



ORANGE COUNTY REALTORS®
**GLOBAL BUSINESS
ALLIANCE**

*THINKING GLOBALLY,
SELLING LOCALLY*

ORANGE COUNTY REALTORS® GLOBAL BUSINESS ALLIANCE

7 MYTHS DEBUNKED

Myth 1

I will not be able to benefit from entering the Global Marketplace. It's too hard. The market isn't big enough. There is no interest.

Truth

- Dollar volume of foreign buyer residential purchases during April 2018-March 2019 was \$77.9 Billion
- 5 top US markets are: Florida (20%), **California (12)**, Texas (10%), Arizona (5%), New Jersey (4%)
- 8% Foreign buyer purchases of \$1M or more
- 41% Foreign buyers paid ALL-CASH

7 MYTHS DEBUNKED

Myth 2

REALTORS® selling overseas need to travel there. It is expensive. It takes time from doing business locally.

Truth

- NAR has established relationships with over 60 foreign Associations
- US online resources provide listing information in 70+ countries translated into 11 languages
- Realtor.com/international
- Proxio.com

7 MYTHS DEBUNKED

Myth 3

I do not speak any language other than English – I cannot work with representatives from other countries.

Truth

- Two-thirds (66.7%) of California immigrants, speak English “well” or “very well”, (*American Immigration Council*)
- English is one of the six official languages of the United Nations along with Arabic, Chinese, French, Russian and Spanish (*un.org*)
- Conduct > Communication

7 MYTHS DEBUNKED

Myth 3

I do not speak any language other than English – I cannot work with representatives from other countries.

Truth

- 2B people speak English with 300M native speakers only in the US, 60M in UK, 29M in Canada, etc.
- “World” and “space” language: official language of the International Olympic Committee and one of the two co-official languages for astronauts serving on board the International Space Station.

7 MYTHS DEBUNKED

Myth 4

Marketing to global buyers and sellers will cost me a fortune.

Truth

- 60% of REALTORS® when working with international clients get leads through referrals
- 17% use online resources

MARKETING TO GLOBAL CLIENTS

CREATING REFERRALS:

➤ Networking

- Local cultural and professional organizations
- Chambers of Commerce, participation in foreign Consulates outreach programs
- [R]Expos and other events
- Travelling (even when on vacation)
- Global Business Alliance

➤ Becoming a CIPS and network through CIPS group

➤ Affiliation with foreign and global real estate groups (i. e. Canadian Real Estate Association <http://www.creaglobal.ca/>)

MARKETING TO GLOBAL CLIENTS

ONLINE RESOURCES:

- realtor.com/international
- Proxiopro.com
- Social media Snapchat, Instagram, FB
- Using NAR advertising discounts at global advertising resources
- <https://www.listhub.com/listhub-global.html>

MARKETING TO GLOBAL CLIENTS

- LinkedIn.com real estate related groups
- Webinars and Blogs
- Your own website
- Overseas Developers – www.ecidevelopment.com
- Affiliation with service providers (i.e. www.MoneyCorp.com)
- Create your own group

7 MYTHS DEBUNKED

Myth 5

I cannot do business without the appropriate foreign Real Estate License.

Truth

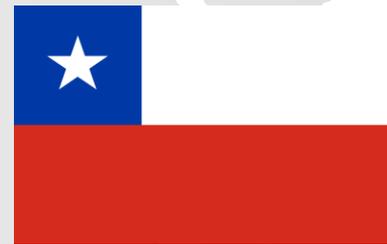
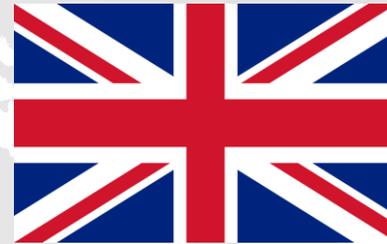
- You just need to be licensed where you actively sell
- Utilize referral opportunities for both in-bound and out-bound sales
- Become a CIPS – NAR CIPS Designation.
<https://www.nar.realtor/designations-and-certifications/cips-designation/cips-search>

7 MYTHS DEBUNKED

Myth 6

Retiring Americans only buy real estate in Mexico.

