

2021

THE TOP 100 PEOPLE IN REAL ESTATE

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Melanie J. Eden

Melanie J. Eden is the managing member of SUV Properties, LLC, a multifaceted agency in Wauwatosa, Wisconsin providing real estate sales, property management, brokerage services, and turnkey investment solutions. Since most of their clientele live out of state or abroad and only see their properties via photo, they rely upon Melanie and her team members to do all the ground work — locating potential investment opportunities, assisting with financing and cash purchases, renovating the properties, procuring tenants, and managing the units. “We understand that investors purchase real estate not to be landlords but to make money, so our job is to help ensure a return on their investments and to make the work of property management seem easy,” says Melanie.

In addition to offering an advantageous turnkey approach, Melanie is adept at financial planning and pays close attention to the property values and lending conditions. She communicates with her clients to keep them informed about changes in interest rates and refinancing opportunities, but she also has a different way of escrowing for those who make financed purchases. “Most people want to close on properties at the end of the month, but I recommend a different approach with my financed buyers,” Melanie explains. Instead, she sets the closing dates between the 3rd and the 10th so the mortgage payments start 2 months later. This later closing date captures rent prorations for occupied properties minimizing the buyer needed funds to close. In addition, moving the mortgage payment back a month captures an additional month of rent thus maximizing cash flow.

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Among Melanie’s many other talents, is her ability to see the potential in properties prior to their renovation, as well as, to recognize those properties that look good only on paper. Since she boasts a demonstrated history of high returns on investments, Melanie has limited need for marketing and receives 100% of her business from referrals. This year, she also received a *5-Star Service Award* and was named *The Best of Wauwatosa Real Estate Broker* in both 2019 and 2020.

Melanie obtained a bachelor’s degree in English from the University of Wisconsin Madison and has passed many of the CLU and ChFC



Broker & Managing Member

courses from The American College of Financial Services in Pennsylvania. She is licensed to sell property and casualty, life, health, long-term care, and disability insurances, and holds both Series 6 and Series 63 licenses, which allow her to offer insurance and investment services.

Melanie was serving as a managing member for Eden Financial Services, LLC, when she made her entrance into real estate. She purchased her first residential property in 1995, a duplex in Wauwatosa, which is still owned by her today. After living in the duplex for six years, she and her husband rented it out and moved to a single-family home, using the equity in the Wauwatosa duplex to springboard and purchase 10 more properties. In 2003, Melanie began to further expand her business by acquiring additional duplexes, single-family homes, and multiplex units.

By 2004, many investors were so impressed with Melanie’s success that they began requesting that she manage their properties. Melanie then decided it was time to get her own real estate brokers license and SUV Properties, LLC grew to encompass the 500 rental units she manages today.



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