

# Outbound Referral Business of Latin America and Caribbean International REALTOR® Members

2018



NATIONAL  
ASSOCIATION of  
REALTORS®

**NATIONAL ASSOCIATION OF REALTORS®**  
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## INTRODUCTION

The National Association of REALTORS® (NAR) connects real estate agents from all over the world to share referral opportunities, best practices, and a code of ethics that ensures trust and confidence in the property industry. NAR maintains formal relationships with 94 organized real estate associations around the world which help establish business partnerships and referral opportunities for REALTOR® in the United States and in these countries.

For the first time, NAR, in cooperation with its local partners, conducted a survey on the outbound referral business of International REALTOR® Members (IRM) in Latin America and the Caribbean. The objective of this survey was to gather information about outbound referrals in order for NAR to better understand global members and their transactions. NAR conducted the English and Spanish online surveys from May 7– 25, 2018. The survey generated 331 respondents, 82 of which reported an outbound referral. Given the small number of responses, the results of this report should be viewed as information that presents a general profile of outbound referrals, not statistical estimates.

Outbound client referrals are clients seeking to buy property/lease property abroad (outside the IRM's country) or seeking to sell or rent out their properties to clients abroad.

## SUMMARY

### Outbound Referral Business

- 58 percent of respondents reported at least one outbound referral
- Outbound referrals were:
  - Selling a residential property (34 percent)
  - Renting out a residential property (26 percent)
  - Purchasing a residential property abroad (18 percent)
  - Leasing a residential property abroad (six percent)
  - Selling a commercial property (nine percent)
  - Purchasing a commercial property abroad (four)
  - Other (three percent)
- 56 percent of outbound referrals went to U.S. business contacts
- 52 percent of outbound referrals were from personal or business contacts
- 33 percent reported an increase in outbound referral business in the past five years
- 10 percent of respondents held a CIPS designation, five percent held an RSPS designation, and one percent had an AWHI designation

### Residential Buyer Referrals

- 41 percent of clients seeking to purchase residential property abroad were referred to U.S. business contacts
- 82 percent of clients intended to use the residential property for vacation, rental investment, or both
- The median price among residential buyers looking for property abroad was \$200,000 to \$250,000
- 55 percent of residential buyers intended to pay all-cash
- Nearly half of residential buyer referrals were looking for single-family detached homes in the central city or highly urban area
- 56 percent of residential buyer referrals concluded successfully

### Residential Lease Referrals

- Among clients seeking to lease residential properties abroad, 22 percent were referred to a U.S. business contact
- Slightly more than half of clients who wanted to lease a property abroad were interested in leasing a condominium unit

### Commercial Buyer Referrals

- 25 percent of clients seeking to purchase commercial property abroad were referred to U.S. business contacts
- Commercial buyers were interested in a mix of properties: office, vacant land, industrial, retail, multi-family, and other business (e.g., hotel, school, specialized centers)
- Commercial buyers were typically looking for properties abroad in the range of \$450,000 to \$500,000
- Nearly half of referred commercial buyers were able to purchase a commercial property abroad

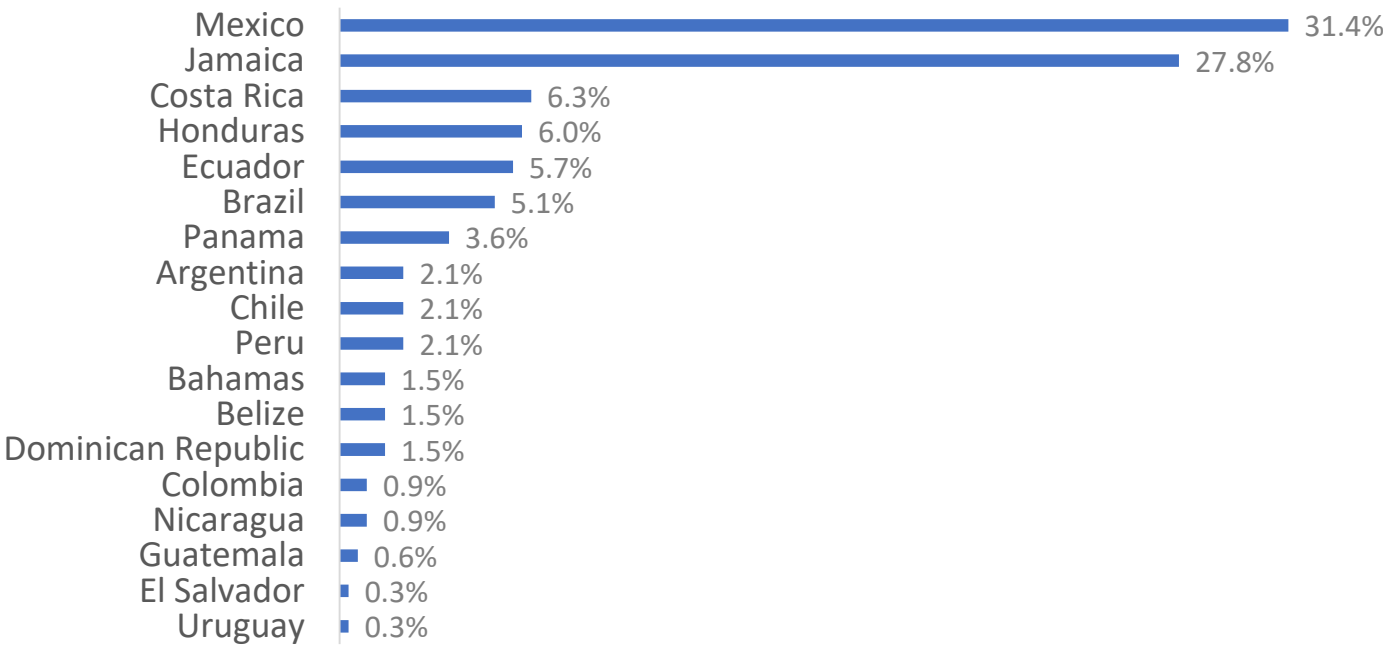


# International REALTOR® Member Outbound Referral Business

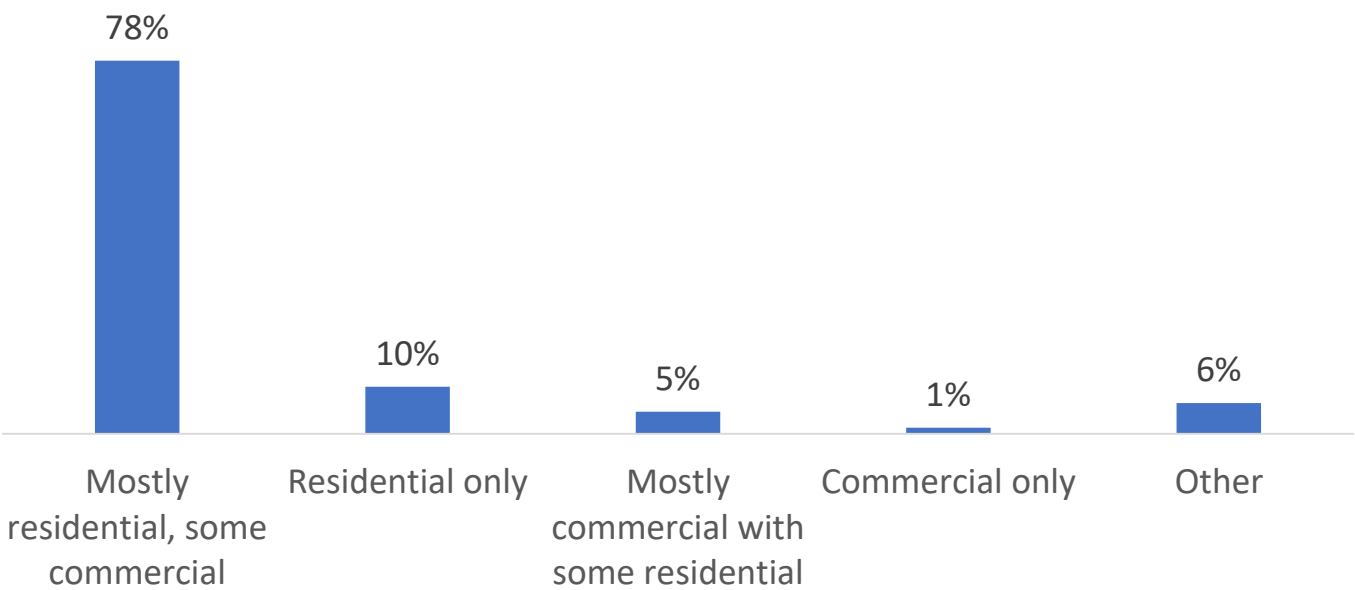


# 2018 Outbound Referral Business of Latin America and Caribbean International Realtor® Members

IRM® respondents came from 18 countries



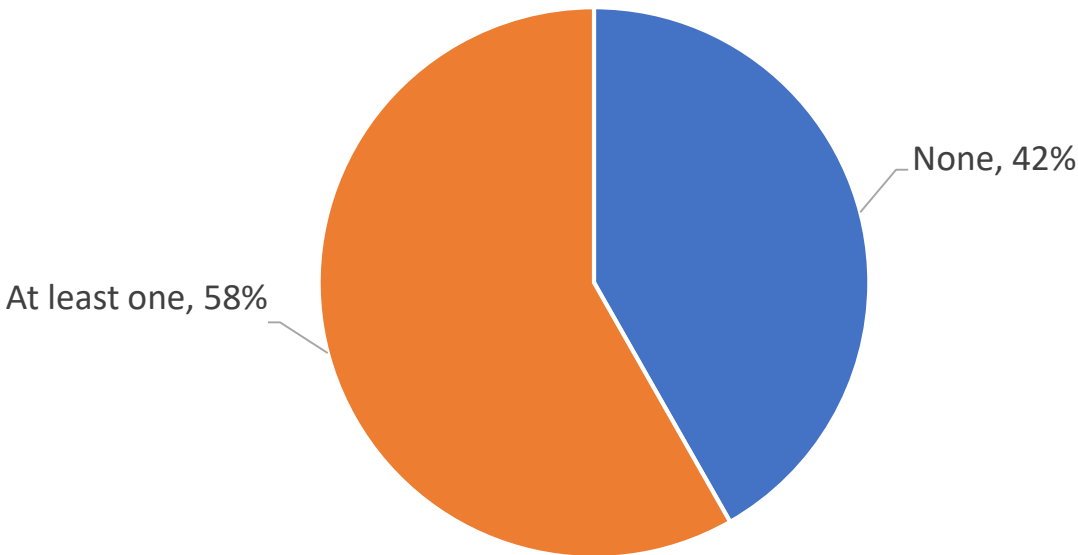
Nearly all respondents were in residential real estate



