

2020

Global Alliances International Residential Real Estate Business Survey

NATIONAL ASSOCIATION OF REALTORS®



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2020 Global Alliances Survey on International Residential Real Estate Transactions

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About the 2020 NAR Global Alliances Survey

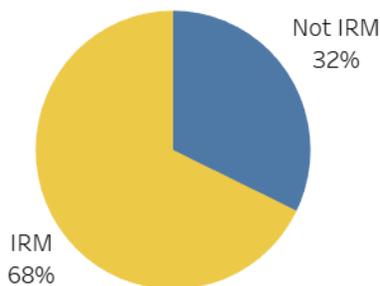
The National Association of REALTORS® maintains formal relationships with over 100 organized real estate associations in 75 different countries around the world. This network of global alliances gives REALTORS® the confidence of working with professionals that abide by NAR's strict Code of Ethics and is a very powerful network and referral platform for growing the international business of NAR's 1.4 million members.

To gain a better understanding of the international business transactions in these countries, the National Association of Realtors® Research Group and the Member Engagement Group conducted a survey to gather information on the transactions of respondents with international clients during the reference period of July 19 through June 2020. The survey defined an international client as one who is not a citizen of the country of the respondent. Respondents were asked about the characteristics of five closed transactions.

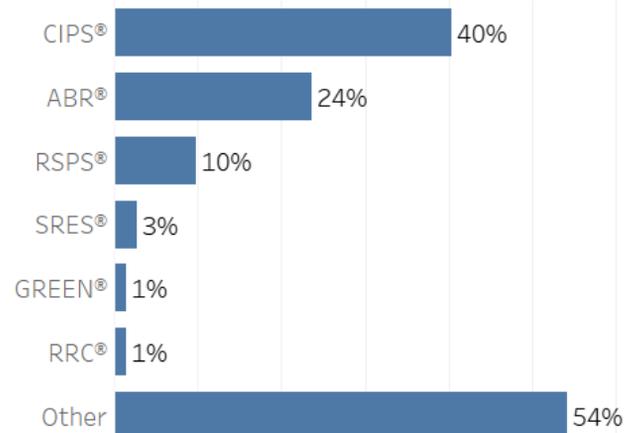
The survey was sent to 3,537 members in English (2,132), Spanish (1,357), and Portuguese (48) during July 13 through September 24. The survey received 495 usable responses, which are responses where the respondent identified the country of business.

Among the 184 respondents who provided information, 130 respondents or 71% reported they are an IRM®. Of the 130 IRM® respondents, 22% held a Certified International Property Specialist (CIPS®) designation.

71% of Respondents Were International Realtor® Members



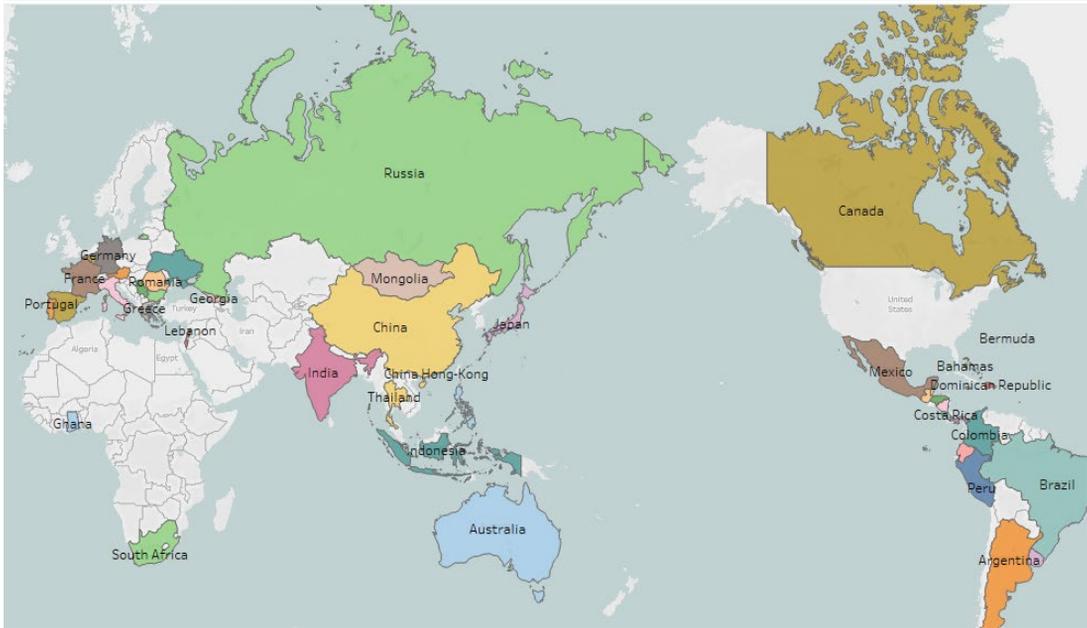
Designations Held by IRM® Members



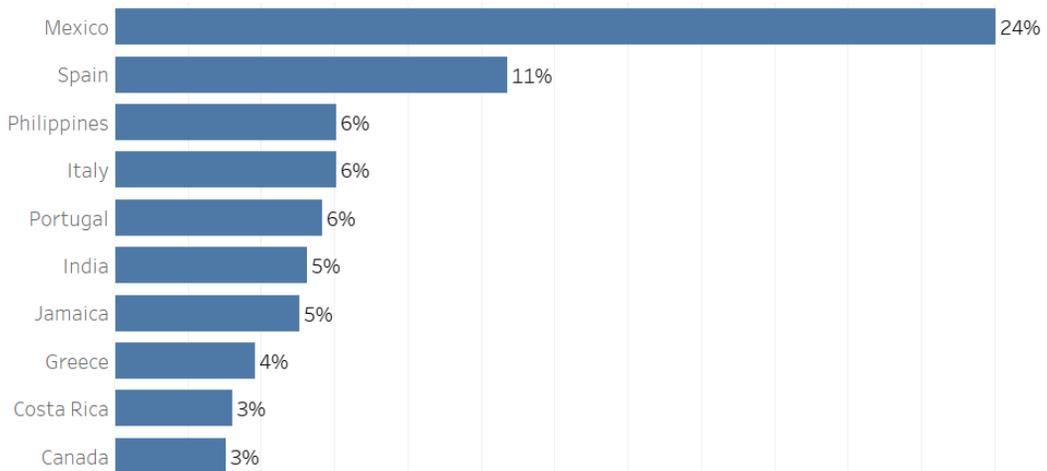
International Business Trends

The 495 respondents identified 48 countries as their business area. The countries with the largest number of respondents that accounted for at least 3% of the respondents were Mexico (24%); Spain (11%), Italy (6%), Philippines (6%), Portugal (6%), India (5%), Jamaica (5%), Greece (4%), Costa Rica (3%), and Canada (3%).

495 Respondents Who Participated in the 2020 NAR Global Alliance Survey Conduct Their Business in 48 Countries



Top Countries of Business Among Respondents



Among the 472 respondents who provided information (excluding those who are not engaged in any sales transaction), 68% reported they conducted a business with an international client during the period July 2019-June 2020.

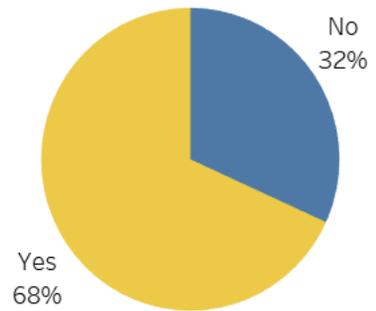
Thirty percent of respondents reported a decrease in their international client business during the period July 2019 through June 2020 compared to the prior 12-month period.

Twenty-seven percent of respondents reported a decrease in their international business over the past five years.

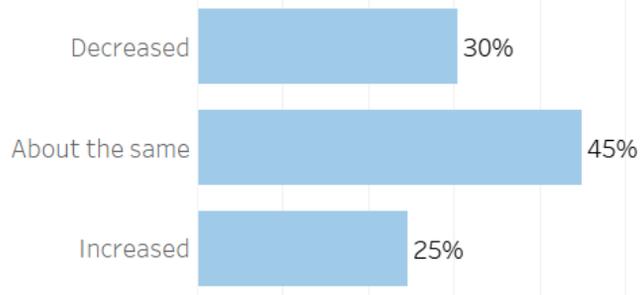
The higher fraction of respondents who reported a decrease in international business in the past year compared to five years ago likely reflects the impact of the COVID-19 travel bans and the economic impact of the pandemic on international transactions.

Nearly three-fourths of respondents reported that the international client contacted them directly or found them through a website.

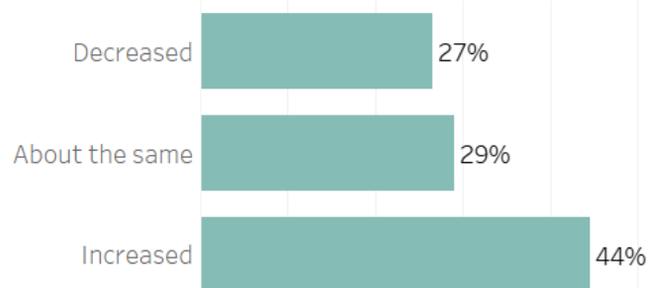
68% of Respondents Had an International Client



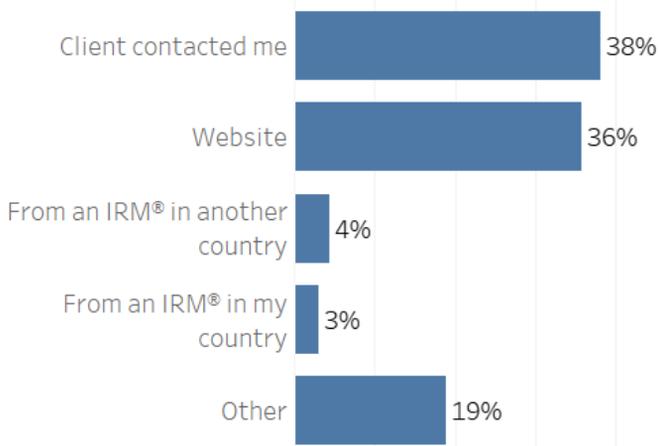
25% of Respondents Reported an Increase in International Client Business in the Past Year



44% of Respondents Reported an Increase in International Client Business in the Past 5 Years

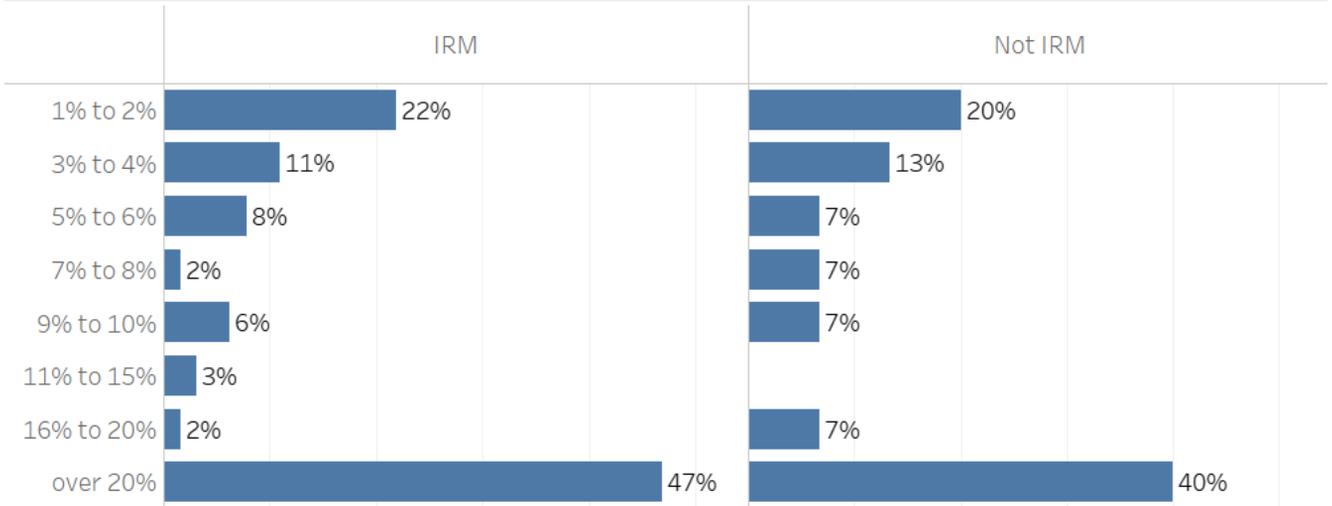


Source of Leads/Referrals



Among the respondents who reported they were an International REALTOR® Member (IRM®), 47%, reported that their international client business accounted for over 20% of their business, a higher fraction compared to non-IRM respondents, at 40%.

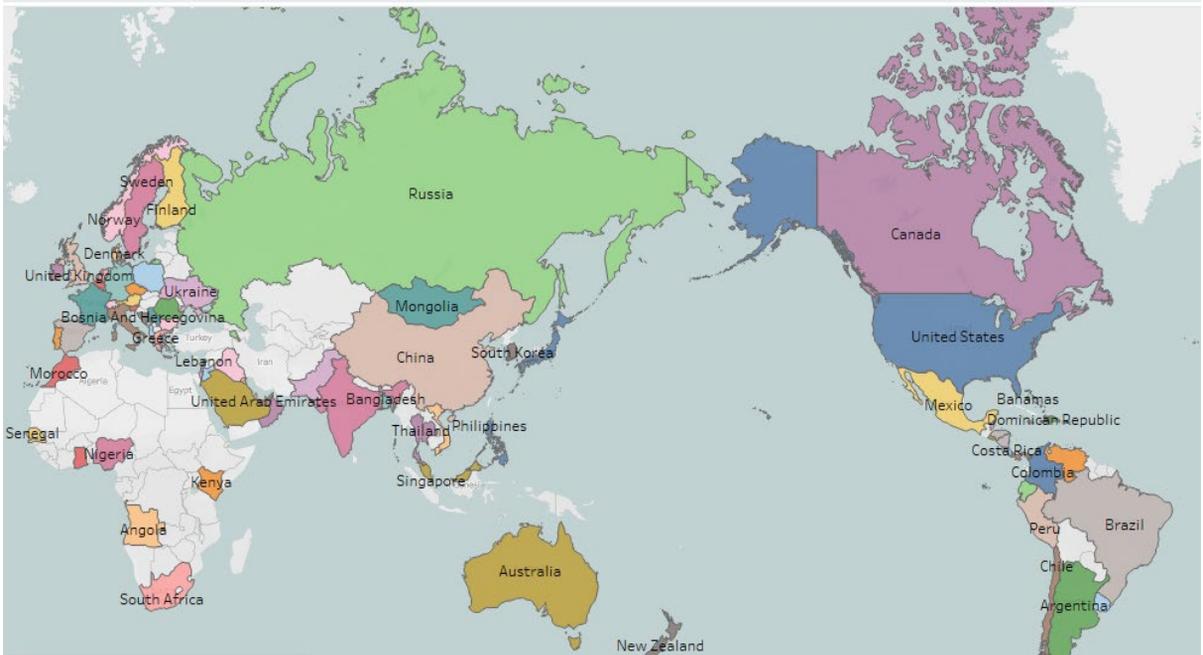
47% of IRMs Reported that at Least 20% of Their Business was International



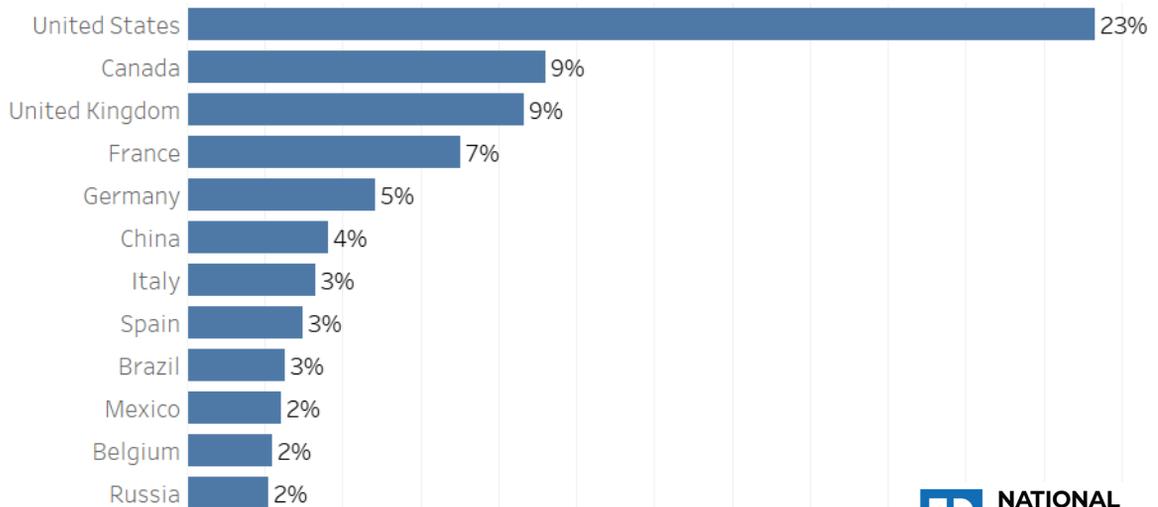
Origin of Foreign Buyers

Respondents reported that their foreign buyers came from 48 countries. Buyers from the United States accounted for 23% of all reported foreign buyers, followed by foreign buyers from Canada and the United Kingdom that each accounted for 9% of foreign buyers. Other top countries of origin were France (7%), Germany (5%), China (4%), Italy (3%), Spain (3%), Brazil (2%), Mexico (2%), Belgium (2%), and Russia (2%).

