

SPECIAL ADVERTISING SECTION

Getting Away From It All

HOME BUYER resources

Web sites and telephone numbers below help prospective homebuyers research homes, communities and financing.

www.marketplacedetroit.com/realestate: Find thousands of local homes for sale.

www.fdic.gov: Financial and real estate tips and consumer alerts.

www.marketplacedetroit.com/newhomes: Find new home construction and builder developments.

www.marketplacedetroit.com/mortgages: Find mortgage rates for across the country and local lenders.

www.marketplacedetroit.com/realestate: Find getaway destinations for rent or purchase.

www.apartments.com and www.marketplacedetroit.com/realestate: Find rental units of local apartments and corporate housing.

www.hud.gov: U.S. Department of Housing and Urban Development. Information on single-family FHA programs, (800) 225-5342; HUD homes in Michigan, (888) 622-7361; housing discrimination complaints, (800) 669-9777; late on mortgage; Housing Counseling Referral Service, (800) 569-4287; late on FHA mortgage, (800) 297-8685.

SKBK Sotheby's:
www.skbk.com
or (248) 644-7000

■ SKBK Sotheby's agents specialize in unique vacation homes – near and far

Buying or selling a lakefront or vacation home can be a tricky business, especially in today's market. But one local company – with an internationally known name – has agents who specialize in just that.

“The hallmark of being affiliated with Sotheby's,” says Lee Embry, real estate agent with SKBK Sotheby's, based in Birmingham, “is people just know that if you're looking for quality properties, Sotheby's is the place.”

Embry represents several lakefront properties in metro Detroit, including luxury homes on Lake Angelus, Sylvan Lake, Deer Lake, Pine Lake and Orchard Lake. He says that many of his clients prefer to live year-round on a lake in southeast Michigan, rather than owning two homes, one around here and one Up North. “They're getting tired of the drive and gas.”

People who are drawn to tranquil, waterfront settings don't

need to go far, Embry says. “We have all that in Oakland County if you really look around.”

But SKBK Sotheby's does have properties off the beaten path for those who do want to get away from it all. Agent Donna Barlow, who once represented properties on Mackinac Island, now offers high-end log homes Up North.

“I've lived in Michigan all my life and I have family in the Petoskey area,” Barlow says. “I know the market and I know the area. I'm kind of like the [SKBK Sotheby's] northern Michigan connection.”

And Barlow says the Sotheby's name really helps her get homes sold.

“Sotheby's gives us the branding, the exposure, the marketing, and of course, the reputation,” she says. “Any home over a million dollars is automatically marketed internationally. And every listing ends up on nearly 900 different Web sites. Just the name allows us to market properties better. We were even



Donna Barlow of SKBK Sotheby's International



Photos courtesy SKBK Sotheby's International Realty. Barlow represents a number of high-end log homes in northern Michigan.

approached by the new developers of Bob-Lo Island to use the Sotheby's Realty brand to help launch their new marina resort community that is under construction now.”

“Nearly half of Sotheby's clients own vacation properties and second homes,” says Douglas Hardy, owner of SKBK Sotheby's. “And when you combine global marketing with our client base, it is a great combination.



This home on Lake Angelus is one of several lakefront properties represented by Lee Embry of SKBK Sotheby's International Realty.

“Currently, all listings over \$1 million are distributed electronically and in print to all Sotheby's offices and auction house locations around the world automatically. Today you never know from where your

client will start their home search. SKBK Sotheby's success in the market place is founded on our outstanding agents and staff who deliver superior service, skills and tools to their clients.”