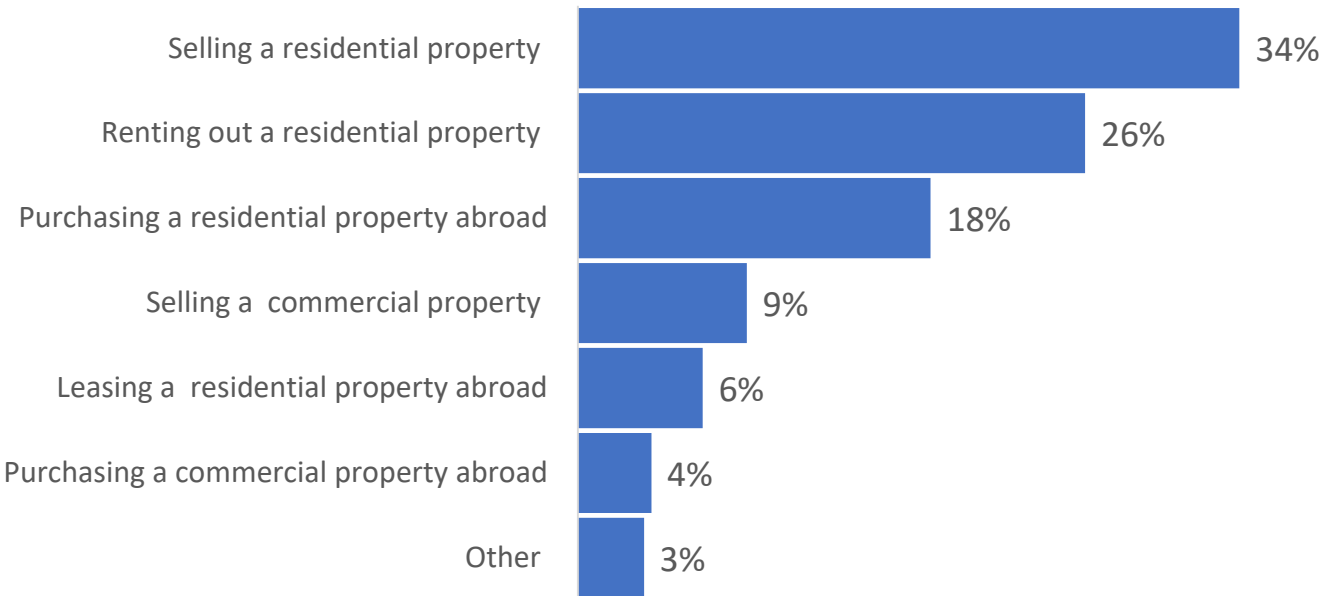
*Other includes responses such as land development, industrial, agricultural, tourism, and vacation homes.*

# 2018 Outbound Referral Business of Latin America and Caribbean International Realtor® Members

58 percent of respondents reported at least one outbound referral



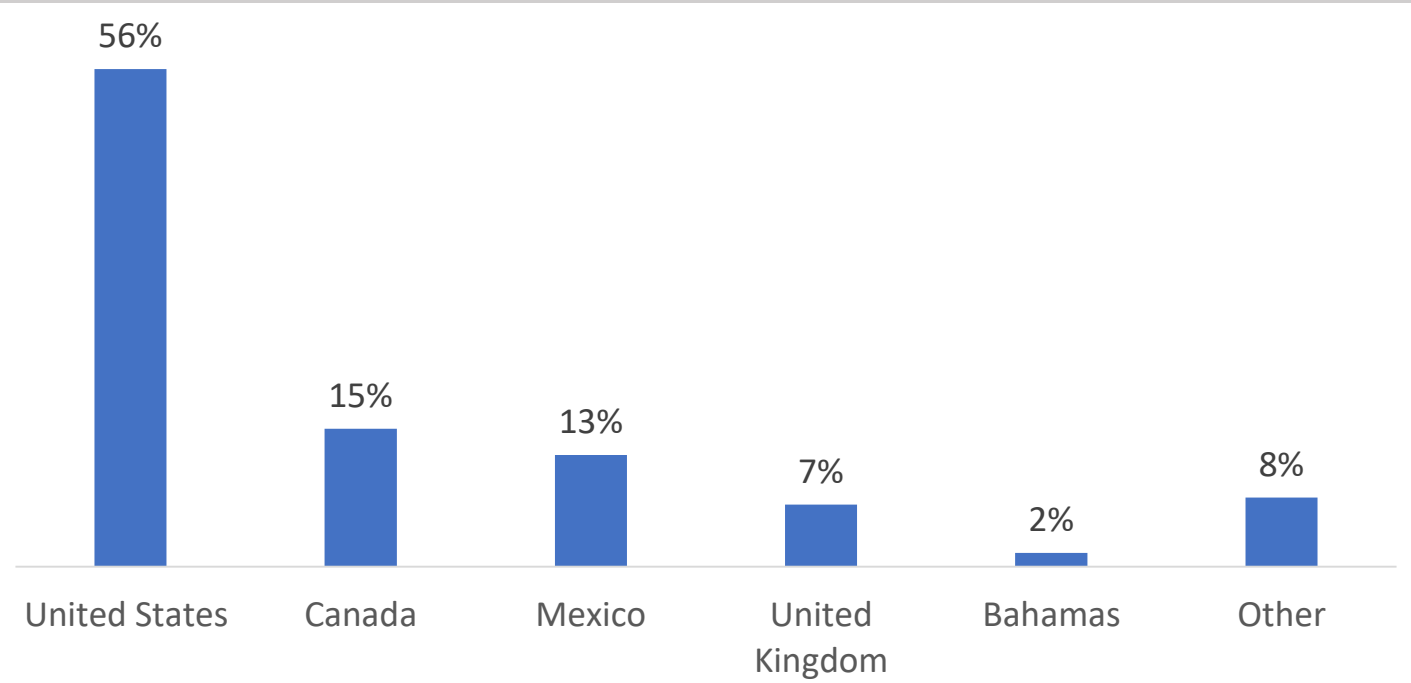
Selling and renting out a client’s residential property accounted for 60 percent of outbound referrals



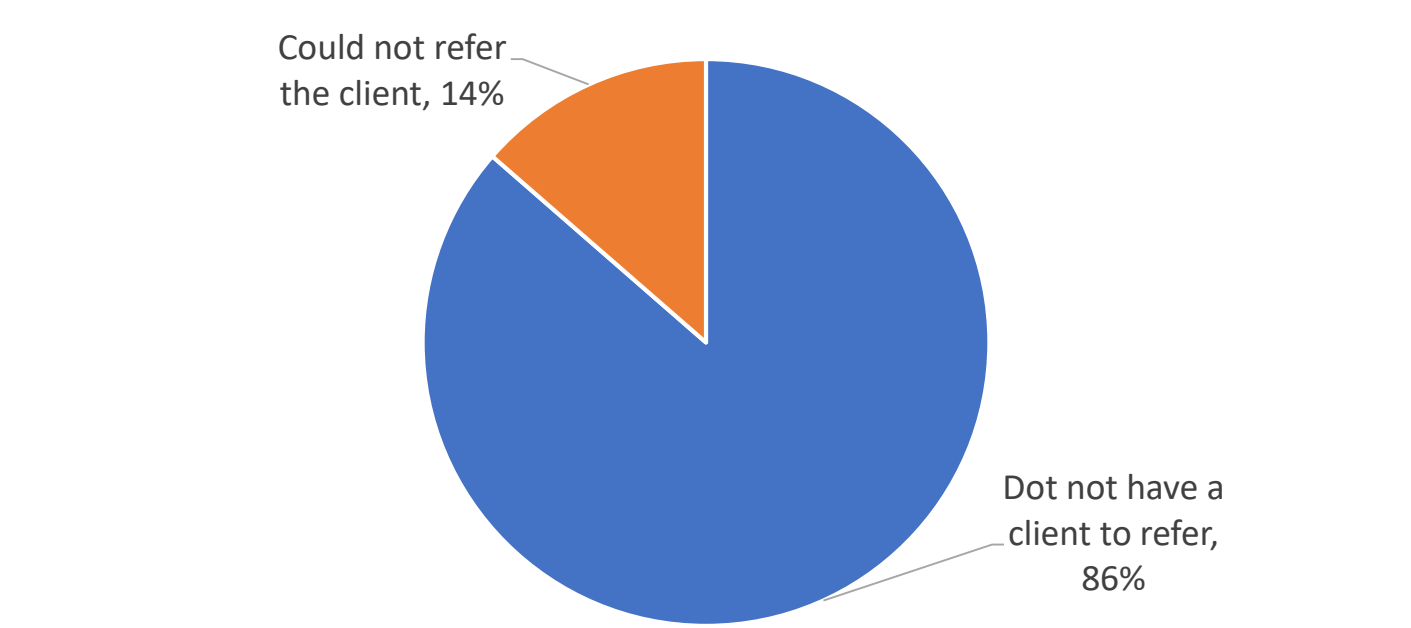
*Other includes canvassing, property administration, selling vacant land*

