

12.2015

GLOBAL PERSPECTIVES

TO LOCAL, INTERNATIONAL & LIFESTYLE REAL ESTATE



CIPS

Certified International Property Specialist

SPECIAL EDITION

> SPECIAL EDITION

Take a Look Inside THE WORLD OF CIPS DESIGNEES

One of the greatest benefits of earning your CIPS designation is joining the CIPS Network. But who, exactly, are these 3,000 people? What are their experiences in global real estate? How can you connect with them?

The answers to these commonly asked questions almost always point towards additional opportunities to grow your global business. That's why this special edition of *Global Perspectives* is filled with interesting facts and insights about the CIPS Network.

Inside, you'll find:

- Membership profile
- Most popular listing syndication services
- Biggest business barriers—and helpful solutions
- Best networking opportunities
- Business-building member benefits
- Humorous stories
- And much more!

We hope you enjoy this “inside look” at the CIPS Network, and that it provides fresh insights for expanding your global opportunities in 2016 and beyond! 🌍



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CIPS PROFILE ▶ THE TYPICAL CIPS DESIGNEE

With members spanning the globe and representing a wide range of specialized interests and knowledge, it's not easy to describe the "typical" CIPS designee. However, based on a 2015 membership survey and other data, here are several key facts.





What type of license do CIPS designees hold?



- 48% Sales Agent/ Associate
- 31% Broker
- 28% Broker-Owner
- 2% Appraisal
- 1% Other

Residential or commercial?



- 44% Mostly residential, some commercial
- 41% Strictly residential
- 14% At least 50% commercial
- 1% Appraisal



What languages do CIPS designees speak?

Afrikaans ALBANIAN American Sign Language
 ARABIC Armenian BOSNIAN Bulgarian
 Cantonese CHINESE Croatian CZECH Danish
 DUTCH English ESTONIAN Farsi FILIPINO
 Finnish FRENCH Gaelic GEORGIAN German
 GREEK Hebrew HINDI Hungarian INDONESIAN
 Italian JAPANESE Korean LAO Latvian
 LITHUANIAN Malay MANDARIN Norwegian
 POLISH Portuguese PUNJABI Romanian
 RUSSIAN Serbian SINDHI Slovak SLOVENIAN
 Spanish SWAHILI Swedish TAGALOG
 Taiwanese THAI Turkish UKRAINIAN Urdu
 VIETNAMESE Yugoslavian

CHALLENGES .

1. Language barrier/lack of a second language
2. Finding international clients/contact with international clients
3. Financing for foreign buyers
4. Difficulties getting commission
5. Cultural differences
6. Attracting international buyers to my website
7. Don't know how to network internationally/ don't know where to start
8. Time limitations

Source: 2015 CIPS Member Profile Survey

SOLUTIONS .

4 Ways to Clear Language Hurdles

Foreign language fluency is a huge advantage for global agents, but there are many ways to work around it. Are you aware of each of these resources? (Most are FREE!)

1. **realtor.com®/international** - every listing on realtor.com® (for-sale and rental) is automatically translated into 11 languages on its international platform. You don't have to do a thing!
2. **Translation tools** - specifically designed for smart phones, applications like iTranslate, Google Translate and SayHi Translate can be very helpful for translating phone conversations.
3. **Translated forms** - many state REALTOR® associations offer translated copies of forms and contracts (although buyers/sellers must sign the official English version).
4. **Self-study tools** - if you want to sharpen your own foreign language skills, check out the books/programs in NAR's library (realtor.org/library). Members can access them at no charge!

How are MEMBERS Bridging the Language Gap?

Many of you are using translation services to communicate with members and to translate your listings.

The most popular services include (not in rank order):

1. [realtor.com®/international](http://realtor.com/international) (listing translation)
2. Google Translate
3. Proxio
4. Babelfish
5. Immobil
6. Yourselfs/a friend/other agents

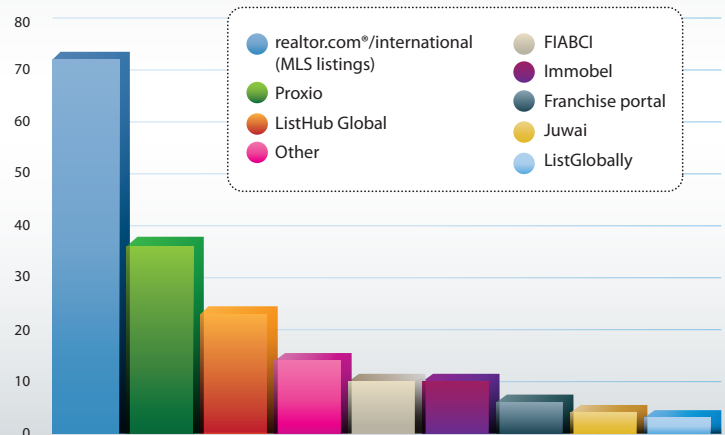
LISTINGS. LISTINGS. LISTINGS.

