



# 2016 REALTOR® BROKER SUMMIT

**Establishing a Global Footprint:**  
Inbound, Outbound & in your Neighborhood

**realtor.com®**

“Global real estate is a mind set” – *Cindy Fauth*



## **Spend more money**

\$477,462 (average purchase price)



## **Pay in cash**

50% of international purchases



## **Refer more business**

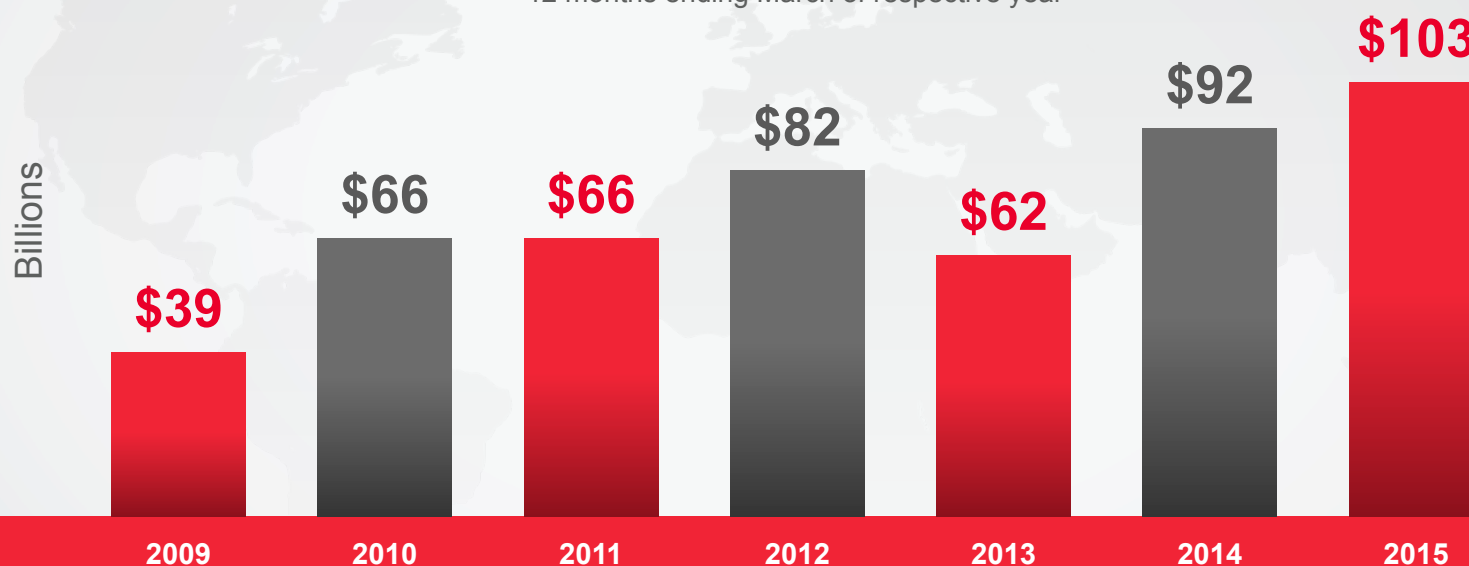
47% from referrals

# Market overview

## NAR global survey stats

### Dollar volume of residential sales to foreigners

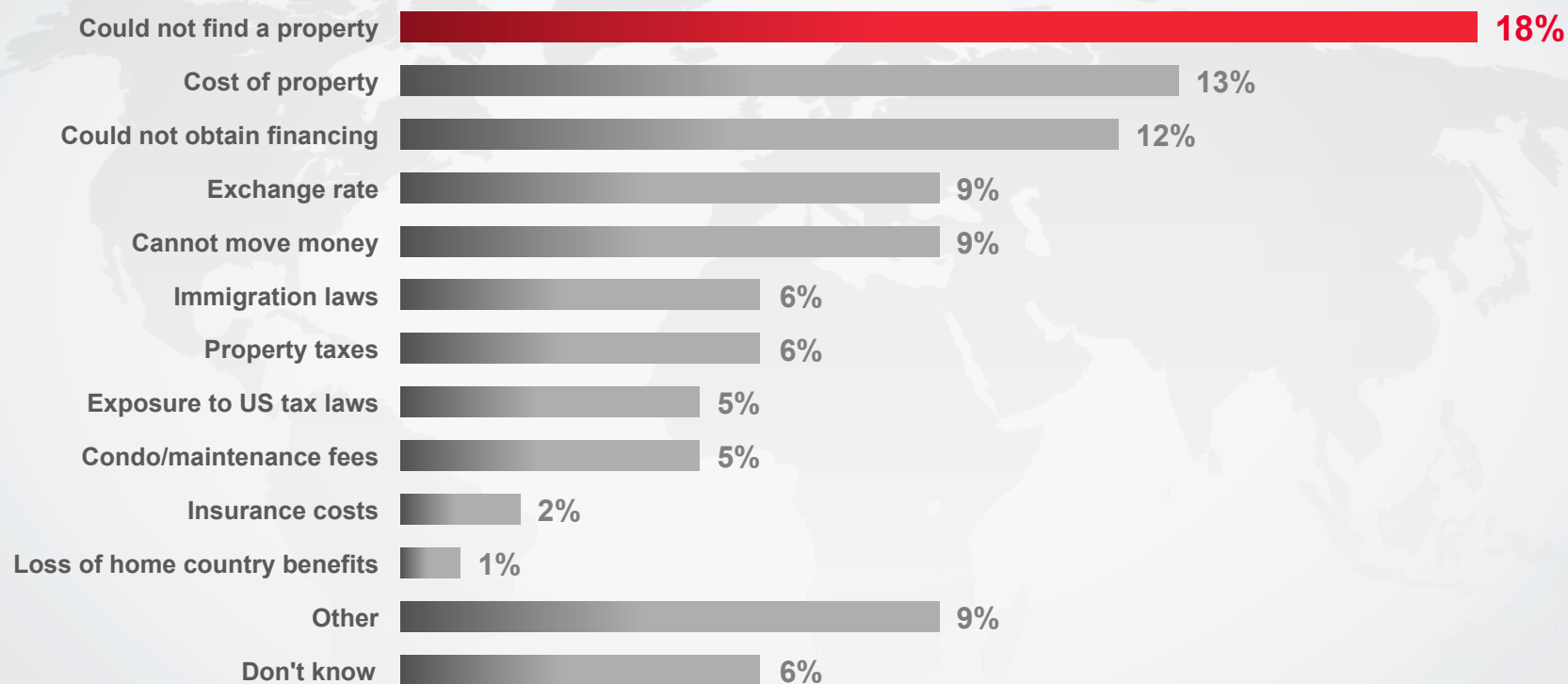
12 months ending March of respective year



