

Observer & Eccentric

Community Classifieds

Where You will find...

ANNOUNCEMENTS	600-690	Page
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Help Wanted	500-576	Page H8
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Merchandise For Sale	700-754	Page
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TO PLACE AN AD

DIAL CLASSIFIED DIRECT



Wayne County (313) 591-0900
 Oakland County (248) 644-1070
 Rochester/Rochester Hills (248) 852-3222
 Fax Your Ad (313) 953-2232

**Walk-In
OFFICE HOURS:**
 Monday-Friday
 8:30 am-5 pm
AFTER HOURS:
 Use Our 24-Hour
 Voice Mail System
 (313) 591-0900

Deadlines
 For placing, canceling or correcting of line ads.
 Publication Day: BIRMINGHAM: 8:00 A.M. THURSDAY
 SUNDAY ISSUE: 8:00 P.M. FRIDAY
 THURSDAY ISSUE: 6:00 P.M. TUESDAY

POLICY

All advertising published in The Observer & Eccentric is subject to the conditions stated in the applicable rate card, copies of which are available from the Advertising Department, Observer & Eccentric Newspapers, 3025 Schaeffer Road, Livonia, MI 48150, (313) 953-2232. The Observer & Eccentric reserves the right not to accept an advertiser's order. Observer & Eccentric Ad-Takers have no authority to bind this newspaper and only publication of an advertisement shall constitute final acceptance of the advertiser's order.

PLEASE CHECK YOUR AD
 The Observer & Eccentric will issue credit for typographical or other errors only on the first insertion of an advertisement. If an error occurs, the advertiser must notify the Customer Service Department in time to correct the error before the second insertion.

**MOVING? Sell Those
Unwanted Items!**
 313-591-0900 248-644-1070 248-852-3222
 Wayne Oakland Ni. Oakland

Thomas Ervin
**Let's Talk About
Real Estate**

"CHECKING THE COMPETITION"

If you have had your home on the market for awhile, it may be time to check again on your competition. On the day you listed your property with a Realtor, I'm sure you discussed how much you should ask for your house. This decision was probably made by comparing your property with others that were on the market when you went up for sale. Well, it may be time to make that comparison again. Here are the things to look for:

NEW LISTINGS

What new properties are now vying for your buyer's attention? If your potential buyer is aware of a new listing, shouldn't you be aware of it too? It may possess more features than your house and be better priced. Are there other recent listings that also have the advantage over yours?

RECENT PRICE REDUCTIONS

Perhaps the house down the street has just been reduced in price. This could set the sale of your property back if the price reduction makes it a dramatically better buy than your home. Depending upon local market conditions, it could delay your sale by weeks or months. There are only so many buyers in the market at any one time. Your price must be extremely competitive in a slow market.

EXPIRED LISTINGS

Which properties did not sell during their entire listing period? You can be sure that their shortcoming was that they were overpriced. Is your property going to suffer the same fate for the same reasons? The good news is that these properties are no longer competing for your buyer's attention. The bad news may be that you are going to have to reduce your asking price or become an expired listing too.

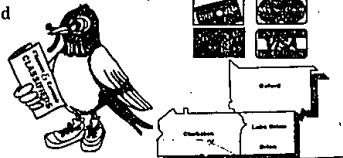
ADVICE: The real estate market is always changing. Ask your Realtor to bring you up-to-date on the latest market facts that affect your property.

CLASSIFIED ADVERTISING

How to contact us:

North Oakland County..... 248-475-4596
 (Clarkston, Lake Orion, Oxford)
 Oakland County..... 248-644-1070
 Rochester/Rochester Hills..... 248-852-3222
 Wayne County..... 313-591-0900
 FAX your ad..... 313-853-2232
 24-Hour Voice Mail..... 313-591-0900
 Internet Address..... <http://oeconline.com>

Your Early Bird Classified
 Ads Appear on the
 Internet. When you
 place your classified
 liner in the
 newspaper. There
 is a 2 time
 minimum run.



Birmingham • Canton • Clarkston • Farmington • Garden City • Lake Orion • Livonia
 Oxford • Plymouth • Redford • Rochester • Southfield • Troy • West Bloomfield • Westland

Important Information:

Real Estate for Sale #300-308

Orchard Lake..... 394
 Other Suburban Homes..... 359
 Out of State Home/Property..... 360
 Farms..... 363
 Lost and Found..... 368
 Homes for Rent..... 369
 Real Estate Wanted..... 364
 Personal..... 600
 Business & Professional..... 603
 Seminars..... 620
 Seniors..... 658
 Classifieds..... 660
 Sports Interests..... 684
 Tickets..... 638
 Travel..... 640
 Wedding Chapels..... 641
 Weight Loss..... 642

In Memoriam..... 632

Insurance..... 644

Legal Notices, Accepting Bids..... 622

Lost and Found..... 638

Business & Professional..... 603

Macasseneous Notices..... 624

Personal..... 600

Business & Professional..... 603

Seminars..... 620

Seniors..... 658

Classifieds..... 660

Sports Interests..... 684

Tickets..... 638

Travel..... 640

Wedding Chapels..... 641

Weight Loss..... 642

Real Estate for Rent #400-444

Appliances, Furnished..... 700

Antiques, Collectibles..... 702

Arts & Crafts..... 704

Bargain Buys..... 720

Business & Office Equipment..... 724

Cameras and Supplies..... 728

Cars..... 730

Computers..... 732

Electronics, Audio, Video..... 734

Furniture..... 736

Garage Equipment..... 738

Garage Sales (Oakland County)..... 711

Garage Sales (Wayne County)..... 712

Gardening Equipment..... 714

Hobbies & Crafts..... 745

Household Goods..... 718

In-Home Services..... 720

Jewelry..... 747

Lawn & Garden Materials..... 749

Macasseneous for Sale..... 750

Musical Instruments..... 751

Office Supplies..... 752

Pet Supplies, Commercial..... 720

Pet Supplies, Household..... 724

Pet Supplies, Pet Equipment..... 725

Pet Supplies, Sporting Goods..... 726

Pet Supplies, Toys, Games, Tapes, Movies..... 727

Pet Wanted..... 731

Pet Storage..... 735

Construction: Heavy Equipment..... 814

Imported Motorcycles..... 830

Intruder, Motor..... 830

Jeep, 4-wheel Drive..... 828

Junk Cars Wanted..... 820

Lexus..... 854

Mazda..... 850

Mercury..... 822

Oldsmobile..... 854

Plymouth..... 850

Saturn..... 870

Toyota..... 872

Vehicles..... 874

Autos over \$2,000..... 876

Autos under \$2,000..... 878

Auto Tires..... 875

Boat Docks..... 802

Boat Storage..... 803

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