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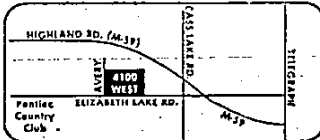
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ASSOCIATION PRESIDENT: Builder Advises Public To Comparison Shop For New Home, Condo

By JUDITH BERNE

"The family that exercises the discipline of comparative shopping will find it the most effective device to use for a sound buy in a new house or condominium."

So speaks Ivan Frankel, president of the Builders Association of Southeastern Michigan. Frankel, a builder in Detroit and its suburbs for the past 25 years, is a staunch and articulate spokesman for the building industry.

Frankel emphatically disputes claims that today's new homes are not built as well as in the past. "Homes today have better engineering, better insulation and are better designed," according to Frankel. "The esthetics inherent in fine architecture are becoming more apparent in the design of new homes."

"MECHANICAL IMPROVEMENTS are finding their way into new homes in terms of better heating, cooling, air cleaning, plumbing and improved equipment. Self-cleaning ovens and better appliances in general can be found in the most recently built homes."

"Perhaps most significant are the influences seen in community planning for environmental advantages. Zoning for density -- as seen in condominiums and cluster housing -- permits the retention of natural areas."

As an example, Frankel used a 100 acre community which in the past might normally be divided into 200 lots in a highly disciplined zoning area -- more, in an area with lesser restrictions. Now, in cluster plans, one half of the area -- 50 acres -- is used for home construction; the other 50 acres will be retained naturally for pleasure.

"It's the nature of American industry -- ingenuity, if you wish -- to explore methods for producing products that offer better living," the Association president said. "We constantly are looking for refinements, better planning and improved use of materials."

Contrary to some theories that tradespeople do not take pride in their work, Frankel said that the plumbers, electricians and construction people he has worked with over the years get a great deal of satisfaction from building "something they can see."

"Often I'll see them on a weekend or after hours bringing their wife or family out to see a house they have worked on or built," Frankel related. "They are constructive people."

ALTHOUGH REWARDS reaped by the successful builder are great, the risks run are as great or greater, according to Frankel. He pointed out in Great Britain the highest rate of bankruptcy occurs in

the building industry.

"Builders work very close to the line. The markup on a house is considerably less than that on an automobile or in the retail business generally. The buyer is getting a product that is reasonably priced."

"Anyone who bought a house 10 years ago knows what a bargain he got in terms of today's market. The new home buyer today will realize that same bargain as the years go by."



IVAN FRANKEL, president of the Builders Association of Southeastern Michigan, firmly believes that the new homes offered by builders today are improved products and good investments.

"Bill, Edna, whoever you are," Frankel advised, "you should have few qualms if you buy from a reputable builder." The Builders Association of Southeastern Michigan is the only professional association of home builders in the Observer area. Members of the Association must have --

- "A record of sound financial position.
 - "A record of fulfilling their commitments.
 - "A license from the State of Michigan."
- Association homes are marked by the BILDOR SEAL.

Frankel believes that there is little a buyer can do to ascertain the quality of a house in specific terms. "The normal good judgment of an individual in 95 per cent of the cases can be relied upon to determine whether a house is a sound buy."

"The inherent judgment of every family unit is reflected in the purchases it makes," he continued. "The family embarking on the great American pastime of house hunting will usually refer to the newspapers for area locations. Then it wanders

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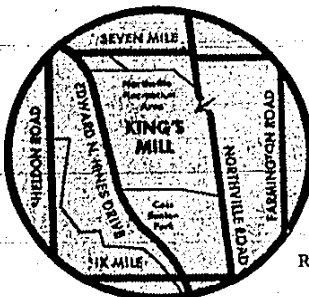
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