

08.2018

GLOBAL PERSPECTIVES

TO LOCAL, INTERNATIONAL & LIFESTYLE REAL ESTATE



CIPS

Certified International Property Specialist

> BEST DATA RESOURCES

Leverage Your LOCAL Data for GLOBAL Impact

Data is a powerful tool, with infinite real estate applications. First and foremost, you can use data to evaluate properties, prices, current inventory, and local market trends. After all, whether your clients are buying or selling, their top priority is getting the best price.

However, many other types of data also play a role in shaping your practice. As a global agent, you can use data and market insights to:

- **Pinpoint global opportunities** in your market. Data reveals many key facts about international connecting points, each leading to residential and/or commercial property transactions.
- **Market your services** to a global audience. Once you understand where opportunities exist, it's much easier to decide where and how to attract new business.
- **Promote your market** to the world. What's unique about your area, and how can you use those points to appeal to international buyers?
- **Help clients make property decisions.** Typically, global buyers need more assistance identifying and purchasing a suitable property, compared to someone who is intimately familiar with your market.

It's easier to tackle these objectives if you know what questions to ask and where to find the best answers. That's what's inside this issue: a compilation of many excellent tools for identifying global opportunities and assisting global clients. Depending on where you're located and what niche you're targeting for your global practice you'll want to drill deeper into some topics more than others.

Bottom line, buyers and sellers want to work with a real estate professional they trust—a quality that requires more than honesty and integrity. Trust also implies knowledge and competence. To earn your clients' trust, make sure you're relying on the most accurate and useful resources to help guide their decisions. 🌍



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REALTORS®
Official Designation



Who lives in (and visits) your market?

This is the first question you should ask yourself. People cross borders for many reasons. Examine each of these avenues to get a complete picture of the global population in your market and to identify opportunities to support their real estate needs.

Population Data

Who has immigrated to your market? Where are they from and what languages do they speak? In the U.S., the Census Bureau provides extensive reporting on population demographics.

To obtain local details:

1. For key community facts, down to the zip code level, use [FactFinder.Census.gov](https://factfinder.census.gov).
2. If you only need state-level facts, take advantage of NAR's State-by-State International Business Reports, at nar.realtor/statereports.

OTHER SOURCES OF POPULATION DATA



Canada

Statistics Canada
statcan.gc.ca/eng/start



England and Wales

Office of National Statistics
ons.gov.uk



France

National Institute of Statistics and Economic Studies
insee.fr



Germany

Federal Statistics Office (Destatis)
destatis.de



Mexico

Instituto Nacional de Estadística y Geografía
inegi.org.mx

Common Types of International “Visitors”

Workers

Who is working in your market, as a highly-skilled international employee? Numerous companies and organizations (corporations, universities, medical centers, etc.) sponsor visas and hire employees from other countries. These workers need housing. To find out who, specifically, is hiring in your U.S. city—plus how many positions, and average salaries—check out the Work Visa Database at MyVisaJobs.com.

Students

How many international students are attending the institutions of higher learning in your market? Many colleges and universities publish this information on their website; if not, you usually can request it directly from the admissions office. Parents of current and future students often purchase real estate for student housing, rental income, long-term investment, and/or vacation purposes. For more data on student trends, consult the Institute of International Education at iie.org/Research-and-Insights/Open-Doors.

Retirees

Does your market attract retirees from other countries? Current and future retirees often purchase real estate for full- and/or part-time residency (depending on visa restrictions, and their plans for retirement). To find out which countries are attracting the most U.S. retirees, see where the U.S. Social Security System is sending payments. ssa.gov/deposit/foreign.htm

Tourists

Is your market a magnet for tourism? Sometimes visitors fall in love with a destination and decide to purchase a property. Find the organizations that are facilitating tourism in your market. They should be able to provide detailed information on tourism trends and countries of origin—and suggest ways to get involved (write articles, place advertisements, etc.).





Considerations

Flights

Can international visitors easily travel to your market? The availability of direct flights has a significant impact on global tourism and business opportunities. An easy way to check: Go to FlightConnections.com and enter the name of any airport, then click on a flight path to see which airline(s) service that route, plus their daily schedule.