# INBOUND TRANSACTIONS



## Reasons why international clients decided not to purchase U.S. residential property



# GINNI FIELD

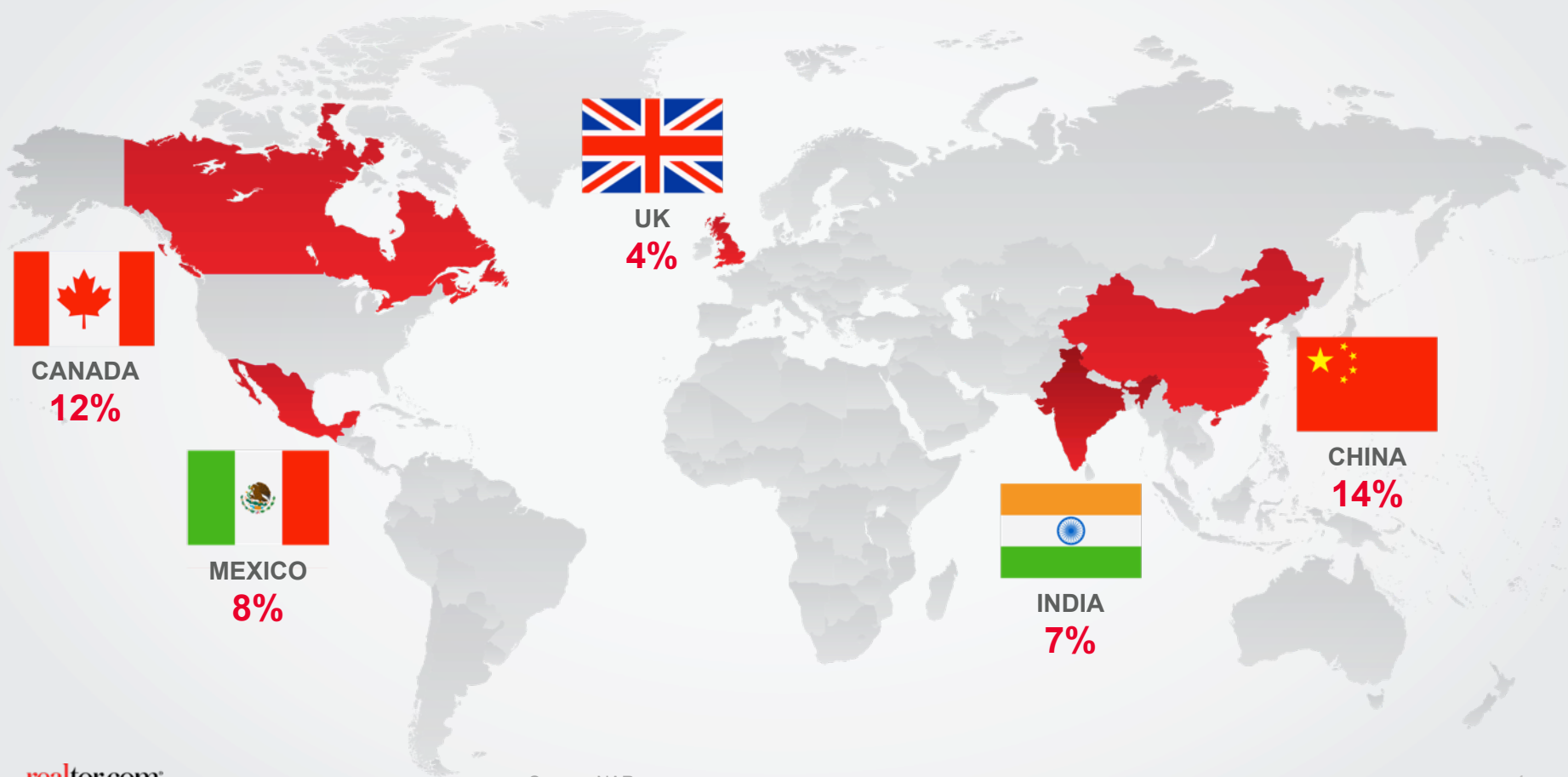