Foreign Buyers Came from 48 Countries



Top Foreign Buyers During July 2019-June 2020



Foreign Buyer Residential Purchases

Sixty percent of respondents reported that prices in their home countries are less expensive than prices in other countries.

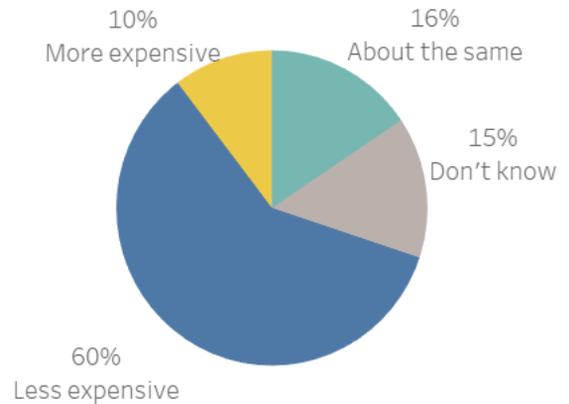
About 57% of respondents reported that the price of the properties purchased was \$250,000 or less.

Sixty-five percent of respondents reported that the foreign buyer paid all-cash.

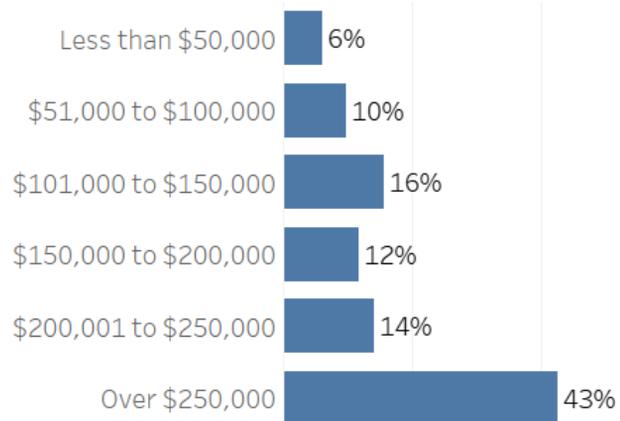
Nearly half of foreign buyers purchased condominiums.

Slightly more than half, at 56%, intended to use the property as a vacation home or as a rental.

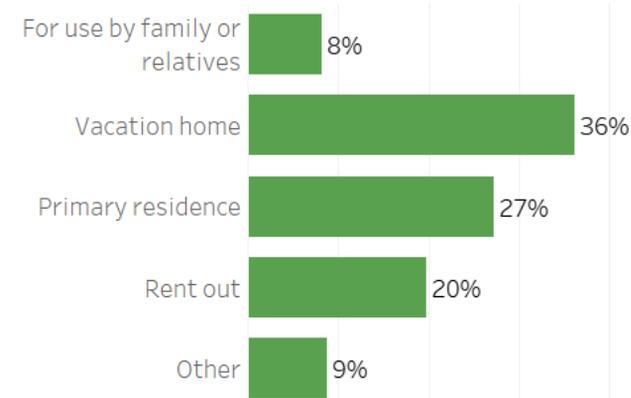
60% of Respondents Reported Home Country Prices Were Less Expensive



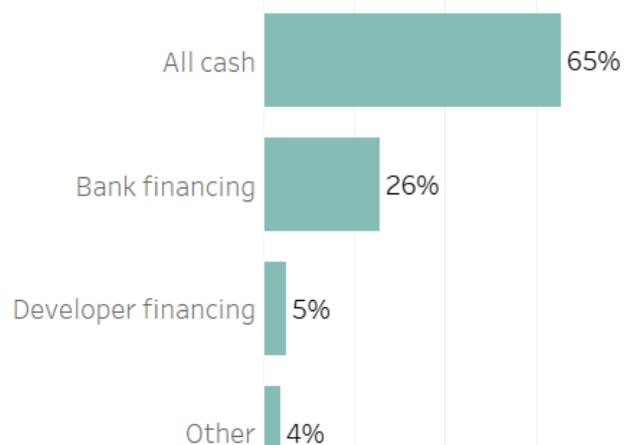
43% Purchased Properties of Over \$250,000



56% Purchased for Vacation or to Rent Out



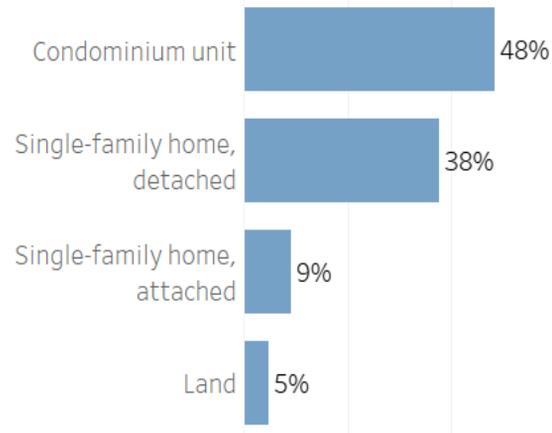
65% Paid All-Cash



Nearly half of foreign buyers purchased condominiums.

Respondents cited a variety of reasons why the client decided not to purchase a property. "Could not find a property", "cost of the property", "difficulty moving money" were the top reasons why the client did not purchase a property.

48% Purchased Condominiums



Reasons Foreign Buyers Decided Not to Purchase Property

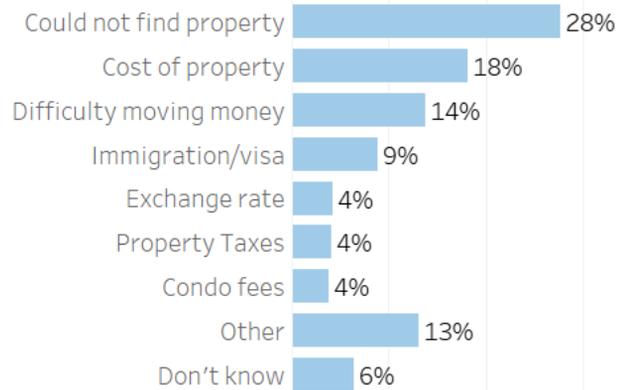
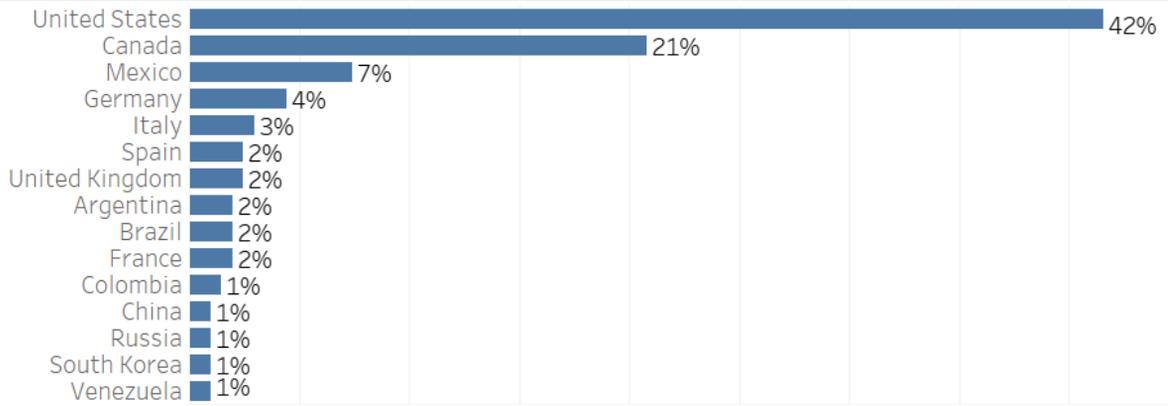


Photo: Roberto Roman Carlos
<https://unsplash.com/photos/3WvjUA-ut9M>

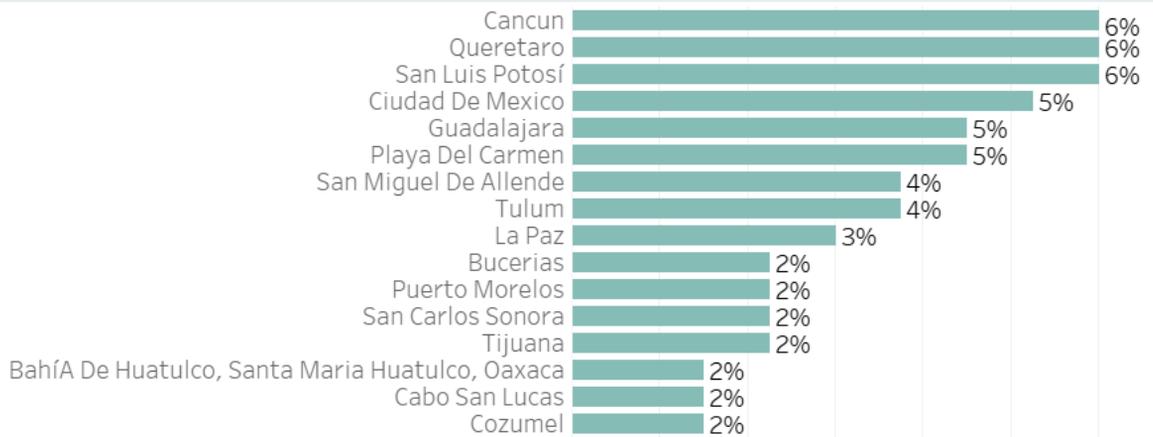


Foreign Buyers in Mexico

Top Foreign Buyers in Mexico

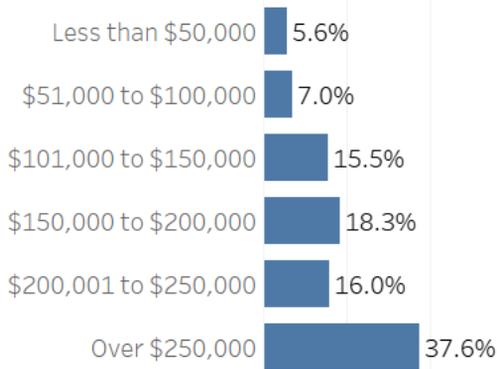


Location of Property Purchased in Mexico

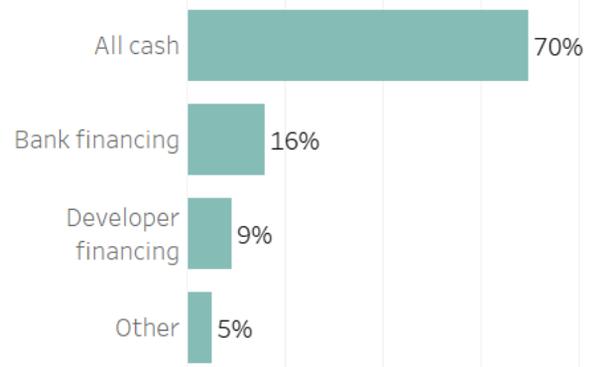


Foreign Buyers in Mexico

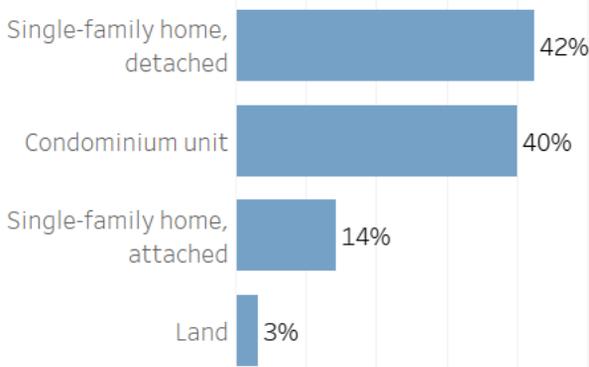
Foreign Buyer Price



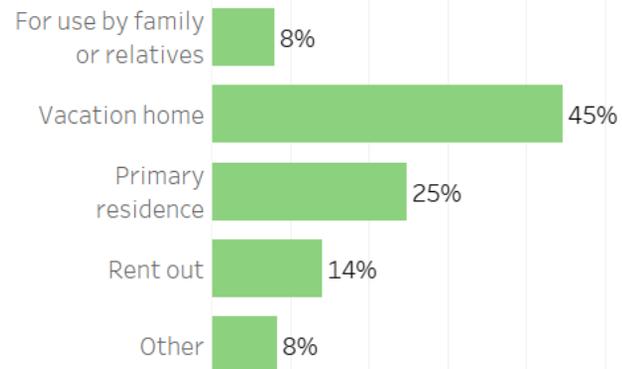
Source of Financing



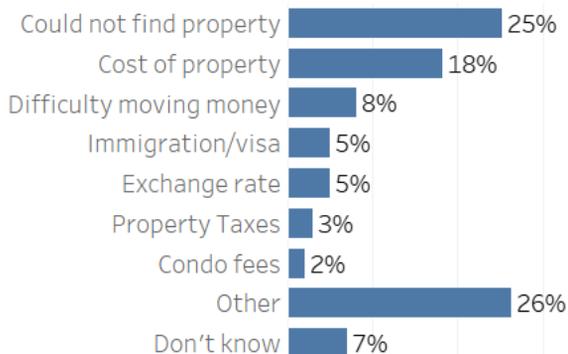
Type of Property Purchased



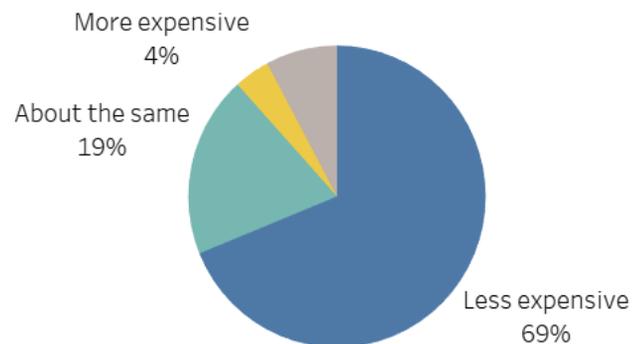
Intended Use of Property



Reason Foreign Buyers Decided Not to Purchase Property

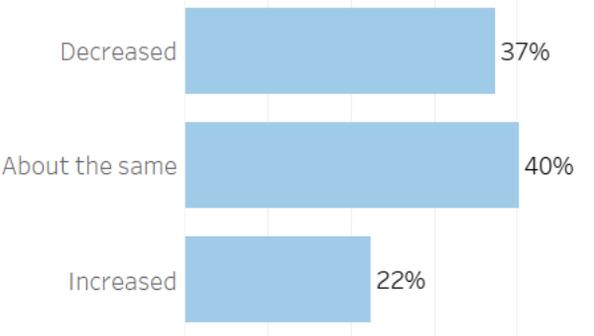


House Prices in Mexico vs. Other Countries



Foreign Buyers in Mexico

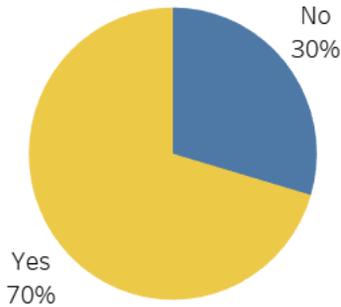
Change in International Client Business Compared to the Past Year



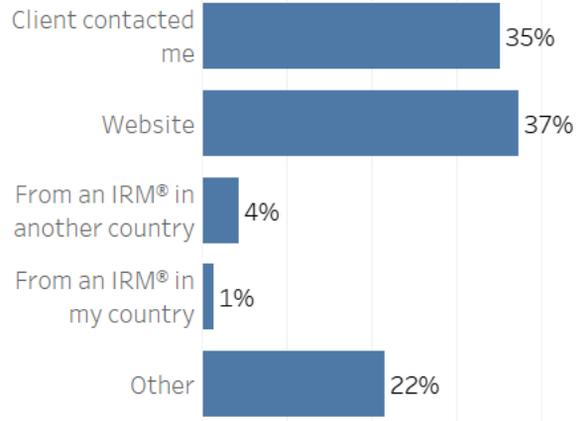
Change in International Client Business Compared to the Past 5 Years



