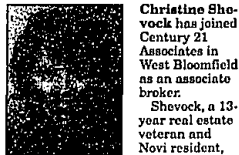


## MOVERS & SHAKERS

This column highlights promotions, transfers, hirings, awards won and other key personnel moves within the suburban real estate community. Send a brief biographical summary—including the towns of residence and employment and a black and white photo if desired—to: Movers and Shakers, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia, 48150. Our fax number is (313) 591-7279.

### Shevock joins C21 Assoc.



Christine Shevock has joined Century 21 Associates in West Bloomfield as an associate broker. Shevock, a 13-year real estate veteran and Novi resident, specializes in relocation and buyer brokerage.

### Krass joins C21 T&C



Rosita Krass has joined Century 21 Town & Country Birmingham office as a sales associate. Krass lives in Bloomfield Hills and is a residential sales specialist.

### Boris-Walker joins Broock



Suzanne Boris-Walker, a Bloomfield Hills resident, has joined Max Broock Realtors in Birmingham. She has an extensive real estate background including five years sales experience in the Birmingham-Bloomfield market and as part owner of a Kalamazoo real estate company.

### Best joins Broock

Debbie Best also has joined Max Broock in Birmingham. She's a Royal Oak resident and active with the Women's Council of Realtors.

### Hampton earns CRS

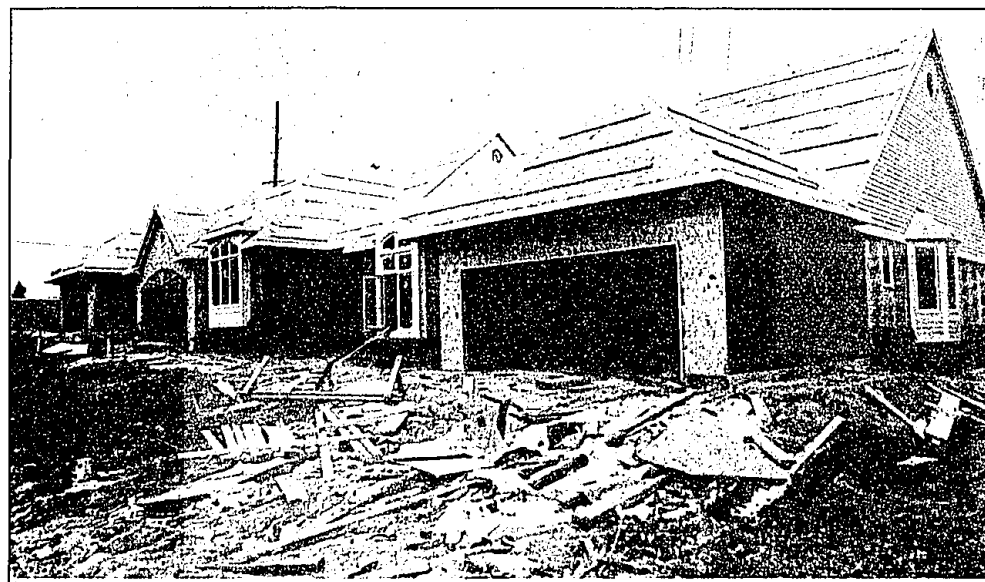
William Hampton, a sales associate with Coldwell Banker Professionals in Clarkston, has been awarded the designation of Certified Residential Specialist.

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# REAL ESTATE

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Housing boom: Residential builders anticipate getting the OK to build 17,000 houses/condominiums in southeast Michigan this year.

## Builders forecast banner year

BY DOUG FUNK

STAFF WRITER

The good news for people buying a brand new house is that builders as a group expect to pull more permits in southeastern Michigan this year than any other year during the 1980s and '90s.

That means a lot of choice for consumers.

The bad news is prices are expected to rise, especially on the labor front, with the increase in demand.

Builders anticipate pulling permits for 17,000 houses/condominium units in a seven-county area including Oakland and Wayne, a 2.3 percent increase over last year.

The numbers were provided by the Building Industry Association of Southeastern Michigan last week during its annual forecast luncheon.

"Low interest rates, solid growth in employment and income, strong automotive performance and high levels of consumer confidence were key factors in the strength of the market," said Scott Jacobson, a Bingham Farms residential builder and BIA president.

"We're looking forward to a great year," he said.

Dave Seiders, chief economist with the National Association of Home Builders, also predicts a good year, but perhaps not as strong as 1996.

"The economy and housing sector are operating now very close to what we see as potentials," he said.

"Conditions really are, I think, quite good, not only for the U.S. economy,

but the world economy as well. Worldwide, there's moderate growth, low inflation and low interest rates," Seiders said.

"We're always looking for some debate to occur. Things could happen, but the situation feels pretty solid now," he said.

Jacobson and Seiders aren't alone in their optimism.

"We expect to exceed the volume we did last year, and last year was a record year for our company," said Paul Levine, president of the Irvine Group in Farmington Hills.

Irvine is active at six sites including Knorrwood Pines in Oakland Township, \$489,000 and up, Hidden Pines in Brighton, starting at \$280,000, and the final phase at Lagoons of West Bloomfield, also \$280,000 and up.

"I sure hope it won't be as difficult to get contractors this year as it was last year," Levine said. "Prices have been going up about 10 percent during the last year due to increases in labor. This year, it will be 5 to 10 percent probably, but I hope not."