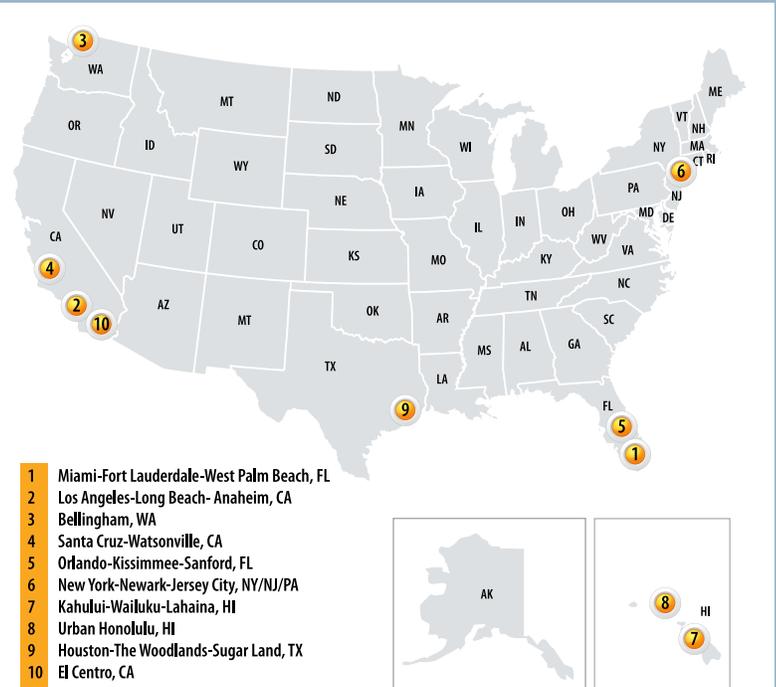
Property Shopping

Who is showing interest in purchasing a property in your market? Each month, realtor.com® International publishes the top 10 countries of origin, for U.S. property searches, by city. Soon, this information will be available at the zip code level! nar.realtor/where-are-global-buyers-searching-in-the-united-states

SOLD: International Transactions

What properties have already exchanged hands with foreign investors? In U.S. markets, you may be able to track foreign investment via your MLS. For example, by asking "Was FIRPTA involved?," you can identify a foreign seller without violating fair housing laws. 

TOP TEN MARKETS FOR INTERNATIONAL TRAFFIC - June 2018



Source: realtor.com/international



Making Connections: International Clubs

When people take up residency in another country, they often seek out connections with others from "back home," while also establishing ties to their new community. Filling this need are a wide range of social groups that go by many different names (cultural clubs, societies, expat groups, etc.).

Given the friendly intentions of these groups, newcomers are welcome. It's an excellent way to meet people within a particular community. Just make sure your intentions are equally sincere. If you simply show up, looking for business, doors will close.



How does global business and investment flow through your market?

International business and investment includes countless opportunities for commercial and residential agents. Much of the “action” takes place via economic development agencies, bi-national chambers of commerce, and similar groups. Here are additional resources for identifying touch-points that could be driving global demand for real estate in your market.

Foreign Direct Investment (FDI)

Which international companies are operating in your market? How many jobs are they creating? When a foreign company invests in another market, it triggers numerous real estate-related needs, potentially including land for commercial development, office space, international relocation of executives, housing for local workers, and more. Getting involved begins with knowing what’s happening.

Usually, your economic development partners can provide extensive details on FDI developments. In the U.S., you can also find state-by-state FDI snapshots of top industry sectors, source countries, and the number of U.S. jobs directly supported by majority foreign-owned affiliates at SelectUSA.gov/FDI-global-market/states-territories.

Investment Visas

Investors cross borders for many different reasons and purchase a wide range of commercial and residential properties. Sometimes their interest is linked to a visa program. In the U.S., the EB-5 Immigrant Investor Visa is designed to attract foreign investment in projects that create jobs for U.S. citizens.

In exchange for investing in an eligible project (including Regional Centers), applicants receive conditional residency (or permanent residency once all conditions are met). For a list of over 900 approved Regional Centers, visit bit.ly/RegionalCenters.

Embassies

Which diplomatic missions are located in your market? It’s a good indicator of a country’s commitment to supporting trade and tourism in your area. Remember, the primary mission of a commercial attaché is to promote their country. Show interest, and you’ll likely be given a wealth of resources!

Search for embassies/consulates of or located in a country by visiting the worldwide database at embassy.goabroad.com.



3 Key Indicators of Global Trade

1. Imports and Exports

Who are the primary trading partners for your market? U.S. state-level data is available from the International Trade Administration, at bit.ly/ImportsExports.

2. Ports

Water ports aren't limited to ocean coastlines. In the U.S., for example, you'll also find inland ports along the Mississippi River and in the Great Lakes.