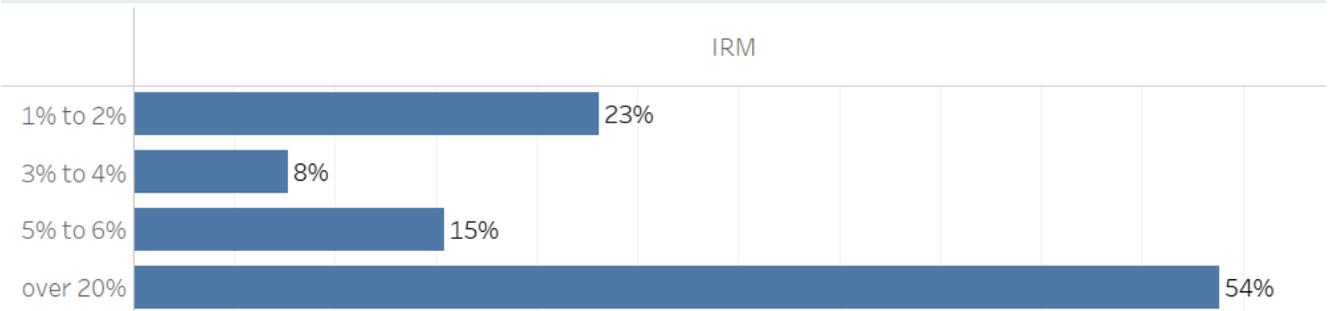
Percent of Respondents with an International Client



Source of Leads/Referrals



Percent of Business that is International



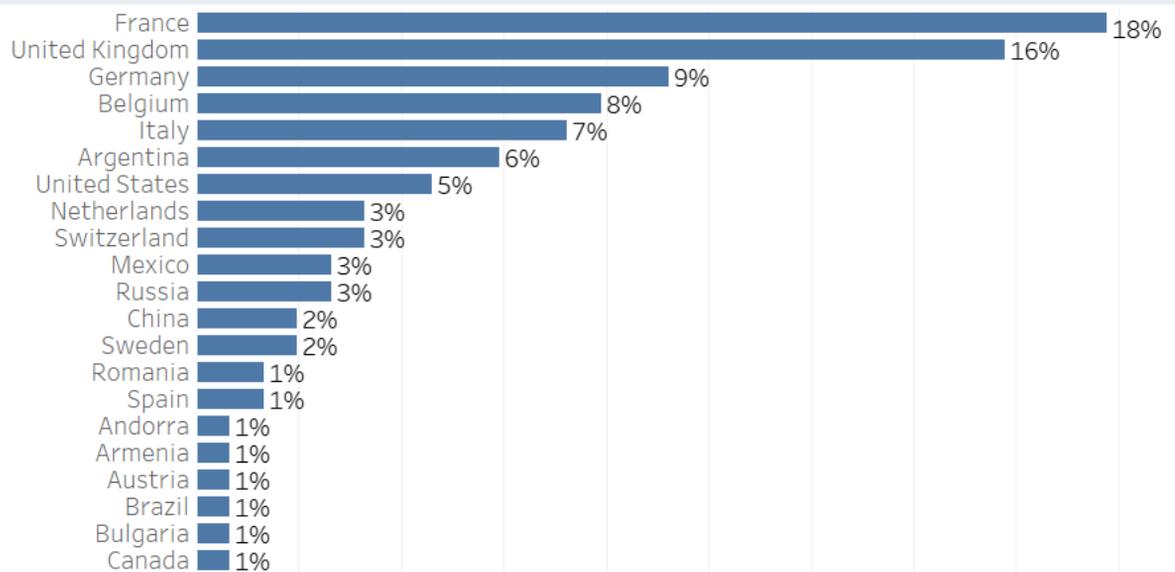
Total number of respondents from Mexico: 119

Data may not be available due to non-response or if answer choices are not applicable to the respondents. Due to small sample size, the figures reported should be viewed as indicators of broad trends rather than as estimates of the population parameters.

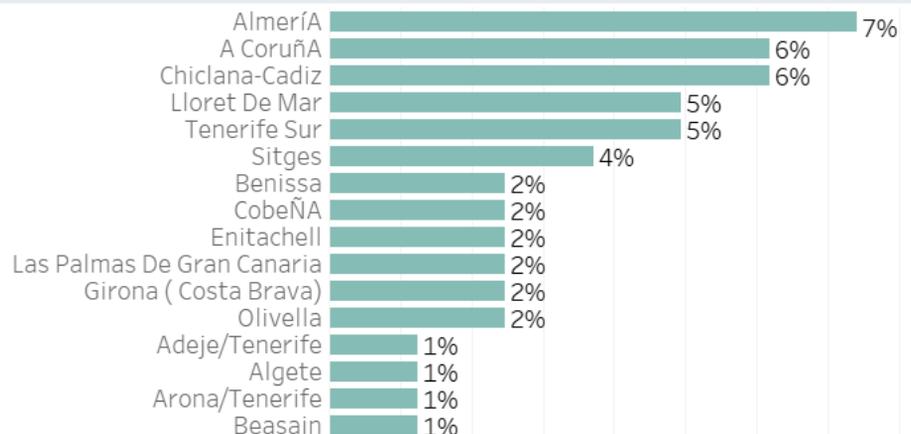


Foreign Buyers in Spain

Top Foreign Buyers in Spain



Location of Property Purchased in Spain

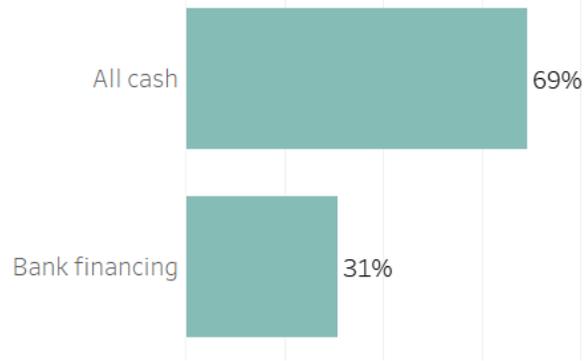


Foreign Buyers in Spain

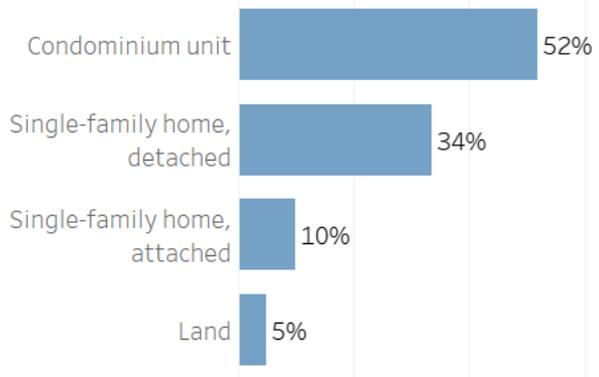
Foreign Buyer Price



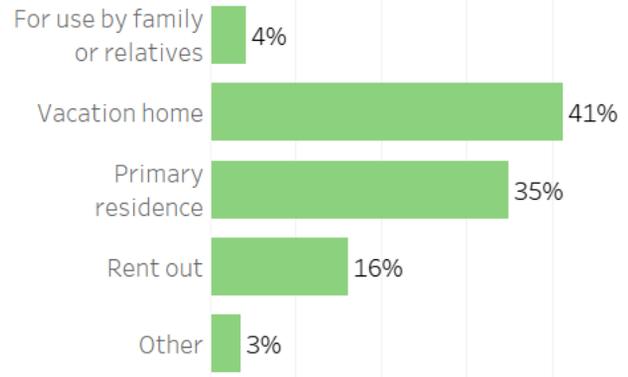
Source of Financing



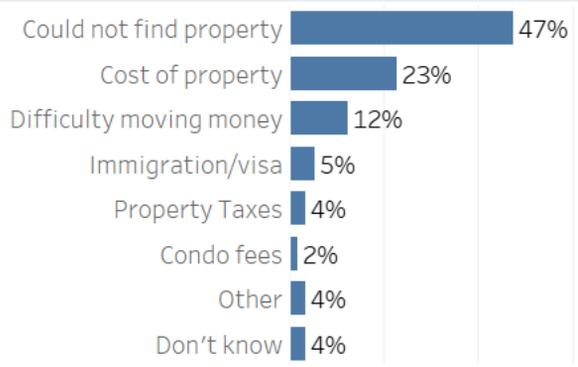
Type of Property Purchased



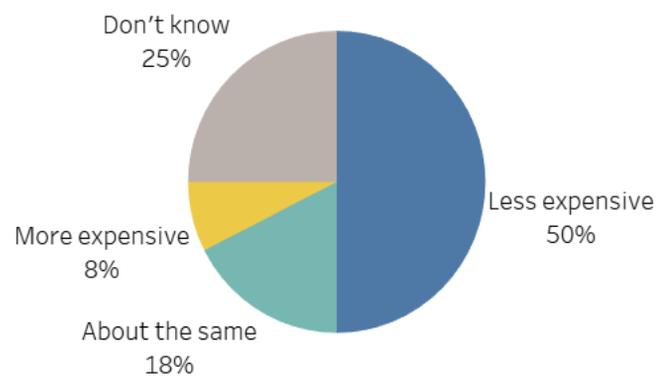
Intended Use of Property



Reason Foreign Buyers Decided Not to Purchase Property

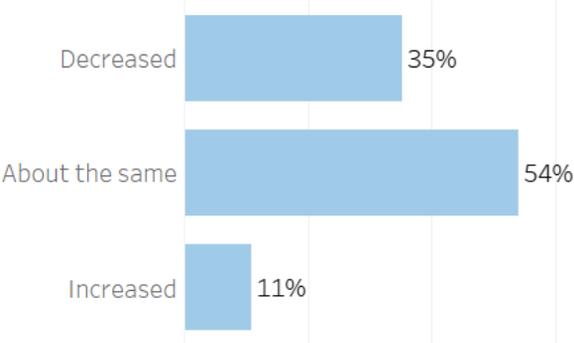


House Prices in Spain vs. Other Countries

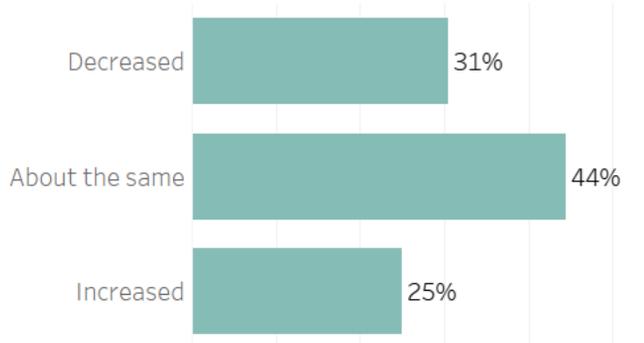


Foreign Buyers in Spain

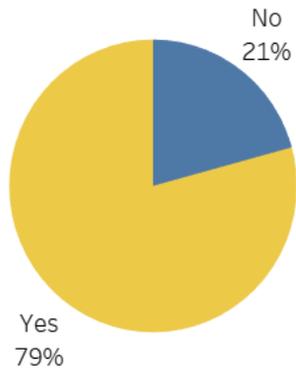
Change in International Client Business Compared to the Past Year



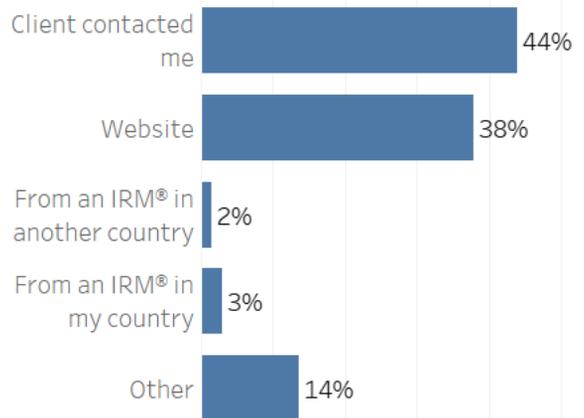
Change in International Client Business Compared to the Past 5 Years



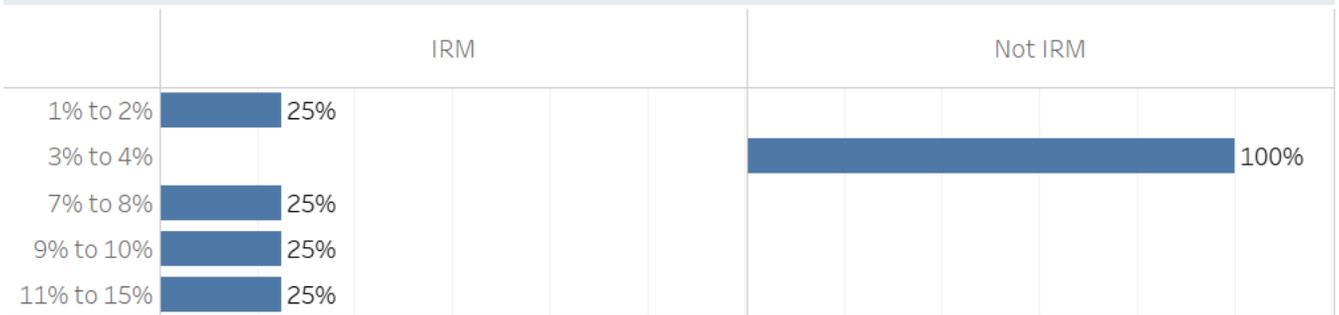
Percent of Respondents with an International Client



Source of Leads/Referrals



Percent of Business that is International



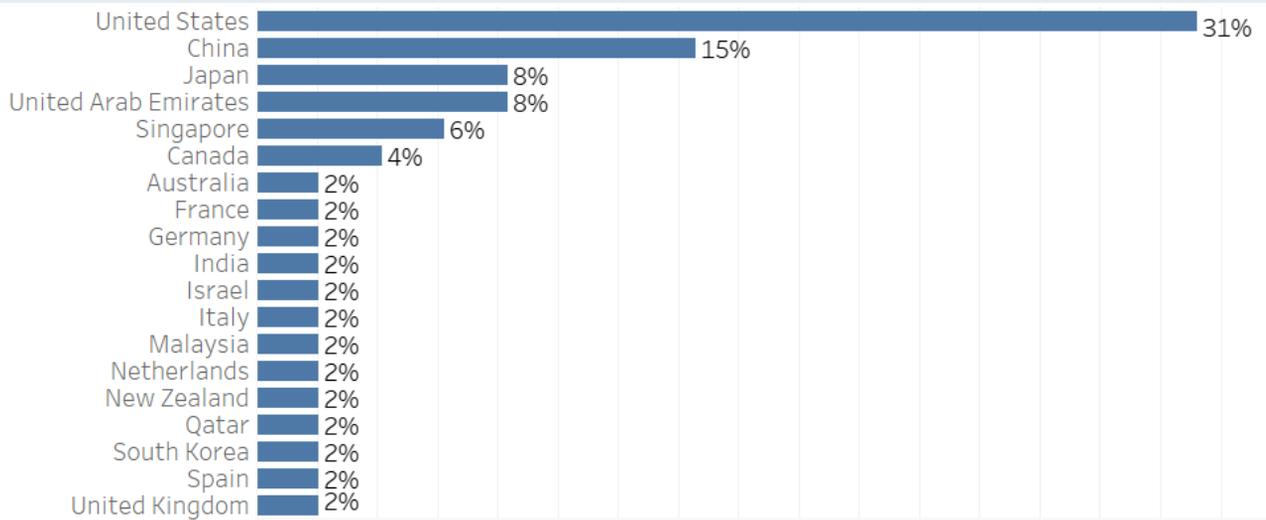
Total number of respondents from Spain: 53

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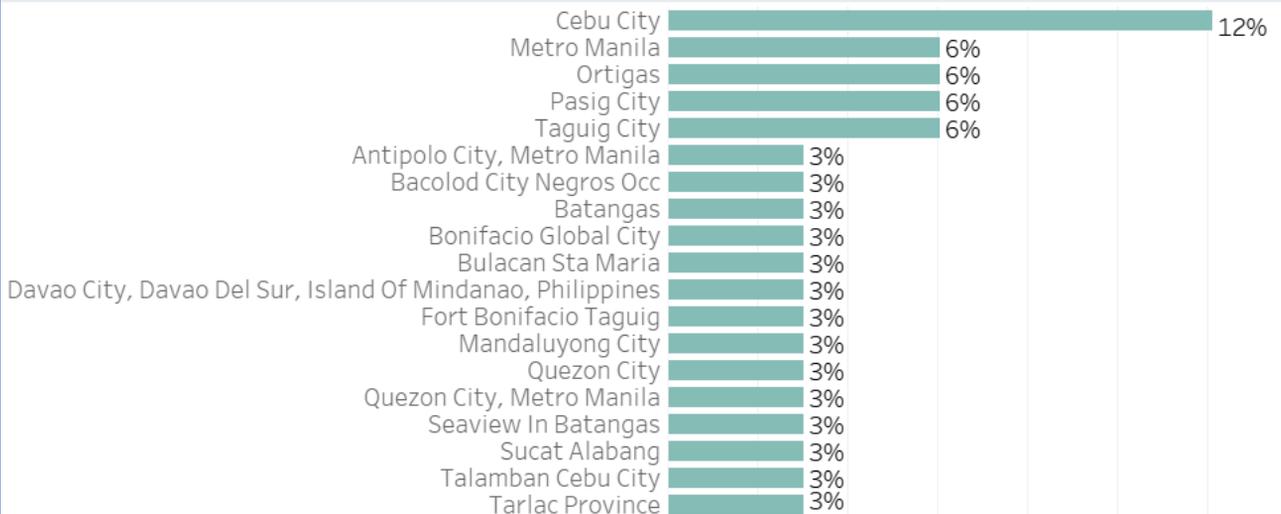


