

HOUSING The Portland Observer

Century 21 Real Estate Corporation Launches New Ad Campaign Featuring America's Only Sextuplets

There is nothing like a true story, told by real people, to attract the attention of millions of Americans interested in buying or selling a home.

That's the theory behind the latest national television advertising campaign from the Century 21 Real Estate Corporation. The 1994 campaign was unveiled to more than 7,000 Century 21 system brokers and sales associates attending the annual Century 21 International Convention, held in New Orleans in the end of

March.

Capitalizing on the success of the 1993 campaign, part of this year's campaign is a customer testimonial based on an actual letter received by a real-life Century 21 customer.

What's different about this year's campaign is that there are a lot more clients - eight, in fact - in the testimonial commercial. That's because the new ads feature Keith and Becki Dilley, parents of America's only sextuplets. The Dilley's relied on Century 21 sales associate Caprice Hines Kay

and her colleagues at Century 21 Peek and Associates in Bloomington, Indiana when they needed to move to a larger home to accommodate their children, who were born on May 25, 1993.

In a letter to Century 21 Real Estate Corporation President Richard L. Loughlin, the Dilley's wrote: "...Personally, Caprice was great and took her job far beyond the call of duty. She and the Century 21 office organized a 'diaper drive' with a local radio station and brought in 10,000 diapers for our new family. ...Caprice

also was sensitive to our busy schedule as our children came home from the hospital. She...even helped Keith move the rest of our belongings. She hired a lawn service and helped Keith with the final housecleaning the day of the close. ...If you have an award for an exceptional sales office and a compassionate sales associate, we would like to nominate Century 21 Peek and Associates and Caprice Hines Kay."

Loughlin took notice of the letter, received as part of Century 21 system's Quality Service Survey, and

passed it on to Jay Tolman, director of advertising for Century 21 Real Estate Corporation. "When I first saw that letter, I nearly fell out of my chair," said Tolman. "You couldn't come across a more touching story if you wrote it yourself. Nobody could believe it."

"Customer testimonials like this support results from our January 1994 survey by the Wirthlin Group that more than 90 percent of Century 21 customers were satisfied with the service they received," said Bruce Osland, senior vice president, Marketing/Advertising for Century 21 Real Estate Corporation. "Caprice Hines Kay and other sales associates featured in the 1994 campaign are perfect examples of why the public is so confident in the abilities of Century 21 offices and agents."

For more information contact Steve Carter, Director of Special Services for Century 21 Northwest Region 206/248-2100. Each Century 21 office is independently owned and operated.

A Dream Come True

Focus Groups Rank The Features Every Dream Home Should Include

Americans are tired of having to shop for their dream home in a bland sea of look-alikes, according to a recent Build magazine focus group study.

The study showed that while different ages and occupations lead to a diverse list of requirements for homes and townhouses, several specific features made the top of the list in every group. Natural light and scenic views were two areas the groups were not willing to compromise on.

Natural light equates spaciousness and warmth while landscaped views through well-positioned windows reflect quality, says Dave Culver, President, Pella Window & Door Co of Oregon Inc, a local distributor of Pella Wood Windows and Doors.

"More homebuyers are expecting their desire for abundant light and views to be addressed at the blueprinting stage," said Culver. "Even do-it-yourself remodelers are working to add these features to their homes with custom wood windows. In addition to aesthetics, larger or uniquely shaped windows can add the light and views that make older homes more attractive to new buyers."

Among the Builder Magazine singles and couples focus group, 80 percent expect bay windows to be standard, topped only by a fireplace and high ceiling. Also, skylights were considered a standard feature by 68 percent of the group.

"The traditional family symbols, like spacious kitchens, are still a priority, but they are being combined more frequently with these stylish features," said Cul-



ver. "Homebuyers and homeowners have more choices than ever to reflect their own needs and personalities. More windows in a home make careful selection even more important in

terms of quality, performance and durability."

For a free informational package about selecting windows and doors for the home, call 1-800-847-3552.

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Refunds Await Past HUD Borrowers

If you have ever bought a home or owned realty, the United States Government is holding money on a Nationwide Data File for unpaid claims that may belong to you.

If you have paid off or sold your mortgage, you probably did not know that you are entitled to several hundreds of dollars from the federal government. This is your money. All you have to do to collect it is to write a letter to HUD and ask for it. Of course, you will have to include the following information: (1) Your F.H.A. Mortgage Case Numbers, (2) the address of the property and (3) the state in which the property is located. You can find the case numbers on your mortgage papers. You must submit your request to the Department of Housing and Urban Development, Distribution Share Branch, P.O. Box 23699, Washington, D.C., 20026-3699, Attention: F.O.I.A. Within 60 days of your letter being received by this department, you should receive a U.S. Treasury check from HUD in the mail in your name or your parents name if they are deceased. This is how easy it is for you to collect funds that are owed to you.

You are probably wondering why this money is owed to me? The reason you are entitled to this money is that if you will recall when you purchased your home or property, you were required by law to purchase

an F.H.A. insurance premium for this mortgage. There are two kinds of premiums. The first one is M.M.I., which means Mutual Mortgage Insurance. The second kind is M.I.P., Mortgage Insurance. You had to have one of these premiums in order to obtain a loan for your mortgage. This is where your refund is coming from. The funds may have accumu-

lated during the time the mortgage insurance was in effect. Now that this mortgage is paid off or sold, you should have a refund coming to you from this premium.

I may have repeated myself. This is because it is very important, and I want you to have it well fixed in your mind that you do have money owed to you by the federal government. So if you want your refund, you must start the process by filing your papers along with your request to HUD for your M.M.I. and your M.I.P., Premium Insurance Refund.



By
Omari
Kenyatta,
J.D.

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Bradley-Angle House

Bradley-Angle House is the first emergency shelter on the West Coast for women and children escaping domestic violence. B-A House has provided shelter and related services to victims/survivors of domestic and sexual violence since 1975.

Nearly 80 volunteers will "Pledge Their Hearts" and their time to raise \$250 each so the Campaign can reach the goal.

The volunteers will ask their neighbors and friends to "Pledge Their Hearts" and give generously to assure a safe place and programs to serve those surviving domestic violence.

Campaign Kick-Off - May 18, 1994

- a short spirited meeting which begins at 5:45 p.m. and ends at 6:45 p.m.
- 605 SE 39th/Lutheran Family Services

Other meetings will be held each Wednesday, May 25, June 1 and June 8th. Same time and place.

The Victory Celebration will be June 17th, Bijou Cafe, 132 SE 3rd Avenue, from 5:45-7:00 p.m.

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INTEREST

Home Improvement Loans

City of Portland home improvement loans are available at 0%, and 3% interest, depending on your income. If you are a homeowner, you may qualify to borrow money from the Portland Development Commission (PDC) to make your home and neighborhood an even better place to live. At these rates, you can't afford not to call and find out about your eligibility.

Your chances of qualifying for one of these loans are very good if you own your home, need city-approved repairs or improvements, and meet our income guidelines.



If you have questions, or would like to find out if you qualify for a loan, call PDC's Eastside Neighborhood Housing Preservation Office at 823-3400, Monday through Friday, 8 a.m. to 5 p.m. City funds are limited for this program, so call today to begin enjoying the benefits of your home repairs.

PDC is the City's agency for urban renewal, housing and economic development. The home repair loan program is funded through a federal Community Development Block Grant administered by the Bureau of Community Development.