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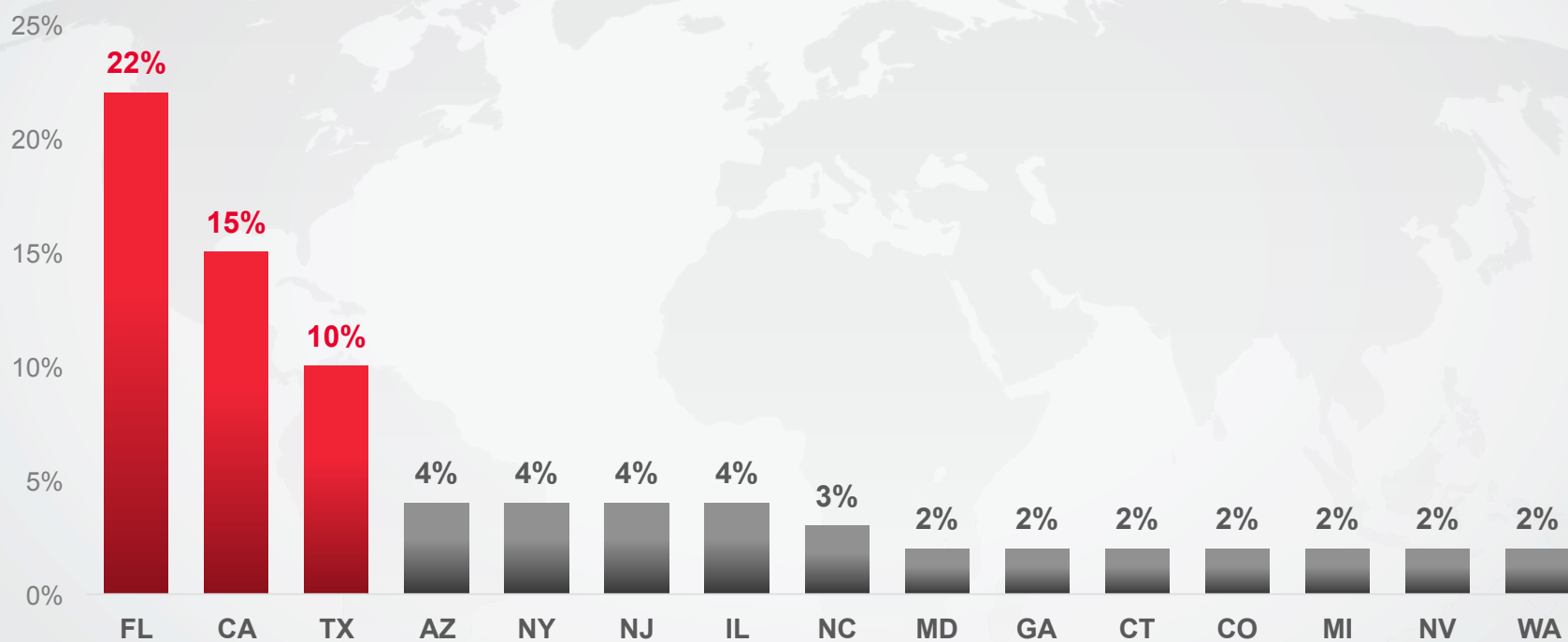
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## Where are most international buyers from?