# 2018 Outbound Referral Business of Latin America and Caribbean International Realtor® Members

56 percent of outbound referrals went to U.S. business contacts



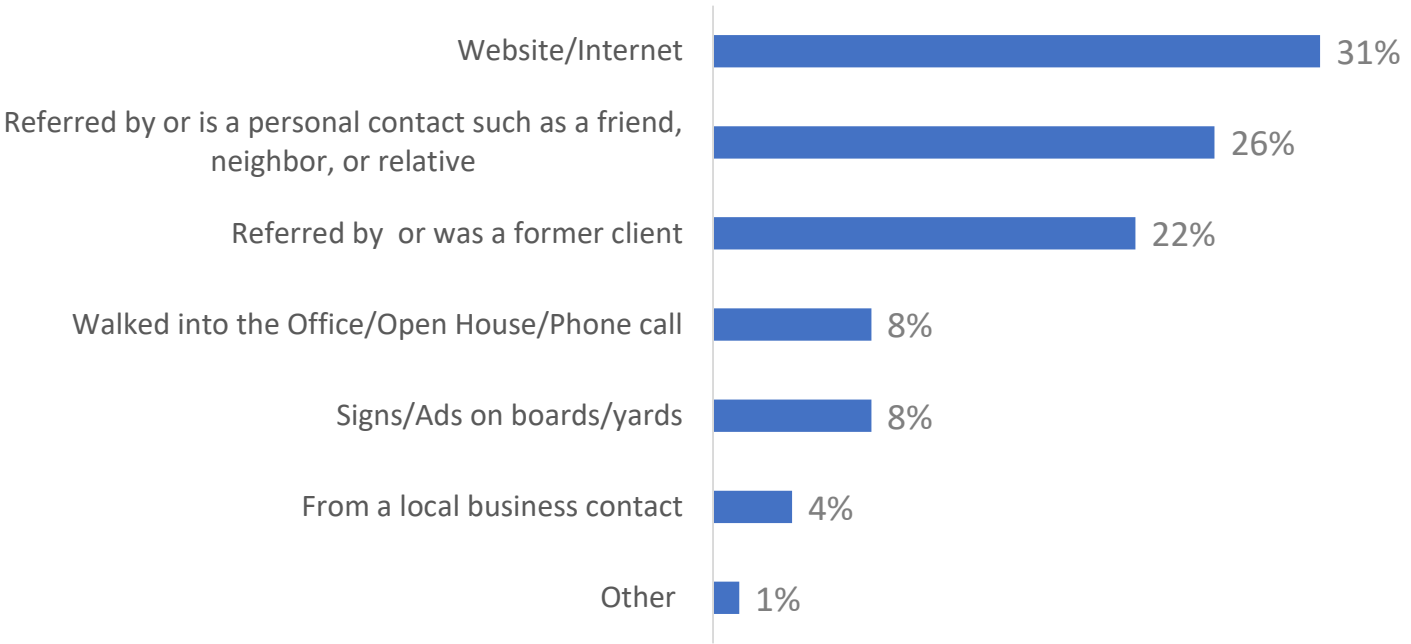
Among respondents who had no outbound referrals, 14 percent reported they could not refer the client



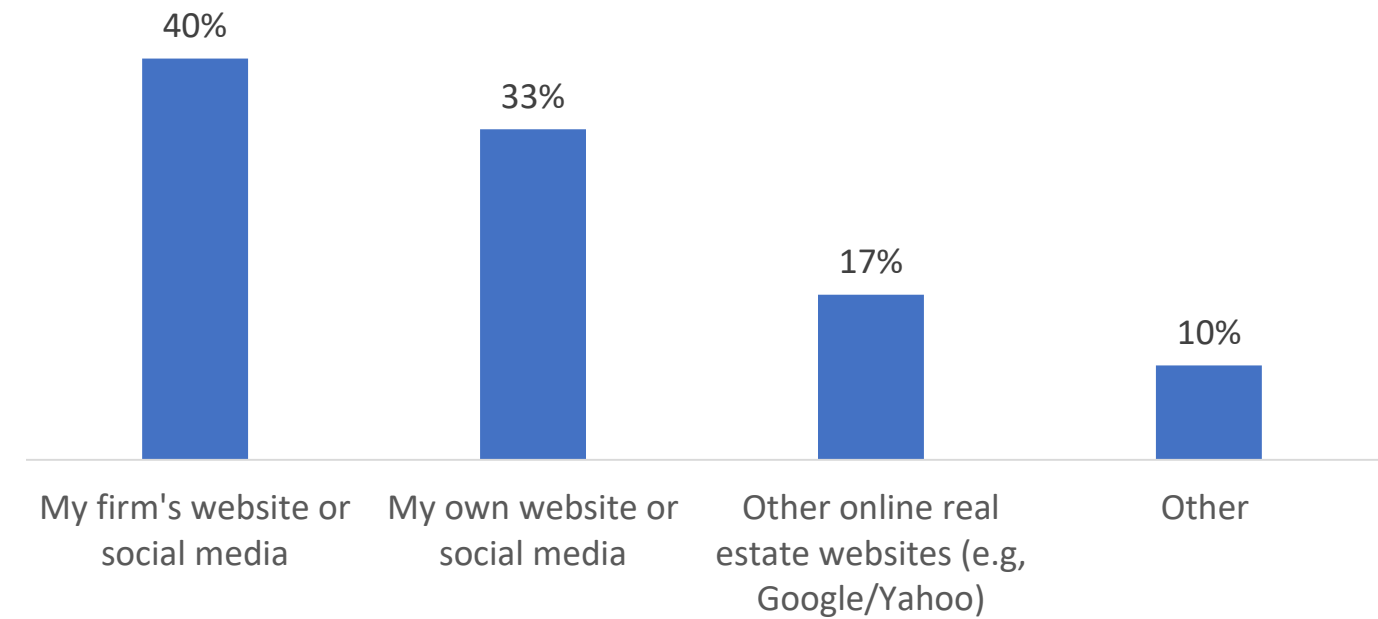


# 2018 Outbound Referral Business of Latin America and Caribbean International Realtor® Members

52 percent of outbound referrals were from personal or business contacts



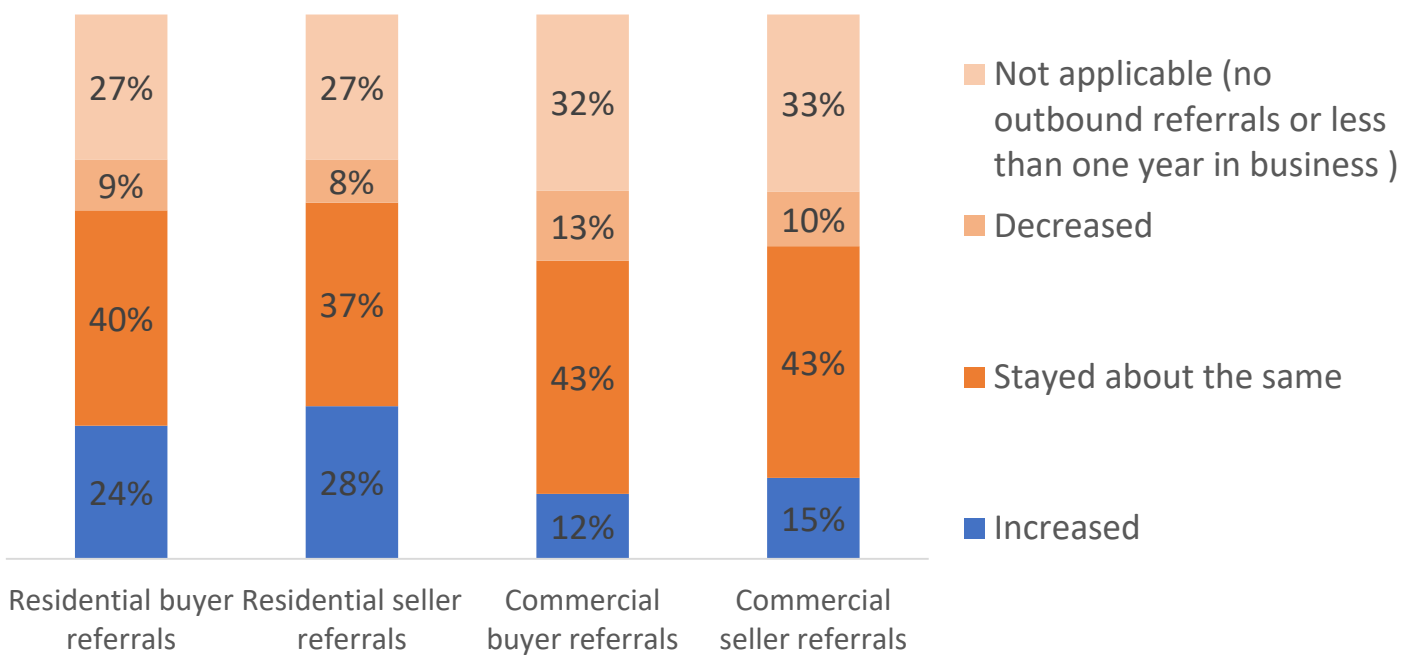
Most online leads were generated from the firm's or agent's personal website.



