

## About This Client

I responded to a Craigslist.org ad that was simply seeking a writer. Months later, I receive an e-mail from a woman associated with a real estate investment company based in Las Vegas. They do mainly fix and flips. Their website was stagnant and they needed a skilled writer to not only rewrite many parts of the website but to provide additional copy in an effort to boost SEO results. They send to me bulleted copy ideas and I turn them into the articles they desire.

Original bullet points provided by client:

- New investment markets & office to come soon
- Nair Invest is now scouting the Malibu, Santa Barbara and Los Angeles markets for fix and flip opportunities
- The company is due to open a new office in Malibu or Manhattan Beach early 2013 - keep posted
- Malibu, Santa Barbara and Los Angeles provide an investor seeking a great fix and flip with excellent returns
- Mr Nair recently travelled to Malibu, CA to seek new fix and flip deals
- Met with a well-know interior decorator and contractor to view properties and discuss future partnership opportunities
- Keep posted for project progress on our website

**[finished copy, based on those bullet points]**

### **Nair Invest LLC announces new presence in key West Coast markets**

Las Vegas, NV – Nair Invest LLC, a comprehensive, full service real estate investment house, announces its expansion in red-hot West Coast markets. Nair Invest President Matthew Nair said recently that the thriving, growing company made the decision based on recent California visits.

Matthew Nair and associates recently spent time in Malibu, CA, scouring that affluent community for new fix-and-flip deals. They liked what they saw because they came away with several successful deals pending and are now opening a satellite location. And while it hasn't been formally finalized, Nair Invest LLC is eyeing new office locations in either Malibu or Manhattan Beach. An early 2013 opening is planned. Final details will be made public on the company's web site, [www.nairinvest.com](http://www.nairinvest.com).

For Matthew Nair, setting up shop in California is colossal move for this real estate investment company that has seen unrivaled year-after-year growth and profits. And it's not just Malibu or Manhattan Beach, either. Matthew Nair said he is setting his expert investment sights on ripe, nearby markets as well.

“In addition to Malibu, Nair Invest is also scouting the Santa Barbara and Los Angeles markets, looking for fix-and-flips,” said Matthew Nair. “Again, we are identifying strong opportunities in key markets that other investors either seem to overlook or are slow to capitalize on. Success never sleeps, and neither do we.”

While in California recently, Matthew Nair said he met with established, well-known interior decorators and contractors to not only view properties but to engage proper parties in a dialogue regarding future and

potential partnership opportunities. One of the cornerstones of Nair Invest LLC's success has been successful collaborations with key professionals in every segment of the real estate investment markets, from designers and contractors, to real estate agents and lenders.

Visit [www.nairinvest.com](http://www.nairinvest.com) or follow on Facebook and Twitter for updated news.

Nair Invest LLC is a full-service real estate investment company. President Matthew Nair specializes in fix and flips, as well as buy and holds. Nair Invest LLC also provides in-house financing to qualified investors.

Original bullet points provided by client:

- Another successful flip in Indianapolis, IN
- Nair Invest has completed another successful fix and flip in Indianapolis, IN
- Working closely with our experienced contractor and agent in Indianapolis
- The house looked drab, now looks fab
- Ready for the first home buyer to move in
- Email us for more information
- We are constantly sourcing new fix and flip properties in Indianapolis - great opportunities and the market is hot!

**[finished copy, based on those bullet points]**

### **Nair Invest LLC rings up success in Indianapolis**

Las Vegas, NV – Nair Invest LLC has done it again with yet another successful fix-and-flip real estate transaction. The fix-and-flip is the calling card of this growing and successful real estate investment company and nobody does it as sleek and efficiently as Nair Invest LLC.

But this transaction, thanks to the cunning real estate market acumen of Nair Invest LLC President Matthew Nair, was identified, purchased, rehabbed and listed in a new market for this company – Indianapolis, IN. This is Nair Invest LLC's calling card, the fix-and-flip. And company President Matthew Nair is the one who generally holds all the cards, as he identifies markets that are fertile ground for successful real estate transactions.

