



Melissa Fore's tenure in the real estate industry began at the young age of 19. She got her start as a receptionist at New West Property Management, and within a year's time, she knew she'd fallen for the business and set out to earn her license. From there, she worked her way up the ranks — gaining a few years of practical experience before becoming an assistant, then graduating to become a property manager soon after. In 2013, the opportunity arose for Melissa and her business partner to take over the company from its retiring owner, and together they leapt at

the chance. Today, Melissa heads a dynamic team of real estate professionals skilled in the intricacies of the industry and who place a high premium on relationships built to last.

As a 25-year Las Vegas resident, Melissa knows the region's inventory and communities intimately. She and her team primarily focus on serving the areas of Las Vegas, North Las Vegas, and Henderson, and together, they base much of their business on providing comprehensive single-family property management. Clients also benefit from a staff that's fully licensed and permitted — designations that highlight New West's commitment to consummate professionalism. Likewise, approximately 80% of their business is generated by repeat and referral clientele. "Referrals are our highest compliment," Melissa says. "Much of our business comes from word of mouth. Good service is the crux of our marketing." Considering her business's flourishing growth, Melissa cites quality interpersonal relationships as the foremost driver of their success. She takes seriously the trust placed in her and her team when it comes to managing homeowners' valuable assets. Relationships are a priority for Melissa, and she goes the extra mile to satisfy her responsibilities as wise counsel and effective steward. "Our foundation is built on relationships," she says. "We build relationships that are special and focused on the long-term. We've worked with some of our clients for 20 years, and we get to know their properties, but also their stories, families, and goals."

To grow her business over the years, Melissa has focused on keeping her company and team adaptable to shifts in the

industry and emerging technologies. Not only has this kept her host of services ahead of the curve, but it also speaks to her passion for the business and willingness to grow and evolve within her field. All the while, her commitment to foundational tenets like honesty and teamwork remain steadfast. "As REALTORS®, there are certain duties we need to uphold, and being honest with our colleagues and clients is so important," she explains. "You also need to have a willingness to try new things and look at all perspectives — especially when it comes to technology. The industry has changed so much over the years, and today we're living in a digital era. To keep up, we need to be willing to adapt and continue growing. Being passionate about the industry creates success. Anything can happen with a lot of patience and perseverance."

To give back to the Las Vegas community she's called home for more than two decades, Melissa and her team pair up as sponsors for various causes close to their hearts. Recently, they contributed to Project 150, an organization that hosts drives for school supplies for homeless youth in the Valley. In her remaining free hours, Melissa most enjoys quality time spent with her family and loved ones, which include her husband, three stepsons, two grandchildren, and her 11-year-old daughter. She also relishes the chance to pore over a good book, support her daughter's softball team, and travel with her husband and closest friends.

Looking ahead, Melissa has plans to continue growing her business, applying a renewed focus to servicing the growing Millennial homebuyer population. All the while, she plans to keep relationships squarely in focus. "Relationships are central to the culture of our business," she says. "Without empathy and gratitude, it just doesn't work. What I've learned over the past 20 years is that sometimes you have to take a leap of faith and allow someone's belief in you to be enough to take the first step and do something different."

Finally, considering the most cherished aspect of her day-to-day work and career, Melissa has this to say: "When it comes down to it, I love helping people. This business isn't for everyone, and it can be a challenge to make sure clients and customers are happy simultaneously. But when people recognize our help as invaluable — it's so fulfilling. When we're able to get a family into the ideal house that they turn into a home, it's really a feeling that can't be matched."

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