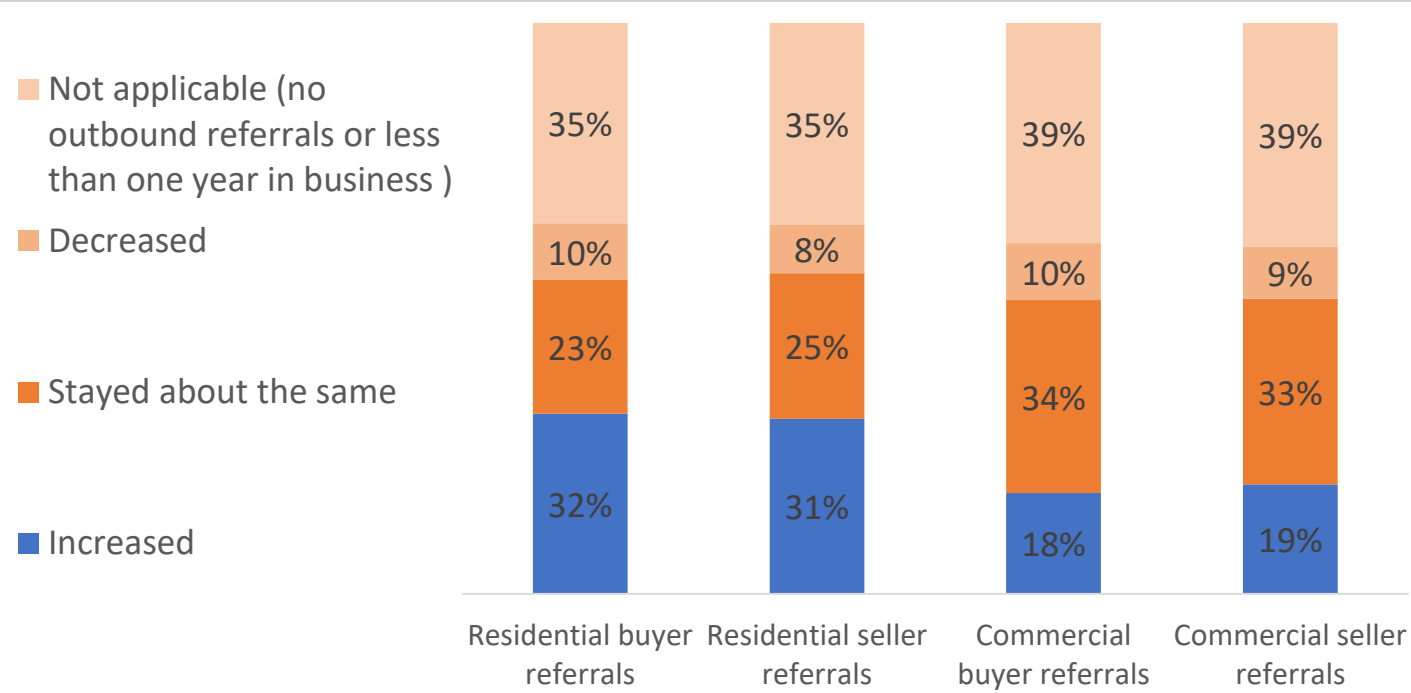
*Other includes responses such MLS and social media (Facebook).*

# 2018 Outbound Referral Business of Latin America and Caribbean International Realtor® Members

20 percent of respondents reported an increase in outbound referral business in the past year

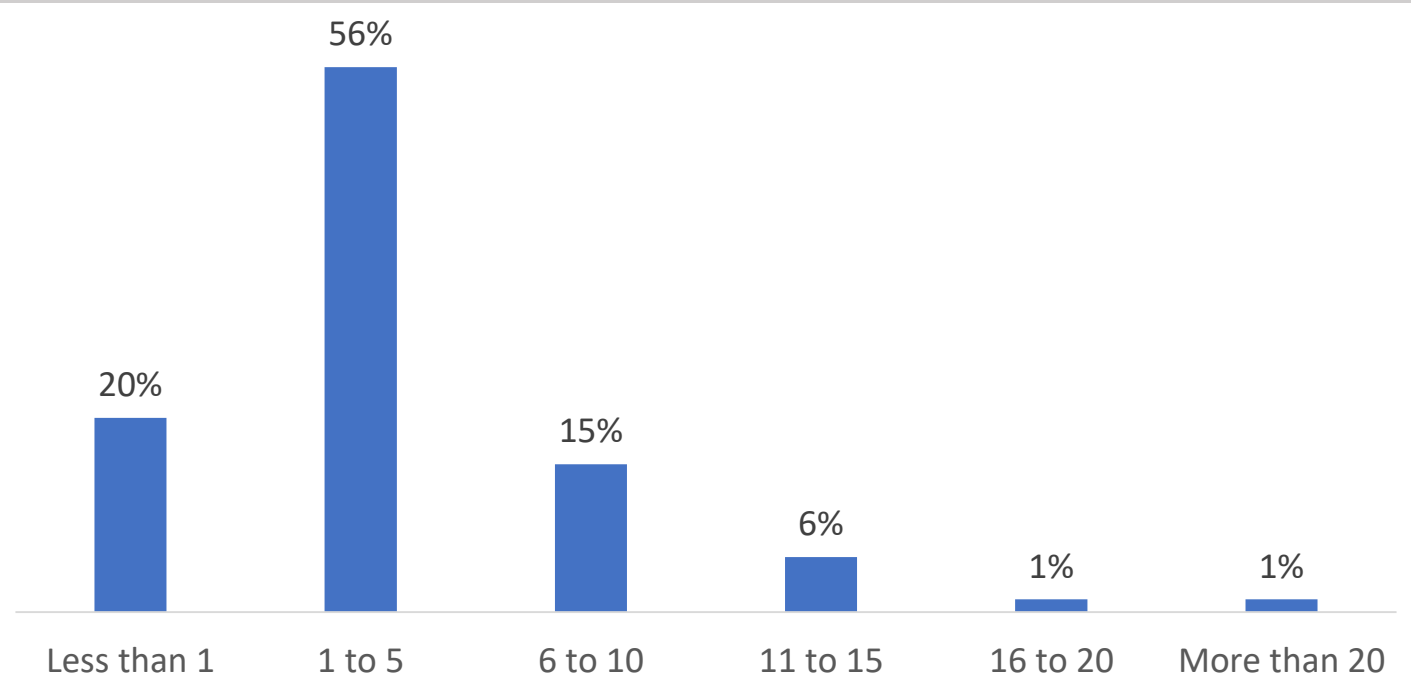


33 percent reported an increase in outbound referral business in the past five years