# Major destination of foreign buyers

State share to number of international sales



# Networking and conferences



	LOCAL	GLOBAL
Networking (depending on your place of business)	Local clubs, schools, community events Chamber of Commerce Global Business Councils at Local/State REALTOR® Associations	NAR conferences, travel abroad <b>NAR's Global Alliance</b> (89 Associations in 68 countries) <b>CIPS</b>
Conferences	Local conferences (i.e. AREAA) Activities through Local/State REALTOR® Associations	Global Expos (i.e. Expo Real, MIPIM) NAR conferences Meetings & Events Calendar on Realtor.org/Global

# OUTBOUND TRANSACTIONS

## Top countries of interest to U.S. residents searching for property abroad



# JEFF RUGGIERO



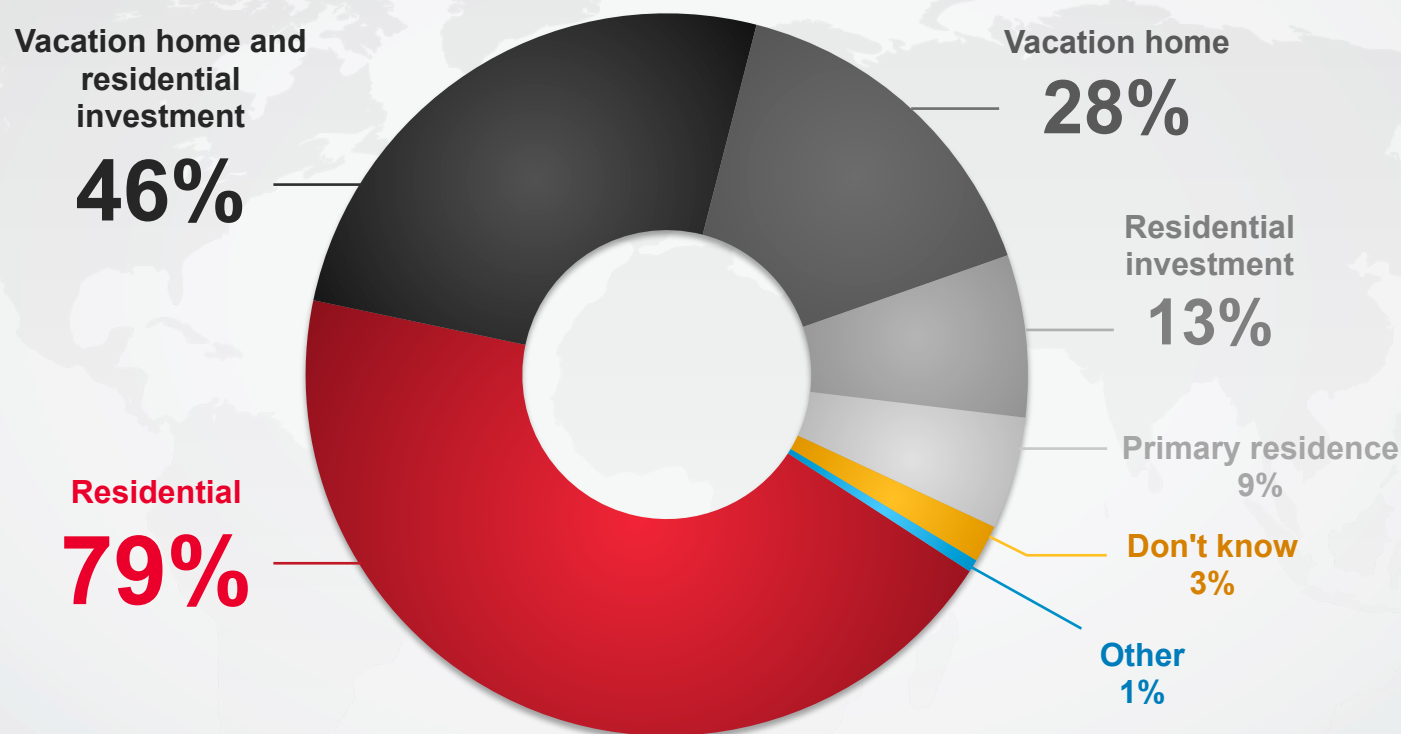
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## Most U.S. residents searched residential property abroad for vacation and residential investment



## US residents buying abroad

A wide variety of transaction may require a wide variety of approaches for successful transactions

### GLOBAL RETIREMENT

- Latin America
- Mediterranean
- Asia

### STUDY ABROAD

- Ivy League Universities

### SECOND HOME

- Climate, life style & location driven

### HIGH END LUXURY

- New York
- London
- Paris
- Los Angeles

### RELOCATION

- Across the US and globally

### INVESTMENT

- Across the US and globally

Depending on location, you may need to think about:



(Examples)

1. Is there year-round access to the area in both the dry and rainy seasons?
2. Is the home or condominium plumbed for hot water in all the bathrooms?





