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Copy

Client: MK Fineran
Re: Marketing –Website Copy
Date: 0216

Scope of Work

MK Fineran has contracted with Galvin and Associates to provide copy for its new website. This document is copy for the HOME page. Word Count 1020

COPY

HEADER

LOGO

MK Fineran Realty Professionals

Phone | Email | Social

MENU

HOME | ABOUT US | GIVING BACK / GREEN BUILDING | LISTINGS | SUBMIT PROPERTIES | CONTACT

PANELS

PANEL 1

Welcome to the next generation in realty services.

MK Fineran digital tools make you a smarter buyer or seller. Add our highly personalized, market-savvy service and you're on the road to success.

[Listing]

PANEL 2

Exclusive listings of premium properties.

MK Fineran has exclusive rights to some of the most sought-after properties in New Orleans. As our client, you have first choice.

[Listing]

PANEL 3

We are committed to a green New Orleans.

MK Fineran is committed to sustainable real estate development. We donate a portion of our profits to organizations that promote green building.

[Listing]

PANEL 4

Sales & marketing services for developers.

MK Fineran provides comprehensive and sophisticated cross-property marketing and sales management for residential and commercial developers.

[Listing]

ICONS

ICON ONE – TEAM

HIGHER-CALIBER PROFESSIONALS

MK Fineran is a select team of smart, experienced real estate pros, highly motivated to serve your interests. Be prepared to work with the best.

ICON TWO – HOME & BUSINESS

HOME AND BUSINESS

The MK Fineran team has the experience and property listings to guide you to a successful investment, for both home and business.

ICON THREE – SUSTAINABILITY

SUSTAINABLE GREEN COMMUNITIES

MK Fineran developments feature eco-friendly building practices. We donate a portion of our profits to green building organizations.

PANEL

Highly Recommended

FEATURED OFFERS

PANEL

Meet Our

PROFESSIONAL TEAM

PANEL

Recommendations

OUR CLIENTS SAY

PANEL

Latest from

OUR BLOG

ABOUT

PANEL 1

MK Fineran: a different kind of real estate company.

As people with deep roots in New Orleans, we appreciate the traditions of our great city. But as real estate professionals, we believe there's a better way to help our clients meet their goals.

In all our relationships we treat you, our client, as the driving force. We listen to your goals and build a strategy around those goals. We provide data and digital tools to allow you to make smart, informed decisions.



The MK Fineran team has exclusive rights to premium residential and commercial property listings. Our agents have a sophisticated understanding of the market and access to a rich network of buyers and sellers. We also provide a comprehensive suite of sales and marketing services for real estate developers.

We are committed to our city. You'll share in that commitment, since MK Fineran donates a portion of our profits to green building organizations. By doing business with us, you are investing not only in your future, but also in the future of New Orleans itself.

To learn more about what makes MK Fineran a different kind of real estate company, give us a call or an email. We'd love to meet you.

BIOGRAPHIES

Everett Fineran | Partner

A principal and founder of MK Fineran, Everett Fineran has extensive experience in real estate in New Orleans. As a practicing attorney, he has put together a number of complex developments, particularly in commercial real estate.

Everett is a graduate of Loyola University New Orleans, where he earned his law degree as well. Everett maintains a relationship with Loyola, serving as an adjunct professor. He has an interest in publishing and is on the board of Esquire Books. He also serves the community through his involvement with **Rotary and other organizations**.

Michael Bosio | Partner

Michael Bosio is a founder of MK Fineran. He is also president of MK RED, a New Orleans-based construction and development company with a number of premium properties in the greater metro area.

Michael is a graduate of Tulane University, with a BA in architecture and a Masters in Sustainable Real Estate Development. He serves as an adjunct professor at Tulane and in 2015, taught real estate best practices at the Real Estate Summer Minor Institute. Michael is also active on development issues through the Urban Land Institute.

Kyle Resmondo | Partner

Kyle Resmondo is a founder of MK Fineran. He is also Chief Operating Officer of MK Red construction and development company. Kyle has a deep commitment to volunteer activities, including the New Orleans Animal Humane Society and a vets group, the Wounded Warrior Project.

GREEN BUILDING

PANEL

MK Fineran is committed to a green New Orleans.

We all must do our best to preserve and protect our natural environment.



While visitors come for Big Easy fun, those of us who live and work here understand that our unique location makes us susceptible to the elements. As NOLA residents and businesses we can recycle, reuse and engage in eco-friendly practices.

Your building has a big impact on the environment

MK Fineran has a special role to fill in keeping New Orleans green. Buildings have a major impact on the environment:

- 40 percent* of raw materials globally go into building
- 20 percent* of global greenhouse gases originate from buildings
- CO₂ emissions are projected to rise 56 percent* by 2030

Choose MK Fineran to keep NOLA Green

MK Fineran is ideally suited to addressing environmental issues. One of our founding partners has a Master's degree in Sustainable Real Estate Development. The MK Fineran Green Building program includes:

- We promote residential and commercial property listings that are built using environmentally friendly materials
- We work with developers who use sustainable green building techniques
- We donate a portion of our profits to organizations that promote Green Building and sustainable real estate development

What this means is that when you work with us, you are helping to keep New Orleans Green.

To learn more about what makes MK Fineran's commitment to sustainable real estate practices, give us a call or an email. We'd love to meet you.

* Statistics cited are derived from "Environmental Sustainability Principles for the Real Estate Industry," a publication of the World Economic Forum's Industry Agenda Council on the Future of Real Estate & Urbanization, January 2016.

For a free PDF of the report, please email MK Fineran at info@mkfineran.com

FOOTER

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