Truth



7 MYTHS DEBUNKED

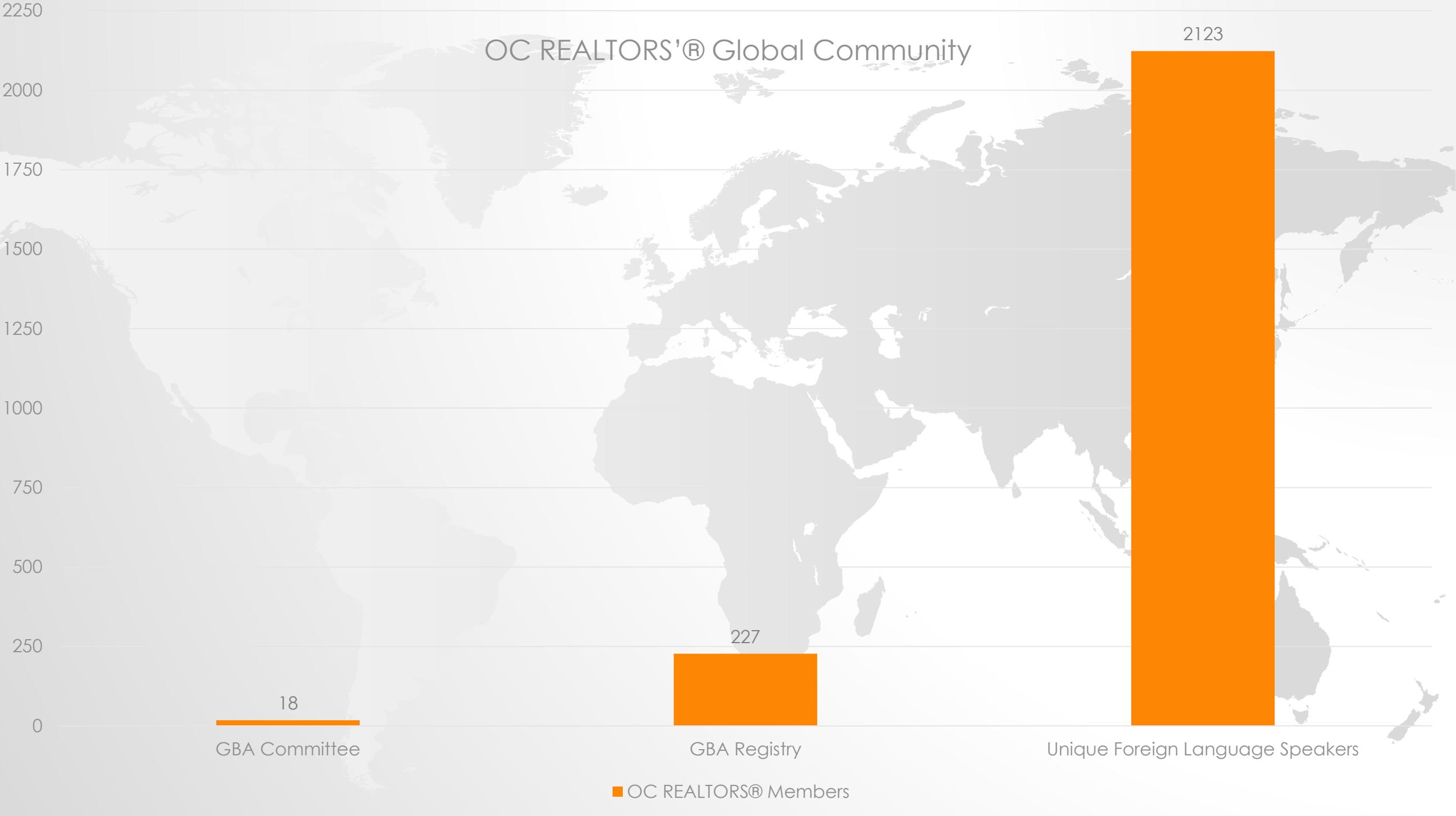
Myth 7

US inbound (global) sales of real estate crashed with Chinese buyers pulling from the market.

Truth

- Top 5 Foreign Buyers and Sellers nationwide are: China, Canada, India, UK and Mexico
- Top countries of origin for California immigrants were/are: Mexico (40%), the Philippines (8%), China (5.9%), Vietnam (4.8%) and India (4.9%).
- Global Forum November 22nd

OC REALTORS'® Global Community



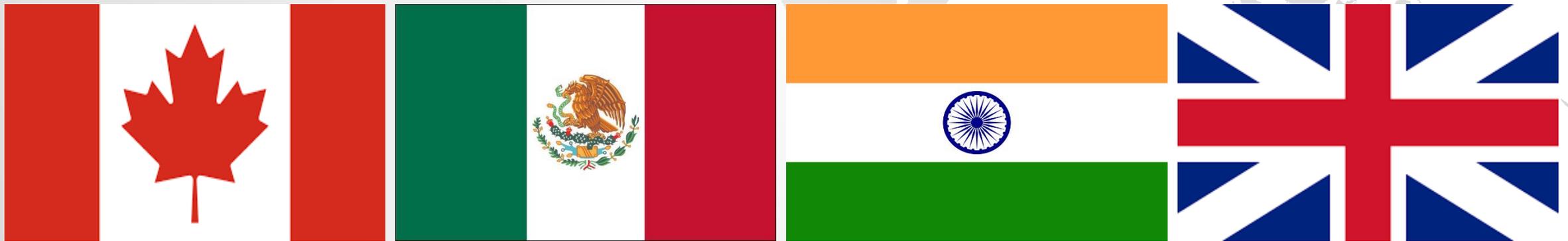
GBA Committee

GBA Registry

Unique Foreign Language Speakers

OC REALTORS® Members

GLOBAL FORUM
NOVEMBER 22, 2019
10:30AM-2PM
MISSION VIEJO
COUNTRY CLUB





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THANK YOU!!

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PROFILE OF INTERNATIONAL TRANSACTIONS IN U.S. RESIDENTIAL REAL ESTATE 2019, by Lawrence Yun, PhD, Chief Economist & Senior Vice President; Gay Cororaton Research Economist

<https://www.nar.realtor/topics>

<https://www.nar.realtor/global-perspectives/10-ways-to-promote-your-global-niche>

NAR.realtor

<https://www.americanimmigrationcouncil.org/research/immigrants-in-california>

<https://www.un.org/>

<https://www.forbes.com>