

GLOBAL PERSPECTIVES

TO LOCAL, INTERNATIONAL & LIFESTYLE REAL ESTATE



CIPS

Certified International Property Specialist

> GLOBAL INVOLVEMENT

Networking Beyond the U.S.

One of the best benefits of earning the CIPS designation is the access you gain to a global network of top-notch real estate professionals in 45 different countries. Tapping into that network, however, requires navigating its key components. This issue of *Global Perspectives* shows you how.

While NAR's global network originates in the U.S., bilateral agreements have been established with like-minded organizations in 68 other countries. NAR calls these organizations Cooperating Associations. Numerous NAR members serve in official voluntary roles to help foster relationships between NAR and the Cooperating Associations, including President's Liaisons and Regional Coordinators. (See page 7 for additional details on Cooperating Associations, President's Liaisons and Regional Coordinators, and how to find them.)

Other components of NAR's global network include Ambassador Associations (U.S.-based REALTOR® associations that have "sister city"-type relationships with specific Cooperating Associations) and International REALTOR® members.

How can you tap into this network to develop your global real estate practice? There are many possible paths to follow, depending on your interests and priorities. For starters, look inside for advice from NAR's five Regional Coordinators. 🌐



NATIONAL ASSOCIATION of REALTORS®
Official Designation





**Countries with Cooperating Associations/
Bilateral Agreements**

** indicate which countries have CIPS designees*

North America, Central America, Caribbean

REGIONAL COORDINATOR'S MESSAGE:

Carla Rayman-Kidd

We're seeing strong interest in CIPS education throughout the region, which is currently the biggest component of NAR's outreach efforts.

In **Mexico**, the Asociación Mexicana de Profesionales Inmobiliarios (AMPI) is extremely active, hosting many networking and educational events each year, including CIPS courses. It's one of the easiest markets for CIPS designees to find networking opportunities.

The REALTORS® Association of **Jamaica** (RAJ) just celebrated its 50th anniversary and has made major strides in raising industry professionalism, primarily through the establishment of a code of ethics largely modeled after NAR's. RAJ also hosted their first 5-day CIPS Institute in 2016 and is planning a second in 2017.

CIPS classes have also been hosted by the **Costa Rica** Global Association of REALTORS® (CRGAR), and the **Bahamas** Real Estate Association (BREA) has their first training scheduled for February 2017. In several other countries, including **Panama, Guatemala, El Salvador, and Honduras**, NAR's President's Liaisons are currently working to cultivate relationships further.

Additionally, the Canadian Real Estate Association (CREA) is an active partner with NAR. NAR members and CREA both share the REALTOR® trademark. Also, several CIPS Institutes are held in **Canada** yearly.

Getting Involved

When CIPS designees ask me about building their own global real estate practice, I always emphasize the importance of face-to-face involvement, including these steps:

Attend the REALTORS® Conference & Expo in November. It's the most important international real estate event in the world and the easiest way to meet CIPS designees and other delegates from many other countries.

If you want to focus on a particular market, get on a plane occasionally and spend time there. Trade missions, conferences and educational events are all excellent entrees.

Learn and adhere to the local customs. You'll be welcomed around the world as long as you respect others' protocols and show a genuine interest in learning local real estate practices. 🌐



South America

REGIONAL COORDINATOR'S MESSAGE:

Mario Rubio

Many of the countries in South America lack real estate licensing laws, but the Cooperating Associations in these countries are lobbying their governing authorities to institute changes. Often, NAR plays an important role in assisting their efforts.

For example, **Peru** was one of the first nations in South America to adopt license laws. NAR worked closely with the Asociación Peruana de Agentes Inmobiliarios (ASPAI) in their efforts to help lawmakers develop an appreciation for the importance of regulations, with an emphasis on modeling U.S. practices.

Now **Chile** and **Brazil** are involved in the same process. Leadership from each country's Cooperating Association regularly travel to NAR's national and midyear conventions to deepen their understanding of how U.S. license laws are designed to protect the consumer and promote professionalism in the industry.

Additionally, NAR's President's Liaisons provide an important conduit between NAR and each country's leadership, assisting in cooperative efforts throughout the year.

Getting Involved

Face-to-face involvement is an essential element of international business. In the U.S., introductions are often made via email or phone calls, but this is not common in other countries. Attending international events is the easiest way to make personal introductions with CIPS designees from around the world, as well as important association officials. It's an investment that will quickly pay for itself many times over.

Before traveling to other countries, there are many other ways to build your global connections at a local level. If your local REALTOR® association (or another association near you) has a Global Business Council, attend their meetings and get involved.

Also, study your local market for global influences and find ways to strengthen your ties to those markets. For example, Boston has a strong Brazilian presence, and Miami is home to many Peruvians. Both Brazil and Peru host excellent real estate conventions, which would be a logical first trip for a global agent looking to deepen their market-to-market connections. 



