

THE AMERICAS & INTERNATIONAL REAL ESTATE

CIPS COURSE OUTLINE



CIPS

Certified International Property Specialist

Americas & International Real Estate is a one-day course, which counts as an elective toward the Certified International Property Specialist (CIPS) designation. It introduces real estate professionals to the basic skills and knowledge necessary to facilitate international transactions with clients in Canada, the U.S., as well as Central and South America. It is designed to benefit both experienced international professionals as well as those just getting started.

Overview

The Americas remain an attractive destination for international buyers, particularly those looking to retire or own vacation property in a warm climate. This course offers practical information on working with Caribbean, North, Central, and South American investors. Historical and cultural influences, regional relationships, and investment opportunities are covered, along with a special focus on Mexico.

Course Objectives

The Americas introduces participants to the unique dimensions of international practice in North, Central and South America.

The course is designed to introduce:

- Social, economic, political and geographical characteristics of major American countries.
- Laws and real estate practices in major American markets.
- Procedures to evaluate American investment patterns, investor profiles and opportunistic real estate activity.
- Methods to develop a business network that will enhance international practice with American clients and/or properties.
- Techniques to promote properties, markets and professional services.

Outline:

Review

- Globalization
- Converting Foreign Currencies and Measures

Features of the Americas

- Nations and Territories
- Historical and Cultural Influences
- Regions and Relationships
- Economic Environments

Economic Trends and Opportunity for Investment

- Major Market Characteristics
- Regional Trends
- Economic Indicators

How to Look at a Country

- International Market Knowledge
- The Country Assessment Model

Working in the Americas: Focus on Mexico, Colombia, Brazil

- Real Estate Opportunities
- Getting Beyond the Basics
- Networking and Relationships
- Elements of a Transactions
- Marketing and Selling Practices

Country Profiles