Collaborating with experienced contractors and agents in Indianapolis, Nair Invest LLC was able to identify budding and raw real estate with real potential, secure it, renovate it and breathe new life into it. The single-family, ranch-style house at 5444 Honey Manor Dr. There, Matthew Nair led his crew in a complete renovation of the property, which included new paint and carpet throughout; a complete kitchen remodel; an HVAC overhaul; and a comprehensive transformation of the living rooms and bedrooms.

“This house once looked drab and now it looks fab,” said Nair Invest LLC President Matthew Nair. “The Nair Invest LLC team worked closely with our expert contractors to not only renovate this property and ready it for sale, but to restore some dignity to a home and, literally, help transform the neighborhood.”

Nair Invest LLC is relentless in its approach to constantly sourcing new fix-and-flip opportunities in this strong Indy market. The Honey Manor property's renovation, complete with before-and-after imagery, can viewed at <http://www.youtube.com/watch?v=7Fmok5toJJI>. The listing can be seen at [http://www.zillow.com/homedetails/5444-Honey-Manor-Dr-Indianapolis-IN-46221/1125328\\_zpid/](http://www.zillow.com/homedetails/5444-Honey-Manor-Dr-Indianapolis-IN-46221/1125328_zpid/).

For more information on Nair Invest LLC's activity in Indy, or any other market, or to find out how you can get in the real estate investment game e-mail [sales@nairinvest.com](mailto:sales@nairinvest.com).

Nair Invest LLC is a full-service real estate investment company. President Matthew Nair specializes in flip and flips, as well as buy and holds. Nair Invest LLC also provides in-house financing to qualified investors.

Original bullet points provided by client:

Matthew traveled to Malibu, Manhattan Beach & Santa Barbara this weekend

- Toured the area and sought out good opportunities
- He put offers on many million dollar homes
- Is looking to relocate to this city and be in the hub of the luxury real estate market
- Enjoyed himself with the hair invest team
- While general fix & flip is what you can find him doing everything so regularly, its million dollar estates that is his niche
- Has great concepts for renovations that will give these homes the WOW factor they need.

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### **West Coast investing**

Many say the West Coast is the best coast. Well, Nair Invest found out for itself recently when company President Matthew Nair traveled to the California recently to prospect for relevant and successful investment opportunities.

Matthew Nair spent quality time in the communities of Malibu, Manhattan Beach and Santa Barbara over the course of a weekend and wasted little time getting right to work. Matthew covered a lot of ground, seeking out quality investment opportunities, putting in offers on numerous properties with listing prices easily exceeding \$1 million.

Matthew and the rest of the Nair Invest team enjoyed themselves immensely, so much so, the company is considering relocating to the region. Matthew identifies the Malibu-Manhattan Beach-Santa Barbara areas a "hub of the luxury real estate market," an arena in which he has seen vast success when it comes to investing.

Typically, a bulk of Nair Invest's work comes in the form of fix and flips. They're not hard to identify and they return swift and impressive profits, However, luxury real estate property investing is Matthew Nair's true love. It's this niche – the \$1 million-plus homes in desirable market – that drives him.

Among the numerous offers Nair Invest put in these communities, Matthew has generating smart and edgy concepts for the renovations that will generate the "Wow!" factor he craves. It's this very "Wow!" factor that drives motivation for buyers. With his team of expert builders in place – and Matthew's wealth of experience – generating this "Wow!" factor seems to come naturally, as even the most beautiful homes can be transformed into something stunning and fantastic, which, in turn, makes it a desirable purchase and future profits-generator.

Matthew Nair expects to immerse himself and his investment team into this white-hot market. Please follow us on Facebook and Twitter for some impressive updates on what he does with this properties.