Gilbert "Buz" Silverman, a Farmington Hills residential builder and outgoing BIA president, also looks for exciting things in '97 following a record 1996.

"We're projecting continued growth of 15 percent. That would put us at 1,000 units combined with multi-family and single-family," Silverman said.

He expects to build in at least a dozen locations including Waldon Park, Lake Orion, and Trotters Pointe Village, South Lyon, both starting in

the \$190,000s, and Bloomfield Chase in Bloomfield Township, starting in the low \$400,000s.

"Growth has been sustained by more jobs, high employment, higher consumer confidence and our favorable real estate tax rates," Silverman said.

He, too, has concerns about enough trades people to handle demand and projects labor cost increases of 5-10 percent.

Stuart L. Michaelson, a Novi custom builder, anticipates at least matching last year's 30 sales.

"My feeling is if they're selling cars, we're selling houses," he said.

Michaelson has two projects on the horizon—the Forest at Wood Creek in Farmington Hills, detached condominiums starting at \$300,000, and houses ranging in price from \$150,000 to \$200,000 in Walden Woods, a planned unit development in Van Buren.

"There's still a shortage of trades and lumber fluctuation," Michaelson said. "I'd hate to ballpark it ... but I would guess by spring, all builders will be raising prices."

Fred Capaldi, a Rochester Hills custom builder, said about half of his business is now remodeling. He's looking at an overall price increase of about 7 percent this year.

"I've probably received more calls the last quarter and the first few days of '97 than in a long time," he said.

"I'm not trying to emphasize remodeling. It just seems to be happening."

Residential building activity Janu-

ary through October of 1996 in Wayne County was especially pronounced in Canton where 645 single-family units, mostly houses and condominiums, and 351 multiple-family units, mostly apartments, were permitted, the BIA reported.

In Brownstown Township downriver, permits were issued for 247 single-family units and 22 multiple-family units; Westland, 221 single-family, 115 multiple; Livonia, 210 single-family; and Plymouth Township, 132 single-family.

In Oakland County, West Bloomfield, with 556 single-family units permitted, and Orion Township, 470 single-family, 86 multiple-family units, led the way.

Waterford had 288 single-family units, 48 multiple-family units; Rochester Hills, 283 single-family, 30 multiple; Farmington Hills, 243 single-family, 42 multiple; and Troy, 233 single-family units.

"Homebuyers were upgrading to new homes that included larger master bedroom suites, family rooms that are now referred to as gathering rooms, media rooms and home offices with a decrease in the size of living rooms," Jacobson said.

"Many homeowners chose remodeling to enjoy these new conveniences and remodeling continues to be a strong component in our industry."

Realtors, too, have a strong interest in a new housing boom, because buyers moving up create product throughout the chain.

## PCAM stands for advanced training, code of ethics

REAL ESTATE  
QUESTIONS



ROBERT M.  
MEISNER

Q. The management company that is soliciting our account indicates that he has obtained the designation of PCAM and as a result of that, he is bound by some kind of code of ethics regarding conflicts. Do you have any information on that?

A. Those persons who hold the Community Associations Institute designation of Professional Community Association Manager have had to pass rigorous testing in order to attain that prestigious designation. Part of their obligation is to comply with the CAI professional manager code of ethics which includes, in pertinent part, an obligation to "disclose in writing to the client any actual, potential or perceived conflicts of interest if the client may have dealings with another party in some way related to the manager." Rule No. 6, 1994.

It would appear, therefore, that if your manager is adhering to its code of ethics, he will advise the board in writing, of any actual, potential or perceived conflict of interest he or she may have related to the

association. This would, of course, include vendors, insurance consultants, and professionals such as attorneys and accountants.

Q. I read a recent query that responded to an inquiry from a rental property owner. I have represented tenants over a good part of my legal career, which gives me a good perspective of both sides of the transaction. In addition, I own a small summer rental property.

Landlords who have neglected to comply with various statutes governing landlord/tenant relationships have often lamented that they simply don't know the law, which implicitly means that they should be excused from knowing the law.

My response is that anyone in the business of renting residential property ought to know the laws pertaining to that business. Perhaps you ought to address the value of obtaining legal counsel before one undertakes residential rental activities and the wisdom of spending a relatively small sum to avoid much larger consequences later.

A. As you point out in your letter to me, in our field, as in most fields, you usually get what you pay for. There are no free lunches, and one who engages in commercial transactions such as a residential real estate property transaction should be cognizant of the legal ramifications of what they do from whatever perspective they may be positioned.

While there are various agencies that can provide persons with limited economic means with reduced fee or free legal advice, it is important that anyone who contemplates entering into a landlord/tenant relationship or any other type of legal obligation should consult with an experienced and knowledgeable attorney who can provide the insight and avoid potential costly errors saving the person potentially thousands of dollars.

Robert M. Meisner is an Oakland County area attorney concentrating his practice in the areas of condominiums, real estate, corporate law and litigation. You are invited to submit topics that you would like to see discussed in this column, including questions about condominiums, by writing Robert M. Meisner, 30200 Telegraph Road, Suite 467, Bingham Farms MI 48025. This column provides general information and should not be construed as legal opinion.

## Classified Ad Index

CLASSIFICATION	NUMBER
Real Estate	(800-884)
Employment	(500-874)
Help Wanted	(500-824)
Home and Service Goods	(1-299)
Merchandise for Sale	(206-744)
Real Estate	(300-372)
Restaurants	(406-436)