

AIN — THE DESERT SUN, Palm Springs, Calif. — Friday, October 10, 1975



JOHN IRONWOOD STAFF — Joe Makert (left) and Chuck Shaw (second from left) are welcomed to Ironwood Country Club's sales staff by James A. Singlet, vice president-sales, and Joyce Wake, sales and customer

service coordinator. Ironwood's Sales and Information Center on Mariposa Drive just inside the entrance gate at south Portola Avenue, is open from 9:30 a.m. to 5 p.m. daily.

## Two Join Staff At Ironwood

PALM DESERT — Two men with more than 20 years combined real estate sales experience in Southern California have been added to the Ironwood Country Club sales team, according to James A. Singlet, vice president-sales, at the 188-acre residential and recreational development.

Joe Makert, who came to Palm Desert from Thousand Oaks, having been involved in various new condominium developments in Ventura County.

A native of Illinois, Makert operated a string of developments in the Midwest before coming to California. He and his wife have two children and live in Palm Desert.

Chuck Shaw, a native of Ohio, had been active in the management end of the machine shop business before entering real estate.

For the past 10 years he has been selling single-family and condominium homes for such firms as Griffin, Kaufman and Thrall and Walker & Lee, having relocated to Palm Desert from the Riverside area. He and his wife also have two children.

Ironwood is Palm Desert's largest residential community, featuring 51 holes of golf, eight championship tennis courts, golf and tennis clubhouses and six different types of primary and secondary-oriented homes, priced from \$62,000 to \$180,000.

The Sales and Information Office inside the Ironwood entrance off Portola Avenue is open daily from 9:30 a.m. to 5 p.m.

NOTE: IT AND SAYS: In hot weather, when you use air conditioning, you should remember that lamps, candles or television sets near your thermostat will create heat. This makes your air conditioner work harder than is really necessary for your comfort.

## Home & Garden

REAL ESTATE

### Canyon Estates Sales Hitting A High Point

Ray Fox's Canyon Estates has opened the 1975 season with a sales spree. In the past week homes up for sale could not be kept on the market more than one day. The first home was sold 12 hours after the listing came in, while the second stayed on the market just a bit longer — 24 hours.

Canyon Estates has had an active sales pattern since its inception eight years ago. 254 homes have been constructed and 240 sold. Last spring, Ray Fox and Robert Fox announced that the Canyon Estates sales staff would not be available for several months and the results of the activity in results have been great.

Director of sales Sally

Franks states: "Our residents are becoming increasingly popular. We can't keep a house on the market for more than a few days before it is snapped up. The product, it seems, is timeless."

For the veteran members of the Canyon Estates sales staff, the results offer a chance to sell a home for a second time. For example, Ray Fox's Canyon Estates for the past eight years, "I just traded the very first home ever built by Ray Fox in the Canyon area."

It was completed in mid-summer and I would come each afternoon for an open house. Some evenings, I would stay until night or late a clock and the house began to overtake my own. Now I've sold it for the second time, and I still think of it as mine," states Ms. Dine.

While all the sales comments are praising the benefits of the active sales of the Canyon Estates, veteran member Harry Howe has spent the past few months "recreating the reasons for the success."

"I spent the summer visiting condominium developments in Hawaii and California. Canyon Estates came out number one in size, construction, and design. The most popular development in Hawaii offered 200 square feet of living space — the same as a Canyon Estates garage, he said.

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