Visit WorldPortSource.com for interactive satellite images, maps, and contact information for 4,936 ports in 196 countries, color-coded by the size of each port.

3. Trade zones

Free-trade zones (also called foreign-trade zones) are secure areas where imported merchandise can be handled, manufactured, or reconfigured, then reexported with little or no payment of import or export taxes. Originally limited to areas adjacent to ports of entry, the concept has expanded to include other designated zones, requiring road or rail transportation beyond an airport or water port.

In the U.S., the Department of Commerce, International Trade Administration, compiles a state-by-state list of free-trade zones at enforcement.trade.gov/ftzpage/letters/ftzlist-map.html. 



3 Helpful Shortcuts

Don't have time to investigate all the data sources mentioned here? Then see if these resources can speed up your efforts:

1. Global Business Councils - If your local or state association of REALTORS® has a global business council, they may have already established relationships with area economic development authorities and/or compiled key data for your market. For a list of these groups: nar.realtor/global/global-business-councils/global-business-councils-directory.

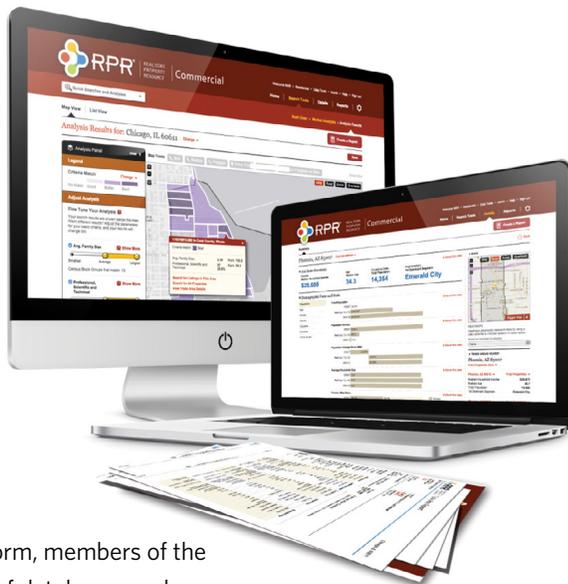
2. Research from NAR - Many of the topics mentioned here are summarized in NAR's State-by-State International Business Reports. Further, NAR provides detailed Local Market Assessments for 16 U.S. states. To view these reports, visit the NAR Global Marketing Center at printingstorefront.com/narglobal and select "Research," under "CIPS Designee Resources."

3. Brookings Institute - Its Global Cities initiative has published FDI plans, export plans, and/or global trade and investment plans for nearly 30 U.S. markets, including both major metropolitan areas (Los Angeles, Atlanta, Houston, etc.) and smaller cities (such as Des Moines, IA), plus several regional markets (e.g., 10 counties in south-central Kansas). Each report includes a detailed summary of the current international business climate. Visit brookings.edu/global-cities-initiative-the-exchange/.

Make it Easy: Compiling Data for Clients

The tools mentioned so far answer a variety of specific questions that you, or your clients, may ask about your market. However, instead of compiling data from various sources, wouldn't it be nice to have a resource that "rolls everything up" into a single, summarized report that also includes properties available for sale?

This is exactly what REALTORS Property Resource® (RPR®) provides. In a single platform, members of the National Association of REALTORS® have (exclusive) access to a powerful collection of databases and analytical tools that help you:



- Isolate appropriate U.S. properties
- Analyze properties for a client's unique objectives
- Generate impressive in-depth reports

Plus, RPR® is free to REALTORS® and includes powerful applications for a wide range of users—residential agents, commercial agents, brokers, appraisers, and more. Consider just a few examples of how a CIPS designee could use this powerful tool for international clients:

1. Choosing a Neighborhood

Assume a buyer from another country is interested in purchasing a home in a U.S. market, but doesn't know which neighborhood offers the best fit. You can use RPR® to drill down on neighborhood data, including or excluding various criteria that your client has flagged as important.

Each Neighborhood Report offers:

Summary – An overview of four major categories: 1) the median sales price versus sales volume; 2) median listing price versus listing volume; 3) population.

Housing – Easy-to-read graphs on the price, size, property age, and number of bedrooms for homes sold in the area, plus owned versus rented, and other options.

Economy – Per capita and median household incomes, plus employment figures.

Quality of life – Details on weather, walkability scores, commute times, transportation options, and water quality.

You decide: Each criteria listed above can be included or excluded in the report you generate. Many of the metrics will include side-by-side charts, comparing a neighborhood to the county, state, and nation.