Foreign Buyers in the Philippines

Top Foreign Buyers in the Philippines

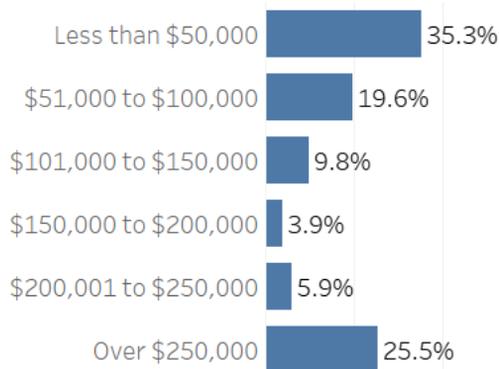


Location of Property Purchased in the Philippines

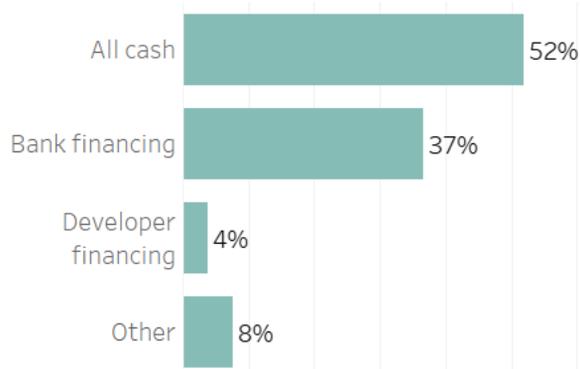


Foreign Buyers in the Philippines

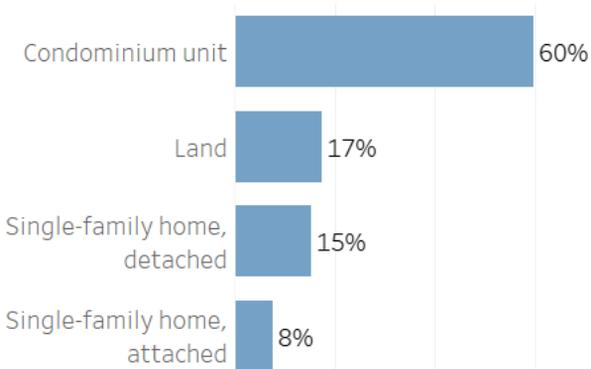
Foreign Buyer Price



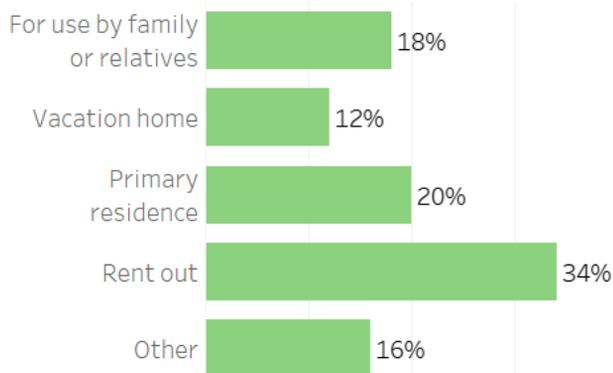
Source of Financing



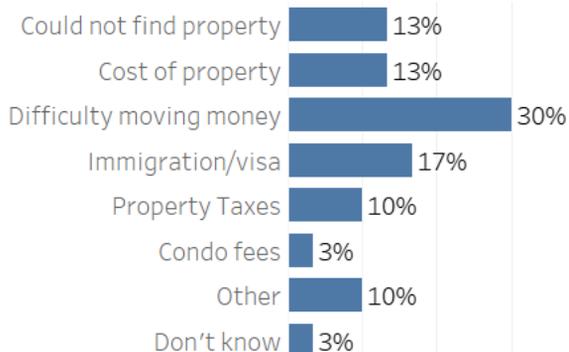
Type of Property Purchased



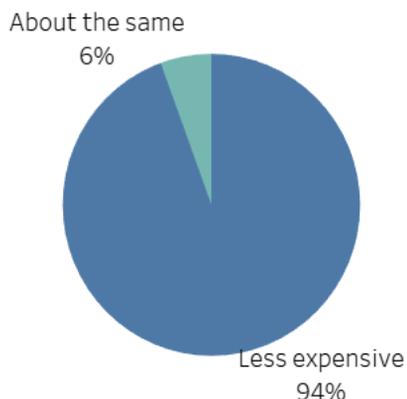
Intended Use of Property



Reason Foreign Buyers Decided Not to Purchase Property

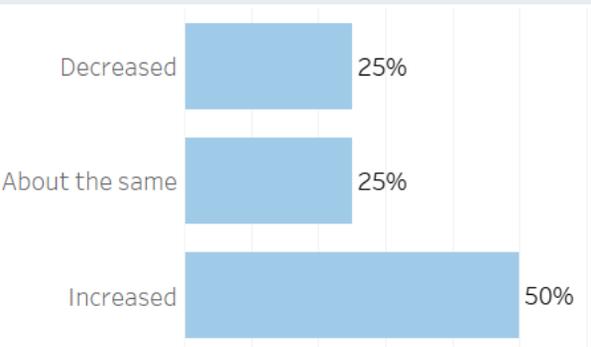


House Prices in Philippines vs. Other Countries

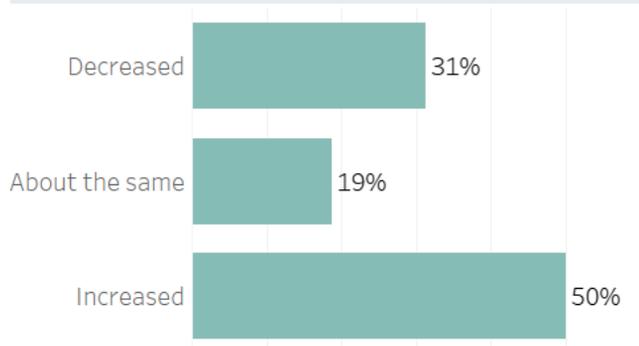


Foreign Buyers in the Philippines

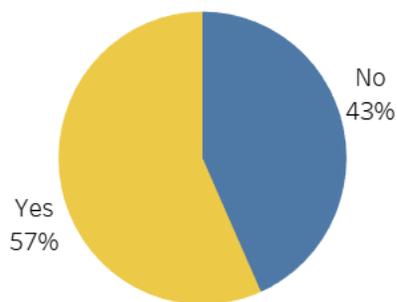
Change in International Client Business Compared to the Past Year



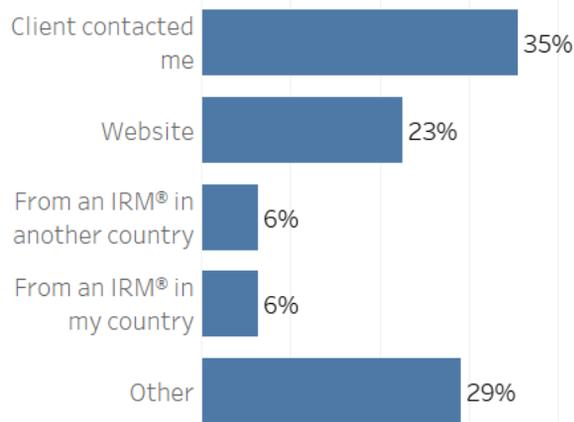
Change in International Client Business Compared to the Past 5 Years



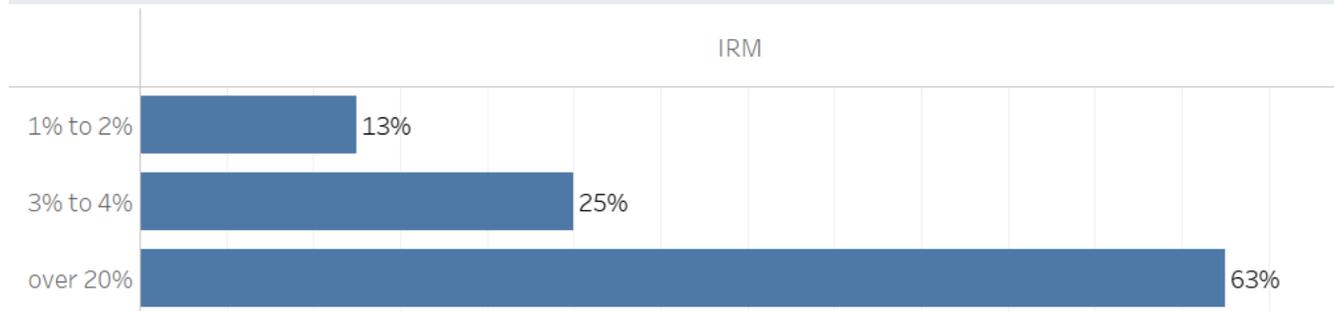
Percent of Respondents with an International Client



Source of Leads/Referrals



Percent of Business that is International



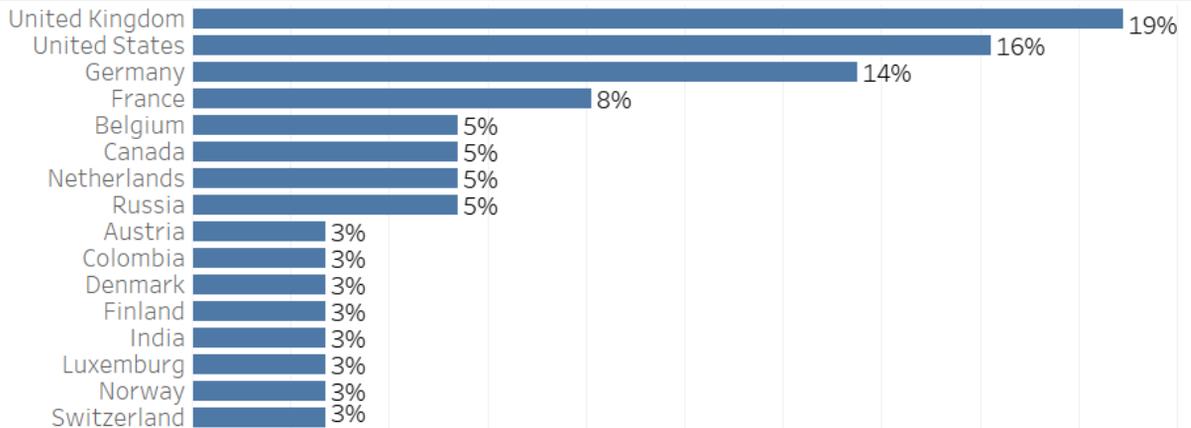
Total number of respondents from the Philippines 30

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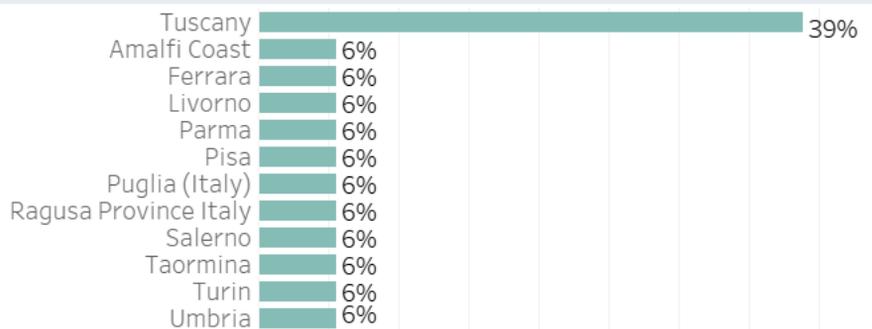


Foreign Buyers in Italy

Top Foreign Buyers in Italy

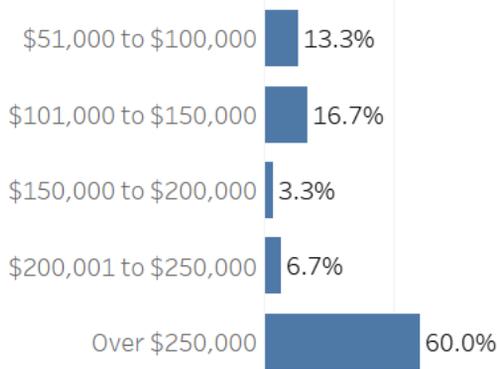


Location of Property Purchased in Italy

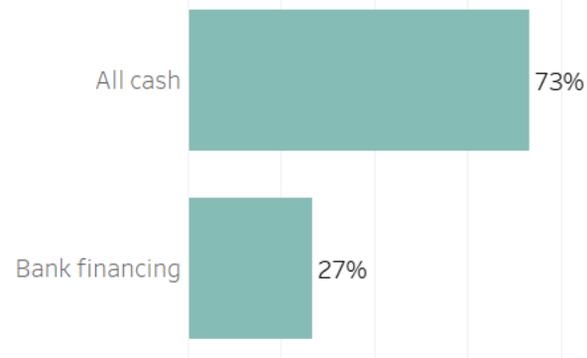


Foreign Buyers in Italy

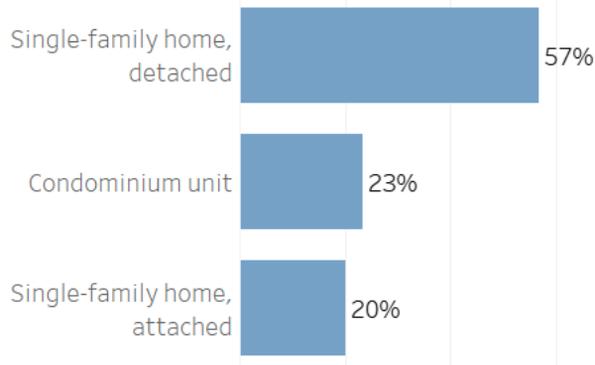
Foreign Buyer Price



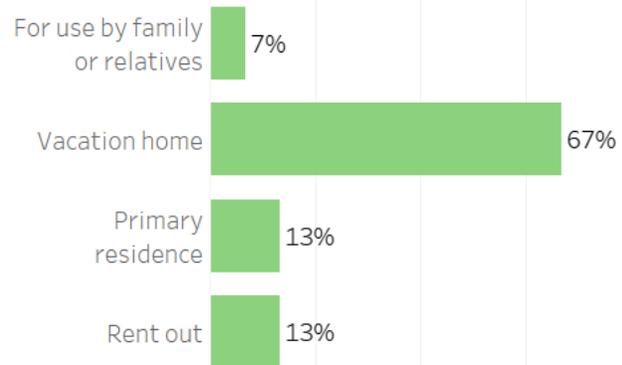
Source of Financing



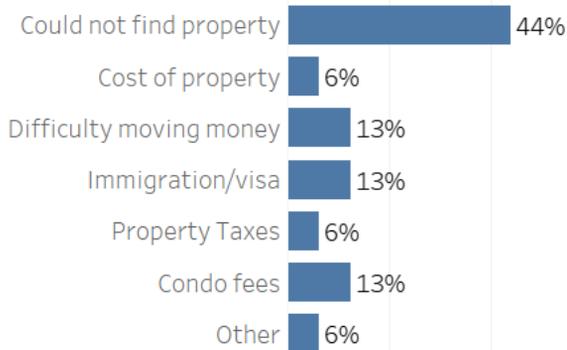
Type of Property Purchased



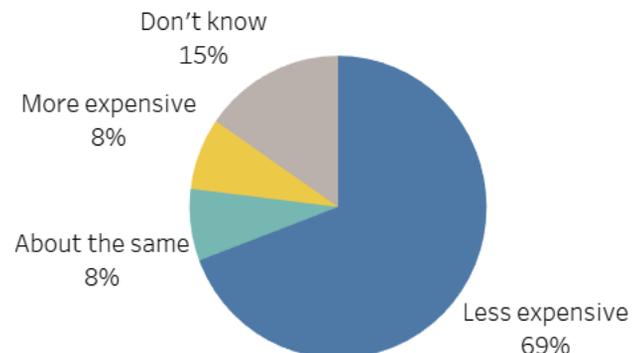
Intended Use of Property



Reason Foreign Buyers Decided Not to Purchase Property

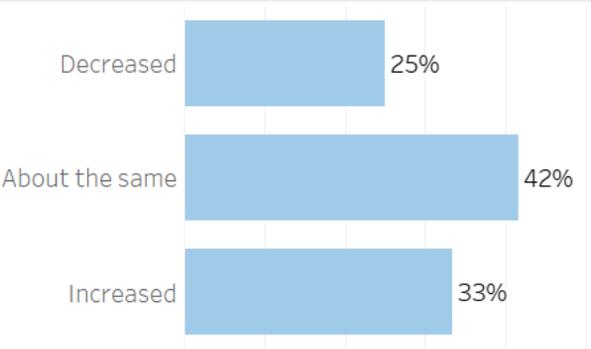


House Prices in Italy vs. Other Countries

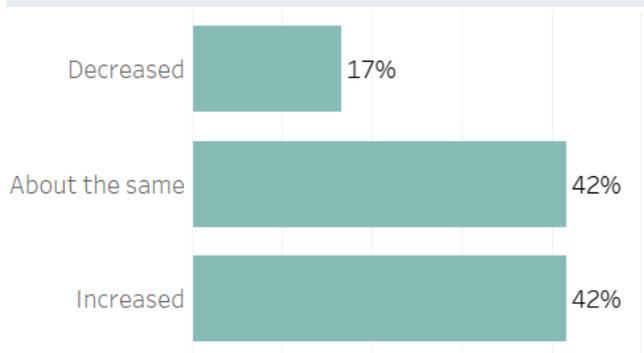


Foreign Buyers in Italy

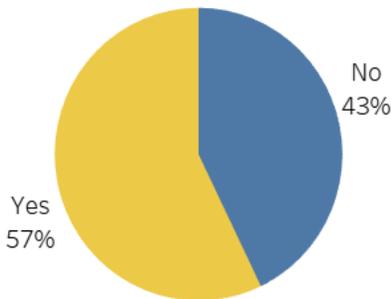
Change in International Client Business Compared to the Past Year



