

12.2017

GLOBAL PERSPECTIVES

TO LOCAL, INTERNATIONAL & LIFESTYLE REAL ESTATE

SPECIAL EDITION



CIPS

Certified International Property Specialist

> SPECIAL EDITION

Growing Together: **THE WORLD OF CIPS DESIGNEES**

Earning your CIPS designation places you among a unique and distinguished group of real estate professionals. Through your shared training, experience and knowledge of international business, you're able to connect with and leverage opportunities with over 3,800 designees, representing 48 countries.

As a CIPS designee, you're also able to tap into numerous exclusive benefits. When surveyed, many members of the CIPS network aren't aware of all the tools at their disposal—or aren't utilizing these resources. We aim to change that!

This special edition of *Global Perspectives* includes useful survey findings for benchmarking your success, identifying overlooked opportunities, and much more.

Inside, you'll find:

- Demographic and earnings data for CIPS designees
- Inbound versus outbound business
- Networking opportunities
- Top member resources
- Biggest business barriers—and helpful solutions

We hope you enjoy this “inside look” at the CIPS Network, and that it provides fresh insights for expanding your global opportunities! 🌐

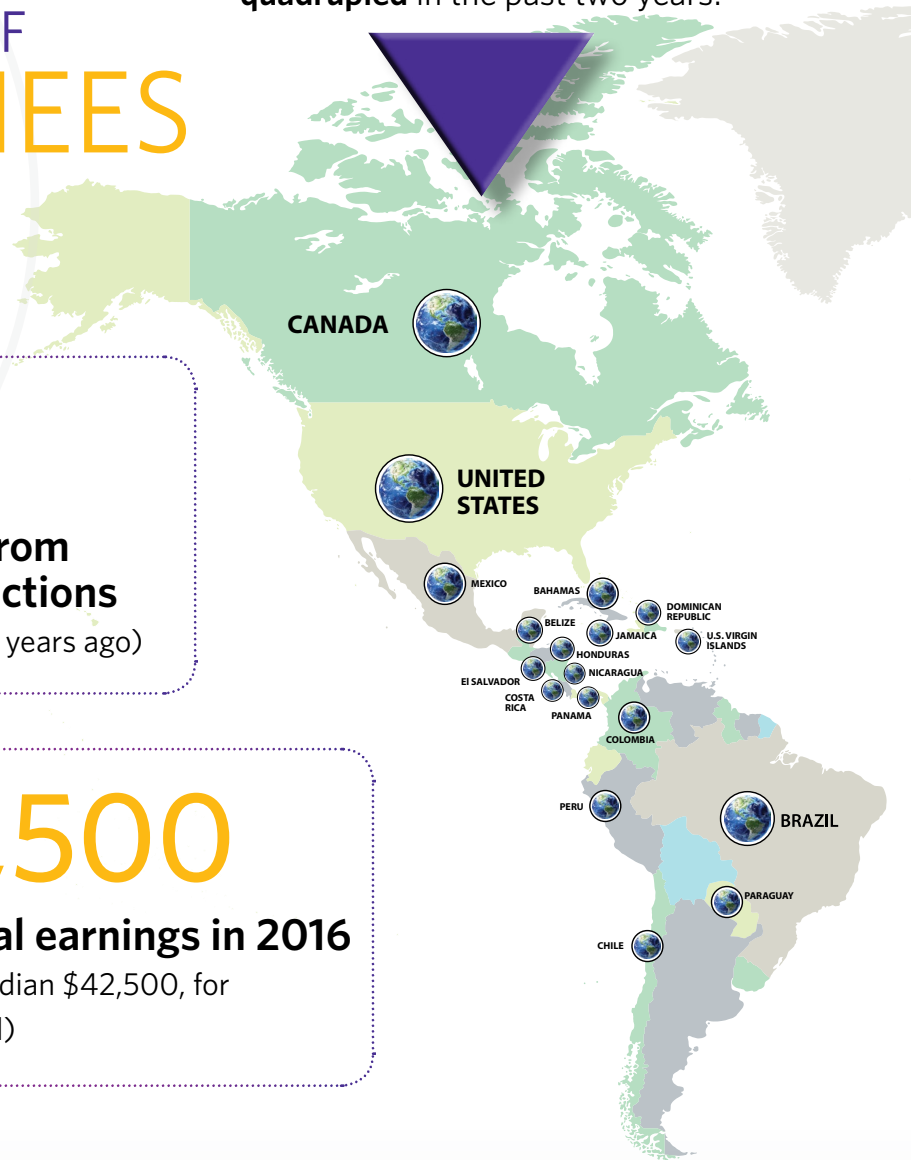


NATIONAL
ASSOCIATION of
REALTORS®
Official Designation



The number of CIPS designees in **Canada** has **quadrupled** in the past two years!