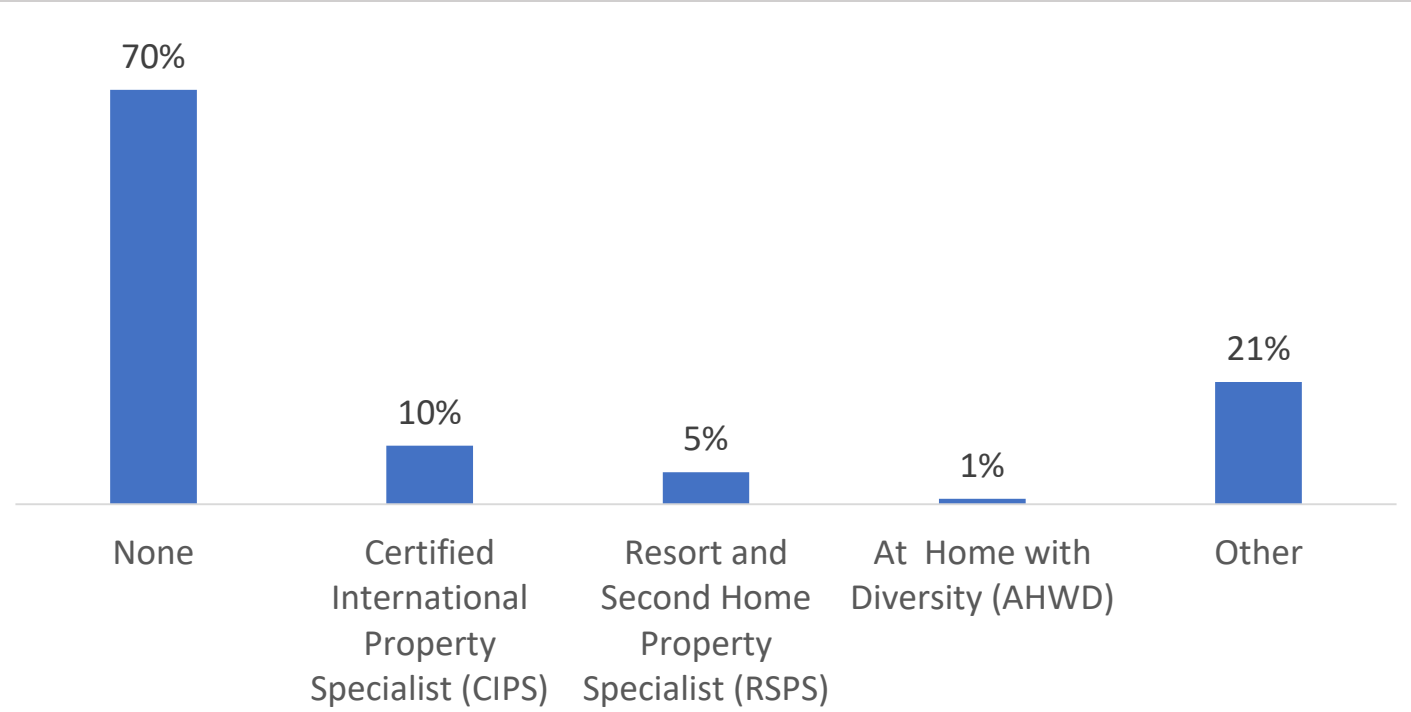


# 2018 Outbound Referral Business of Latin America and Caribbean International Realtor® Members

56 percent of respondents have been IRMs® for one to five years



10 percent of respondents held a CIPS designation





# International REALTOR® Member Residential Referrals



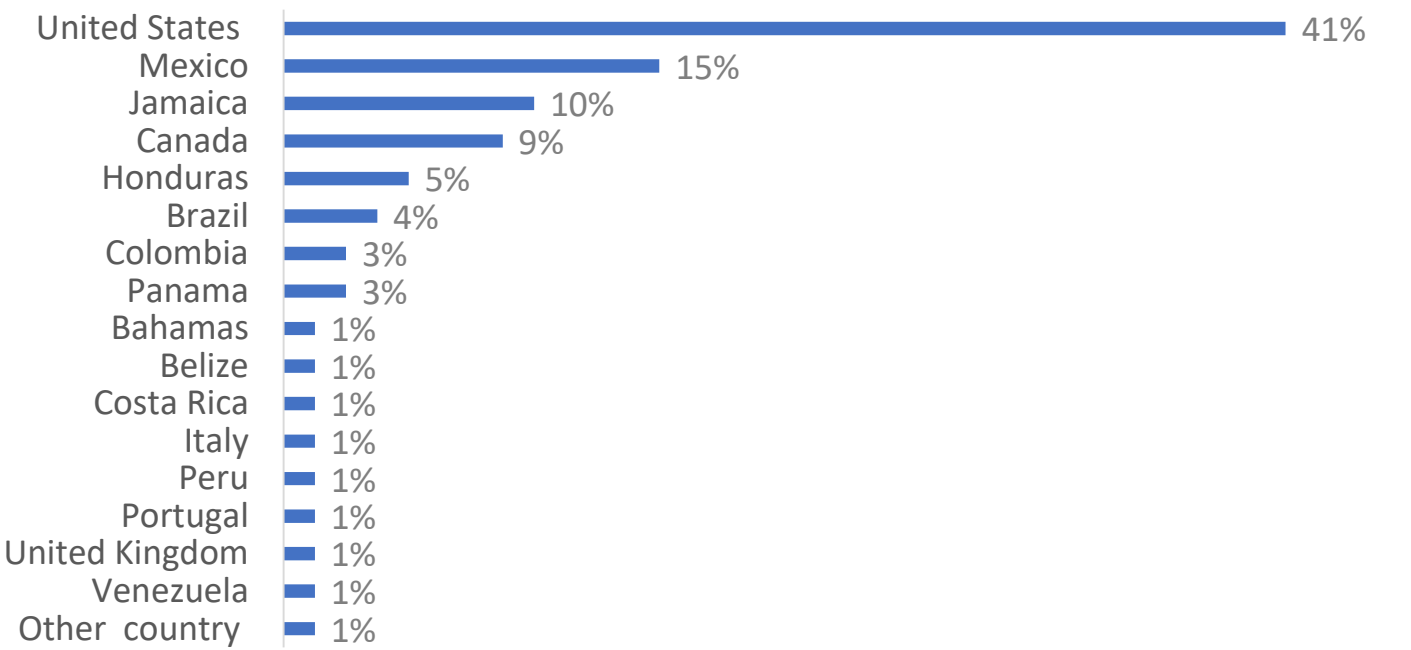
Photo by Filip Gelda on Unsplash



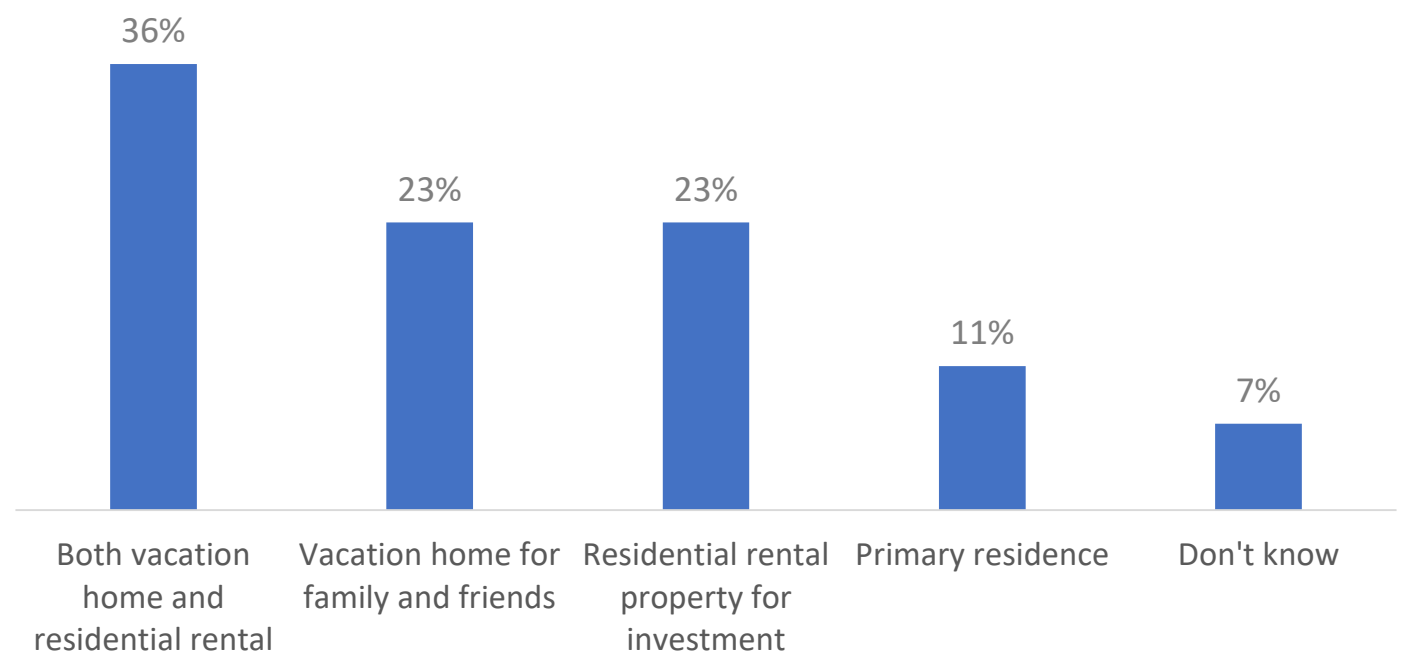
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# 2018 Outbound Referral Business of Latin America and Caribbean International Realtor® Members

41 percent of clients seeking to purchase residential property abroad were referred to U.S. business contacts

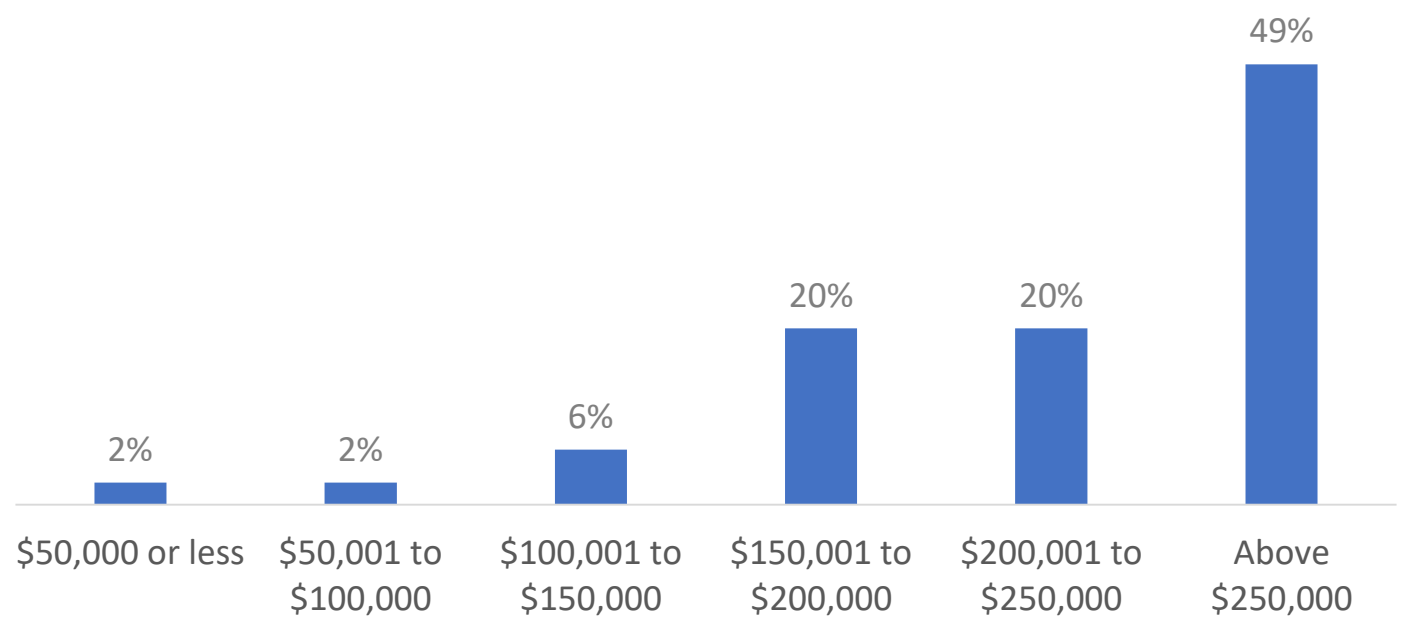


82 percent of clients intended to use the residential property for vacation, residential rental investment, or both