**Countries with Cooperating Associations/
Bilateral Agreements**

** indicate which countries have CIPS designees*

Asia/Pacific, Australia, New Zealand, UAE, Lebanon



REGIONAL COORDINATOR'S MESSAGE:

Nancy Suvarnamani

Asia Pacific has seen significant growth in the past 12 months in several markets including: **China, Japan, Philippines, and Thailand.**

We have signed a new bilateral partnership with the Real Estate Association of **Mongolia** (REAM). This has already proved to be a valuable relationship as they have been tasked with creating real estate laws in order to enhance the level of professionalism within Mongolia.

NAR just signed a new memorandum of understanding with **United Arab Emirates** (U.A.E.) to enhance our existing bilateral partnership in order to enrich the education initiatives that they have set for themselves.

In August, the second annual International REALTOR® Conference was held in conjunction with The Metropolitan Government of Incheon and John Riets LTD in Incheon, **South Korea**. There were over 400 attendees originating from 16 countries. The conference was a great platform for our partners to meet and discuss best practices as well as challenges that they are facing. 🌐

Countries with Cooperating Associations/ Bilateral Agreements

** indicate which countries have CIPS designees*



Western Europe, Israel, South Africa

REGIONAL COORDINATOR'S MESSAGE:

Barbara Schmerzler


Preoccupied with their own issues of economic recovery, Western European countries have been rather reticent to explore the possibilities offered by NAR in terms of International REALTOR® membership or participating in our national meetings. This is certainly the case in **Belgium**, the **United Kingdom**, **Portugal** (which is becoming the go-to place for many good property values), and **Spain** (where a vibrant association has joined the NAR family and is enthusiastically embracing some of our education courses).

The **Nordic countries** seem to share some of the same values and are planning to meet more often within the region. **Germany** is of course dealing with refugees and **Austria** has taken advantage of our President's Liaison's expertise and teaching skills. All associations are hoping to swell their membership ranks by seeking younger people to enter the profession directly from university.

The **Netherlands** have become very global in their thinking and, along with **France**, is maintaining a steady course of planning based on events in both countries. **Italy** and **Ireland** recently welcomed trade and study missions from both the New York State Association of REALTORS® (NYSAR) and the Minneapolis Area Association of REALTORS® (MAAR).

Throughout the region (and in most countries around the world) NAR's Cooperating Associations represent real estate agents who are employees, there are very, very few MLS groups in place, there is little licensing, and exclusive contracts are not approved by the governments of some countries and/or the EU Parliament.

In **Israel**, the president and vice president of the Jerusalem Chamber of Real Estate Professionals are working to form a national association by gathering like-minded licensed brokers and agents into groups representing the towns and cities where they are doing business.

The Real Estate Business Owners of **South Africa** (REBOSA) continues to move ahead with classes covering many diverse topics. We are also working closely with the Institute of Estate Agents of South Africa (IEASA) which also happens to be NAR's oldest partner. 



Countries with Cooperating Associations/ Bilateral Agreements

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Central/Eastern Europe



REGIONAL COORDINATOR'S MESSAGE:

Zola Szerencses

The countries in central and eastern Europe are all working, at varying rates of progress, to institute reforms that will help their real estate industries operate in a more professional and transparent manner. Long-accepted practices in the U.S., such as exclusive listing agreements and cooperation between agents, are not present in many markets.

Romania, Hungary, Poland, Bulgaria and **Greece** have made the most substantial progress. Of these, it is particularly noteworthy that Romania now has a Multiple Listing Service. Additionally, **Serbia** was the most recent country in this region to sign a cooperative agreement with NAR at the REALTORS® Conference & Expo in Orlando.

NAR's role in central and eastern Europe has been one of supporting each country's efforts,

largely through coordination between a NAR President's Liaison and key representatives from the designated Cooperating Association. Currently, some of the most active relationships are with **Romania, Greece, Hungary, Poland** and **Russia**. (See NAR's Global Alliances directory to identify specific individuals and associations.)

Getting Involved

Attending the annual REALTORS® Conference & Expo is always an excellent first step. Beyond this, if you are interested in networking more extensively with the right people from a particular country in this region, here are three points of contact to explore:

First, reach out to the appropriate President's Liaison. See if they can provide any networking advice. Depending on their background

and experience, they may be able to help you identify the most important participants (for your market niche) and make suggestions regarding networking practices in this country.

Secondly, touch base with the appropriate Ambassador Association. Depending on their level of involvement, they may be able to provide additional advice.

Explore networking opportunities with the Cooperating Association. Many of these groups host annual association meetings (also called general assemblies) that provide excellent face-to-face networking opportunities and will deepen your understanding of local real estate practices. 🌐



4 ONLINE DIRECTORIES

Help You Find Global Connections

Even though face-to-face networking is the best way to build a global practice, it's also important to research a market and learn more about key individuals and organizations that are actively involved in global business.