A GLOBAL SNAPSHOT OF CIPS DESIGNEEES



25%

of business from global transactions

(up from 20% two years ago)

CIPS
DESIGNEES
EARN...

\$107,500

= median total earnings in 2016

(compared to a median \$42,500, for REALTORS® overall)

LANGUAGES
SPOKEN BY
CIPS DESIGNEEES

Afrikaanz American Sign Language ARABIC **ENGLISH**
 CHINESE Croatian CZECH/SLOVAK Danish
 DUTCH ESTONIAN **FRENCH**
 Farsi FILIPINO
GERMAN GREEK Hebrew HINDI INDONESIAN ITALIAN
 Korean LITHUANIAN Malay Norwegian POLISH
 PORTUGUESE PUNJABI RUSSIAN Serbian
SPANISH SWAHILI Swedish TAGALOG Taiwanese THAI Turkish
 UKRAINIAN Urdu VIETNAMESE



AMONG ALL CIPS DESIGNEES...

95%
work with
INBOUND clients

Top Countries of Origin

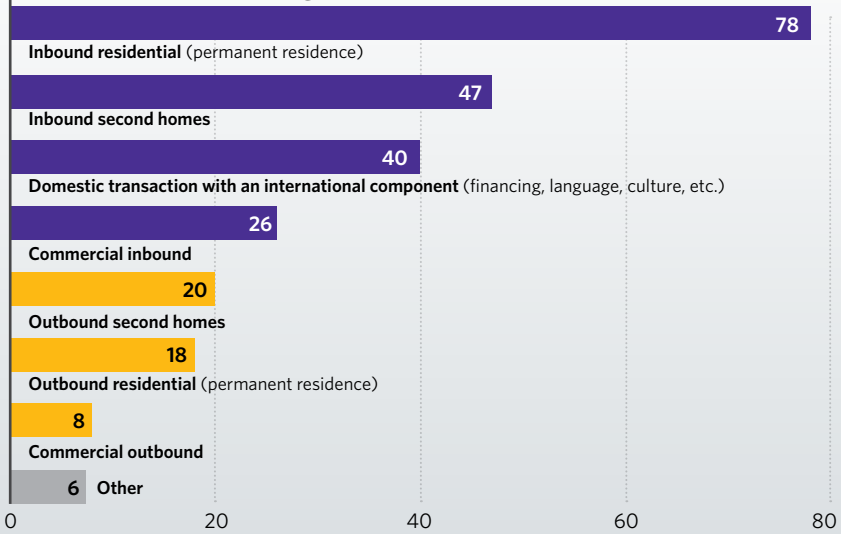
China	34%
Canada	32%
USA	31%
Mexico	30%
United Kingdom	26%
India	22%

47%
work with
OUTBOUND clients

Top Destination Countries

USA	11%
Canada	8%
Mexico	8%
United Kingdom	6%
France	5%
Germany	5%

Most Active Market Segments (%)



NETWORKING

at REALTOR® events...

64%

of CIPS designees belong to a Global Business Council or Committee

(up from 59% two years ago)

Over 2,000

CIPS designees and international delegates attended the 2017 REALTORS® Conference & Expo in Chicago

...and online, networking with other CIPS designees

Official Group: NAR CIPS Designees

Membership in this Facebook group is restricted to CIPS designees ONLY.



SINCE JUNE 2017

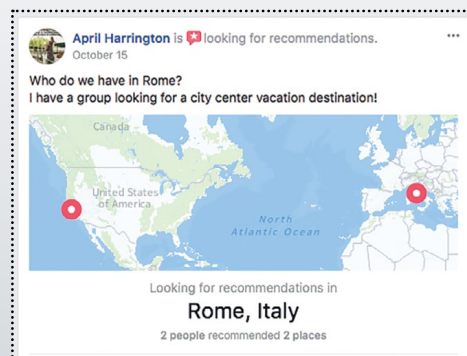
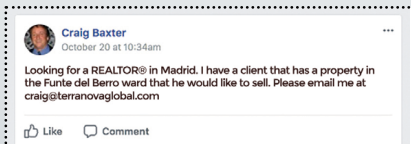
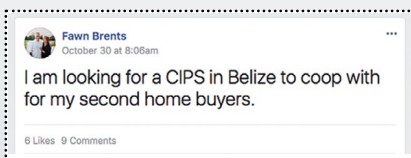
1,800+ MEMBERS