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Original bullet points provided by client:

- Great success in Indiana.
- Matthew traveled to Indiana for a week to sweep that state of it's viable property
- Worked with his realtor Ron Smith
- After jumping from house to house he put offers on 52 homes
- Looking forward to see what he will acquire and making an imprint on the state
- Taking part in neighborhood renovations, giving homes a face lift in the community and putting a good tenant in them.
- What state will Nair Invest conquer next?!

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### **Success in Indiana**

The Midwest is well-known for its strong work ethic and high-values. And for Nair Invest LLC President Matthew Nair, it's also a hotbed for potential successful investment opportunities.

Matthew Nair was recently in Indiana, scouring a better part of the state for viable and relevant investment properties. After thoroughly studying the real estate landscape from afar, Matthew inserted himself in various Indiana markets, identifying key properties and communities that will continue to generate profits.

And he didn't do it alone, either. Matthew enjoyed yet another successful collaboration with Realtor Ron Smith, an expert in Indiana real estate and a key piece of Nair Invest's presence in the Hoosier state. After evaluating countless houses in numerous communities, Matthew Nair would leave Indiana after putting in offers on an astonishing 52 homes.

"I'm looking forward to seeing which acquisitions become fruitful and what type of impact Nair Invest can have on the state," Nair said recently.

And the word "impact" is very aptly used, because that's exactly what these investments will become.

Technically, these are fix and flips, but at their respective cores, they are so much more than that. At face value, it's an investor (which could be you) placing confidence in a simple transaction that takes place every day. But more than that, it's taking, in some cases, a distressed or under-used property, typically a single-family home in a neighborhood, and breathing new life into it. This includes taking part in neighborhood renovations, making improvements where they have long been needed, giving homes that once bristled with activity a facelift. It includes seeking out and carefully selecting the right tenant for the newly renovated property, someone who will embrace the opportunity to live in a refreshed dwelling, who will respect the community and help their neighbors grow and prosper.

Nair Invest isn't just about profits. Yes, it's a big motivator behind what we do for our clients and investors, but we do it because of the impact we can have in a community. And when that happens, we become rich in a different sort of way.

Stay tuned wt [nairinvest.com](http://nairinvest.com), our Facebook page and Twitter feed to see how Nair Invest reshapes part of Indiana.

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numerous times as he continues to lead his company, and clients, on the path to success.

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With more drive than a semi-truck, Matthew Nair harnessed a non-stop entrepreneurial spirit at a young age the only way to he knew how; with hard work and sacrifice. One doesn't become CEO of major U.S. investment companies like Nair Invest LLC by accident. Nair applied himself double-time at a young age, finishing his last two years of school at night, while working during the day to earn his building trade qualifications in Canberra, Australia. Before he was 20 years old, Nair was not only single-handedly overseeing operations at his boss's construction company, but training rigorously for what would be a successful career in kickboxing. He ignored voicemails and text messages from his pals to join him at the nightclubs, instead opting to bear down on his fight training and career goals, traveling internationally and competing for the former while simultaneously focusing on the latter. Nair would go on to complete numerous popular and successful construction projects, including high-rise structures, university buildings, apartment complexes and distinct residential housing both in Australia and abroad. This was the foundation on which Nair Invest LLC was built; a company devoted to making clients' dreams come true, with hard work, determination and dedication.

And that success doesn't just breed itself. It requires focus and drive, not to mention a rigorous travel schedule. In the next few months, Matthew Nair's passport is going to get the type of beating typically reserved for back alleys and boxing rings, as he addresses numerous business needs from China to Vegas to Fiji to Thailand and seemingly countless points in between.

Carefully overseeing operations of two steel frame manufacturing factories in Hangzhou and Qingdao. And while there, engaging his team in new product innovation and not just networking, but reaching out to local officials and community leaders to create open, trusted discourse about upcoming residential forecasts. Familiar with production in China on all levels, Matthew Nair is establishing a soon-to-be-released fashion brand, replete with never-before-seen concepts, a result of a cunning creative partnership between he and his fiancé. The final product will be innovative and unique to the market and is expected to generate plenty of buzz.