To support your efforts, NAR offers four valuable online directories:

1. Cooperating Associations

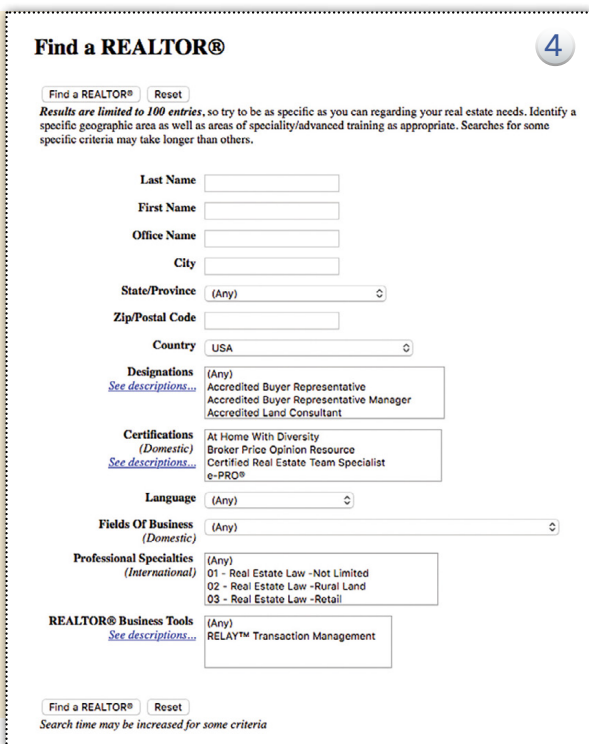
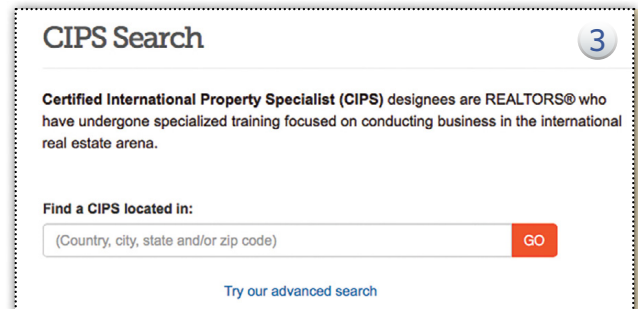
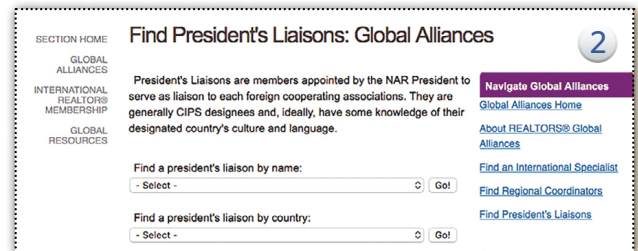
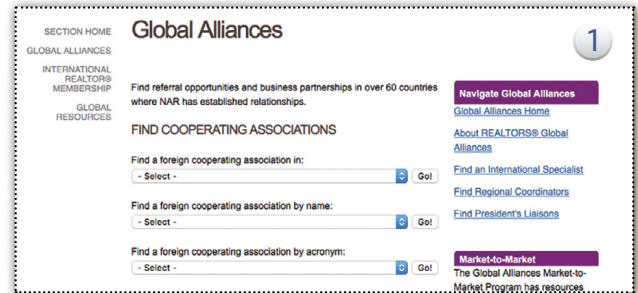
realtor.org/intlnet.nsf/Home?OpenForm

Cooperating Associations act as like-minded partners with NAR, seeking to enhance professionalism in their country and maintaining bilateral agreements. While they are typically real estate industry groups, a Cooperating Association may also be a government organization. (Note: Ambassador Associations can also be found through this directory.)

2. President's Liaisons

realtor.org/intlnet.nsf/SearchPL

These are NAR members, appointed by the president of NAR to serve as his or her liaison to real estate professionals in their designated country. President's Liaisons are further organized into five regions and work under the direction of a Regional Coordinator (also an NAR member appointed by the president).



3. CIPS Designees

realtor.org/cips-search

The CIPS network includes over 3,400 designees in 45 countries. These are your peers, in terms of sharing a commitment to the highest level of professionalism and education in global real estate.

4. International REALTOR® Members

realtor.org/findarealtor

Use this directory to find real estate professionals around the world who are members of NAR and subscribe to a code of ethics similar to that of NAR.



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GLOBAL INVOLVEMENT



Renew your **CIPS membership**
today and **Save 10%**
when you renew by January 6.

CIPS membership keeps you at the forefront of international business, providing the network and services you need to be successful working with global clients. We pinned nearly 800 designees at this year's REALTORS® Conference & Expo, bringing the total CIPS network to over 3,400 designees in 45 countries. As this network of global experts has increased, so have the number of referrals and cross-country connections.

Renew today at realtor.org/cipsdues

New CIPS Benefits Coming in 2017:

NAR Global Marketing Center: This online platform allows CIPS designees a turnkey solution to create personalized CIPS marketing materials, including consumer-focused flyers, brochures, postcards, and more.

CIPS Outreach and Trade Missions: We have teamed up with Friendly Planet to help organize and plan visits to countries around the world where NAR has solid partnerships and a strong opportunity to conduct business with real estate professionals.

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