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magazine



Jeff & Robin Snell



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Husband and wife team Jeff and Robin Snell got their promising start in real estate together. After having spent a decade as a commercial and corporate airline pilot, Jeff was ready for his next challenge. Likewise, Robin was poised for new horizons after spending 20 years at the University of North Dakota. Jeff and Robin wanted to form a business endeavor that would utilize their distinctive skillsets, while affording them the freedom to craft their own professional future. That's when they decided on real estate. Since launching their venture, Jeff and Robin have earned seven designations and certifications, spearheaded a wide variety of transactions, and established a reputation for personalized service.

Licensed in both North Dakota and Minnesota, Jeff and Robin primarily serve the greater Grand Forks, North Dakota and East Grand Forks, Minnesota communities. They also service smaller towns and rural areas in northeast North Dakota and northwest

Minnesota. In short order, Jeff and Robin have earned diverse experience executing transactions of all kinds — from working with commercial properties and agricultural land, to manufactured homes, restored homes, and VA and HUD options.

As a team, they work together on every transaction, bouncing ideas off of each other, double-checking the smallest of details, and combining their skills. Jeff offers his outgoing personality, and communication and management skills to their clientele, while Robin's previous experience as the Director of Financial Aid at UND makes her a natural fit when it comes to paperwork and marketing efforts. Their frequent collaboration with military personnel and veterans of the nearby Grand Forks Airforce Base have grounded them in the particulars of navigating military and VA benefits and financing. Furthermore, their designations from the National Association of REALTORS® as Senior Real Estate Specialists provide them extra



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insight in serving the area’s elderly population. “Our approach to working as a team is unique in our market, in that we work with everyone together,” Jeff explains. “This allows us to bring our respective skills and strengths to our transactions. We also take advantage of all the resources offered to us by our brokerage — such as advanced tools and educational opportunities — in order to bring our clients the best possible service.”

While Jeff and Robin are ardent believers in continuing education and detail-oriented work, they also bring a warm personal touch to their relationships with clients. For her part, Robin holds a Master’s Degree in Counseling that comes in handy when navigating the emotional complexities of buying or

selling property. “My experience in counseling is one of the reasons why I’m interested in working with older adults in transition, as they downsize and





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incorporated into their advertising approach. Their Facebook page also serves as a community hub of sorts, offering useful information about the area, while spotlighting local businesses and open houses. Considering what they most enjoy about their day-to-day work, Jeff and Robin agree: “What we most enjoy is working with people one-on-one and helping them achieve their goal, whatever it may be. Beyond that, part of why we chose real estate is because it allows us freedom — there’s a lot of variety, and no two days are ever alike. We love getting to meet new people all the time.”

To give back to their community, Jeff and Robin deliver Meals on Wheels from the local senior center. They also participate in several community and charitable events sponsored by their brokerage, Greenberg Realty, such as Pumpkins for Parkinsons, No Shave November, REALTOR® Ring Day for the Salvation Army, and by outfitting backpacks with food resources for kids. In their remaining free hours, they both enjoy travel and quality time spent with family. Jeff also enjoys fishing, and getting back in the air through flying. Robin enjoys gardening, scoping out homes in the area, and designing and drawing.

Looking ahead, Jeff and Robin have strategic plans in place to continue growing their business and base, with the intent to become more involved with their local Board of REALTORS®, as well. For now, they’ll continue bolstering their business and community one client at a time. With stellar experience already behind them, and an ambitious eye on the road ahead, the best is yet to come for Jeff and Robin Snell.

move into senior living communities,” she explains. Jeff and Robin also emphasize the importance of steadfast communication when acting as stewards for their clients’ real estate milestones. “We both believe that truthfulness and communication are key to a successful real estate business,” Jeff says. “We work hard to follow through on our commitments, and we’re upfront and honest with our clients, other agents, and the lenders we work with. We make it a point to communicate regularly with our clients, making sure they know what’s going on and aren’t left feeling like they’re in the dark at any point.”

When it comes to marketing properties, Jeff and Robin make wise use of their brokerage’s access to high-powered technological tools. Social media, animated marketing videos, and blogging are regularly

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