

Real estate office features fresh industrial contemporary look

■ Owner's background in fashion eyewear pays off

By Pam Fleming
STAFF WRITER

A visit to the new Remerica United Realty office in Novi at Beck and Grand River is like walking into a page of an interior design magazine.

This is no ordinary real estate office.

Gary J. Reggish, 37, broker/owner of the business, celebrated the office's grand opening Oct. 29 with a party for about 150 to 200 people. He has created a showcase office for Westmarket Square on the north side of Grand River just west of Beck Road.

Arconcepts in Northville, architects/designers of the 5,400-square-foot project, took Reggish's idea of an industrial contemporary look and ran with

"I call it a boutique. That was my vision," Reggish said.

Well-known in the Novi/Northville area as the former owner of Urban Optiks in downtown Northville, Reggish's background in retail sales in the fashion eyewear industry influenced the design of the new office.

"Owning an upscale, exclusive eyewear boutique took me to New York, L.A., Paris, Milan and Germany," Reggish said. "We actually sat with designers to buy eyewear. I noticed the attention to detail in the retail shops there. It was just incredible working in the fashion districts. These communities are so architecturally sound."

His experiences in the fashion world led to an office one would expect to see in New York or Paris.

Features include stained cement floors in earth tones, open ceilings, cork walls and zinc counter tops flown in from Germany. The reception desk was created by an artist and fashioned by a custom mill worker.

Reggish, who lives in Livonia with his wife and four children, came into the real estate business almost by accident. He had always been interested in the



Photo by John Heider

Real estate broker Gary Reggish stands in his head-turning, stylish Westmarket Square Novi office last Friday afternoon.

industry and started buying fixer-uppers and selling them for a profit several years ago.

Eventually he earned his real estate and broker's licenses after talking to a friend, Rick Shaffner, who owns Lender Ltd., a mortgage lending business in downtown Northville.

"Never in my wildest dreams did I think I would be a real estate agent," Reggish said. But, in Michigan, an individual can only have five real estate transactions a year without being licensed.

He noted that after working in retail sales for 15 years, he realized that the office setting was paramount to any business' success.

"You not only have to have superior customer service, but it has to carry over into everything that you do," Reggish said. The traditional office setting was not for him.

"We're not your run-of-the-mill real estate office," he said.

Agents have high-speed Internet service in the office, high-tech desks and ergonomically-designed chairs. Lighting fixtures are totally modern. Even the file cabinets and phones have character.

Reggish has two business cards — one of him dressed in a purple shirt and fashionable business suit and one of him on a Harley.

"We're in the people business. We don't just sell houses, we help people, and one of the things me and our agents pride themselves on is being able to connect with people from all income brackets," he explained.

The office had six agents when the business opened at the end of September. "Now, we have 28 licensed agents," Reggish said. He makes it a point to also hire only experienced agents, and he hopes to bring a total of about 60 on board eventually.

He offers them production-based profit sharing plus a fash-

ionable place in which to work.

"I used feng shui to design the office. The colors we have used represent wealth, success and prosperity," Reggish noted.

He believes his neighbors in Westmarket Square also help to attract business.

"With Home Depot, Kroger, Blockbuster, Caribou Coffee, Outback Steakhouse, Applebee's, Leo's Coney Island, Subway and other businesses right here, we have a great location. We've only been open about 30 days and have already closed two deals from walk-in traffic," Reggish said.

For more information about services offered by Remerica United Realty, call (248) 344-1800.

Pam Fleming is a staff writer for the Novi News. She can be reached at (248) 349-1700, ext. 105, or by e-mail at pflaming@ht.homecomm.net.