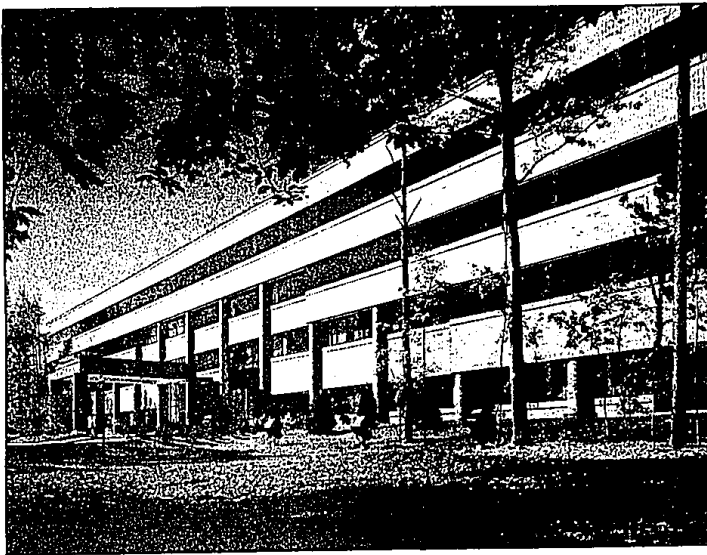
"We try to be all things to tenants whether they have a concern about safety, cleaning or need more space," he said. "Complaining is intense. People expect better service than they've ever got in their life and expect it at a reasonable cost."

Timberland Office Park consists of four buildings on 38 acres in a groomed setting that includes heavy pockets of mature trees and a landscaped boulevard.

Timberland III, a four-story structure, has an expansive facade of alternating horizontal lines of red brick and tinted glass.

A massive glass wall brings the interior design. Two oversized elevators provide access throughout the building.

Brookfield III includes lush interior landscaping, a custom leather seating area and original artwork in the lobby. The building is equipped with a fully moni-



LASZLO HEGOS PHOTOGRAPHY

Timberland: Alternating horizontal lines of brick and glass highlight Timberland III in Troy.

itored security and life safety system, including card and telephone access during evening and weekend hours.

City Center, two buildings connected at the main level, is nestled in a densely wooded 7.5 acre setting. Bronze tinted windows, brick and brass present an inviting appearance. A sundry shop, cafeteria and credit union are among the amenities.

Prudential Town Center, 2.1 million square feet, features four office towers, a child daycare center, seven restaurants, two banks and a sundry shop.

The Guardian Building in Detroit, managed by Cushman &

Wakefield of Southfield, won a BOMA award for historical structures.

Volkswagen of America in Auburn Hills, managed by Etkin, won among entries 250,000-500,000 square feet.

Frank's SuperCrafts stores come to suburbs

Frank's Nursery & Crafts, which has 32 stores in metro Detroit, has introduced the newest concept in craft stores with the opening of two suburban Frank's SuperCrafts stores, in Westland and Warren.

The Westland store, boasting 19,000 square feet of retail space, is in Westland Crossings in at Wayne and Warren. Hours are 9 a.m. to 9 p.m. Monday-Saturday and 9 a.m. to 6 p.m. Sunday. It employs about 70.

In addition to crafts, the store offers a large selection of holiday decorations: dried and silk flowers, cake and candy making, kits, crafts, jewelry-making supplies, needlework kits, ribbon and lace, wearable art supplies, wicker baskets, wedding supplies and decorative vases.

The full-service arts and crafts supplier offers a custom framing department with 2,000 custom frame moldings, custom floral arranging and a complete line of artist supplies.

"The store displays hundreds of finished craft samples and projects in sheets in addition to offering daily craft classes and demonstrations to help customers develop ideas for beautifying their home."

"Customers will find Frank's SuperCrafts to be a retailer where trained employees and a commitment to customer service make one-stop shopping an enjoyable



ART FRANZKULE/STAFF PHOTOGRAPHER

Grand opening: Frank's SuperCrafts stocks more than 35,000 items at its new Westland store, which opened Friday.

experience," said Sue Hilsenbeck, Frank's Nursery & Crafts vice president for customer service.

Computerized registers at the eight checkout stations are touch-screen registers that quickly guide employees through transactions. They're designed to keep custom-

ers they need while controlling inventory levels.

Frank's SuperCrafts is a part of Detroit-based Frank's Nursery & Crafts, which has 32 craft, nursery and Christmas merchandise stores in metro Detroit and nearly 300 nationwide.

Helping from page 1F

and marketing professional with 30 years of experience in a food company. "Our counseling sessions are confidential. We never give information about our clients."

Bob Montgomery has been a SCORE client for three years. When he started out, he owned one store, American Exercise in Southfield. With SCORE's help, he has expanded to nine stores in Oakland, Wayne and other counties.

"I think the years of combined retail experience from my counselors really helped me," Montgomery said.

He originally went to SCORE after being denied an SBA loan to expand. Willens became one of his main counselors and still maintains an interest in Montgomery's businesses.

"Bob had experience I could never get from a book," Montgomery said.

"He was willing to share his wealth of knowledge with me. Not only that, he gave me his time. He visited my store a couple of times before he talked to me. He took the time to get to know my business. He even went with me when I went back to the SBA to ask for a loan."

"I was shocked that I was never asked for anything in re-

turn," Montgomery added. "All I had to do was listen and learn."

He and Willens continue to talk regularly.

"SCORE is a government service that few people know about. It's a shame because it has so much to offer," Montgomery said.

Willens is very familiar with what SCORE can offer. He has been a volunteer for almost two decades, first as a working businessman, now as a retiree. He retired in 1988 from his own business, Shifrin-Willens Jewelry.

"When I opened my first jewelry store in 1953, it brought in \$125,000. By the time I retired, the business was earning more than \$20 million a year," he said.

"I was successful in my business but I made mistakes over the years. I wish I had had someone to answer questions when I first went into business," he added.

"There is so much SCORE can do for people," Willens said. "Besides the free counseling, it offers workshops at nominal fees and has so many business development publications that cost either 50 cents or \$1."

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