It's then back to the States for the successful, Ferrari-driving entrepreneur. He'll fly to Atlanta, Arizona, Kansas and then to Las Vegas. In each city, he will purchase new real estate projects, both residential and commercial in their nature. Some of those purchases include residential homes, multi-condo complexes and commercial buildings. Please visit [www.nairinvest.com](http://www.nairinvest.com) for updates on how these transactions unfold. In addition to nurturing his growing company, Matthew Nair will also source properties and deals for his investor clients, as he successfully builds wealth for his clients and investors.

Fiji, New Caledonia and Vanuatu, anyone? Don't mind if he does. Matthew Nair will touch down in these gorgeous locations to maintain an open line of communication with pertinent parties there to discuss supplying his distinct steel-frame housing in these countries. On tap is new residential housing, and school and university construction projects slated for early 2013.

It's then back to the States where he will fly to Los Angeles for ratcheted-up discussions on the upcoming reality show that will chronicle Matthew Nair's compelling business and personal life, "MillioNAIR."He

will meet with production managers there to have break-out conversations with respect to production and timelines.

In addition to countless successful business ventures, Matthew Nair is also taking on the entertainment industry, ushering in the next wave of live musical acts with DJs Vibonacci and their unique sound that is a hip, edgy musical stew of riveting percussion, unrivaled vocals and cutting-edge electronic dance music. Nair will fly between Texas, San Diego, Las Vegas and Cabo San Lucas, Mexico to oversee upcoming gigs at high-end venues in each city. DJs Vibonacci is managed by Matthew Nair through Nair Entertainment LLC. A website is forthcoming.

Most people would be poised to take a break, or, more realistically, collapse after such a breakneck pace. Matthew Nair will punch his ticket yet again, this time for Thailand, where he will meet with officials in Bangkok and Phuket for new construction projects that will bring innovative design and functionality in the form of new hotels and residential housing.

And who says travel has to be all about business, successfully networking with key players while turning unheard of profits? Matthew Nair's final destination of this powerful travel itinerary –until he starts all over again in the months after that – includes an end-of-the-year cruise for the entire staff of Nair Invest and Nair Entertainment on the wildly popular boat, Oasis of the Seas.

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### **Matthew Nair assesses the property market in Atlanta, Georgia**

25-word text description that will appear in search results:

Global property investment success requires a constant assessment of markets everywhere. Nair Invest CEO Matthew Nair takes a look at Atlanta, Georgia.

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It's no secret that today's housing market can be a jumbled mess, depending on where you are in the world. Some markets are considerably stronger than others, and the national housing market is slowly getting up from a one-sided fight where it didn't fare so well.

And the constant stream of negative headlines, coupled with confusing news reports about which market is bouncing back and which one isn't, certainly doesn't help. Do these the-sky-is-falling news reports accurately reflect the condition of the national market in the United States? What about major metropolitan cities like Atlanta, Georgia? Well, it never hurts to talk to an expert, someone with their ear to the ground on markets both national and global.

We recently caught up with Matthew Nair, CEO of Nair Invest LLC, a powerful property investment firm that has yielded unprecedented year-over-year success and growth. When we were able to pull him away from his collection of Ferraris and his impossibly demanding schedule of global travel where he buys/sells/flips residential properties for clients or is keeping a watchful eye on his two factories in China, he graciously shared with us his immense expertise as it relates to property investment, and, more specifically, the current state of it in Atlanta.

We will be doing this every month with Matthew Nair, conducting research on the metro Atlanta to answer some key questions as it relates to successful property investment.