**ACT LOCAL, THINK GLOBAL**

What do home buyer and sellers across  
the globe need?



A word cloud centered on a faint world map background. The words are in various sizes and orientations, with the most prominent words in red and others in grey. The words include: TRUST, EXCELLENT SERVICE, EXPERTISE, FINANCING, LIFESTYLE, VISAS, VIRTUAL TOURS, PHOTOS, REAL ESTATE, SCHOOLS, NEGOTIATIONS, CONTACT, COMMUNICATION, LISTINGS, TECHNOLOGY, INFORMATION, BUYERS, GLOBAL, NEIGHBORHOODS, PORTALS, LANGUAGE, MOBILE, TIME ZONES, PRICE REFERRAL, KNOWLEDGE, SOCIAL, INTERNET, SELLERS, and REAL ESTATE.

# JENNIFER FLORES TASTO

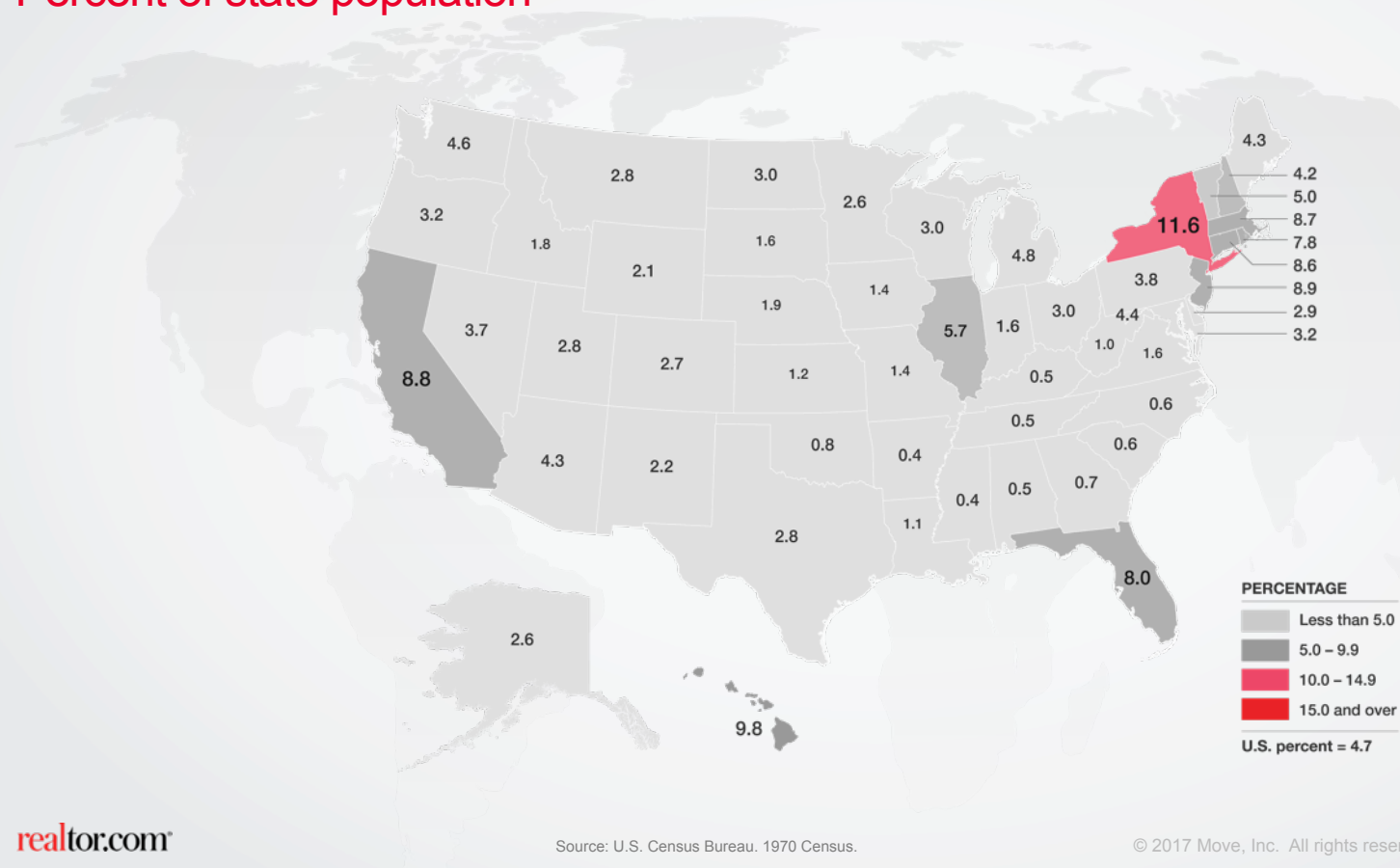


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# Foreign-born population: 2015