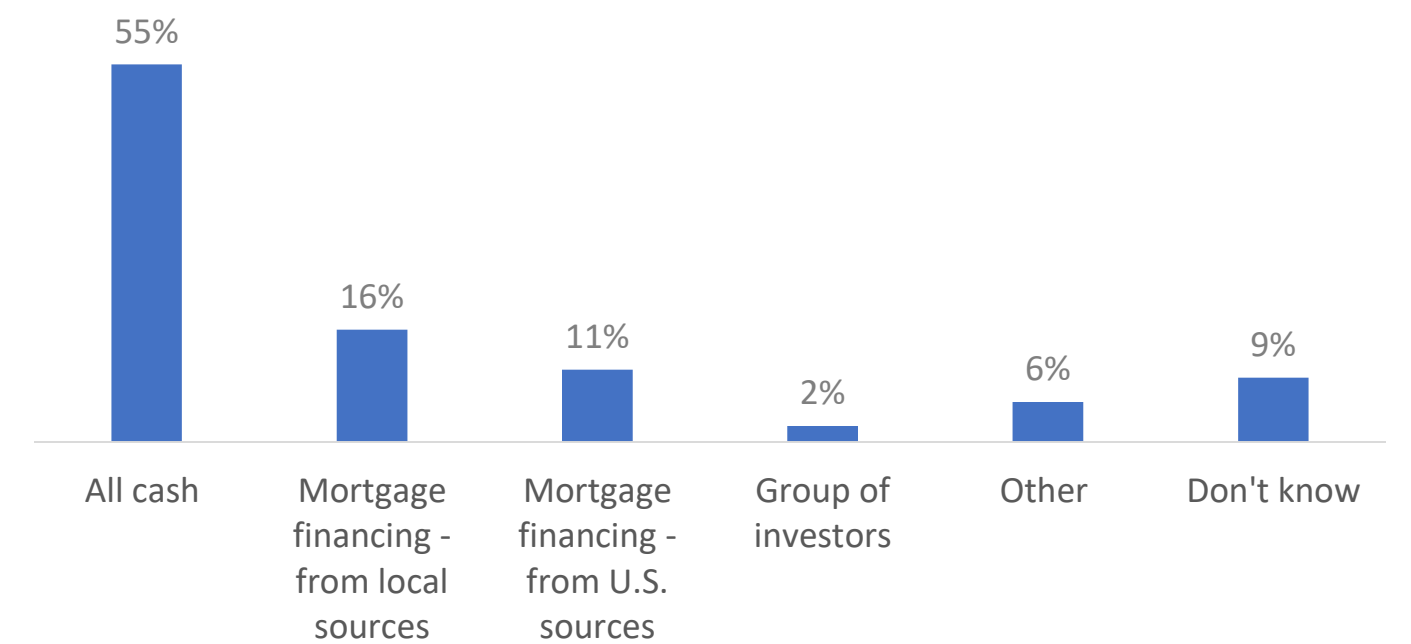


# 2018 Outbound Referral Business of Latin America and Caribbean International Realtor® Members

The median price among residential buyers looking for property abroad was \$200,000 to \$250,000



55 percent of residential buyers intended to pay all-cash

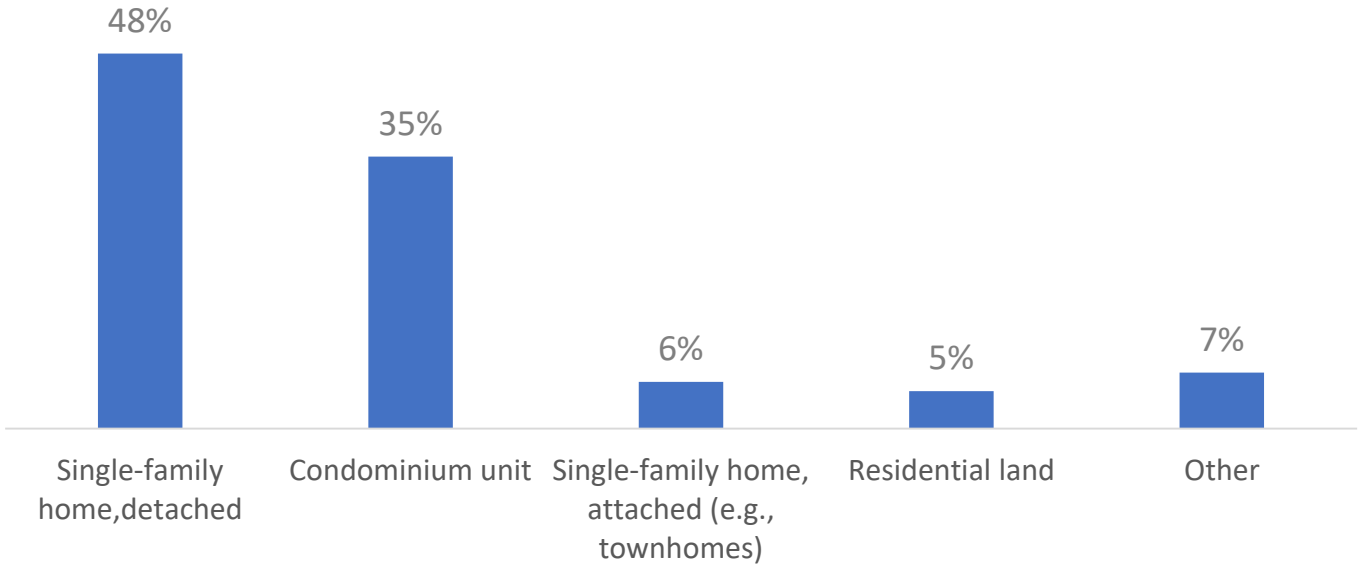


*Other includes responses such as financing from another country or from selling a business.*



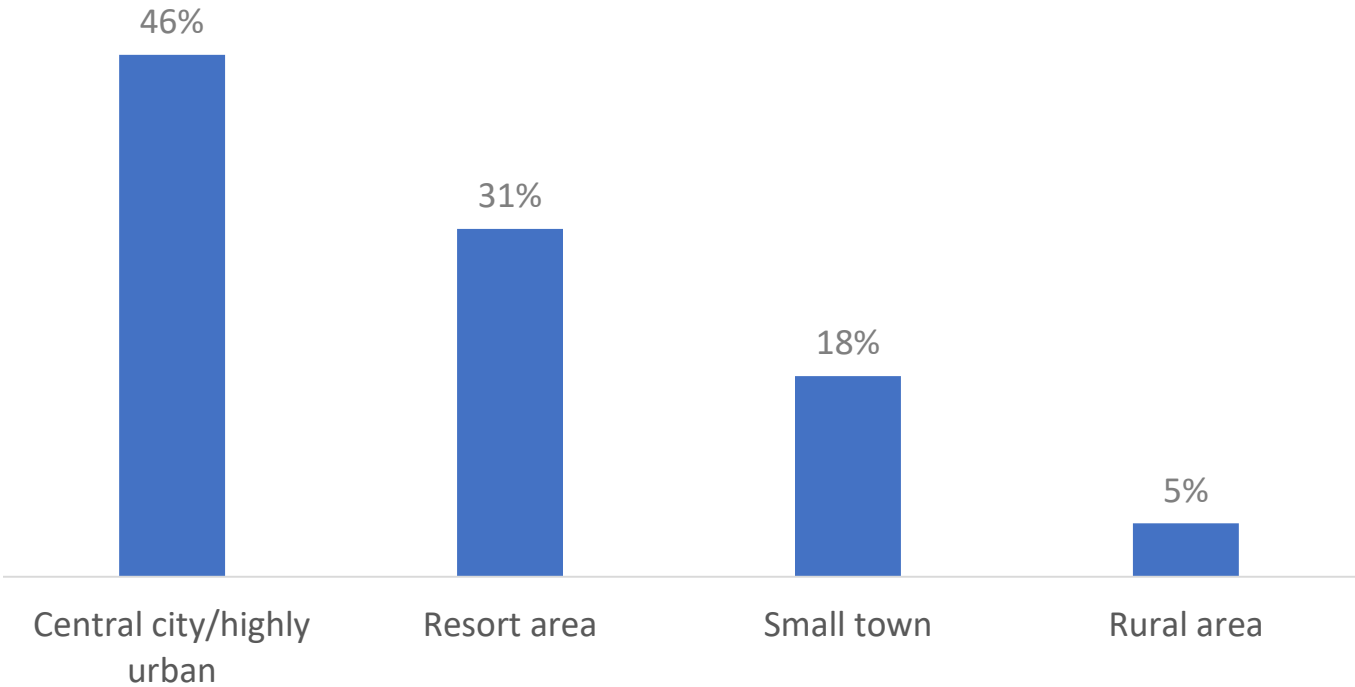
# 2018 Outbound Referral Business of Latin America and Caribbean International Realtor® Members

Nearly half of residential buyer referrals were looking for single-family detached homes



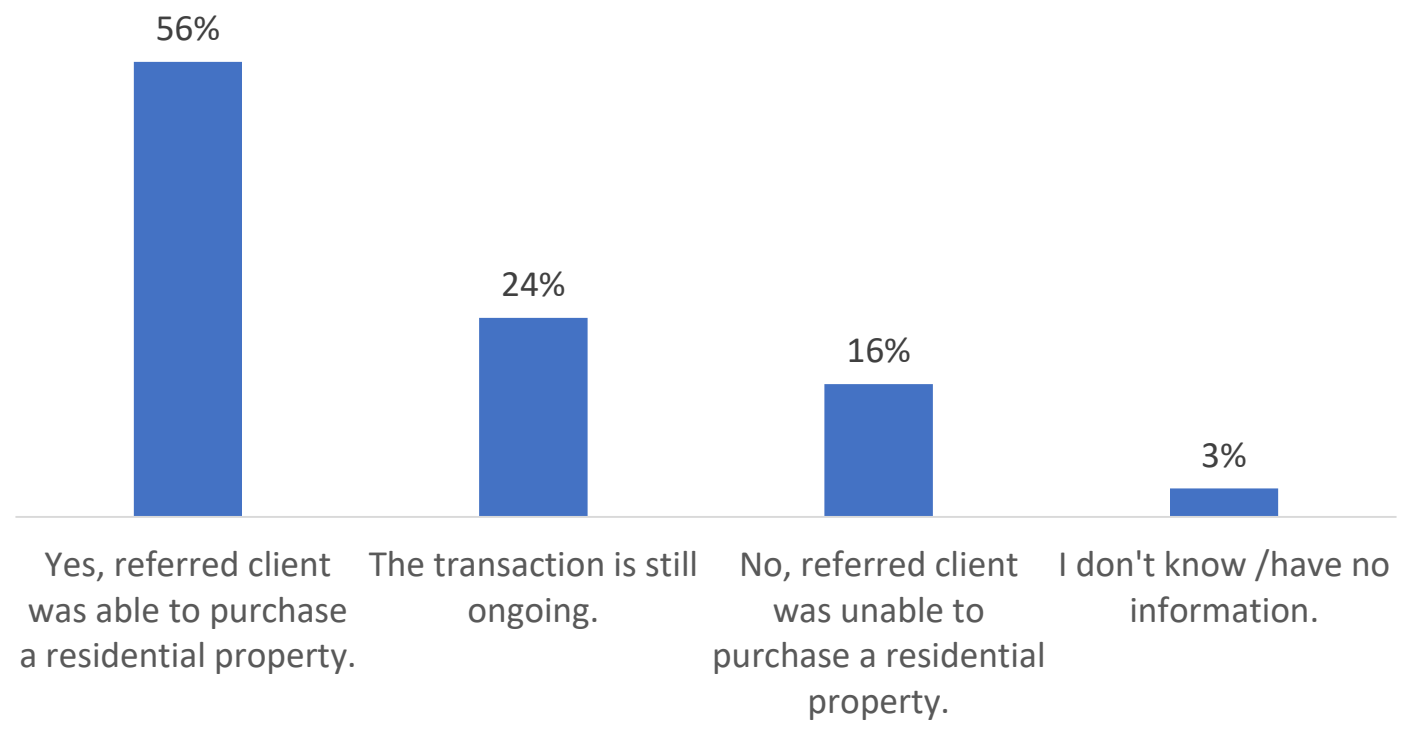
*Other includes responses such as multi-family and resort development*

