



FALL/WINTER 2018

Studio Four8 was founded with the unique idea that real estate Buyers and Sellers in Michigan's 48's deserve the highest level of personalized service, creative talent, and cutting-edge systems designed to make their entire experience truly exceptional.



*StudioFour8 with *actual* HGTV Stars, Hilary Farr and David Visentin of Love It or List It™*



Do You YouTube?

For many of our clients, watching HGTV is a favorite guilty pleasure. Luckily, most of you understand from working with your StudioFour8 team that rarely in our market will you secure a new home after viewing just 3 listings! Nor do those dreamy renovations come together for even a fraction of the budget the Property Brothers get to work with. And while "Magnolia Home – style" has lately replaced "Pottery Barn – style" in MLS descriptions, it's hard to find a house that lives up to the television fantasies.

When expectations don't align with reality it can cause frustration for clients and agents alike, which is why many Realtors groan internally when that top-ranked cable network is brought up.

Having said that, just like Video Killed the Radio Star, the Realtor who can't embrace the impact of HGTV and video marketing trends in our industry will be missing out on great ways to advertise listings and guide buyers in this fast-paced environment.

Hopefully you are following us on social media and have had the chance to watch a few of our initial forays into the medium. We've touched on such topics as "Monthly Statistics," "Do's and Don'ts of Holiday Marketing," and "New Construction." We've also had fun visiting and reporting on different parts of town that might be helpful to buyers new to the Four8's.

After a few awkward attempts and a couple of sessions that devolved into tongue-tied fits of giggles, we've gotten used to the rhythm of interaction on camera. After all, we have over 40 years of collective industry experience to draw from, which makes it easy to speak with passion –and humor – about all things real estate related.

So please, engage with StudioFour8 as your 'real-life' HGTV resource.

- Do you know someone coming to the area for the first time that would enjoy a Townie perspective?
- Are you interested in what the local school board is planning for the 2019-2020 school year?
- Curious about what national economists are predicting for interest rates?

We would enjoy hearing your feedback and are taking suggestions for content.

**Check out our channel,
share and subscribe!**



<https://tinyurl.com/StudioFour8-YouTube>



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STUDIO FOUR8

HOME IMPROVEMENT ADVICE



DOES YOUR HOME HAVE AN ODOR?

You've cleaned, de-cluttered and painted to get your home ready to sell. But there's still one job left – make certain your home smells great for every showing.

Here are four things to keep in mind to ensure your house smells fresh and clean for potential buyers:

Stuffiness. Open the windows and air out stale, musty rooms. Steam clean carpets and curtains, wash all bedding, and store stinky athletic gear and out-of-season clothing and shoes away.

Pets. Dogs need brushing and baths. Scoop cat boxes daily. Keep bedding and cages clean. Steam clean all furniture where pets sleep and play with their toys.

Food odors. Clean your oven, burners, and sink drains. Grind a small lemon slice in the disposal and let the water flow. Clean out the refrigerator and take trash out daily.

Mold and mildew. If you can smell moisture, others can, too. Check pipes and floors for leaks. Toxic mold can grow anywhere that contains cellulose, poor light, and low air circulation. Wash towels frequently. Replace cleaning sponges with fresh scrubbing tools.

Wash dirty clothes and bed linens frequently. Take baby diapers and other disposables to the outside trash every day. Don't cover odors with sprays or scented candles.

A good rule of thumb is – if you can't remember when you cleaned it last, clean it now.

STUDIO HIGHLIGHTS

OKTOBERFEST EVENT

Thanks to all who joined us on a blustery, rainy evening at Arbor Brewery for our Oktoberfest event! We enjoyed the beer, pretzels, music and good company. Keep an eye out for invitations to our get-togethers! We create opportunities quarterly to relax with our clients and show you how much we appreciate your business.



Selfie from the Hycroft Manor, Vancouver.

VANCOUVER SUMMIT

Jeffrey had the opportunity to attend the the Berkshire Hathaway HomeServices Summit Conference in Vancouver where he networked with other Top Producers across our network of global agents. If you know someone in need of a referral for a real estate consultant outside of the Four8's, let us help connect them!

SOUTH AFRICA TRIP

Todd joined his wife Bianca on another trip to Africa, this time to Cape Town, South Africa. In addition to his role as her "arm candy" at a global conference on hearing, they saw amazing sights and wonderful architecture.



Just check out these homes in the Bo-Kaap neighborhood!

**Berkshire Hathaway HomeServices
Snyder & Company, Realtors**

**2655 Plymouth Rd
Ann Arbor, MI 48105**

(734) 747 - 7500

Your Studio Partners



Jeffrey Post

(734) 476 - 8326

Besides residential, Jeffrey is a successful commercial and investment property real estate expert and owner. He keeps plugged-in to the rapid changes of this community, its businesses and culture, as well as the latest info on the coolest homes!



Sara Maddock

(734) 649 - 1180

With the heart of a teacher, Sara has a knack for bringing vision to each property both in the way she markets a home for sale and in the way she helps buyers to realize the potential of their investment.



Todd Waller

(734) 564 - 7465

A lifelong resident of Southeast Michigan, Todd is constantly looking for an edge our clients can use to realize their real estate goals. His expert use of technology gives our clients an efficient, rapid, and clear path to the closing table.



Good to know.®

Covered in the 48's

Left to Right, First Row:

Pending: 10527 Brookwood Dr., Plymouth. \$412,000

Sold: 4141 Timber Ridge Dr., Ann Arbor. \$785,000

Left to Right, Second Row:

Sold: Ann Arbor Hills Home

Pending: 50544 Woodford Dr., Canton. \$426,000



Happy new homeowners, after just closing on their new place!



Left to Right, Third Row:

Sold: 2981 Gale Rd., Ann Arbor.
\$970,000

Sold: 2891 Provincial Dr., Ann Arbor.
\$770,225

