



Ana Cantell, Owner of Snowbird Home Watch

Keep Your Home Safe and Secure with Snowbird Home Watch!

WRITTEN BY ELIZABETH MCCABE
PHOTOS BY JULIE OLIVER PHOTOGRAPHY

If you're heading south for the winter, don't leave your most valuable asset to chance. Why not leave it in the safety and security of one of your North Oaks neighbors? Enter North Oaks resident Ana Cantell, founder and owner of Snowbird Home Watch.

"I grew up in North Oaks," Ana points out. "I have lived here almost my entire life." Deeply rooted in the North Oaks community, her parents live in the same house where she grew up in, just right down the road from her current home.

Her parents vacationed in Mexico every winter, but kept having one problem after another at their home. Thanks to Ana, she was able to keep their house in good working order and kept an eye out for furnace problems, which could have resulted in frozen pipes. Interestingly,

Ana's parents were the inspiration behind starting her own business.

From Shoes to Snowbird Home Watch

Prior to starting her own business, Ana followed in her father's footsteps in the retail industry. "My Dad started with Scandinavian gift shops in the 1970s," she explains. "They were all around the Twin Cities and in various malls, which segued into being the U.S. distributor for Troentorp Bastad Clogs. He imported clogs from Sweden and sold them throughout shoe stores across the United States."

Ana got involved in the family business a few years out of college. "I took over as the general manager of the distributor business," she says. Under her oversight, shoes were sold in shoe stores across the

nation. For over four decades, her father also had a booth at the Minnesota State Fair, a tradition that Ana helped maintain.

Pivoting with the Pandemic

However, times change, and just before the COVID-19 pandemic hit, their family business underwent a transformation. They transitioned to shipping shoes directly to Sweden, bypassing the need for a US warehouse. This shift allowed Ana the opportunity to explore new avenues, and she decided to take some time off during the pandemic.

As the pandemic eventually subsided, Ana thought about her next steps. "The idea popped into my brain," she says. "I had been watching my parents' home for the past five years when they went to Mexico." Why not start her own business?

Ana with her family



© JULIE OLIVER PHOTOGRAPHY

Ana discovered the concept of home watch services, which are common in states like Florida and Arizona. Realizing the potential for providing these services in her community, Ana saw a need that she could fill to help others. "I got connected with The Home Watch Academy" she says. Ana then took professional training on how to create an amazing home watch business. "I finalized the business at the end of snowbird season last year." After months of meticulous preparation, her dream became a reality.

Services Offered

"We provide regular, comprehensive checks of your home and property when you are gone," says Ana. These checks include thorough walk throughs of both the interior and exterior, with a customized checklist that covers every area of the property. She pays special attention to water zones, such as bathrooms, kitchens, and laundry rooms. She also offers valuable advice like turning off the main water supply to prevent costly water damage. As she says, "Water is one of the costliest potential damages you could have in your home."

Ana is also diligent about preventing water stagnation by regularly running toilets and exercising various water systems to keep things flowing smoothly. She documents her visits with photos, providing clients with peace of mind and clear communication about the state of their home.

Beyond the interior, Ana also provides vendor key-in services, which allows access to service work to be done while clients' are away. She offers concierge services, including restocking fridges for her clients' return and managing mail just to name a few.

To ensure her clients' confidence in her services, Ana is fully insured, bonded, and has undergone a comprehensive background check. This level of professionalism sets her apart as a trusted guardian for people's homes. As she says, "I am the eyes and ears for my clients when they are gone."

Family Focused

When not working, Ana savors time with her family. She is married to her husband Justin, who hails from New Jersey. He works for Target from home, which provides more flexibility for their family.

Ana and Justin have two children, Isla (11) and Andrew (8). Isla is a fifth grader and Andrew is a third grader at Turtle Lake Elementary. Justin enjoys coaching Andrew's flag football team.

This tight-knit family likes spending time together in their cabin in Wisconsin. They also enjoy the constant companionship of their adorable dog Carlos (a Goldendoodle).

In addition to being a pet parent, Ana enjoys being a full-time mom and staying busy with her kids and their activities. "I serve on the board of the PTA and I spend a lot of time volunteering at my children's school," she adds. Years ago, she was a co-president of the North Oaks Preschool. Ana serves as a block captain for the Neighborhood Watch program in North Oaks as well.

Stay Safe

With Snowbird Home Watch, you can rest assured that your home will be safe and sound, allowing you to enjoy your winter escape without a worry in the world. For more information, check out their website, snowbirdhomewatchmn.com.



Are you a resident who also owns a business? We'd love to share your story and a bit about your company in a future issue! Email us at northoaksliving@n2co.com for more info.

Contact Us Online For A FREE Estimate!
 (763)GUT-TERS (488-8377) | Gutters4All.com



BRINGING
Sunshine
 TO YOUR RAINY DAYS
 FOR OVER 23 YEARS!

- Gutter Cleaning
- Seamless Gutters
- Copper Gutters
- New Construction Gutters
- Gutter Guards

Relaxation Delivered Right Where You Are!

INFINITY IN-HOME MASSAGE

KATIE HOLDEN
 CERTIFIED MASSAGE THERAPIST
Specializing In Therapeutic Massage

651.347.4196
 CALL OR TEXT
 KATIE TO
 SCHEDULE YOUR
 APPOINTMENT!

Sun, Sand, & Security
 Fly South With Peace Of Mind!
 Home Watch | Vendor Key-In | Concierge

SNOWBIRD HOME WATCH

ANA CANTELL
 Owner & Lifelong Resident of North Oaks
 612.850.9515
 SnowbirdHomeWatchMN.com

OUR STUDENTS LOVE SCHOOL!
 (Schedule a Tour and Find Out Why!)

Now Enrolling Grades K-8

- Rich Educational Environment
- Integrated Faith-Based Learning
- Small Class Sizes
- Limited Openings Available

MAGNUSON CHRISTIAN SCHOOL
 FAITH • FAMILY • EXCELLENCE

651-478-7317
 MAGNUSONSCHOOL.org
 4000 Linden Street
 White Bear Lake, MN