

SUV PROPERTIES LLC

By Laura Ustanovska

Melanie Eden began her real estate investing journey in 1995, growing her personal portfolio of duplexes and single family homes in the West Allis and Wauwatosa communities. Others were watching. "Many of my friends were also interested in creating passive income through real estate investments," she recalls. "They began asking me to manage their properties. In the early years, I declined the work. However, in 2003, I decided to start SUV Properties LLC and manage for other investors. I started with zero clients and now manage for approximately 185 investors for a total of 450-plus properties."

SUV Properties LLC is a full-service real estate brokerage agency, offering residential and commercial sales to owner occupants and investors. In addition to real estate sales, it offers full-service property management for the real estate investor. This includes tenant management, rent collections, repairs, evictions and much more.

"Real estate investors buy real estate to make money, not to be a landlord," notes Melanie. "We help them stay passive, so investors can focus on their main line of income while we work in the background to make them money. The goal is always win/win/win. We want the tenant to have a nice place to live, the investor to make money, and SUV Properties LLC to make money as well. If everyone wins, then success is a forgone conclusion."

Melanie enjoys working on projects that, from the outside, look to be in rough condition. "I can walk into a vacant building in need of substantial rehab and smell the opportunity," she says, "even if the building itself does not smell so good. Seeing that diamond in the rough and making the building shine again brings a smile to my face."

Melanie has many motivators. "There is my family and making sure I do a good job they can be proud of. My employees depend on

me to continue to make sure there are projects to work on. The investors like the fact that I am a one-stop shop from purchase – to rehab – to rental – to sale to make their investing goals easy."

Melanie's real estate inspiration began in 1987 when she was helping her brother renovate a duplex he had purchased in Menomonee Falls. "I was 16 and helped demo walls and paint. However, the real estate bug bit me then and continues to bite. My mission is to spread the joy and knowledge of real estate investing around the world and help as many people as possible. Most of my clients live in other states and often other countries. My staff and I strive to provide top-notch service to clients and all our customers here at SUV Properties LLC. I am also a real estate and financial planning sounding board when someone wants to number crunch a business idea.

"SUV Properties LLC has a great staff of very hard-working folks. Without these people, we might simply be SUV Property – singular! Shout outs to my family, who all help out in various ways of actual work and moral support to me on a daily basis, and my full-time property managers, Carol and Cayden. Without them, this business does not function; I am forever grateful for their work. In the field, I have more than 30 subcontractors and their employees, too numerous to mention. However, I am thankful for all they do. Team SUV makes for a successful business; high fives to everyone and thank you for all you do!"

Melanie has lived in the Richfield community since 2008. "We built our home in a 60-acre homesite area of 20 homes on 1.5 acres. We love living in the country!" Melanie has been married for 28 and has two children, ages 24 and 21. The family also has a fifth family member, Charlie, their 8-year-old Australian shepherd.

"One of my summer hobbies is a Honda Rebel 500 motorcycle; my son and I cruise the country roads looking for tucked away coffee shops, unique food trucks and ice cream hideaways! I enjoy reading, flowers and doing traditional primitive rug hooking. We also have a property on Pelican Lake



Melanie and Cayden



that has been a work in progress the last three years. I hope we can finally enjoy it this year.

"My husband and I are members of Bethlehem Lutheran Church and our kids attended school there, as well as high school at Kettle Moraine Lutheran. I grew up in Menomonee Falls – the caboose of six kids – so I am a Wisconsin lifer!"



To the community, Melanie says: "Although I am newer to having an office in Germantown, I have more than 20 years of experience; my prior location was in Wauwatosa. I want the community to know we do owner-occupant sales, as well as investor sales." Melanie also has a TV show on American Dream TV. The show has six segments each year that spotlight a community. "The show is 80 percent cool things to see and do in the community, and 20 percent real estate. You can watch past episodes on my website."

Suvproperties.com has several edited episodes available for viewing under the social media tab. Also under that tab, one can also find Melanie's YouTube channel with investor podcasts.

SUV Properties, LLC *Buy - Sell - Renovate - Property Management*



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