

REAL ESTATE LISTINGS

Listings feature notes and news about suburban real estate. To list an event, write: Listings, Real Estate Editor, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. Our fax number is 313-591-7279.

AT THE HELM John A. Barry was named president and CEO of Professional Association Services (PAS) Inc. by a vote of the combined boards of directors of the Birmingham-Bloomfield Board of Realtors, the South Oakland County Board of Realtors and the newly formed Detroit Area Commercial Board of Realtors.



Barry

He will preside over the administrative services of these three Michigan boards of Realtors with a membership base of 2,200 Realtors. He will be responsible for the staffing of PAS and negotiations with each board for services to be provided.

Barry holds several professional designations, including certified association executive. He has served as executive director of the Fort Myers Association of Realtors in Florida and executive director of the Greater Utica Board of Realtors in New York.

Barry will assume his new post Nov. 29.

TOP PRODUCERS

Douglas J. Strannahan, Century 21 Great Lakes Inc. divisional president, honored the following as top-producing sales associates in the Century 21 Metro Brokers Council for September: Sanford Norman, Century 21 Town & Country, Birmingham; Patricia Bischof, Century 21 Town & Country, and Paula Smith and Teri Weems, Century 21 Advantage, Troy; John Markert, Century 21 Elite, and Charlene Jennings, Century 21 Hartford North, Livonia; and Dean Castell, Century 21 Castell, Garden City.

Talking House delivers sales pitch

Ever been out driving around, looking at houses for sale, only to find an interesting one and wishing you could hear the specifics then and there, before pursuing it any further? Now you can through a different kind of marketing approach.

By Sue Buck STAFF WRITER



Some houses are pitching their own features via a wall-outlet transmitter called a Talking House. Tom Lipinski of Chamberlain Realtors in West Bloomfield has installed the 100-milliwatt transmitters at area houses that are for sale.

"Imagine being able to learn everything you want to know about a house that is for sale just by driving up in front of that house," Lipinski said.

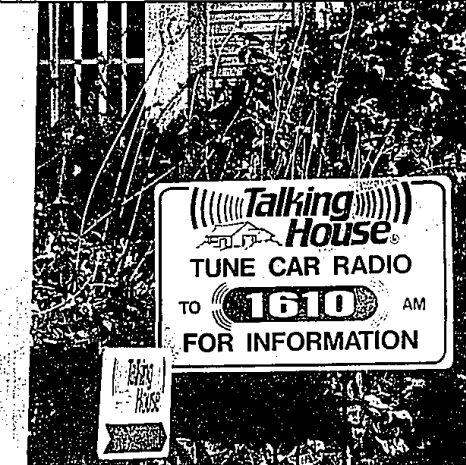
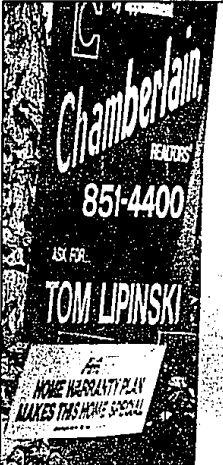
"A Lipinski Talking House lets you do just that. It's an innovative marketing strategy that is getting rave reviews."

Shopping is easy. Simply drive up and tune your car radio to the station indicated on the sign and listen to a 90-second recorded message.

Real estate agents have the option of two styles of pitches, one where the house does the talking: "Hi, I'm a somewhat larger house than I appear from the street because I have 2,000 square feet of living area. Every room has been completely updated. . . ."

— or a style where the agent does a straightforward sell. Lipinski prefers the straightforward approach but admits that he sometimes feels like a radio announcer because he first writes a script and then records and times the message, adding or subtracting words as needed.

Station 1610 on the AM dial seems to work best for his messages. "I'm still massaging this avenue," Lipinski said. "I can do more selling. I can talk about the beauty of a room, that the house is great for kids and discuss the price, school system, home warranty, as many things as I can."



DAN DEAN/STAFF PHOTOGRAPHER

Listen up: Drive up to a Talking House-equipped home that's for sale — and hear all about it.

Lipinski began researching the marketing strategy several months ago through trade journals.

