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DINARDO HOMES WILL FACE NEW IRONDEQUOIT CHURCH

Spotted as what promises to be one of the fastest growing residential areas in Rochester, the choice tract of land directly opposite the new church of Christ the King on Kings Highway, Irondequoit is coming to life.



Alfonso DiNardo and Fred DiNardo indicate new King's Highway tract opening today opposite Church of Christ the King, Irondequoit.

Builder Fred DiNardo claims that considerable interest has been given the development of this tract during the past few months since the new church has been established. Inquiries stem from Catholic homeseekers with children of parochial school age and many with youngsters of pre-school age anticipating future needs.

"There is an undeniable phase of investment security when homes are so favorably located directly opposite a major Catholic diocesan installation," he said, "particularly when the development plans for the plant of Christ the King parish call for the eventual construction of a high school for boys and girls as well as a parochial school."

The DiNardos, father and son have been very active in home building in Greece, Gates and Chili, for many years, their tracts and advertising always identified with the family's ancient Italian crest, a lion. Fred DiNardo joined his father, following his tour with the U. S. Army in World War 2.

Plans and specifications for the homes in Christ the King parish, on display at the firm's offices at the Ridgecrest Shopping Plaza (Ridge Road W.) show a conformity to the general modern theme of the area with modernization in cost a keynote of the development program, according to the DiNardos.

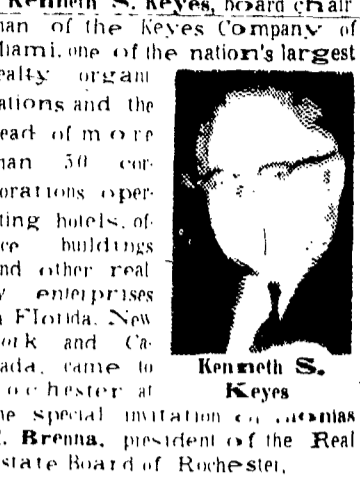
"Take God Into Business Partnership!" Counsels National Realtor Head Here

KEYES OF MIAMI SUGGESTS GOLDEN RULE

ADVOCATES 6-DAY WEEK FOR REALTORS

By FRANK J. GIBLIN

"He who created the earth which we sell should be taken into business partnership if we seek success in the real estate business," advised the president of the National Association of Real Estate Boards at a luncheon meeting at the Powers Hotel last Friday.



Kenneth S. Keyes

Mr. Keyes, board chairman of the Keyes Company of Miami, one of the nation's largest realty organizations and the head of more than 30 corporations operating hotels, fire buildings and other realty enterprises in Florida, New York and Canada, came to Rochester at the special invitation of Thomas H. Brenna, president of the Real Estate Board of Rochester.

It was the first time in local realtor history that a national president had visited Rochester during his term of office. Mr. Keyes was accompanied by Mrs. Keyes and the couple were fettered an enthusiastic reception with a special attendance at the formal luncheon given in his honor.

The noted realtor who built a tremendous business from a single-desk operation starting in 1925 spoke in favor of a 6-day

work week for realtors and praised the aims and purposes of a "Herbert Q. Nelson Memorial Fund" being developed for real estate education and research. The late Mr. Nelson was national executive secretary for the real estate boards for over 25 years.

Mr. Keyes was formally introduced to the realtor assembly by Peter Barry, Mayor of Rochester, following an informal tribute to Mr. and Mrs. Keyes by Thomas H. Brenna who presided.

The national president of the real estate boards began his talk by describing inflation as the country's number-one problem. He stated that fixed income groups need the security of home ownership and that the best savings program for families in these groups lies in regular monthly payments for a home.

It is not inflationary to ease the purchase of homes through lower down payments," he declared, in commenting upon the existing tight mortgage money market and inflation curbs. He gave an opinion that the mortgage situation would loosen up during the next three months and that there would be considerably more mortgage money available in 1958 than in 1957. He based this opinion upon a consensus of the views of three of the nation's top financial experts who were panelled during a recent conven-

tion of the National Association of Real Estate Boards. Mr. Keyes recounted the accomplishments of organized real estate represented by the association of which he is chief executive, in stabilizing the mortgage picture on a national level, protecting the interests of property owners by opposing socialized housing and certain factors involved in public housing.

With regard to Sunday "Open for Inspection" homes, Mr. Keyes reported that fellow realtors in many of the nation's principal cities are operating by mutual consent on a 6-day week basis. The realtor president put forth his belief that "as much as God created the earth which we sell and gives us Time and Energy," nothing could be more fitting than that we, as realtors, should fully observe the Sabbath.

The real estate executive spoke frankly on the local level with words of counsel to the realtors present who sought the fullest measure of success in their profession. Based upon the function of taking God into partnership in business, the realtor stressed the importance of LEARNING MORE TO EARN MORE.

Mr. Keyes suggested that the MASTER SALESMAN in his ex-

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perience is the "Property Brief" wherein every item concerning a piece of property to be sold is outlined in bound form for the buyer's consideration. He cited some extraordinary sales that have been made unassisted through the property brief method.

"Don't over-sell" Mr. Keyes cautioned his listeners in conclusion, "rather, in regard to income pro-

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erty in particular, tone down the overall picture so that the purchaser will be agreeably surprised that the property is even better than you claimed it to be. In such a way a valuable clientele created in the real estate business."

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Among those present at Kenneth Keyes' luncheon were, l. to r. Mrs. A. J. Petranto, Mrs. Lewis VanOske, and realtors Joseph Cardinale, A. J. Petranto (broker), Lewis VanOske and Joseph Barone.



l. to r. Kenneth S. Keyes, president Nat'l Assoc. of Real Estate Boards (Miami), Thomas H. Brenna, Rochester Realtor Hotel, toastmaster, and Mayor Peter Barry.

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