Spotlight on realtor.com® and [realtor.com](http://realtor.com/international)®/international

70% of designees who have been contacted through [realtor.com](http://realtor.com/international)®/international report successful transactions!

Where did the contact originate from?
(top countries of origin)

- | | | |
|-------------------|---------------|---------------|
| 1. Canada | 6. Italy | 12. India |
| 2. United Kingdom | 7. China | 13. Spain |
| 3. United States | 8. Singapore | 14. Indonesia |
| 4. France | 9. Argentina | 15. Japan |
| 5. Germany | 10. Australia | |
| | 11. Hong Kong | |



DID YOU KNOW?

ALL of you are using [realtor.com](http://realtor.com/international)®/international to translate your listings. It's automatic, and there's no additional cost!

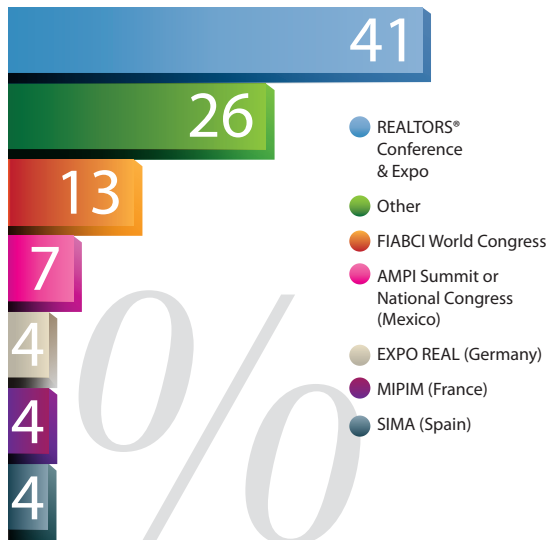


NETWORKING.

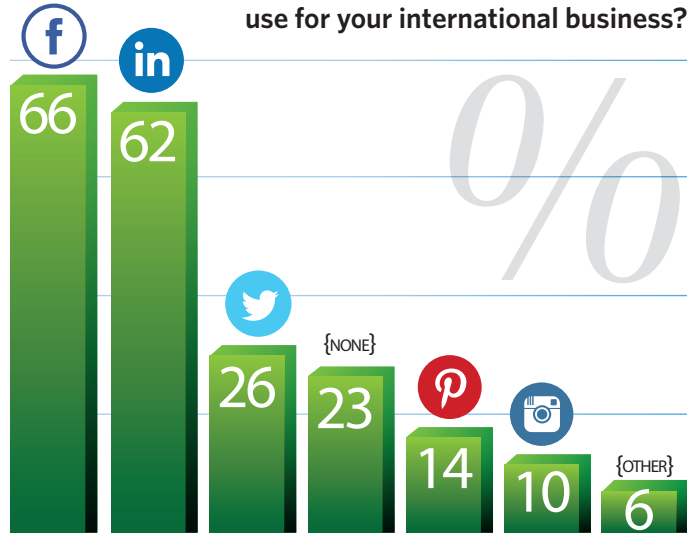
Global business is driven by global connections.

How are CIPS designees networking with one another, with other real estate professionals, and with clients?

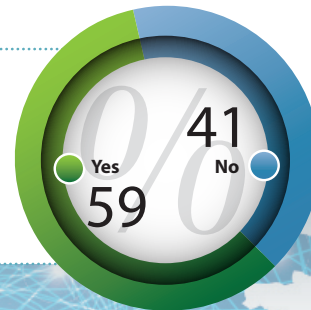
Which international conferences have you attended?



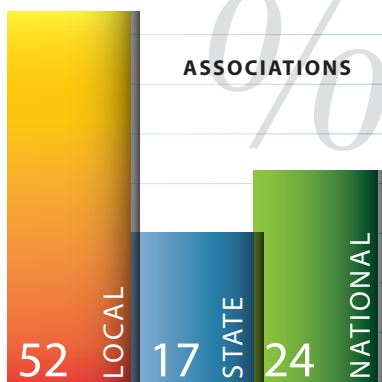
Which social media platforms do you use for your international business?



Have you ever attended a real-estate related conference outside your home country?