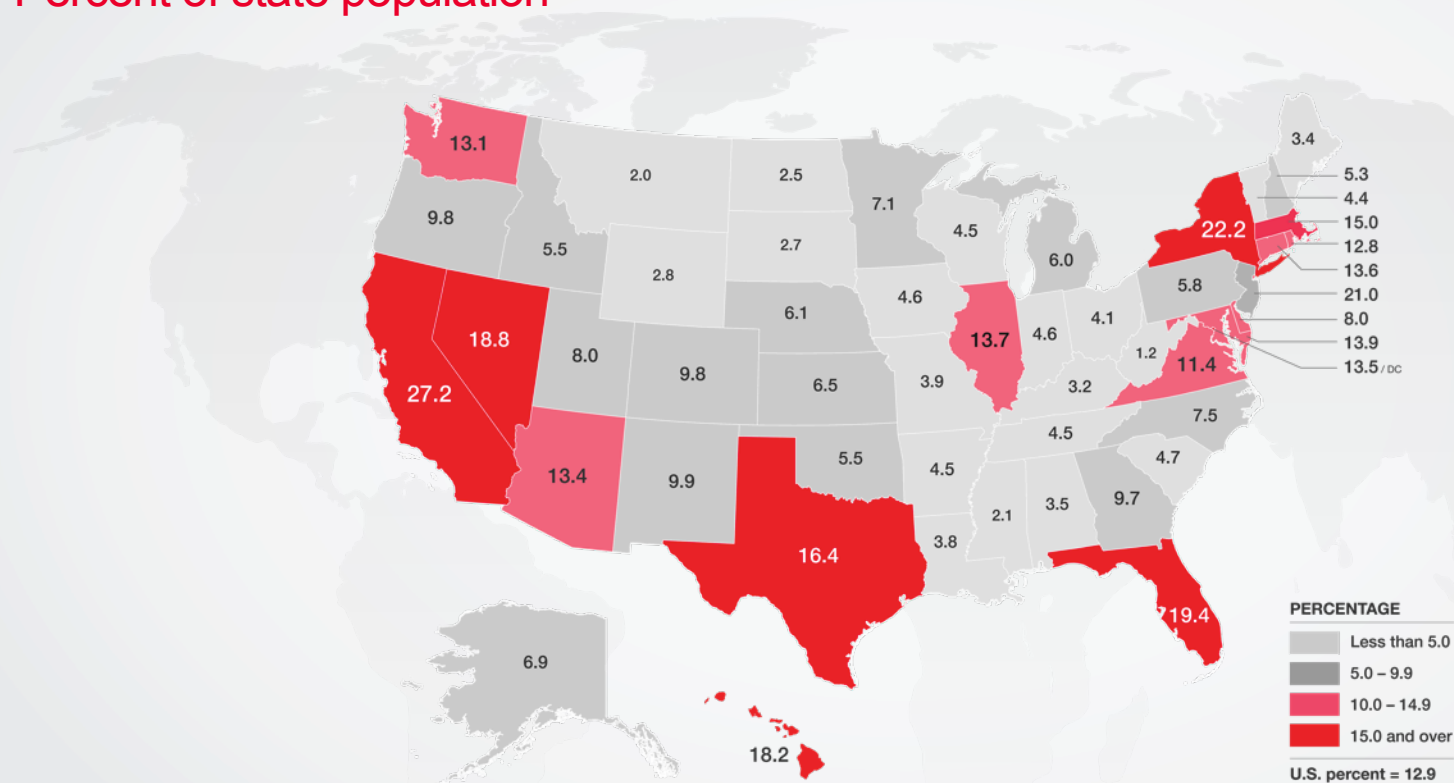
Percent of state population





# Foreign-born population: 1970

Percent of state population





## Act local, think global

For inbound and outbound global transactions

- Cultural differences / Time zones
- Changing global influencing factors
- Local and global market conditions
- Technology / Tools





# THANK YOU

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# ADDITIONAL RESOURCES

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The background of the slide features a series of concentric circles in shades of gray, centered on the right side. Overlaid on these are several large, colorful, semi-transparent geometric shapes, primarily triangles and trapezoids, in shades of blue, teal, green, and purple. These shapes are arranged in a way that they appear to be part of a larger, abstract design.

