



Historic sale: The Hopkins Family along with Real Estate One agents Jeff Hitch and Gwen Schultz pose before the house whose sale resulted in the company passing the billion dollar mark for 1995.

Sale in Bloomfield Hills sets \$1 billion for Real Estate One

Real Estate One, headquartered in Farmington Hills, surpassed the \$1 billion mark in annual residential home sales for the first time during 1995.

The company said it hit the magic number in October with a sale in Bloomfield Hills.

The buyers of that house, Deborah and David Hopkins, were transferred from Pennsylvania. The sellers, Barbara and John Zrno, also were moving as the result of an executive transfer.

To make the occasion even more special, both agents involved in the billion-dollar sale were from Real Estate One.

Gwen Schultz, representing the sellers, works for Real Estate One. Ralph Manuel Associates in Birmingham. Jeff Hitch, representing the buyers, works out of Troy.

"We were very happy with Real Estate One," Deborah Hopkins said. "Jeff did a superb job of previewing a lot of homes before we came to town. He knew exactly what we wanted. Jeff's up-front work really helped us out."

Real Estate One marked the milestone by providing the Hopkins with a free appraisal and the Zrnos with free title insurance.

The 30 company-owned offices in

Michigan last year totaled sales of \$1.16 on 9,625 houses and condominiums.

"It's a goal we've been growing towards a couple of years now," said Daniel S. Elsen, general sales manager. "Now, we're eyeing \$2 billion. I anticipate doing it in five years. We'll probably do it through added service and probably through mergers with other firms."

"We've done most of our growth through agent services, client services," he said. "The agents are the ones that get the business. We provide the support. We've got some pretty innovative computer programs. Our advertising is very strong as well."

Established in 1929 in Detroit, Real Estate One has offices in Livonia, West Bloomfield, Farmington, Lehigh Valley, Birmingham, Westland, Plymouth, Bloomfield Hills, Troy, Clarkston, and Rochester.

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General Contractors' new president calls for more personal involvement

Edward R. Jarchow, new president of the Greater Detroit Chapter Associated General Contractors of America, has asked members to look at planning changes implemented by the organization and get more personally involved.

"If you join an AGC committee or task force, your time will be used effectively and you will see how the AGC experience can serve you personally while bringing more value to your company," Jarchow said in a brief address during the recent annual meeting.

"We encourage your suggestions and we need your active participation," he told his colleagues. Jarchow, 53, is a Birmingham resident and a vice president and treasurer at Barton Malow Co. in Southfield. He's a certified public accountant with 23 years experience in construction and real estate development.

AGC is a professional association of general contractors, sub-



Edward R. Jarchow

contractors and associate members like suppliers, bankers, insurance people and lawyers involved in commercial projects. Strategic changes already implemented by AGC identified by Jarchow include:

■ More short-term task forces to focus on single issues to more efficiently use members' time.

■ A change in the way the board of directors and committees communicate so they can work together in a more focused manner.

■ Working to build alliances with other industry associations.

Even though the Greater Detroit Chapter won national chapter of the year honors last year, it can't rest on that laurel, Jarchow said.

"We must adapt to the changing business environment that our members are experiencing and work to provide measurable value," he said.

"Any comfortable old business environment that might have existed in the past for the buyers of construction services from our AGC members has been destabilized because of re-engineering, downsizing and the general need to do more with fewer resources."

"The needs of our owner-clients have changed the complexity of our projects and the way we must operate. Clients are demanding that AGC members find ways to build their projects faster, better and cheaper," he said.

Members grow personally and professionally by broadening horizons through committee work and task forces, Jarchow later said in an interview.

Seminars and political positions advanced by the association can directly affect the bottom financial line.

Jarchow said he views his experience in the financing rather than operations end of construction to be an advantage as he takes over the presidency.

"I've come up through the organization (AGC) as an insider with an outside perspective," he said. "When change is needed... maybe that perspective helps."



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