ASSOCIATIONS



Getting Involved

Percent of CIPS designees that participate in global councils/committees at different levels

“OFFICIAL GROUP: NAR CIPS DESIGNEEES”

is a closed Facebook group of over 1,000 members. It's a great way to stay connected and share referrals!



JUST FOR GRINS

What's the most outrageous request an international client has made?

CIPS designees have LOTS of interesting stories to tell, but here are several favorites.

A Brit asked me to contact the Governor when he ran afoul of Florida's driver license restrictions.

"I'm in Florida for a day. Can you show me listings in Tampa, Orlando, Naples and Miami that afternoon?"

One client asked if I could find him a wife. I told him while I was full service, that meant full service on real estate only.

"Can I bring a camel?"

"Can you get rid of the grave on the property?"

One client wanted a train line removed that passed behind the house because the train would take away their luck as it passed.

I had a client who wanted me to buy a property and bill them.

"I'd like to buy property in Las Vegas with an ocean view."

Whoops! Cultural Faux Pas

Even with specialized CIPS training, it's easy to make mistakes! Here are several members' experiences.

A Pakistani doctor was very charming and always shook my hand before and after our meetings. But after showing homes to his family, he avoided me. I couldn't figure out what I'd said or done, until I remembered touching a dog at one of the homes. Naturally, I hadn't had a chance to wash my hands.

I took Japanese clients (an elderly husband and wife) to an Izakaya, which is a bar, thinking it was a regular restaurant.

In terms of gifts, I didn't know my Chinese clients would frown upon knives or white wrapping paper. I gave them a Cutco knife wrapped in white. Luckily they still speak to me.

I've learned the hard way that shaking hands with clients from some cultures can be awkward, so I just smile and give a little wave...unless they offer their hand first.

I spoke to my clients in the wrong language.

I invited my Muslim clients to lunch, but didn't realize it was Ramadan and they were fasting. They were too polite to say anything so I ate lunch with the children, but the parents didn't eat or drink anything.

Find tips on cultural business practices at The Global View blog: theglobalview.blogs.realtor.org.



CIPS

{ Top 3 Member Benefits }

1

CIPS logo



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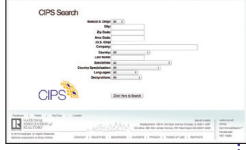
2



Global Perspectives newsletter

3

CIPS Online Member Directory
realtor.org/findCIPS



DID YOU KNOW?

CIPS designees can use ALL these benefits?

When surveyed, CIPS designees rated “use of CIPS logo” as the #1 benefit of earning the designation. Being able to display this internationally-recognized logo/brand and participate in the exclusive CIPS network are certainly two substantial benefits.

But there are many more! As a CIPS designee, you also have exclusive online access to numerous business-enhancing products and services, including:

Marketing Tools

“Find a CIPS” Directory Listing -

Be easily found by referring agents and consumers alike with a featured profile in the enhanced CIPS Directory (realtor.org/findCIPS).

Customizable Print Postcards -

Pre-designed with CIPS branding, these postcards are easily customized with your contact information for direct mailing campaigns to three distinct buyer groups. Available in three languages.

Customizable Web Banner Ads -

Featuring three different concepts, these banner ads let you tailor your message to a potential target market.



PowerPoint Presentation - Why use a CIPS designee? This presentation helps you answer that question.

Press Release - Customize this sample press release to announce your achievement in your local media.

CIPS Team Store - Show off your CIPS designation in style by purchasing garments with the CIPS logo.

Networking

Private CIPS Online Communities -

CIPS designees have access to a private Facebook page for facilitating referrals and exchanging knowledge.



Invitations to Exclusive Events at NAR Meetings - Join fellow CIPS designees for networking and referrals at exclusive events during the REALTORS® Conference & Expo and Midyear Legislative meetings.

Referral Contract Form - This form will help you define the terms and conditions of a referral transaction.



All these resources are available via our private web page. If you need assistance accessing your CIPS benefits, please email CIPS@realtors.org.



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SPECIAL EDITION



CIPS

Renew your
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Save 10% on your
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dues when you renew
by December 31.

For three consecutive years, we've had record numbers of new designees coming into the CIPS family. We pinned over 800 designees at this year's REALTORS® Conference & Expo, bringing the total CIPS network to **over 3,000 designees in more than 50 countries.**

As the network has increased, so have the number of referral requests/exchanges in the PRIVATE CIPS Facebook group. Join the group, join the conversation, and join the referral exchange!

For a comprehensive list of your benefits, visit the CIPS Benefits Page on realtor.org. If you need access, please email cips@realtors.org.



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Renew today at
realtor.org/cipsdues