**DATA**

## Average purchase price of foreign buyers from top five countries



	2010	2011	2012	2013	2014	2015	2016
<b>Canada</b>	\$247,283	\$269,071	\$321,745	\$269,065	\$314,718	\$380,292	\$332,072
<b>China</b>	\$412,162	\$370,902	\$483,984	\$555,903	\$590,826	\$831,761	\$936,615
<b>India</b>	\$333,333	\$346,354	\$418,966	\$372,656	\$459,028	\$460,156	\$420,352
<b>Mexico</b>	\$214,744	\$283,000	\$396,154	\$225,500	\$224,123	\$274,849	\$266,188
<b>United Kingdom</b>	\$447,143	\$438,889	\$355,921	\$440,833	\$499,242	\$455,592	\$598,182
<b>All Countries</b>	\$311,400	\$315,000	\$400,000	\$354,193	\$396,200	\$499,600	\$477,462

*China includes buyers from the People's Republic of China, Hong Kong and Taiwan.*

*Figures from 2010 thru 2015 include some commercial transactions. Figure in 2016 includes only residential transactions.*

# Realtor.com/international data

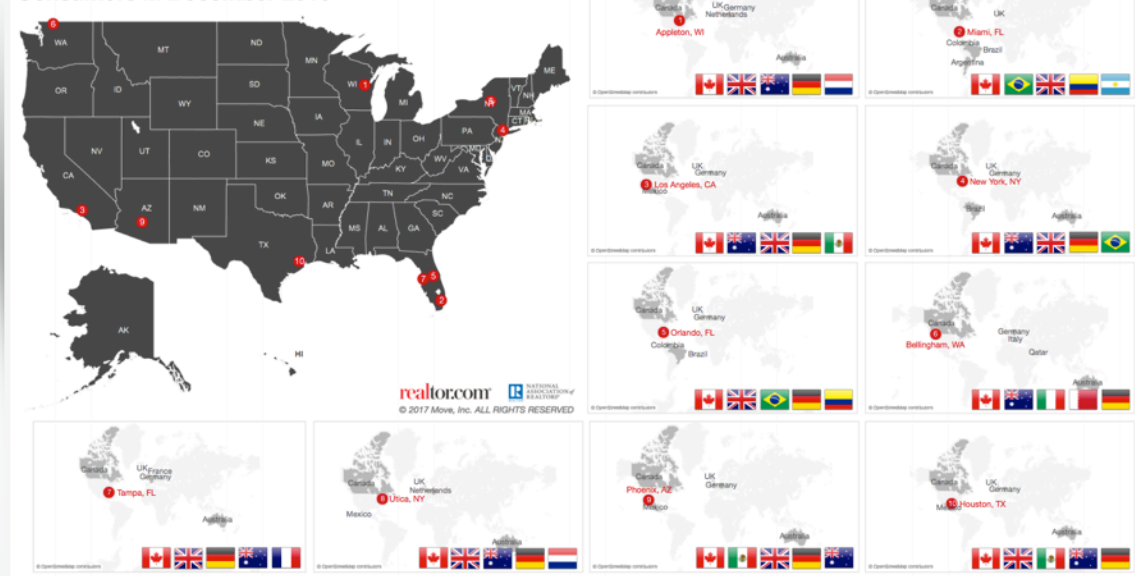
[www.nar.realtor/global](http://www.nar.realtor/global)



## Updated monthly:

- Ready designed PDFs for your presentations
- Interactive International stat widget with market specific data

Top 10 US Markets Searched by International Consumers in December 2016



# EDUCATION AND INFORMATION

[www.nar.realtor/global](http://www.nar.realtor/global)

Important global information in one location



- ✓ State-by-state international business reports
- ✓ Profile of international home buying activity
- ✓ Local market case studies (14 states)
- ✓ Realtor.com® international data
- ✓ CIPS/at home with diversity
- ✓ Global alliances / global business councils



# At Home With Diversity

One-day course



AT HOME WITH  
**DIVERSITY**<sup>SM</sup>



**Understand the unique needs of  
an increasingly diverse set of buyers/  
sellers.**

# Certified international property specialist

NAR's designation, learn how to:

- Work with International buyers and sellers.
- Complete international transactions seamlessly and with reduced risk
- Identify and capture global business in your local market

Designation provides:  
**Education/ Networking/ Resources**

Questions? [cips@realtors.org](mailto:cips@realtors.org)



## NAR's international network

[www.nar.realtor/global](http://www.nar.realtor/global)



- ✓ 89 partner associations in 68 countries
- ✓ President's Liaison to each country
- ✓ 4,500 International REALTORS®
- ✓ Certified International Property Specialist (CIPS) designees in 40+ countries

# NAR industry partnerships

**In addition to: AREAА (US), FIABCI, NAHREP**

Argentina  
Australia  
Austria  
Bahamas  
Belgium  
Belize  
Brazil  
Bulgaria  
Canada  
CEPI-CEI  
CEREAN  
Chile  
China-Hong Kong  
Colombia  
Costa Rica  
Czech Republic  
Denmark  
Dominican Republic