SHARED NEARLY

100

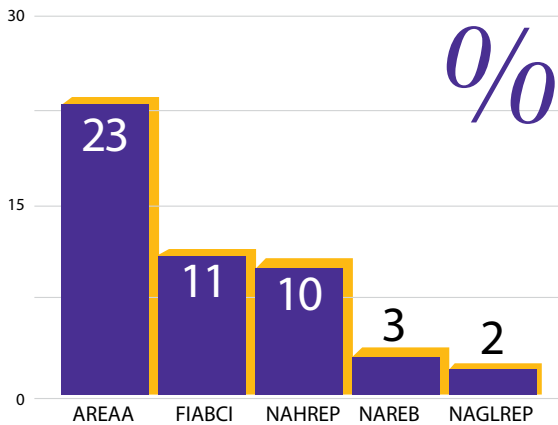
REFERRALS IN

30 COUNTRIES



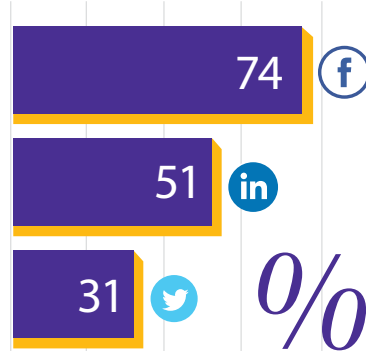


CIPS Membership in Other Real Estate Organizations



Social Media for Business

Apps used, at least weekly, by CIPS designers

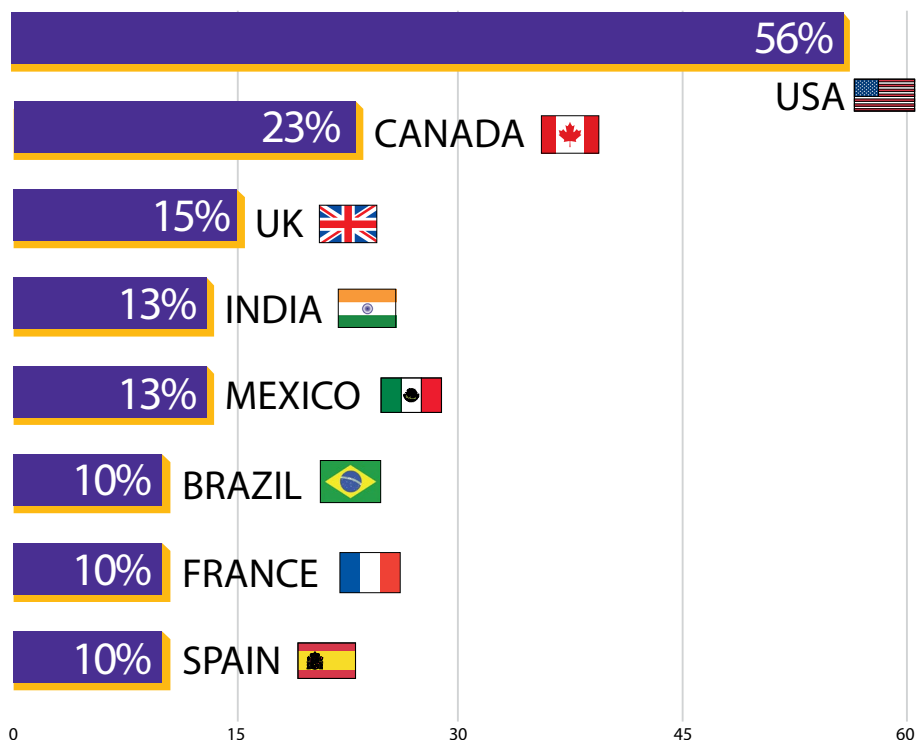


Realtor.com® International Referrals:

69%

of designers reported successful transactions with international clients directed from realtor.com/international.

These clients came from:



MEMBER SERVICES

Top Benefits of Earning the CIPS Designation

MOST FREQUENTLY USED MEMBER RESOURCES

- 1** CIPS logo and brand


- 2** Global Perspectives newsletter


- 3** Profile in CIPS online directory


- 4** CIPS-only Facebook group


- 5** Access to networking events at REALTOR® conferences.



Breaking Barriers

No doubt, there are challenges to conducting global real estate business, including:

Language

Solutions: Your listings on realtor.com/international are automatically translated into 11 languages.

Also, ask your state REALTOR® association about translated copies of real estate contracts. Even though signatures are still needed on official English versions, this can be a helpful resource.

Many translation apps and tools exist to help with language barriers as well, such as Google Translate, iTranslate, Reverso Context, and many more.

Marketing as a CIPS designee

Solutions: The new Global Marketing Center simplifies communication to the world about your CIPS designation and the benefits it provides buyers and sellers.

Go to printingstorefront.com/narglobal to order customizable CIPS-branded postcards, flyers, and business cards, and to access many other marketing resources.