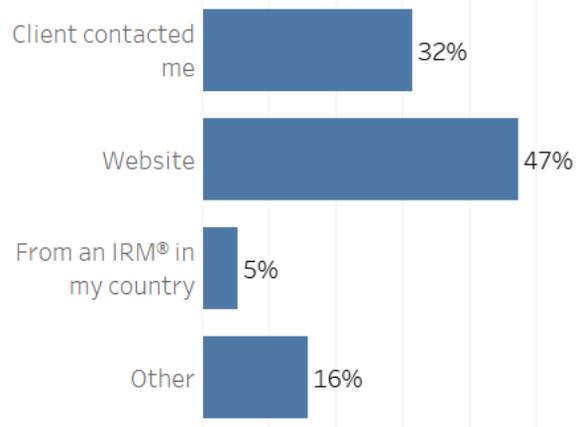
Change in International Client Business Compared to the Past 5 Years



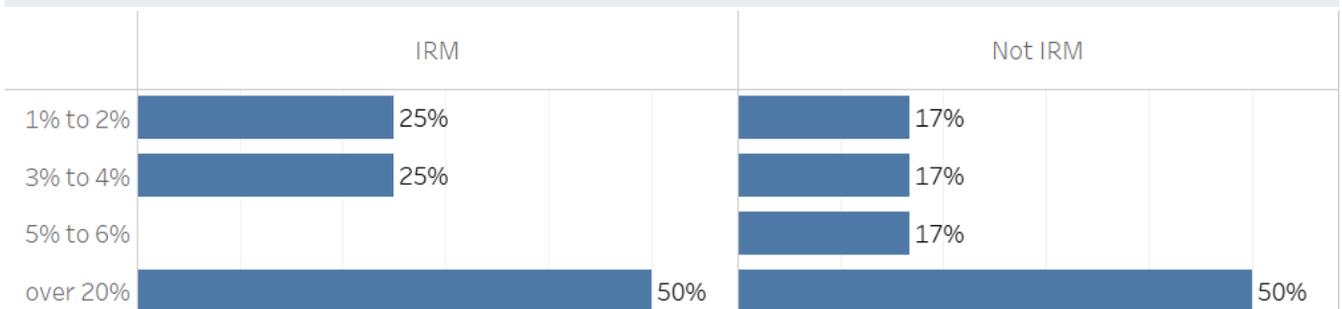
Percent of Respondents with an International Client



Source of Leads/Referrals



Percent of Business that is International



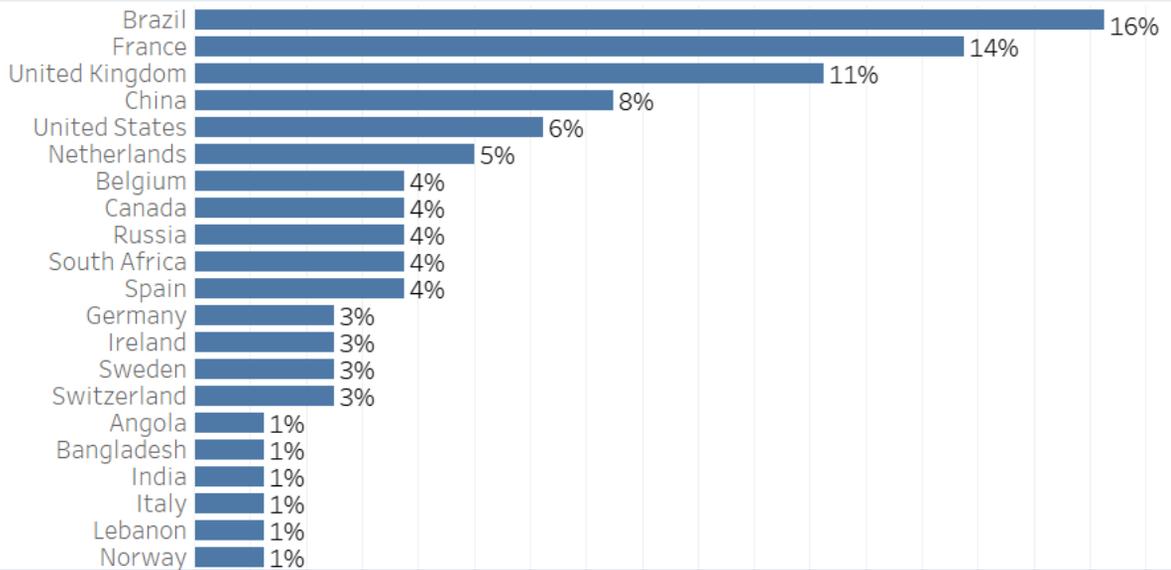
Total number of respondents from Italy: 30

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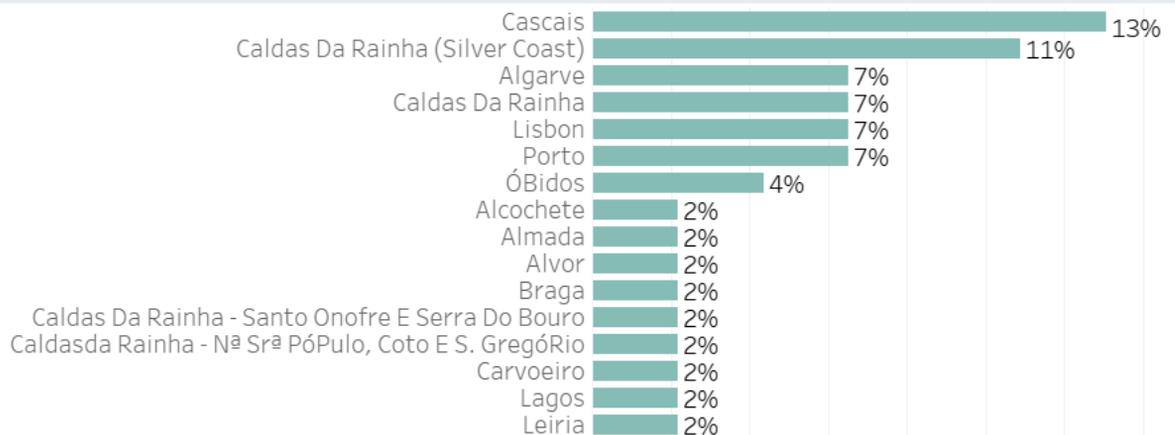


Foreign Buyers in Portugal

Top Foreign Buyers in Portugal

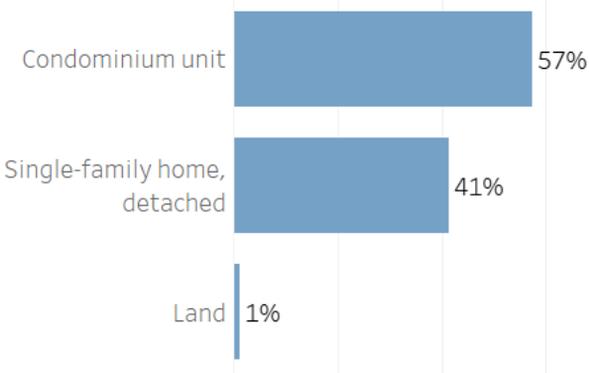


Location of Property Purchased in Portugal

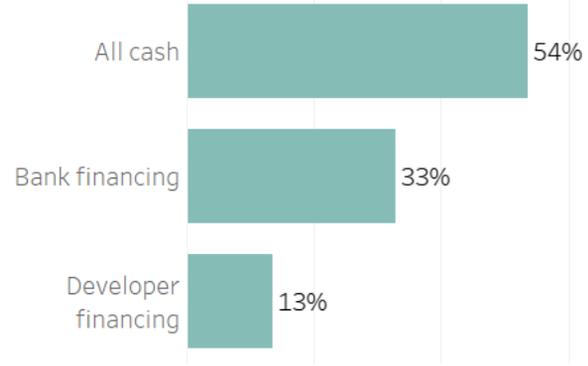


Foreign Buyers in Portugal

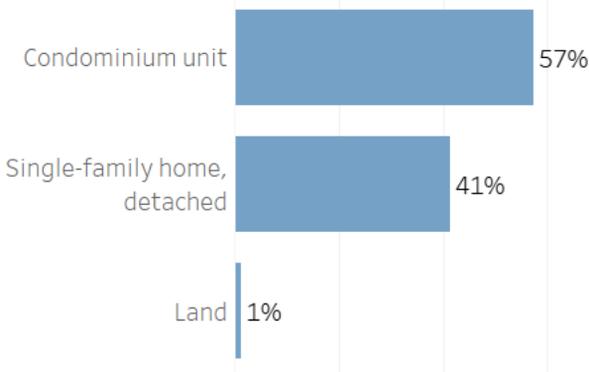
Type of Property Purchased



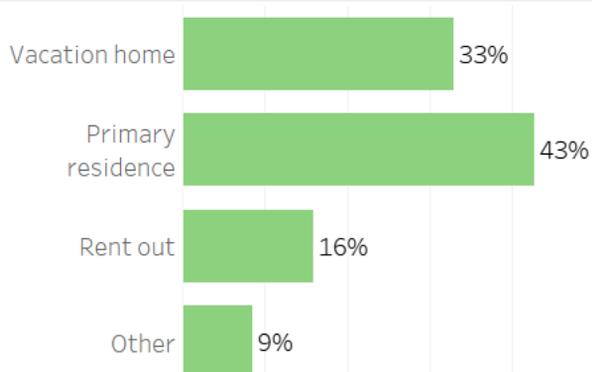
Source of Financing



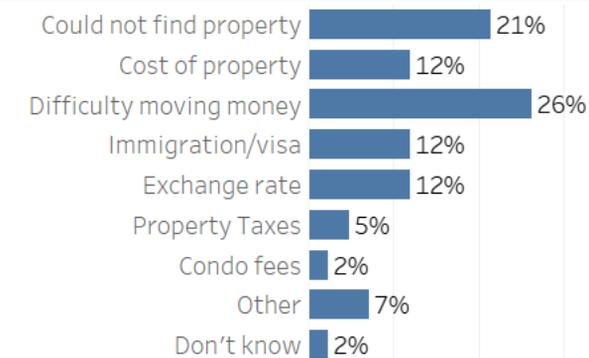
Type of Property Purchased



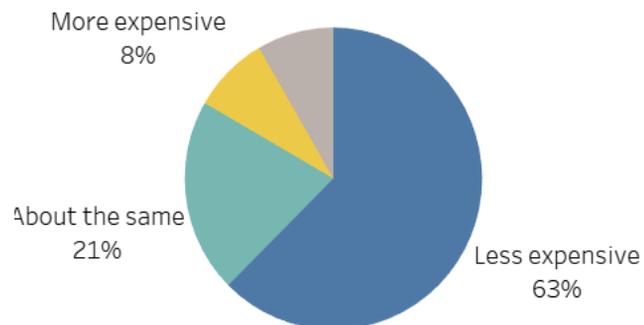
Intended Use of Property



Reason Foreign Buyers Decided Not to Purchase Property

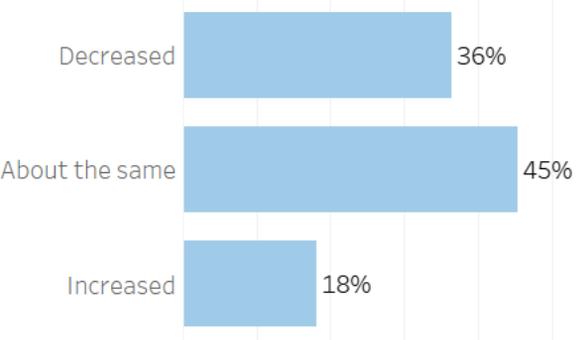


House Prices in Portugal vs. Other Countries

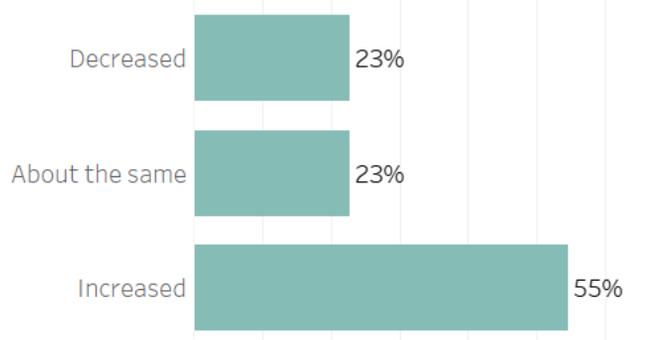


Foreign Buyers in Portugal

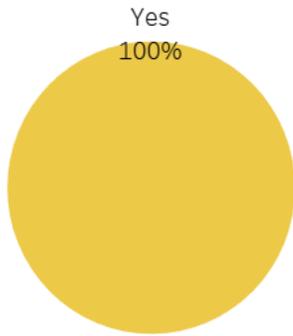
Change in International Client Business Compared to the Past Year



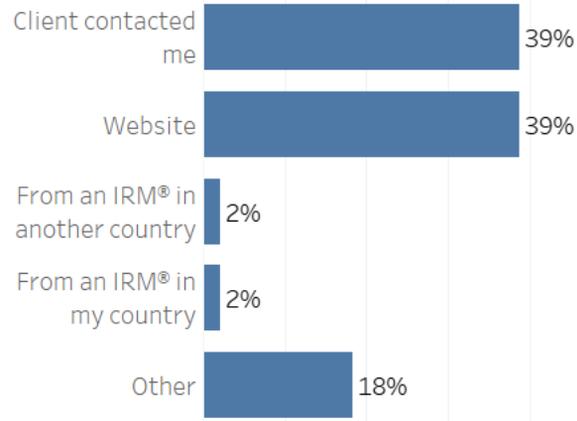
Change in International Client Business Compared to the Past 5 Years



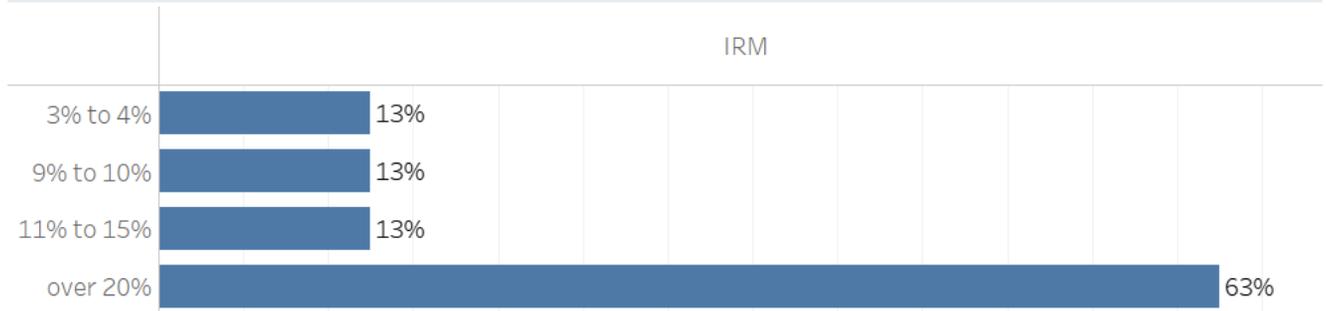
Percent of Respondents with an International Client



Source of Leads/Referrals



Percent of Business that is International



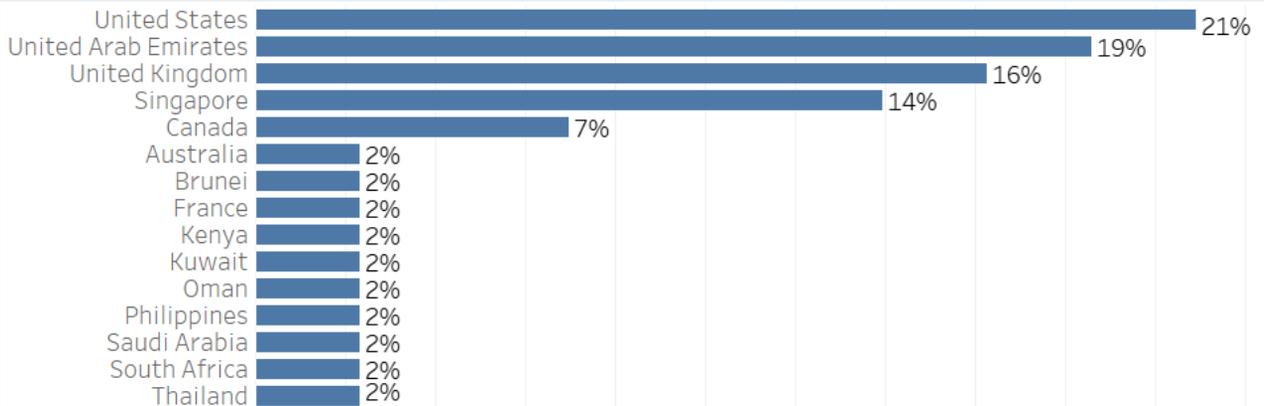
Total number of respondents from Portugal 28

Data may not be available due to non-response or if answer choices are not applicable to the respondents. Due to small sample size, the figures reported should be viewed as indicators of broad trends rather than as estimates of the population parameters.