Ecuador  
El Salvador  
Finland  
France  
Germany  
Ghana  
Greece  
Guatemala  
Honduras  
Hungary  
India  
Indonesia  
Ireland  
Israel  
Italy  
Jamaica  
Japan  
Korea

Latvia  
Lebanon  
Malaysia  
Mexico  
Mongolia  
Netherlands  
New Zealand  
Nicaragua  
Norway  
Panama  
Paraguay  
Peru  
Philippines  
Poland  
Portugal  
Romania  
Russia  
Serbia

Singapore  
Slovak Republic  
South Africa  
Spain  
Sweden  
Taiwan  
Thailand  
Turkey  
Ukraine  
United Arab Emirates  
United Kingdom  
Uruguay  
Venezuela  
Vietnam



# GLOBAL LISTINGS EXPOSURE

# Realtor.com® International

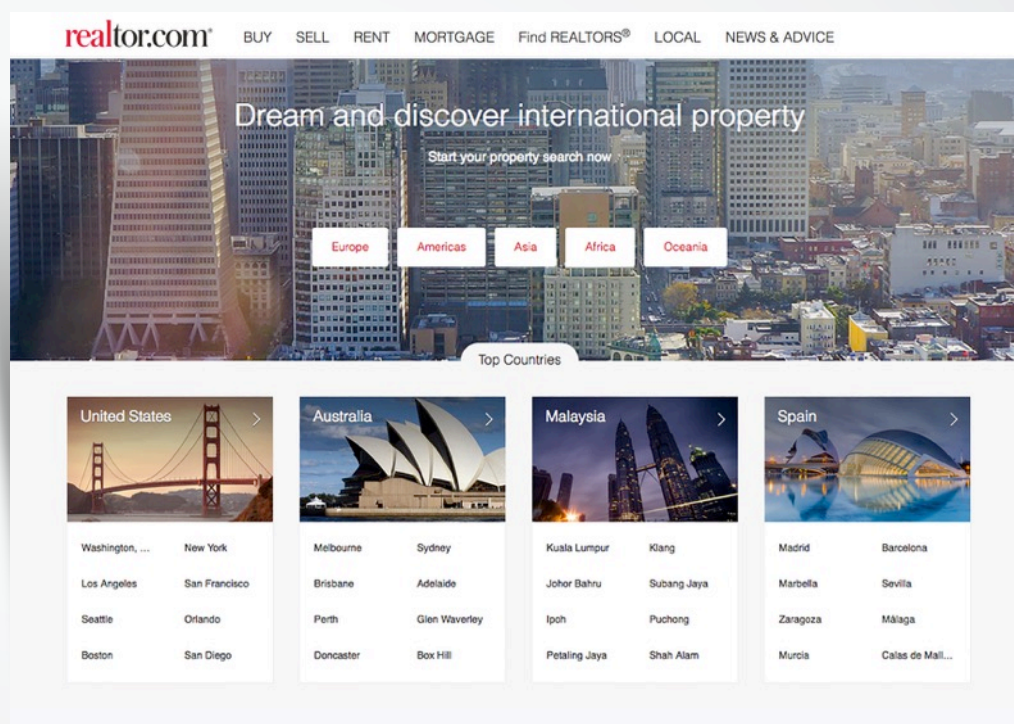
**Free** exposure for your MLS listings to a global audience



Top international market searches, language translation, local currency conversion, and local area units



All US MLS listings plus over 4.5 mm global listings



# Add'l global exposure with **free** listings syndication

Brokers can choose the Global Property Network as a publisher in their ListHub dashboard



Be part of a network that reaches more than **200 MILLION** people each month\* in 12 major global portals





**Jennifer Flores Tasto**  
REALTOR®

NAR President's liaison to the Philippines  
[jennifer.tasto@gmail.com](mailto:jennifer.tasto@gmail.com)



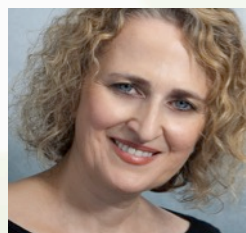
**Ginni Field**  
REALTOR®

Real Estate Trainer, Business Consultant,  
Business & Life Coach  
[ginni@ginnifield.com](mailto:ginni@ginnifield.com)



**Jeff Ruggiero**

Director of the REALTOR® Affiliate Program,  
ECI Development  
[jruggiero7034@yahoo.com](mailto:jruggiero7034@yahoo.com)



**Eleonore Rojas**

VP, NAR Partnerships & International  
Relations [realtor.com](http://realtor.com)®  
[erojas@realtor.com](mailto:erojas@realtor.com)

**realtor.com**®

