

REAL ESTATE LISTINGS

Fast-paced shopping

Realty show markets homes via cable

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

REMERICA EXPANDS When Remerica Family Realtors opens Friday at 33018 W. Warren, it will mark the second Remerica office to open in Westland in two weeks. Political and business leaders will attend the public grand opening 4-7 p.m. Friday. Refreshments will be served.

Welcoming David James and Richard Eisinger as brokers of our newest office is another positive community step for us as the fastest growing real estate company in southeast Michigan," said Jim Courtney, Remerica corporate president. Remerica has grown to 15 offices in three years.

STUDYING UP Judy Banyal, of Real Estate One in Rochester, has completed the specialized real estate business course, "Business Development for the Residential Specialist," conducted by the Realtors National Marketing Institute's Residential Sales Council.

The course is one of the required classes that must be taken by real estate agents and brokers who eventually qualify for the Certified Residential Specialist designation.

"There are many new marketing techniques that can effectively serve our real estate customers," Banyal said. "I have already begun to apply the procedures covered during this course in my work at Real Estate One."

TOP PRODUCERS William R. Eldridge, president, Century 21 East Inc. and Gloria J. Biermann, manager of the Rochester Hills office, honored top producers at their annual awards breakfast.

Praised for their professionalism and ability to provide the best in quality service were: Kathy Coon, Kathy Brent, Mary Stevens, Georgia Poythress, Tim Milligan, Susan Thorn, Bill Knopp, Cynthia Vestal, Tom, Neal, Cheryl Talley, Diane Carik, Michelle Vallee, Diane Hering and Chucko Kalarickal.

SALES STRATEGIES Grace Stauffer, a sales associate at Chamberlain Realtors, Birmingham, has completed a specialized course in residential real estate sales strategies conducted by the Realtors National Marketing Institute Residential Sales Council.

The Real Estate Show, a method of "showing" houses on cable TV, is going great guns as it approaches its first anniversary.

That's the word from Sam Cherrin of Farmington Hills, the local founder, organizer and producer of the program, and a couple of Realtors who use that marketing strategy.

Sam and his wife, Bonnie, buy one-hour blocks of time from Metrovision franchises, then go out and sell 10-second bites to real estate agents to tout individual houses they have for sale. A couple hundred houses can be shown in a fast-paced hour.

"We take still shots of different houses supplied by Realtors, the fact of the house," Sam Cherrin said. "We do a 15-second voice over for each.

"We've had homes as low as \$20,000. The most expensive property to date, I think, was \$1.8 million. Typically, they range from \$70,000 to \$250,000."

Sam Cherrin The Real Estate Show

"On the screen, you show a picture of the home, a picture of the Realtor, two phone numbers and the price of the home during the voice over," Cherrin said.

The tape is updated weekly. "Currently, I'm running 20 different companies," he said. "We've had homes as low as \$20,000. The most expensive property to date, I think, was \$1.8 million. Typically, they range from \$70,000 to \$250,000."

To cut ties, explore options

CONDO QUERIES



Q. We're sick of our management company, which was hired by the developer, and we want to get rid of it at the time of turnover. The contract is for about six months after the turnover. Can we do anything?

A. Under the condominium act of 1978, to the extent any management contract extends beyond one year after the transitional control date, the excess period under the contract may be voided by the board of directors of the association by notice to the management company at least 30 days before the expiration of the one-year period.

To the extent the contract does not extend beyond one year, you may be limited to the express terms and conditions the management agreement contains, although you should check

your condominium documents to determine whether the condominium bylaws authorize the board of directors to enter into the type and nature of contract that was signed, i.e., by way of example, did the contract last for a period longer than that authorized by the condominium bylaws. Also, confirm that the management company is not in any way affiliated with the developer which would, under the condominium documents, give you the right to void the contract on the transitional control date, or within 90 days thereafter, or 30 days notice at any time thereafter for cause.

Robert M. Meisner is a Birmingham-area attorney concentrating his practice in the areas of condominiums, real estate and corporate law. You are invited to submit questions by writing: Robert M. Meisner, 30200 Telegraph Road, Suite 467, Birmingham, AL 35295. This column provides general information and should not be construed as legal opinion.

have as many as 127 hours per week." Connie Isbell, a Realtor with Red Carpet Keim in Farmington, said she's enjoyed much success with The Real Estate Show.

"By far, it's our best source of advertising I've heard of," she said. "Yesterday, I had four calls from The Real Estate Show. To get four calls in one day from any source of advertising is unheard of."

"The other thing we're impressed with is a lot of buyers calling who watch the show are just starting to look," Isbell said. "We meet them early in the process, start on the right foot. That makes for a much easier transaction. They don't always buy the house advertised. . . but the contact was made as a result of the show."

Isbell continues to advertise in newspapers and magazines, but says her best results come from cable TV. "I think it's because this is the age of the clicker," she said.

Sue Hegin, a Realtor with Coldwell Banker Schweitzer in Livonia, also has enjoyed her 2 1/2-month experience with the show. "It works well for me," she said. "I give me exposure, gets my name out there. When I call on people to list their houses. . . they recognize me."

"I definitely get calls on them," Hegin said of listings. "Whether I get direct sales or not, I'm not sure. This is very new for me."

Jack Padley, classified advertising manager for the Observer & Eccentric Newspapers, said he's familiar with shows like Cherrin's.

"It's a neat, new twist on an old concept that could complement traditional advertising," Padley said. "But on a cost or response basis, real estate ads in newspapers have always and will continue to be the most effective advertising."

Cherrin's next expansion will be to cable systems serving other communities.

CLASSIFIED REAL ESTATE

Observer & Eccentric REAL ESTATE INDEX REAL ESTATE FOR SALE \$500-\$625. Includes map of Detroit area and list of properties for sale in various neighborhoods like Westland, Farmington Hills, etc.

COMMERCIAL/INDUSTRIAL SALES OR LEASE \$500-\$750. Includes listings for office buildings, retail stores, etc. in areas like Dearborn, Farmington Hills.

REAL ESTATE RENTALS \$400-\$550. Includes listings for rental properties in various areas.

TO PLACE AN AD DIAL CLASSIFIED DIRECT Wayne County Oakland County Rochester/Rochester Hills. Includes contact information for advertising.

301 Open Houses BLOOMFIELD NEW CONSTRUCTION OPEN SUNDAY 1-4. Includes details about a new construction project in Bloomfield Hills.

301 Open Houses BLOOMFIELD-OPEN SUN. 2-3. Includes details about a property in Bloomfield Hills.

301 Open Houses BLOOMFIELD-OPEN SUN. 1-4. Includes details about a property in Bloomfield Hills.

301 Open Houses BLOOMFIELD-OPEN SUN. 1-4. Includes details about a property in Bloomfield Hills.

301 Open Houses BLOOMFIELD HILLS OPEN SUN. 1-4. Includes details about a property in Bloomfield Hills.

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