Whether you are on the buying or selling end of the spectrum, Nair suggests you start by asking two very important questions. Are home values in the target community rising or falling? And how long will my

house sit on the market? Both are critical concerns and buyers and sellers may see one as more important as the other, depending on their personal situation. For Nair, who is daily in the custom of expertly analyzing property markets all over the world, he says prices in Atlanta are on the rise.

“Housing prices are going up,” Nair says from his Las Vegas home, one of several properties he owns worldwide. “Investors are fighting to get cheap properties in the \$20,000 to \$40,000 range for fix and flips. In many cases, investors are bidding up to 120 percent of the list price. Presently, there is a huge competition among investors.”

That is especially good news for people doing business in Atlanta. And while it is encouraging that market list prices are on the rise, sellers need to know if their property is going to sit stalled on the open market for far longer than they would like. The longer a property sits on the market, the more money the investor does *not* make. Through Nair Invest LLC, Matthew Nair has evolved into an investment and real estate guru and expert. And with real experience moving properties and turning profits in Atlanta, we can consider Matthew Nair a trusted source. So, when your property is ready for market, is it going to grow cobwebs on it while you keep shelling out more money? Matthew Nair thinks not.

“In our experience, we are selling homes from one week to two months, of course, depending on the location, price, etc.,” Nair said. “Newly renovated homes in the \$65,000 to \$80,000 are selling very quickly, typically to first-time home buyers.”

Market prices are up and wait time while on the market is down. This is good news for investors looking to make money in Atlanta.

“The Atlanta property market is definitely going strong and is, and will continue to be, on the rise,” Nair said.

To learn more about Matthew Nair and his rise to the top, visit [www.nairinvestllc](http://www.nairinvestllc). We will be back next month with Matthew Nair to discussing additional talking points in the Atlanta real estate and investment property market.

[end copy]

Sample of press release written for client

9/20/2012

Contact: Matthew Nair, (702)-751-0457

### **Matthew Nair of Nair Invest Guides Your Investment Strategy**

Las Vegas, Nevada – Matthew Nair, Director of Nair Invest LLC, sat down recently to discuss investment strategies and share experiences that have led this entrepreneur to impressive year-after-year growth and success with his company.

As Director of Nair Invest, Matthew Nair has led his company through more than 1,000 real estate transactions. He has grown into a savvy and successful real estate investor and his company – Nair Invest – has helped people attain personal success through real estate investment. The majority of Nair Invest’s

transactions are fix and flips. This includes single-family homes or even multi-unit buildings – apartments, commercial structures – where a purchase is made, renovations are completed and the unit is re-introduced to the market for profit.

Nair Invest specializes in guiding investors through the process, with everything from in-house financing to providing a team of experts – everyone from Realtors to builders – whose main goals are profits and success.

According to Matthew Nair, the most important piece of advice he can impart onto first-time investors is both simple and profound: Set goals and put them on paper.

“If you don’t set goals, you will run around in circles,” Matthew Nair said. “You may cover a lot of ground but you won’t get too far from your starting point.”

For Matthew Nair, the path to successful investing – and the wonderful rewards that come with it – begins with developing a plan before you even start. Matthew Nair said that by doing this, first-time investors can expedite success.

“Anyone who drafts a realistic plan and sticks to it can achieve as much in one year as the next person without a plan can do in three years,” Matthew Nair said.

And while putting these goals to paper, Matthew Nair suggests that first-time investors keep their heads out of the clouds. Setting realistic goals is the best way to avoid disappointment. Matthew Nair also says that networking is a key component to establishing yourself in the real estate investment game. He encourages newbies to speak with experienced investors to hear their stories and absorb their knowledge. Matthew Nair says he can’t stress enough the importance of communicating effectively with experienced and successful people at all points of the investment spectrum, from those in wholesaling and rehabbing, to experts in lease-options and buy-and-holds.

“Get their honest opinions with regard to profits per deal and the average time it takes to complete a transaction,” Matthew Nair said.

Matthew Nair adds that it is critical to look ahead when mapping out your short- and long-term goals. A strategy doesn’t need to be developed over the next couple of quarters, but the next few years.