Lack of foreign buyers in my market

Solutions: In many cases, simply knowing where to find global business in your local market can tip the scales in your favor. Check out NAR's Local Market Assessments (nar.realtor/global/local-market-assessments) and International Research (nar.realtor/internationalresearch) for key insights.

Better connections with other CIPS designees

Solutions: The **Official Group: NAR CIPS Designees** on Facebook offers a vibrant online community where CIPS designees exchange tips and referrals on a daily basis. It's a great place to start building your own personal CIPS network.

Understanding foreign laws/ international regulation

NAR has formed relationships with 93 Cooperating Associations outside the U.S., which can be valuable resources for explaining legal issues in many countries. For an online directory, visit nar.realtor/intlNet.nsf.

For more barriers and solutions, see Breaking Barriers on NAR's blog, theglobalview.blogs.realtor.org.



Wish List: Answered!

Designees are always looking for more referrals, business, networking, and income from the designation.

Here's how to use your CIPS designation to achieve three top goals:

Goal 1. More Referrals

You have to give to receive! Make sure you are looking to your fellow designees first when referring business (even domestically).

Get active! Use the CIPS Facebook page regularly to promote your market and expertise. Establishing awareness and credibility in social media platforms lets other designees know you are their go-to resource in your market or business niche (see below).

Complete your profile on the CIPS Online Directory. Members are more likely to send referrals to designees who display a photo and have added key facts and details to their profile.

Goal 2: More Business

Virtually all CIPS survey respondents are aware of and value the CIPS logo and brand as a key member benefit. However, only 56 percent are using it!

If you don't tell prospects about your designation, how will they know? We've made it easy to use the CIPS logo and brand to promote your international expertise. Here's how:

Visit the Global Marketing Center. Go to printingstorefront.com/narglobal, where you'll find these and other resources:

- **Customizable Postcards and Flyers** – Versions for buyers and sellers
- **Digital Marketing Tools** – Banner ads, CIPS website "badge," and social media cover photos
- **PowerPoint Presentation** – Customizable for various audiences
- **Press Release** – You earned your CIPS; announce it!


Goal 3: More Networking

There are many ways to build your global network, including:

Attend international meetings held at the national, state and local level.

Join your local or state association's Global Business Council and get clued in to the global networking events in your area. Global Business Councils are groups dedicated to globally themed education, programming, and networking for their members. Search for one in your area at nar.realtor/findaglobalcouncil.

Meet with designees and other international professionals at NAR partner meetings in other countries. Visit nar.realtor/global/global-meetings-and-events for dates and locations.

Did we mention the CIPS Facebook group? Members are exchanging referrals and knowledge every day in this closed group! Join the networking taking place at **Official Group: NAR CIPS Designees.** 

Using Facebook for Referral Marketing

"As the new broker for Aurora Granada, Nicaragua, I decided to use Facebook to market properties and stories about Granada, and Nicaragua, to prospective agents and clients.

Since we cannot post actual properties in the CIPS Facebook group, I decided to cultivate relationships by telling our story...

why we moved from Kansas to Nicaragua, and why other potential investors or retirees should follow our lead.

Using social media networking, we developed relationships with several agents, and in less than two weeks had a solid lead for our office to help sell a property in Playa Coco, provided by a fellow

CIPS. This was not only a listing, but also the potential to manage rental properties for the seller.

It's easy working with fellow CIPS designees since we all understand how international business and marketing works, including expectations regarding referral income upon completion of a transaction."



**Paul Daemen, ABR, CCIM, CIPS, e-PRO, GRI
Granada, Nicaragua**



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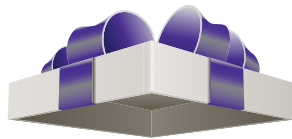
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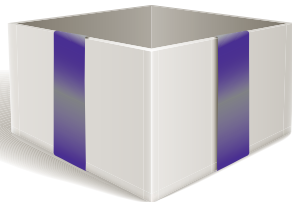
SPECIAL EDITION



Renew your
CIPS membership
by January 5, 2018
and save
10%



**SURPRISE
INSIDE**



Renew your CIPS designation by
January 5, 2018 and pay only \$198
for 2018 dues. We'll even send you a
surprise CIPS gift for renewing!*

**Discount and gift only available to designees located in the U.S. and Canada.*



CIPS

Since June 2017 **nearly 100** referrals in **30 countries** have transpired on the **CIPS Designees-Only Facebook Group**, and the network is growing! We welcomed **over 800 new CIPS designees** this year, bringing the CIPS network to **over 3,800 designees in 48 countries.**

Renew today at
nar.realtor/cipsdues

Renewing is easy with our new payment system. Simply log in using your NRDS ID for your username and your last name (first letter upper-case) as your password. Our system is case sensitive. We look forward to helping you grow your global business in 2018!

Questions? Please contact us at cips@realtors.org.