

Winston-Salem Chronicle Monthly HOMEBUYER'S GUIDE

An African American Real Estate Publication

Good News Heralds Increase In Real Estate Activity

This month marks the third edition of the Homebuyers Guide, and with each edition there has been growth, a positive sign that there is real estate activity in East Winston and there are businesses eager to provide their services to the African-American community.

According to a recent newsletter from Michael S. Clapp, MAI, a local real estate appraiser/consultant, there is a lot of good news in our area that will have a direct influence on the local real estate market. As Clapp notes, in March Continental Airlines announced plans to establish a flight crew base of 130 pilots and 200 flight attendants at Piedmont Triad Airport, and it can be expected that some of these employees will transfer to our area.

Dudley Products announced it will build a new 80,000 square foot plant in Kernersville and as part of its expansion, it expects to create 100 jobs during the coming year.

AMP, Inc. announced plans to open four new plants in the Triad area, one of them in Centre 311 Business Park, and will create 75 jobs.

City officials announced that Gullwing Screenprint, Inc. wants an option on 38 acres of land at Carver School Road and Old Walkertown Road where, if exercised, they propose to spend \$10 million on a 210,000 square foot building and to expand by 180 employees.

In addition, Clapp writes that the supply of new homes for our area is not excessive, and that the increasing number of sales of homes continues a trend that became evident in 1992. Clapp notes that sales volume undoubtedly continues to be aided by a combination of low interest rates and improving local/national economies. Clapp stresses that his research of the local real estate market indicates supply and demand are better balanced now than in the previous three years.

Does this good news extend to the East Winston community? We hope so. Listings of homes for sale by our advertisers—Clement Little & Associates, Fortis Homes, Cooper Realty, Re/Max—Charles Washington, Anderson & Associates Century 21 Advantage Realty, Mundy Realty and Dancy Construction—seem to indicate a market rich with opportunities for buyers and sellers. Coupled with special mortgage programs available from area lenders (see Housing Finance Agency Piedmont Federal and Dancy Construction stories in this month's issue), it appears that homes are now within reach of more people than ever before.

If you're in the market for new carpet, Fred Michael defines carpet terms you need to know before you buy. David Cooper has tips on getting your house ready to put on the market.

Todd Isenhour explains how to make a home inventory. These stories, and more, inside this month's Homebuyers Guide.

Building a Sound Foundation

Clement Little is a man who is quietly building a dream.

That dream was just a vision back in 1985 when Little first started selling real estate part-time for Taylor Associates/Realty World. With a degree in electrical engineering from NC A&T State University, Little had worked for several major employers, including Alcoa, Miller Brewing and R. J. Reynolds. But he knew that someday he wanted to be in business for himself.

It was that entrepreneur's spirit that guided him when he first teamed up with a builder and started building houses in East Winston through Winston-Salem Housing Development while working his full-time job.

Still employed as an engineer, Little formed Little & Associates in May 1991 to sell real estate. But by September 1991, Little was itching to make a full-time commitment to his dream. He started C. H. Little Custom Builders, and in June 1992 he built his first house on Cameron Avenue. He never looked back.

Attributing much of his success to the support and encouragement he received from local businessmen Ernie Pitt, Tom Trollinger, Chandler Lee, Curtis & Earline Richardson, and Dr. Jonathan Weston, Little says that he looks at every situation in a positive way to see how he can use it to make things happen. Quality workmanship is top of his list of priorities, and he strives to do a better job every day.

Little has been building his "dream team" since he started his business, beginning with his administrative assistant, Paula Imes, who runs the office and handles the mountain of paperwork that goes with being in the real estate business.

Shortly after forming Little & Associates Realtors, Jennene Kirkland joined him as a real estate agent. With over four years experience, Kirkland is a member of the Winston-Salem Association of Realtors, as well as a board member of Consumer Credit Counseling and a member of Delta Sigma Theta. Kirkland is a graduate of UNC-G with a degree in Finance, which is a definite asset when it comes to helping homebuyers find the right mortgage source and program to meet their needs.

Mark Reece has also been with Little since the early days. Together they built Little's first house and it was during this time that Little recognized Reece's talents in the trade. Reece joined Little as a finish carpenter and is also in charge of quality control. With 20 years experience, Reece is skilled in all aspects of building, from pouring foundation to finishing work.

Little has the expertise of Willard Bass, operations manager, to oversee the day-to-day paperwork and project management, while also working as a building apprentice and studying to obtain his builder's license. Bass previously was a manager with R. J. Reynolds.



Clement Little

Jimmy Norwood, a graduate of UNC with a degree in architectural design, handles the design end of the business, as well as project management. Offering custom home design to homebuyers is a primary focus of Little's. Even

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STAFF

Clement Little, Owner
Paula Imes
Administrative Assistant
Jeannene Kirkland,
Agent for Little &
Associates Realtors
Mark Reece,
Finish Carpenter/Quality Control
Willard Bass,
Operations Manager
& Builder Apprentice
Jimmy Norwood,
Project Manager/Design
Bonita McDonald,
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