After choosing the specific elements for a client's Neighborhood Report, select among report cover options (your contact information, photo, logo, etc.) and choose a delivery method. Reports can be emailed

to clients (and yourself) directly from the RPR® site. Or, you can download a PDF file.

Schools: If your client's neighborhood decision involves a choice of schools, you can also generate a School Report in RPR®. Start by searching by geography, or within a particular school district, with filtering options by elementary, middle, or high school.

The search results provide summaries on each school along with a variety of academic details and a comparison to the larger school district. The user can also search for properties that are for sale near a specific school.



2. Selecting an Investment Property

Many international buyers are interested in purchasing a property that can be used as a second home, but also provides rental income and long-term capital gains. There are several ways to use RPR® to facilitate these decisions:

Property Report – Isolate eligible properties, using whatever criteria matters most. Typically, this includes traditional search terms like price range and the number of bedrooms. However, you're also able to search on the basis of proximity to key points of interest, drive times, markets with rising or falling prices, and much more.

Once you've identified potentially eligible properties, analyze the results further. For properties that are currently listed for sale, two prices are provided—the listing price and an estimated value. In most situations, you will see a Realtors Valuation Model® (RVM®) for the estimated property value.

The RVM® goes beyond other automated valuation models (AVMs), by including listing and sales data from the MLS. It's the most accurate valuation available for U.S. properties. Remember that the availability of MLS data varies by market and may depend on your participation in that MLS.

Go one step further: Showcase your local market knowledge and add value for clients by making further price adjustments, based on what you know about the condition of this property and other comparable homes. You can also make refinements based on specific improvements that need to be made, or upgrades your client would like to make.

Investment Analysis – To evaluate a home's investment potential, you can use another tool built into RPR®, called Valuate®. It's helpful for analyzing both residential and commercial properties, with options for short-term (flip) and long-term (buy and hold) investors.

3. Identifying a New Business Location

According to NAR's 2018 Commercial Real Estate International Business Trends report, nearly 20 percent of survey respondents (U.S. commercial practitioners) closed a sale involving international clients/investors. This includes both large and small transactions. For example, a buyer from another country may be interested in opening an ethnic grocery store in your market. How can you help them, using RPR®?

First, it's important to note that RPR® Commercial offers several different tools, compared to the residential side of the platform. Chief among these is the integration of data from Esri, often used for site selection.

RPR® includes Esri's Tapestry data, which classifies neighborhoods into 67 unique segments, based on demographics and socioeconomic characteristics. It's an easy way to describe U.S. neighborhoods in visual terms and decide if an area is a good fit for your client's business.

Other features built into the platform are maps to view traffic patterns, plus supply/demand for additional retail outlets. Additionally, as mentioned earlier, the Valuate® tool lets you conduct both short- or long-term analyses for commercial investors, including a recent enhancement—the ability to evaluate multi-family rental properties. 🌐

Learn More

In terms of what you can do with RPR®, when working with global clients, these examples barely scratch the surface. As a CIPS designee, you've already demonstrated your commitment to serving international buyers and sellers of real estate—and you understand their unique needs. With RPR®, it's easy to deliver a higher level of service that commands respect with global clients!

Learn more by accessing our CIPS RPR® webinar series in the Global Marketing Center at printingstorefront.com/narglobal or by visiting blog.narrpr.com.





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Grow Your Global Network in Boston!

Register for the 2018 REALTORS® Conference & Expo from November 2-5 in Boston. Come meet up with fellow CIPS designees and make new contacts with over 1,300 international visitors from more than 60 countries, along with over 20,000 U.S. REALTORS® and guests!



CIPS

Reserve your spot at these key ticketed events:

At Home With Diversity Pre-Conference Course

Commemorate the 50th anniversary of the signing of the Fair Housing Act by taking NAR's At Home With Diversity (AHWD) course on Thursday, November 1 from 8:30 a.m.-5:00 p.m. The \$75 application fee will be waived for attendees who apply for the AHWD certification by December 15.

CIPS Designee Pinning Ceremony

Network with global real estate professionals and congratulate new designees at our bi-annual pinning ceremony from 1:30 p.m.-3:00 p.m. on Friday, November 2.

International Night Out & Awards Ceremony

Enjoy a formal dinner as we honor top leaders in the global community, followed by dancing to live music on Saturday, November 3 from 7:00 p.m.-12:00 a.m.



Register at www.conference.realtor.



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