“Based on these things and your current resources of cash, set your long-term cash, cash flow and equity goals for one year, three years and five years,” Matthew Nair said. “Once you have these long-term goals, fill in your short-term goals of three, six and nine months by outlining the steps you need to take to accomplish your long-term goals.”

In his sit-down conversation, Matthew Nair lastly pointed out what he thinks is one of the best pieces of advice he can give to someone new to real estate investing: Don’t waste another moment. Within reason, Matthew Nair says it’s never too early to get off the sidelines and get into the game. And Nair Invest can help anyone make that transition.

“I was first interested in investing at a very young age, buying my first house when I was 18,” Matthew Nair said. “It is never too late to start. Nair Invest can help you every step of the way. I hear a lot of people saying, ‘I wish I started younger.’ What I have learned is to start as early as you can.

Start early, make a realistic plan and lean heavily on the experience and expertise of those who are successful in the arena where you are trying to do the same. Matthew Nair's experience, and Nair Invest's success, speaks for itself.

For more on Matthew Nair and Nair Invest, visit [nairinvest.com](http://nairinvest.com), or follow Matthew Nair and Nair Invest on both Twitter and Facebook.

Oct. 12, 2012

Contact: Matthew Nair, (702)-751-0457

### **Matthew Nair advises on how to get the most out of your contractor**

Las Vegas, NV – It's a common problem that can derail a real estate investment transaction in a hurry, and that is a crumbling relationship with your contract. Nair Invest LLC President Matthew Nair reveals some simple tactics to help avoid confusion, frustration and, most importantly, lost profits.

For Matthew Nair, the key to any relationship begins with open lines of communication. And that is never more true than in the relationship between a contractor and a real estate investor. The investor has secured the property and, in most cases, has a vision of what needs to physically be done to the house to bring it to market and generate profits. Some deals require minimal work, namely, fresh paint, new carpeting and some small, cosmetic modifications. Others demand much more work, and that could be anything from ripping up floors to complete kitchen and bathroom renovations.

Nair Invest LLC President Matthew Nair said that the wheels can come off a deal at any point, don't let a strained relationship with your contractor be one of them.

"It happens all too frequently," Nair said. "You have 'the deal' you've been looking for and it's time to find the right contractor for the job. You know roughly how long it will take, how much it should cost and what the finished product will be like, and how much money you should make.

"However, things change. Sometimes you end up way over budget and way over your timeframe, because instead of the perfect relationship you thought you would have with your contractor, it seems you are working more against each other rather than towards a common goal. What is the problem? Communication. Lack of communication, misunderstood communication, poor communication, no communication. See a pattern?"

Matthew Nair suggests that to avoid these pitfalls that can eat up profits, investors should draft, and have both parties sign, a contractors agreement. First, Matthew Nair advises that the agreement eliminates problems as they relate to quality of workmanship and quality of materials. Both parties, Matthew Nair suggests, need to get key components on paper. This can be everything from specific materials and their costs, to timeframes and deadlines.

"Investors often fail to convey their desires in sufficient detail," said Nair Invest LLC President Matthew Nair. "Rehabbers can speak a different language that is unfamiliar to contractors, and then they become disappointed when the scope and quality of work isn't what they expected.

“As an investor, you need to state, precisely, if you want the \$29 tub surround, or the high-quality \$129 tub surround. Materials are only half of the equation when it comes to a quality finished product. Quality workmanship is the other half.”

Investors can come out successful on both fronts, simply by creating a detailed checklist and ensuring that both parties understand it and agree to it.

To see more of Nair Invest LLC’s President Matthew Nair and his investing advice, visit [www.nairinvest.com](http://www.nairinvest.com), or follow Nair Invest on Facebook and Twitter.

Visit [www.nairinvest.com](http://www.nairinvest.com) or follow on Facebook and Twitter for updated news.

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