

M-Realty Website Audit: Grammatical and Writing Edits:

By Ryan Barbin • Social Media and Digital Marketing Manager

Homepage:

1. Under Homeowners/Tenant Scanning — Description reads, "M Realty uses credit checks, criminal background checks, employment verification and previous rental history"

This description is missing a period at the end, necessary to be consistent with the other tabs in this section.

2. "M Realty Your Property Management Partner" — this is a run-on. Should be adjusted with a separation of some kind.

Example:

(M Realty: Your Property Management Partner)

- or -

(M Realty • Your Property Management Partner, etc.)

3. Under "M Realty - Your Property Management Partner" the description needs some rewriting. **(See A.- C. Below)**

A. "M Realty is the property management and premier real estate company in Las Vegas." - This should say "M Realty is the premier property management and real estate company in Las Vegas."

B. Sentence 2 should read ----"Supriya Mirchandani and her brokerage team, provide a seamless experience in assisting you to achieve your real estate goals."

C. Sentence 3 should read-----"M Realty offers a wide range of real estate and property management services all across Las Vegas."

4. Title reads, "What Client Say." This should be adjusted to a plural form---
"What Clients Say"

5. Under Our Blog/ Tips for Selling a New Home — Change to read ---- “Selling your home has become a complicated process, involving many steps. Let a professional guide you through the process; from listing to signing the final papers.”

6. Under Our Blog/ What First Time Buyers Should Know — Change to read --- “Real estate agents can work with buyers, as well as sellers. It is extremely important to engage with a dedicated, candid real estate agent when embarking on the journey towards buying your first home.”

7. Under Check FAQ’s — Description should be adjusted — **(See A/B Below)**

A. 2nd Sentence - change to “ Understanding the details of the local community, identifying the size, style and setting of a home, and organizing a budget are all important details to consider”.

B. Last Sentence - change to. “This is our commitment to you.” - (To emphasize an ongoing commitment. “That” infers that the commitment may have changed.)

8. Footer Section: (See A/B Below for Edits)

A. Under Contact Us — “M Realty offer a wide range of real estate and property...”. Change to— “M Realty offers a wide range of real estate...”

B. Address has a comma after South Buffalo Dr. Instead of a period. This should be adjusted. Also, there should be a comma between Las Vegas, NV

Property Management Page:

1. Under Property Services/Repair and Maintenance — "All repairs are done with owner approval, unless there is an emergency situation. We have licensed contractors who will provide estimates for the work needed to be done. The work will be done upon the property owner’s approval. We can also use licensed contractors that you may prefer.” These two underlined sentences are redundant and unnecessarily stated twice.

Also, last sentence should read:

“We can also utilize licensed contractors if you prefer.” — (“*That you may prefer*” incites that M Realty’s contractors are not recommended.)

2. Under “Tenant Scanning” — Change to — “As part of the screening process, M Realty uses criminal background and credit checks, employment verification and previous rental history.”

3. Under “Eviction” — Change to — “Unfortunately, evictions do happen from time to time. However, M Realty maintains an exceptionally low eviction rate through direct communication and adherence to Nevada’s state mandated eviction Policies. Renters have until the 5th of each month to pay their rent. On the 7th of each month, we will deliver Five Day Pay or Quit notice to tenants who have not paid their rent. If their rent is not received within the time period indicated in the notice, we will proceed with the eviction.”

4. Under “Payments” — Change these underlined words —— “Monthly management fee of 10% - 8% or \$100, whichever is greater. Leasing fee, which is paid from the first month’s rent, when the new tenant moves in. If there is a current tenant, M Realty does not charge a leasing fee until that tenant moves out and a new tenant moves in. Lease renewal fee of \$250.00 is charged to the property owner when a tenant renews a lease. We do not charge set-up fees or advertising costs.”

5. Under “HOA Dues” — Change to — “HOA fees are paid by the landlord to the associated company in charge of overseeing and maintaining the affairs of the community. The Fees and payment structure is usually determined by the association committee.”

6. **Boxed Paragraph - Note Changes in Underlined section. ----**

"At **M Realty** we offer a full range of property management services in Las Vegas. From initial inspection of your property, through screenings, signing, maintenance and renewing; we are here to walk each client through the entire process and ensure successful transactions for both the tenant and the property

owner. Owners can rest assured that their property is in good hands, and that we will attend to all tenants and maintain each property at its highest level. We take great pride in being the best Las Vegas Property Management company, and our service is second to none! M Realty tailors each owner's property management services to best fit their needs. The residential market in Las Vegas is ever changing and we provide exceptional customer service by guiding our customers through it."

Why Us/Why M Realty Page:

1. Word "of" is missing in the following line.
"We Excel in Our Knowledge (of) Local Real Estate Market and State Laws.

About Us Page:

1. Consider replacing photo of Supriya with a higher resolution photo so it looks more professional.

2. Under "Biography" — Change to:

"M Realty is owned by Supriya (Ria) Mirchandani. Prior to joining the real estate industry fourteen years ago, Ria worked in corporate America, providing customer service in the banking industry. As a business owner, Supriya is certified as a DBE, REO certified professional, and a licensed broker in the State of Nevada. Supriya is very effective in connecting clients to the properties they desire, investors to properties that meet their investment goals, and management of properties with a commitment to derive the best rate of returns for the landlord and issue free living for the tenants! M Realty's goal is to achieve the best return on investment for its clients, thereby optimizing the value of its services to its clients and making the transaction seamless for all parties involved. Supriya's areas of expertise include: Buyers and Sellers Representation, REO Sales, Short Sales, and Property Management."

3. Make this part a separate quote as it switches from third person to first person dialogue.

"I take pride in optimizing returns & results for my clients and outstanding customer service!" - Supriya Mirchandani.

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