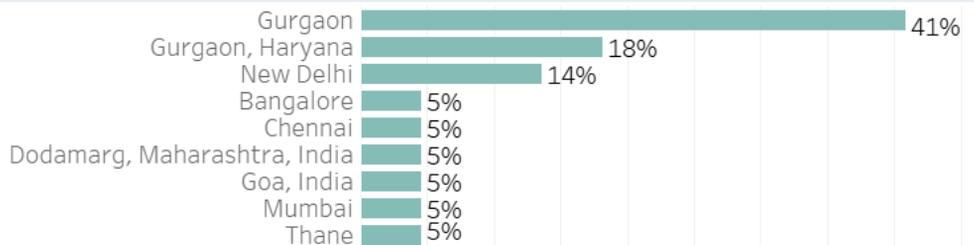


Foreign Buyers in India

Top Foreign Buyers in India



Location of Property Purchased in India

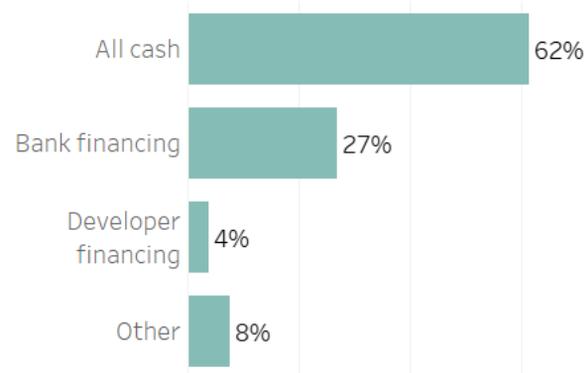


Foreign Buyers in India

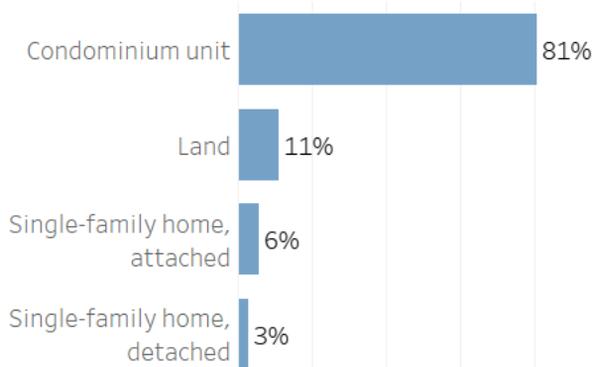
Foreign Buyer Price



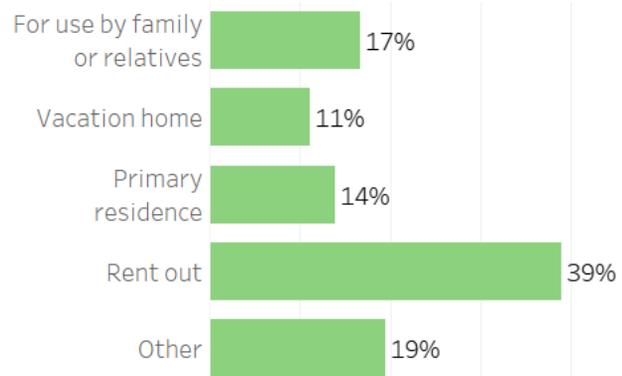
Source of Financing



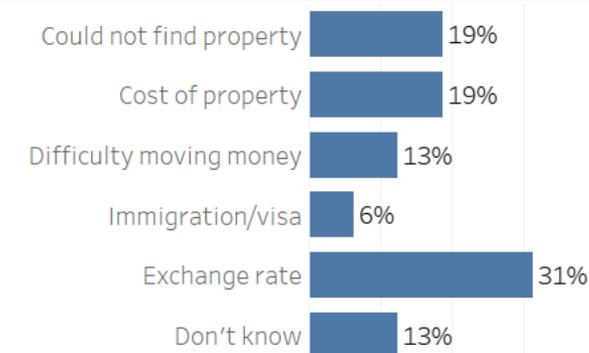
Type of Property Purchased



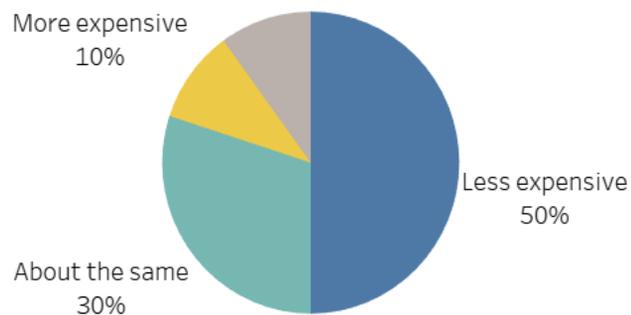
Intended Use of Property



Reason Foreign Buyers Decided Not to Purchase Property

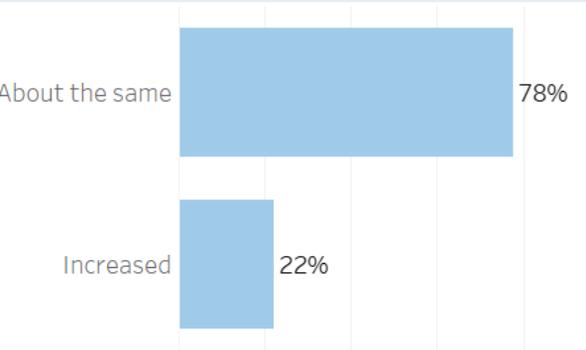


House Prices in India vs. Other Countries

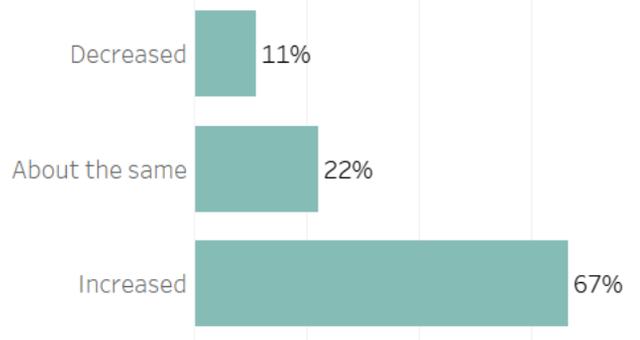


Foreign Buyers in India

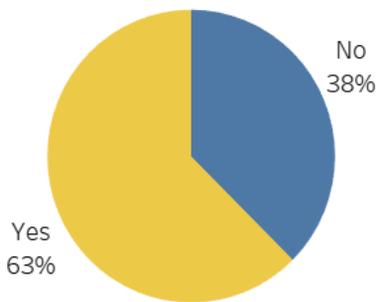
Change in International Client Business Compared to the Past Year



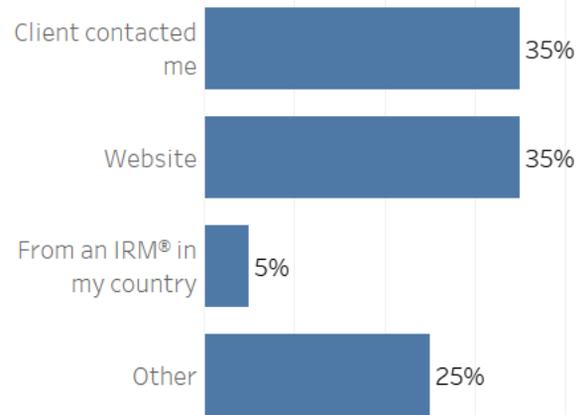
Change in International Client Business Compared to the Past 5 Years



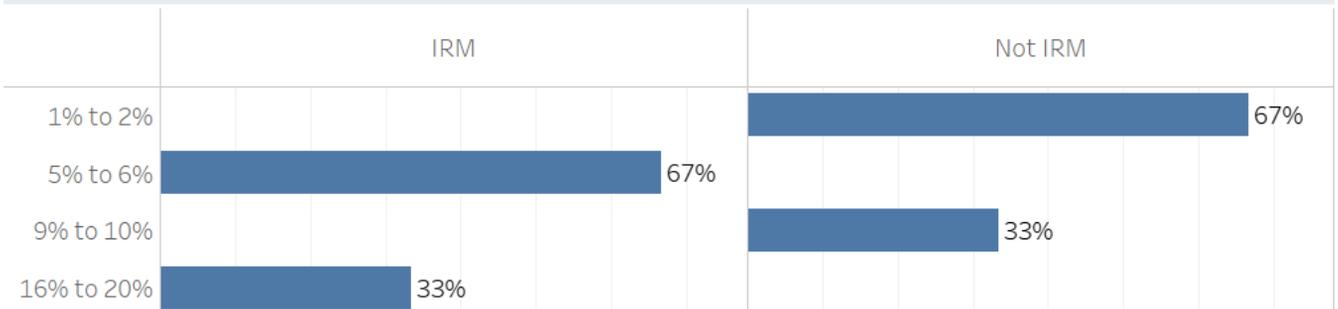
Percent of Respondents with an International Client



Source of Leads/Referrals

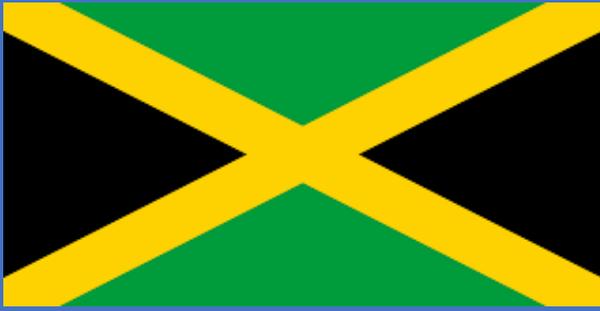


Percent of Business that is International



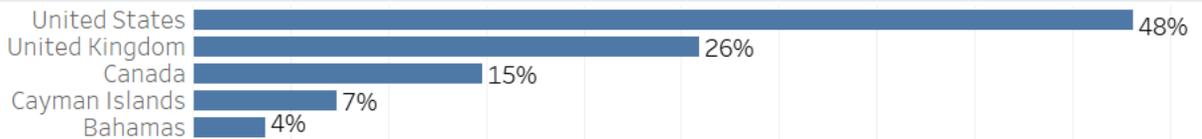
Total number of respondents from India: 26

Data may not be available due to non-response or if answer choices are not applicable to the respondents. Due to small sample size, the figures reported should be viewed as indicators of broad trends rather than as estimates of the population parameters.

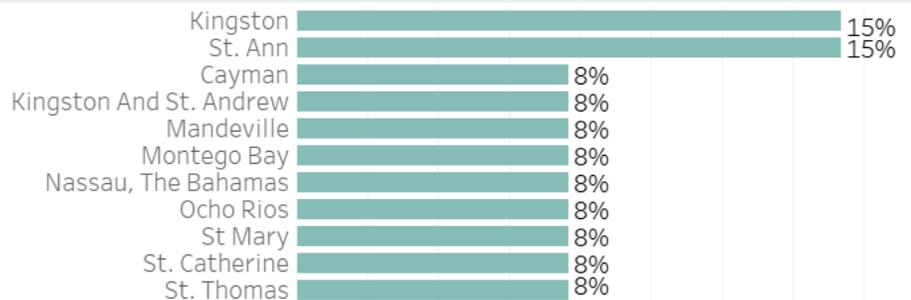


Foreign Buyers in Jamaica

Top Foreign Buyers in Jamaica

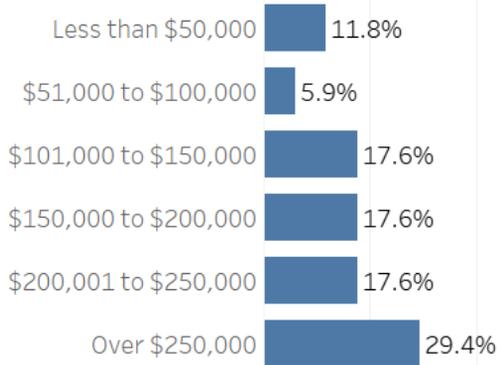


Location of Property Purchased in Jamaica

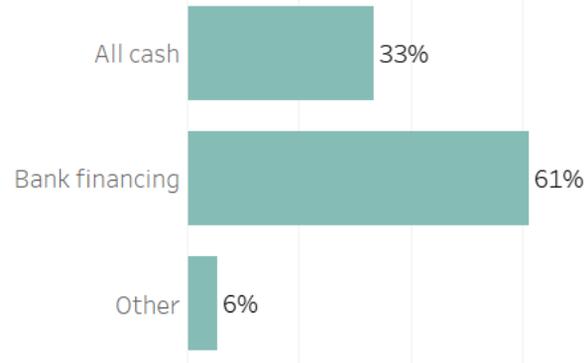


Foreign Buyers in Jamaica

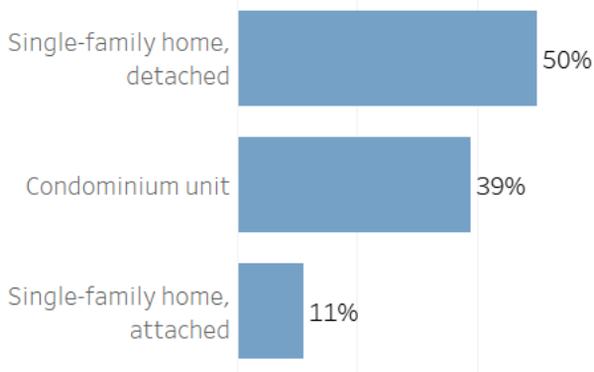
Foreign Buyer Price



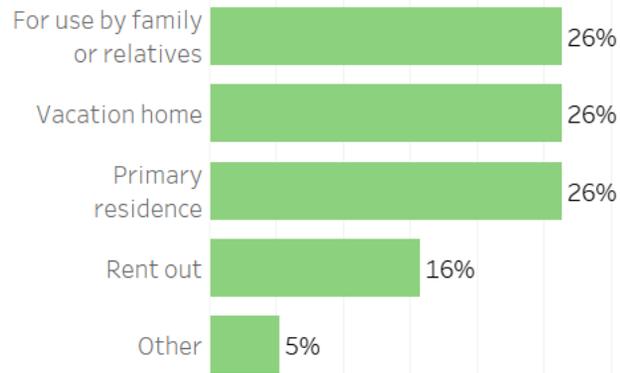
Source of Financing



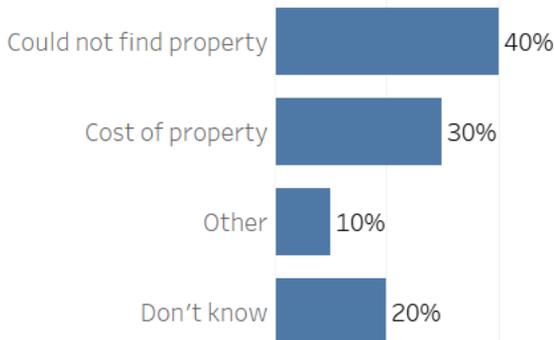
Type of Property Purchased



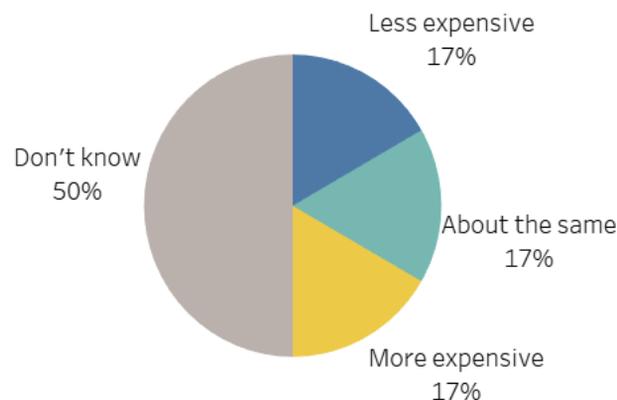
Intended Use of Property



Reason Foreign Buyers Decided Not to Purchase Property

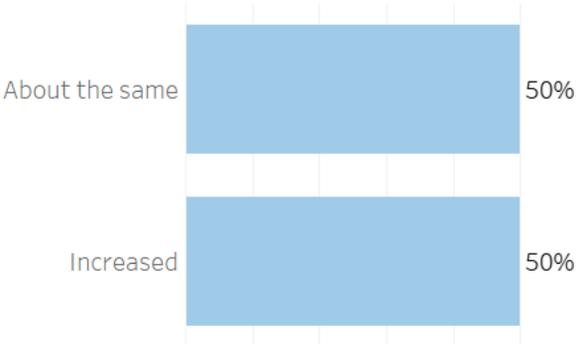


House Prices in Jamaica vs. Other Countries

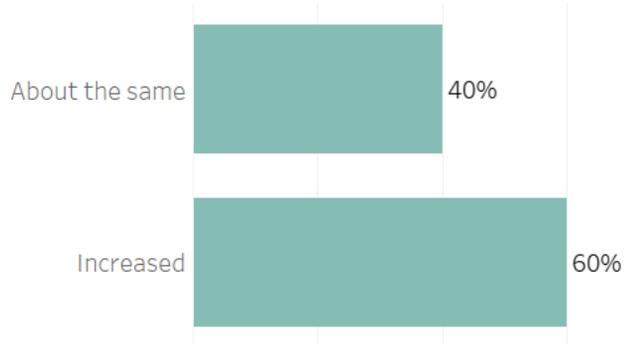


Foreign Buyers in Jamaica

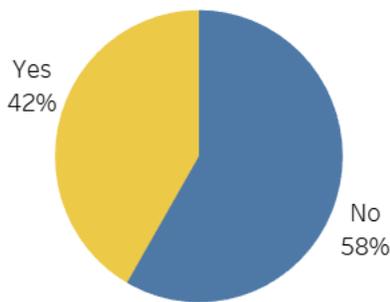
Change in International Client Business Compared to the Past Year