Nearly half of residential buyers wanted to purchase property in a central city or highly urban area



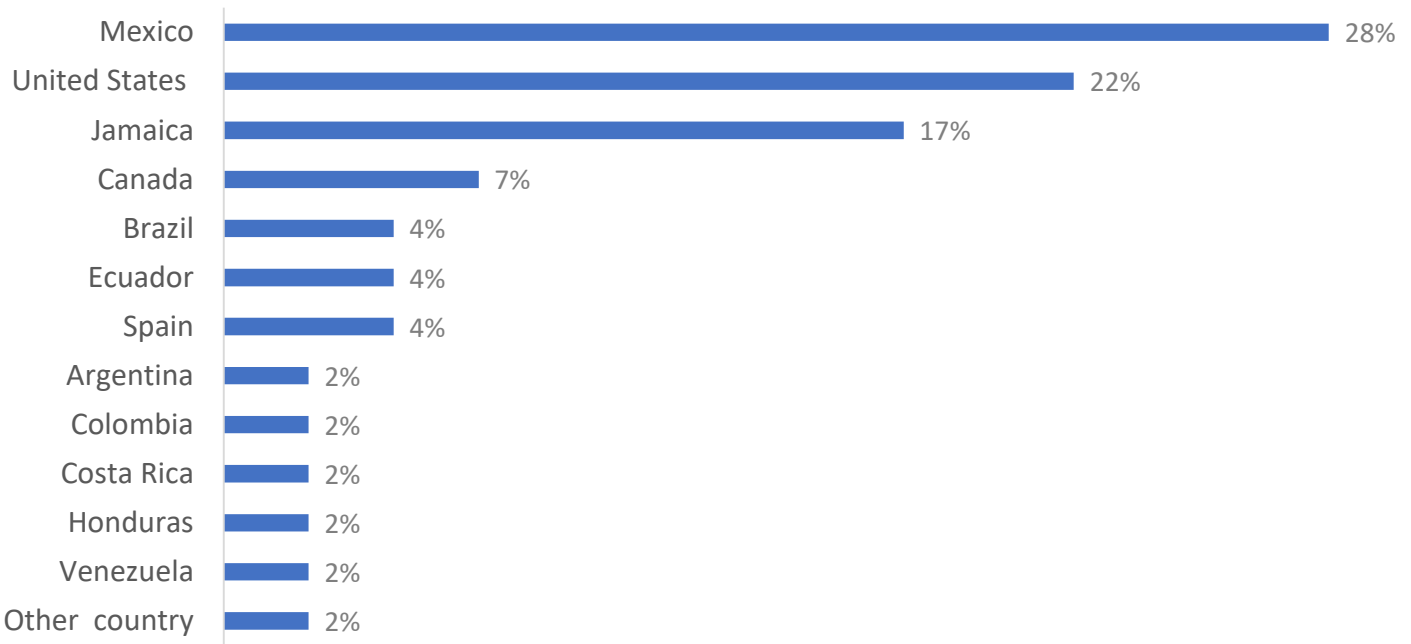
# 2018 Outbound Referral Business of Latin America and Caribbean International Realtor® Members

56 percent of residential buyer referrals concluded successfully while 24 percent were still ongoing

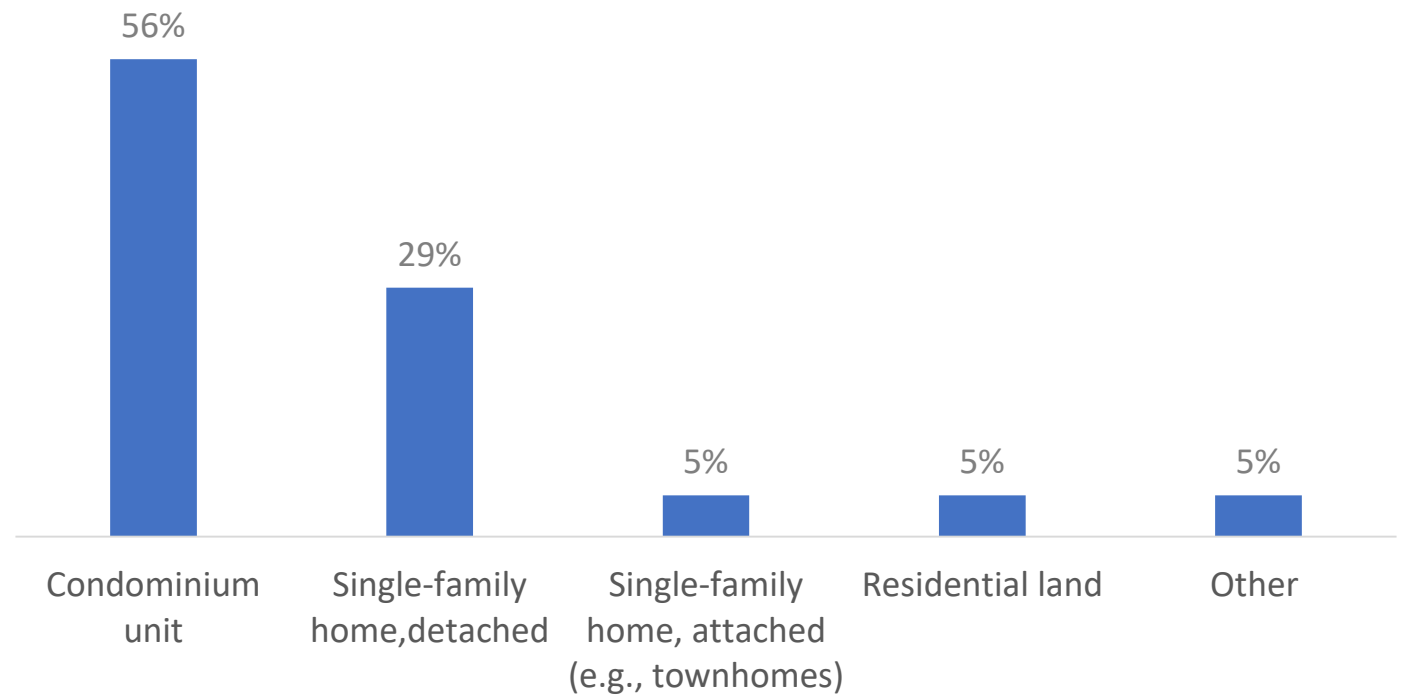


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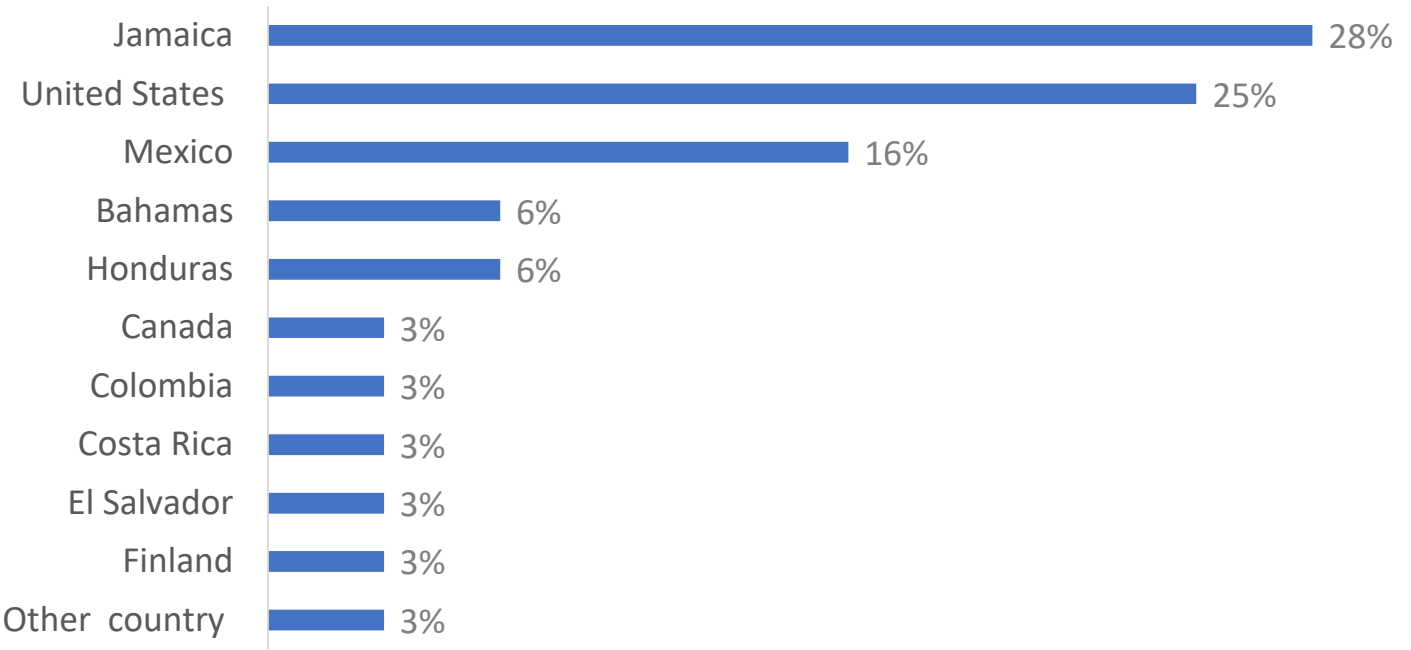
# International REALTOR® Member Commercial Referrals