Sign calls have doubled, Lipinski says, since using this innovative selling strategy. "Two recent sales can be attributed to buyers who have 'tuned in.' I probably would never have met these people if it wasn't for my Talk-

ing House." Sometimes, three cars line up at a time, waiting to hear the sales pitch, he said.

The transmitter requires no FCC operator license, and the message is broadcast clearly.

This strategy isn't for every house, Lipinski said, but it can give an added boost to houses that might be a "difficult sell" because they might be on a busy street, for example, and some buyers automatically skurk this kind of house off their list.

The Talking House method recently helped sell a Franklin house fitting this description, Lipinski said.

Fatih Tansriever and wife Madelyn Hebel are hoping their Talking House will help them sell their \$120,000 West Bloomfield house, which has been on the market for more than three months.

"I notice a number of cars slowing down to listen to the message," Tansriever said. "It sells our house, we will probably swear by it."

Some may call it a gimmick. But this method allows sellers to use more than curb appeal, Tansriever said.

"It's like being on the job 24 hours a day, seven days a week," Lipinski said.

CLASSIFIED REAL ESTATE

Observer & Eccentric REAL ESTATE INDEX. REAL ESTATE FOR SALE \$300-\$674. COMMERCIAL/INDUSTRIAL. REAL ESTATE RENTALS. TO PLACE AN AD. DIAL CLASSIFIED DIRECT Wayne County Oakland County Rochester/Rochester Hills Fax Your Ad

301 Open Houses ANN ARBOR NEW HOMES FROM \$147,400 HICKORY GROVE. 301 Open Houses ANN ARBOR NEW HOMES FROM \$147,400 HICKORY GROVE. 301 Open Houses ANN ARBOR NEW HOMES FROM \$147,400 HICKORY GROVE.

301 Open Houses ANN ARBOR NEW HOMES FROM \$147,400 HICKORY GROVE. 301 Open Houses ANN ARBOR NEW HOMES FROM \$147,400 HICKORY GROVE. 301 Open Houses ANN ARBOR NEW HOMES FROM \$147,400 HICKORY GROVE.

302 Birmingham Bloomfield. ABSOLUTE ELEGANCE! LOCATION, LOCATION, LOCATION. BEST VALUE IN WABEEN - Charming colonial in a quiet neighborhood.

Observer & Eccentric BEVERLY HILLS NEW ENGLAND COLONIAL. 4 bedrooms, 2 1/2 baths, 2 fireplaces, hardwood floors. Birmingham schools across from Queen of Marys. ONLY \$219,000 DAVE BEATTY 647-6999 RALPH MANUEL ASSOCIATES 647-7100

302 Birmingham Bloomfield. WEST ACRES COLONIAL. Beautiful 4 bedroom, 3 bath home offers first floor master suite, large family room with fireplace, double garage.

BLOOMFIELD VILLAGE. Classic center entrance Colonial on a quiet corner lot. 5 bedrooms, 3 1/2 baths, new master suite with soaring ceilings, huge closet, spiral oak staircase, 9 ft. high ceilings in new family room.

301 Open Houses ANN ARBOR NEW HOMES FROM \$147,400 HICKORY GROVE. 301 Open Houses ANN ARBOR NEW HOMES FROM \$147,400 HICKORY GROVE.

301 Open Houses ANN ARBOR NEW HOMES FROM \$147,400 HICKORY GROVE. 301 Open Houses ANN ARBOR NEW HOMES FROM \$147,400 HICKORY GROVE.

301 Open Houses ANN ARBOR NEW HOMES FROM \$147,400 HICKORY GROVE. 301 Open Houses ANN ARBOR NEW HOMES FROM \$147,400 HICKORY GROVE.

301 Open Houses ANN ARBOR NEW HOMES FROM \$147,400 HICKORY GROVE. 301 Open Houses ANN ARBOR NEW HOMES FROM \$147,400 HICKORY GROVE.

301 Open Houses ANN ARBOR NEW HOMES FROM \$147,400 HICKORY GROVE. 301 Open Houses ANN ARBOR NEW HOMES FROM \$147,400 HICKORY GROVE.

301 Open Houses ANN ARBOR NEW HOMES FROM \$147,400 HICKORY GROVE. 301 Open Houses ANN ARBOR NEW HOMES FROM \$147,400 HICKORY GROVE.