



Contest winner: Bob Beals of Farmington won a set of Altac speakers for his PC in the first O&E On-Line subscriber drawing.

## O&E On-Line users: drawings yield prizes

Observer & Eccentric On-Line, the newest electronic bulletin board in the Wayne/Oakland County area, announces its first subscriber drawing winner.

Bob Beals of Farmington won a set of Altac speakers for his personal computer in a random drawing sponsored by Altac and the O&E.

Subscribers to the O&E On-Line can access electronic publications, live chat, games, file and conferencing areas, daily stock market updates, along with Internet E-Mail.

Additional subscriber drawings are planned through spring 1994. For more information regarding O&E On-Line, call 953-2266.

## Deerhurst from page 1F

more carefree and maintenance-free lifestyle, but still want the privacy of their own home."

Based on patterns at similar condo projects built by Uniland in Westland, Hunter's Pointe, and in Woodhaven, Silver Creek, most residents probably will relocate to Deerhurst just a few miles from their current residences, Rosenhaus speculated.

"Those we seem to be attracting, 70 percent are retirees or near retirees that are selling their homes in the general area and still want to be around friends and family," Rosenhaus said.

"Twenty percent are younger, single people between 30 and 50. We have nurses, doctors, lawyers who may be divorced or single by choice. Then 10 percent are purchased by younger people or young couples just starting out, their first home-buying experience," he said.

Many customers who have built up large amounts of equity in existing houses buy a condo from him and a time share for another condo in warm-weather communities, Rosenhaus said.

Ranches surpass two-story

**'We find people who are attracted to a condo lifestyle want a more carefree and maintenance-free lifestyle, but still want the privacy of their own home.'**

Rex Rosenhaus  
Developer

models in popularity among elderly buyers, said Laura Tauter, project manager at Deerhurst. "That age group has no interest in climbing stairs whatsoever," she said.

They also don't have much interest in clubhouses, swimming pools or tennis courts, Tauter added. So to reduce construction costs and keep maintenance expenses as low as possible, none of those amenities will be included in Deerhurst.

However, the units themselves exhibit some nice touches. The ranches have vaulted ceilings in the living room, kitchen and din-

ing area. The townhouses have high ceilings in the upstairs bedrooms.

All units contain a double kitchen sink, dishwasher, garbage disposal, range/hood fan, private entry, first-floor laundry and at least a bath and a half.

Janet Harris, a sales rep in Silver Creek, shows the same models there that will be built in Westland. Walk-throughs in Woodhaven comment on the lighting, large windows and ceiling treatments, she said.

"The most common thing is people say it's so open," Harris noted. "They say, 'I expected it to be small, apartment like.'"

Rosenhaus said he's especially proud of the sound control between units. "We actually used two separate stud walls separated by an air gap of an inch and a half so there's no shared contact," he said.

Deerhurst is serviced by the Wayne-Westland schools.

The property tax rate, subject to change depending on revised school financing plans, is currently \$64.59 per \$1,000 of state equalized valuation. That means the

owners of a \$95,000 condo would pay annual property taxes of just over \$3,000.

The monthly maintenance fee has been set at \$80.

Jackie and Anthony Gerbasi, retirees, plan to move into a ranch in Deerhurst from a home in Livonia. They liked what they saw when they visited similar models in Silver Creek.

"We have a larger house now and want to scale down," Jackie said. "We're going with a ranch. We don't want up and down. We thought it would give enough space for the two of us. I realize in location, everything is close by — shopping, restaurants, access to expressways."

Andrea Markham, 33, plans to buy a townhouse in Deerhurst. It will be her first home-owning experience. She became impressed with Uniland while renting in Hunter's Pointe.

"I just like the way the set-up is, the way it's laid out, real open, spacious, not busy," Markham said. "I live in a townhouse where the bedrooms are upstairs. It's modern, real cozy."

## Concierge from page 1F

If a client uses one service, we have a foot in the door. We can sell other services. My first client has been my biggest supporter. He just tells everyone.

Word of mouth is the best advertising. We love referrals. We make a big deal to thank them and let them know we appreciate them.

We tried running ads in newspapers. I got calls from people who wanted to work for me or start their own business. No customers.

Now, we do mailings to businesses and individuals.

I have four apartment complexes and work with Drury Inn in Troy. They don't have a concierge on site.

How do you go about learning the business?

I went to the small business de-

velopment center at Wayne State University. They help you get on the right road, show how to write a business plan.

There's also a woman out East who puts on courses in how to be a concierge. I went to Washington, D.C., and took the two-week course. I got all the materials, books and tapes.

I was so excited, I thought it would take off a lot quicker than it did. People say five years. I said it wouldn't take me that long. I thought this was such a viable business, I'd be different. I wasn't.

What's it take to do a good job?

Paying attention to detail, really pampering clients, going the extra mile. Just doing extra things.

What do you most and least enjoy about your work?

The best thing I like is people, my clients. I have very few complaints. When they do, I bend over backwards to rectify the situation. Most times, it's so rewarding to help someone and they're appreciative.

What I least like is people. Not usually my clients, but people who want to work for me. Staffing is probably what I like least. For instance, people will work for me for a while, then tell me they're tired of cleaning other people's mess.

I think that's the most challenging part . . . staffing. They sign on as independent contractors. I have eight regulars, about six on-call. I'm the only employee.

What are your business goals?

I would like to offer this to

more apartment complexes.

I'd like to see the personal end grow. Like the doctor in Birmingham. We clean her house twice a week, bring her fresh flowers, plan parties, take care of her dog, dry cleaning.

So many people, the husband and wife are working. They have children that have to get places. They don't want to clean at night and spend their lunch hour shopping or taking care of dry cleaning.

We have some wealthy clients. Some seniors can't get out and need groceries delivered. A lot of bachelors, especially divorced, who are used to having someone take care of them.

We help them out. Our fees are structured so people can afford them.

## Suburban firms aid Detroit

Two Southfield companies have offered their services as part of Detroit Challenge, bringing the number of companies involved to 20.

Brose Media Services and Signature Associates have added their names to the list of companies offering services at reduced rates to businesses that either start up in or relocate to the city of Detroit.

Brose Media Services provides local and national media plan-

ning and buying services to a range of clients in the retail, real estate, lumber, banking, entertainment and health industries.

Signature Associates is a commercial office and industrial real estate firm. It provides a range of worldwide real estate services.

Detroit Challenge services are available to new and relocating businesses for a period of six months, until May 6, 1994. Call 1-800-852-4520 for more information.

PREVIEW OPENING

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For more information, please call our Sales Center at 910-6220, Adams Road, north of Silver Bell Road. Open daily noon to six, except Thursday.

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