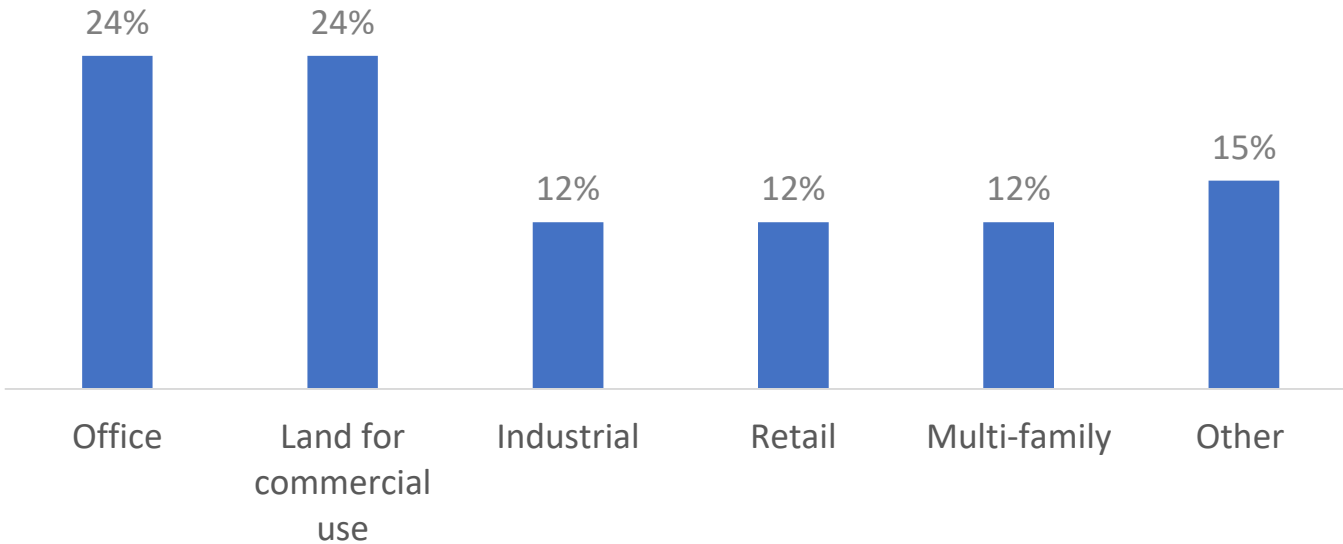
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# 2018 Outbound Referral Business of Latin America and Caribbean International Realtor® Members

25 percent of clients seeking to purchase commercial property abroad were referred to U.S. business contacts



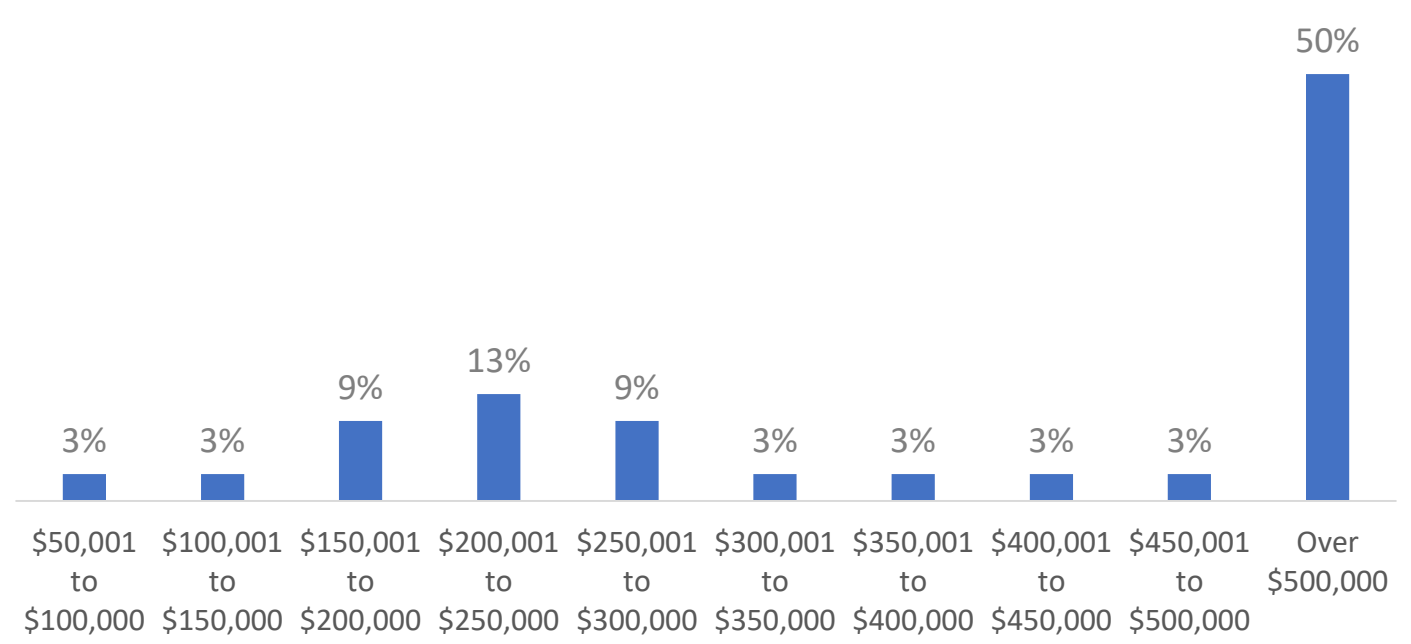
Commercial buyers were interested in a mix of properties



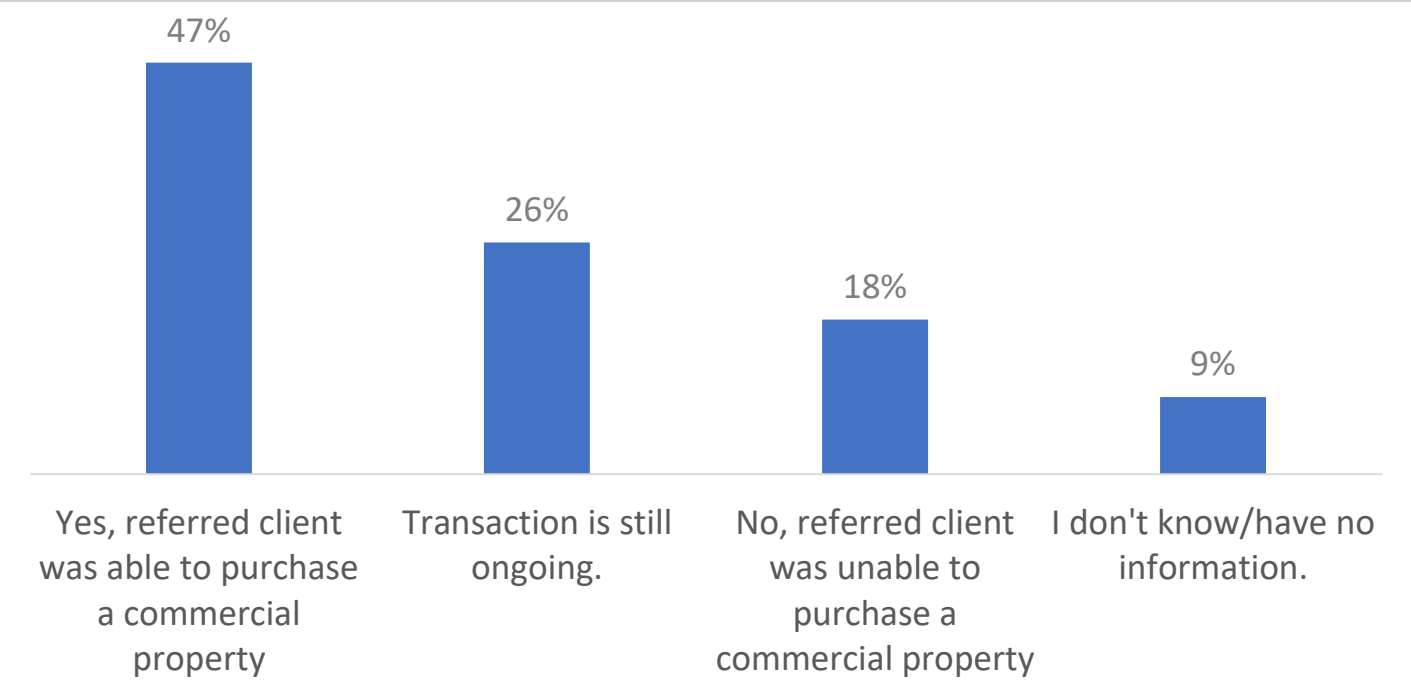
*Other includes responses like resort, hotel, school, for specialized functions*

# 2018 Outbound Referral Business of Latin America and Caribbean International Realtor® Members

Commercial buyers were typically looking for properties abroad in the range of \$450,000 to \$500,000



Nearly half of referred commercial buyers were able to purchase a commercial property abroad







## Survey Team

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