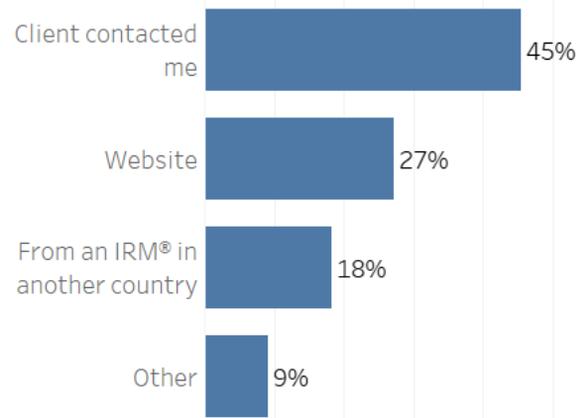
Change in International Client Business Compared to the Past 5 Years



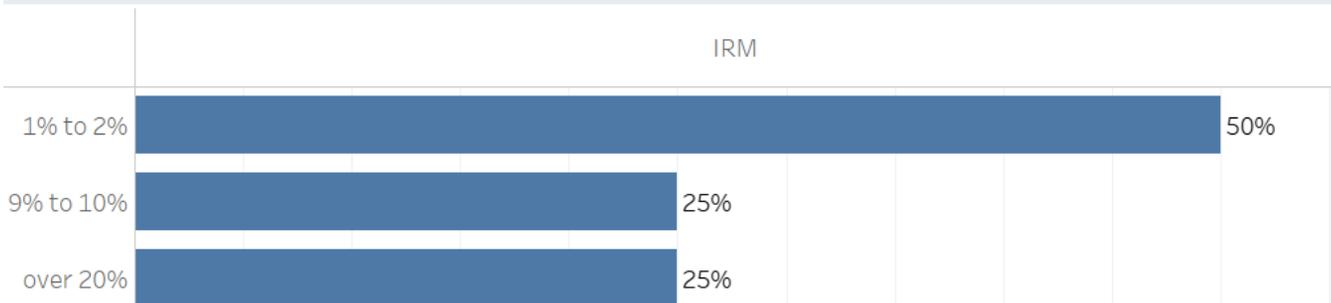
Percent of Respondents with an International Client



Source of Leads/Referrals



Percent of Business that is International



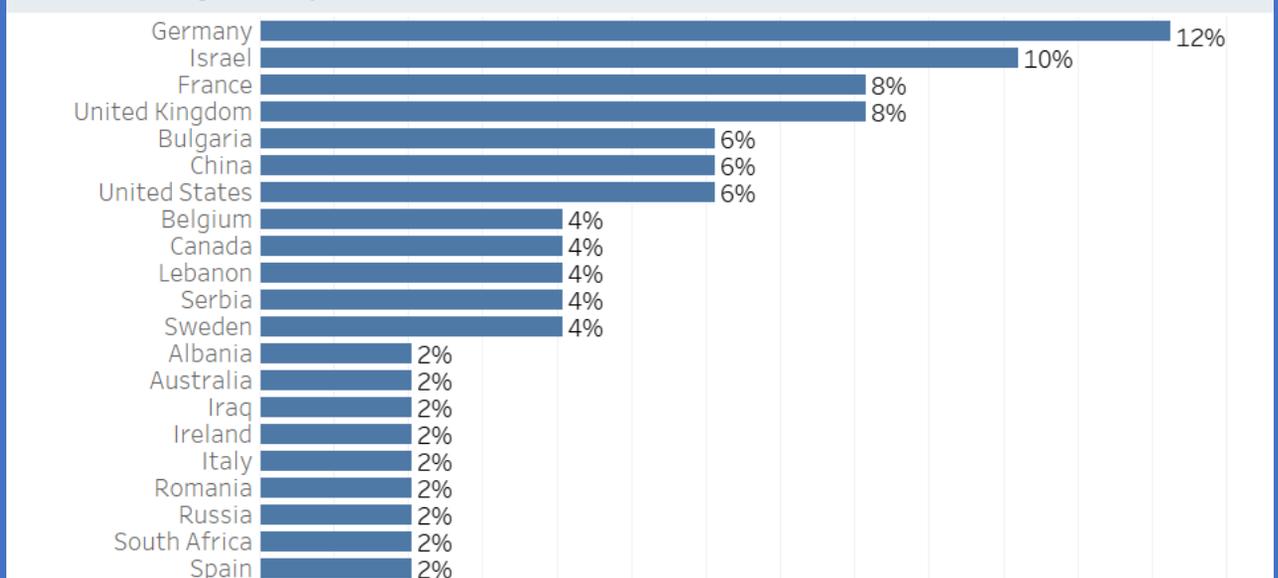
Total number of respondents from India: 25

Data may not be available due to non-response or if answer choices are not applicable to the respondents. Due to small sample size, the figures reported should be viewed as indicators of broad trends rather than as estimates of the population parameters.

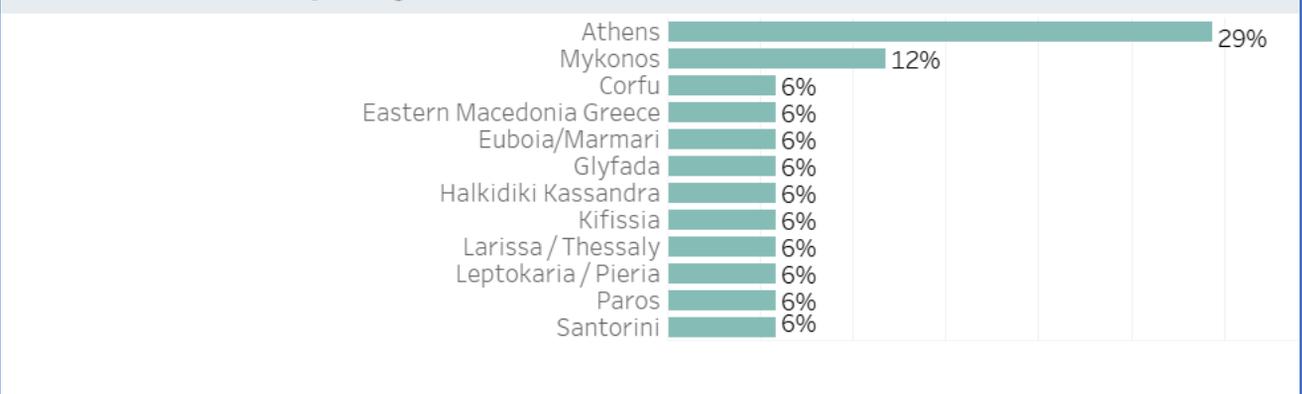


Foreign Buyers in Greece

Top Foreign Buyers in Greece

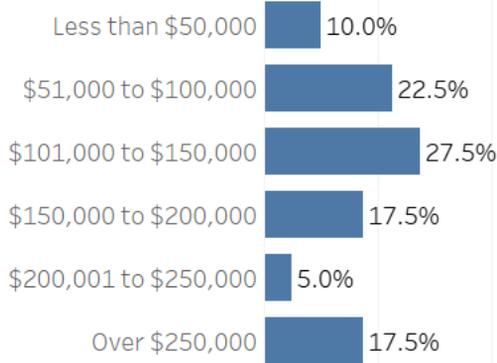


Location of Property Purchased in Greece

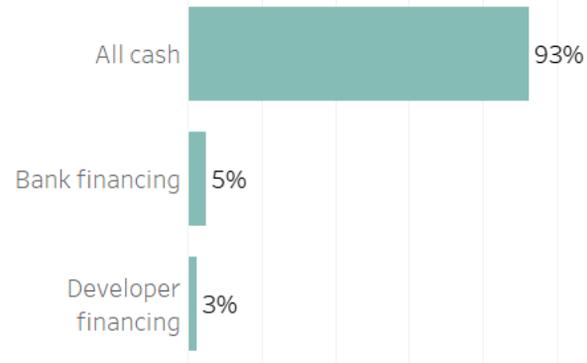


Foreign Buyers in Greece

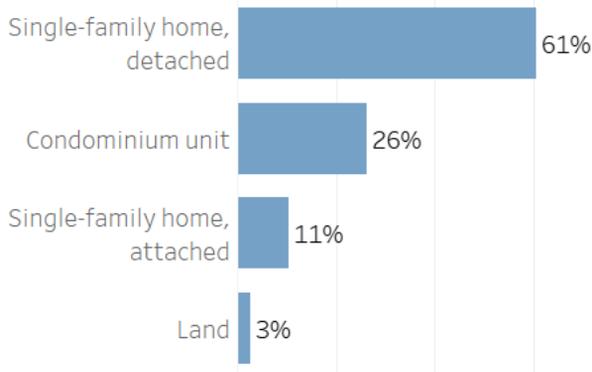
Foreign Buyer Price



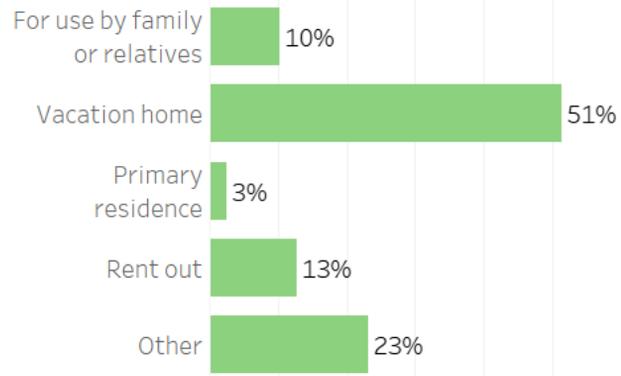
Source of Financing



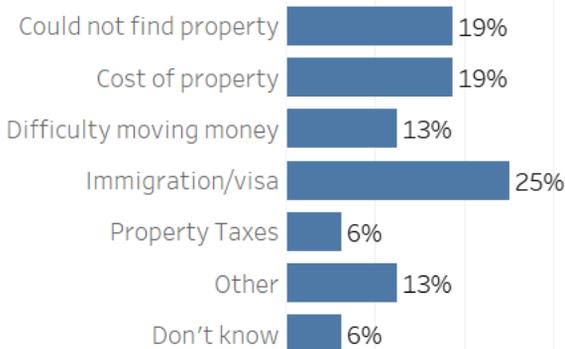
Type of Property Purchased



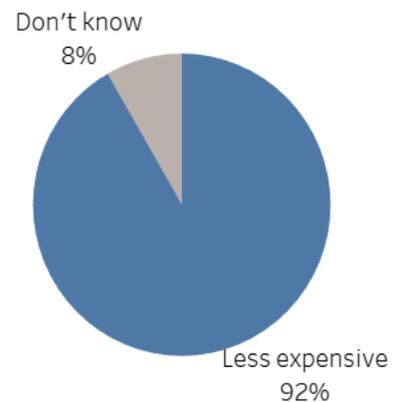
Intended Use of Property



Reason Foreign Buyers Decided Not to Purchase Property

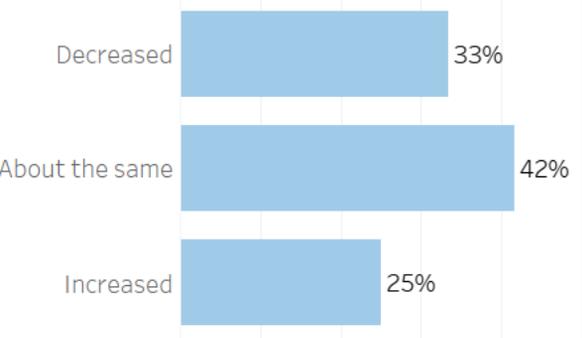


House Prices in Greece vs. Other Countries

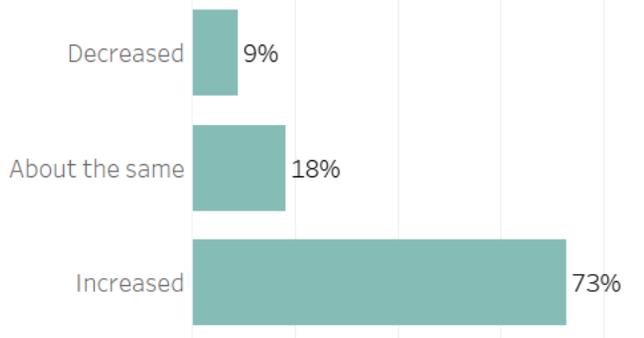


Foreign Buyers in Greece

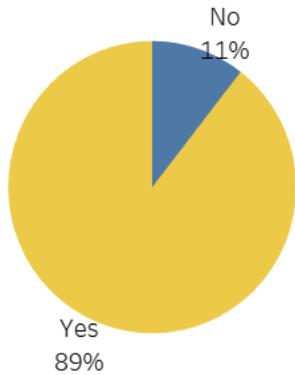
Change in International Client Business Compared to the Past Year



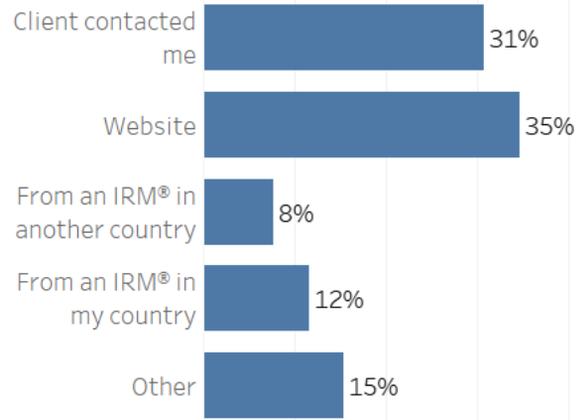
Change in International Client Business Compared to the Past 5 Years



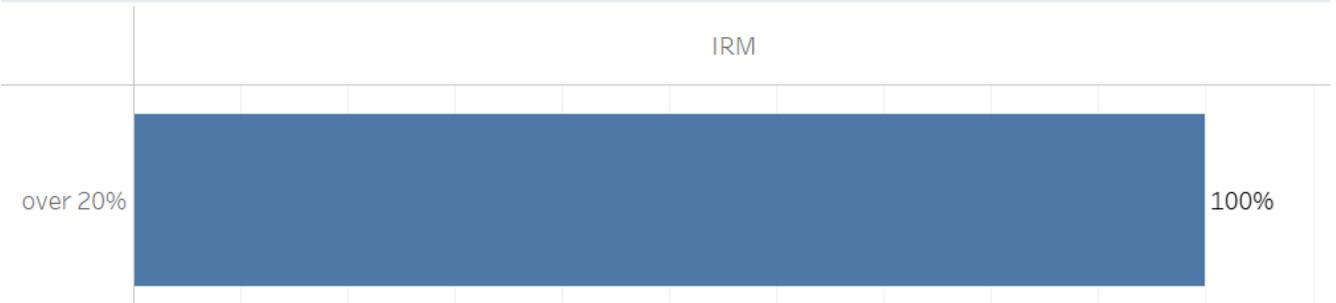
Percent of Respondents with an International Client



Source of Leads/Referrals



Percent of Business that is International



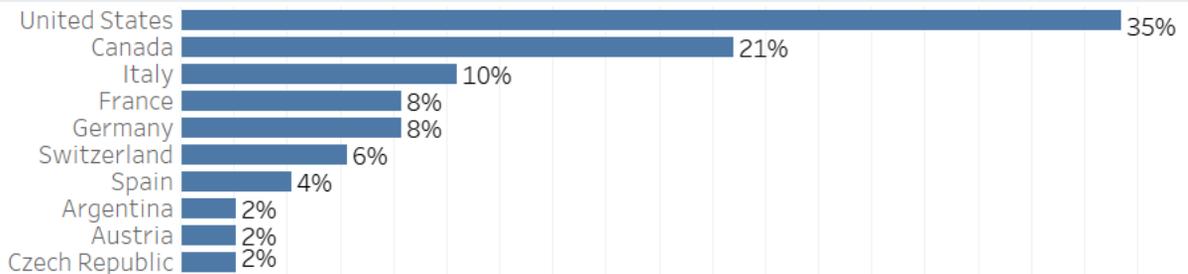
Total number of respondents from Greece: 19

Data may not be available due to non-response or if answer choices are not applicable to the respondents. Due to small sample size, the figures reported should be viewed as indicators of broad trends rather than as estimates of the population parameters.

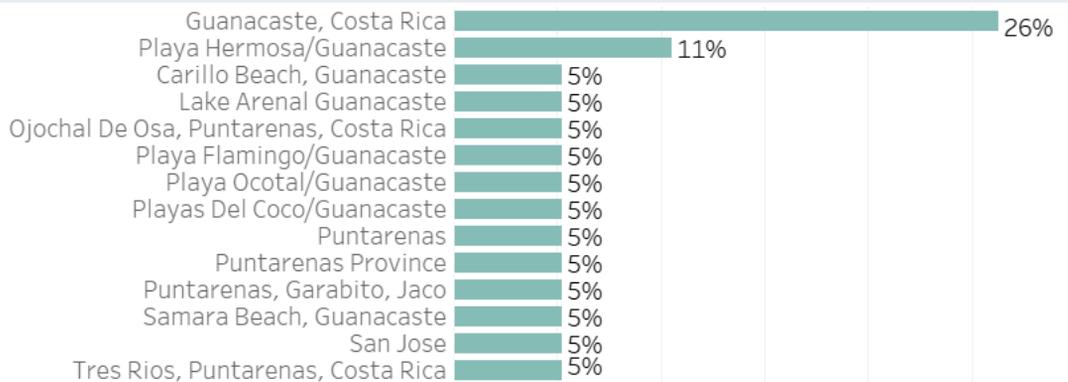


Foreign Buyers in Costa Rica

Top Foreign Buyers in Costa Rica

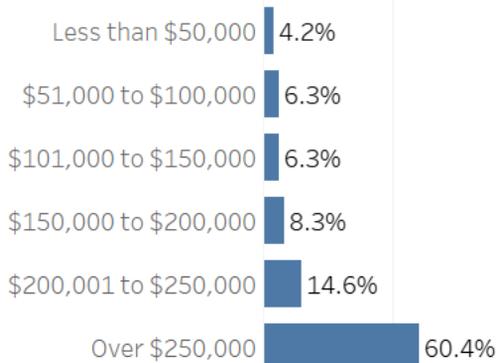


Location of Property Purchased in Costa Rica

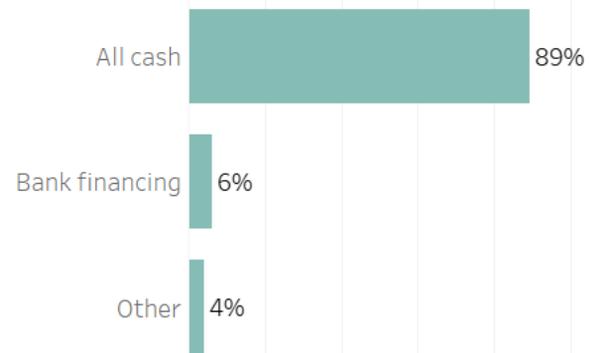


Foreign Buyers in Costa Rica

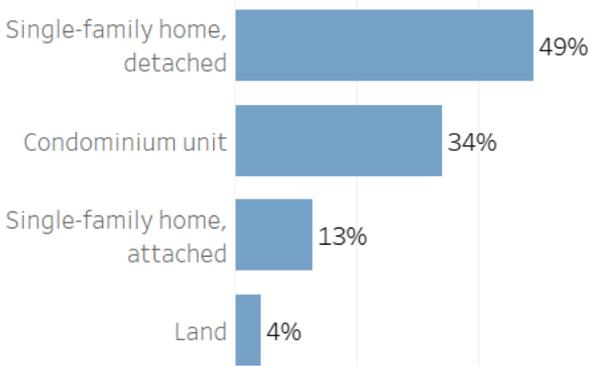
Foreign Buyer Price



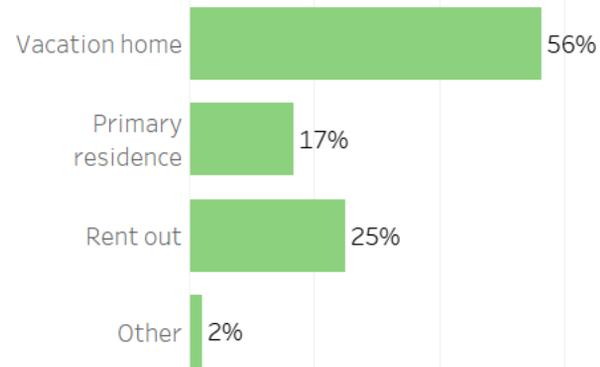
Source of Financing



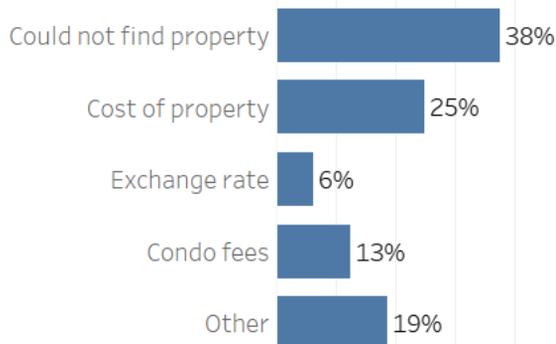
Type of Property Purchased



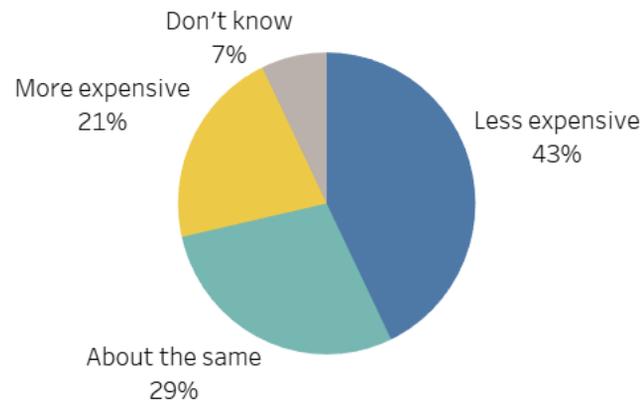
Intended Use of Property



Reason Foreign Buyers Decided Not to Purchase Property

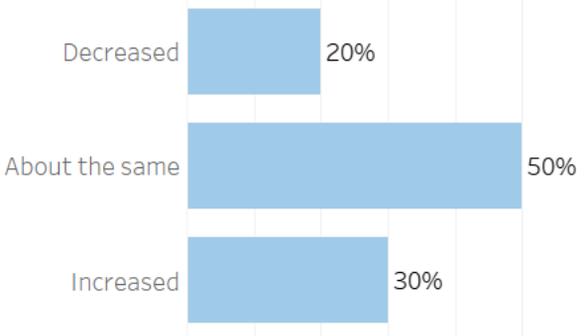


House Prices in Costa Rica vs. Other Countries

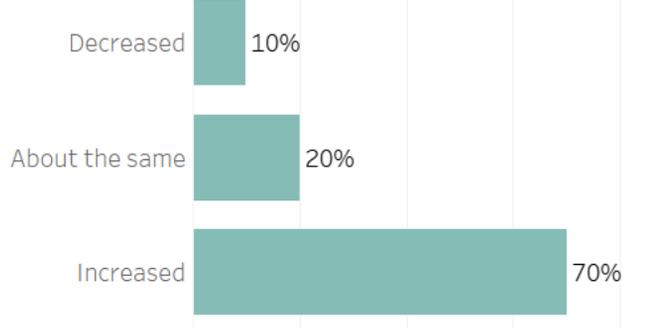


Foreign Buyers in Costa Rica

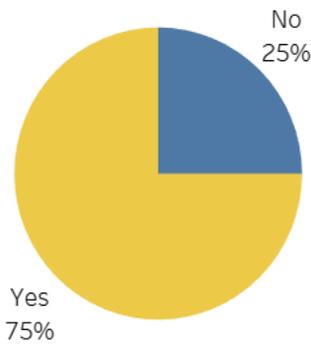
Change in International Client Business Compared to the Past Year



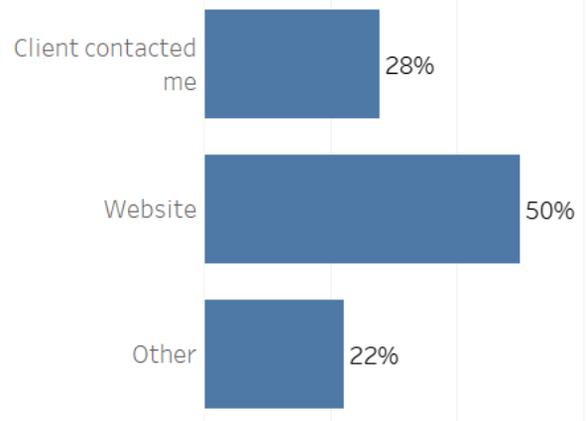
Change in International Client Business Compared to the Past 5 Years



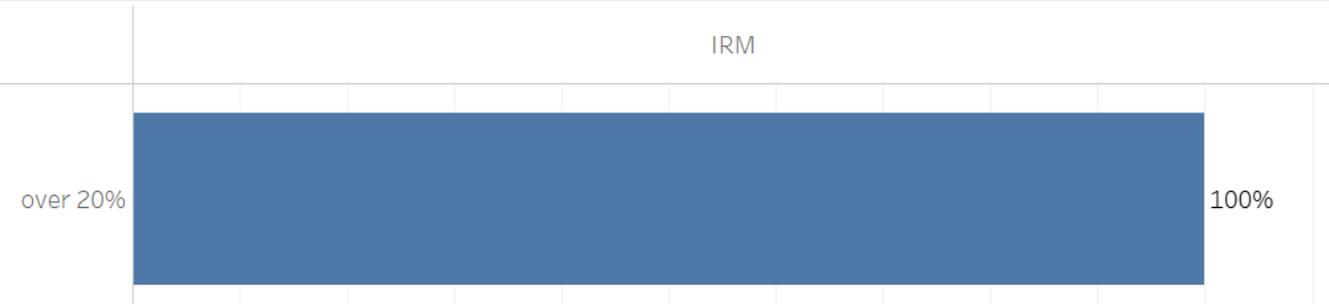
Percent of Respondents with an International Client



Source of Leads/Referrals



Percent of Business that is International



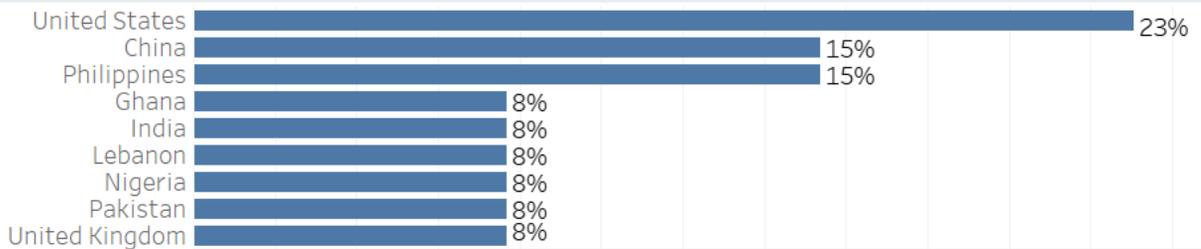
Total number of respondents from Costa Rica: 16

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Foreign Buyers in Canada

Top Foreign Buyers in Canada

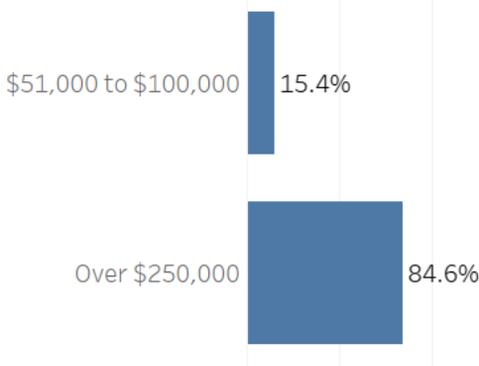


Location of Property Purchased in Canada

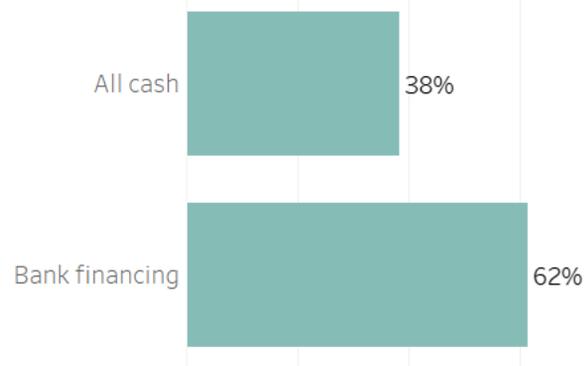


Foreign Buyers in Canada

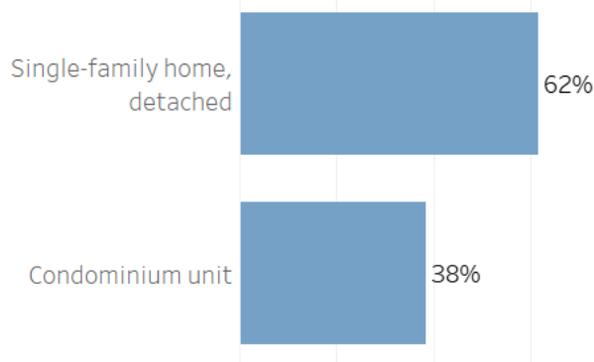
Foreign Buyer Price



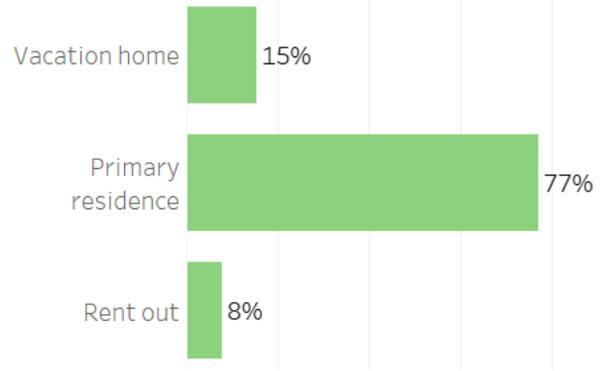
Source of Financing



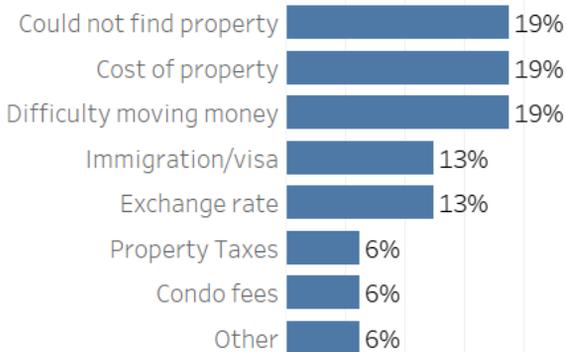
Type of Property Purchased



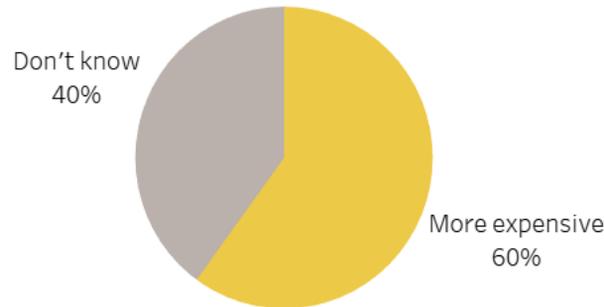
Intended Use of Property



Reason Foreign Buyers Decided Not to Purchase Property

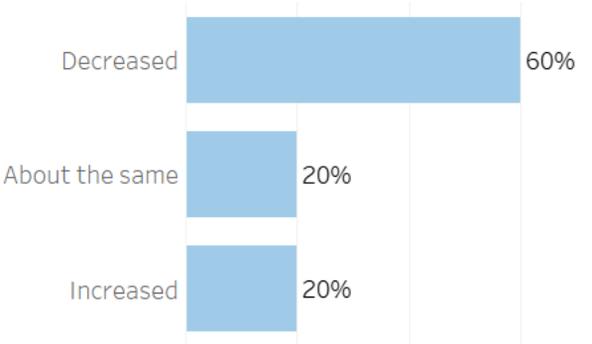


House Prices in Canada vs. Other Countries

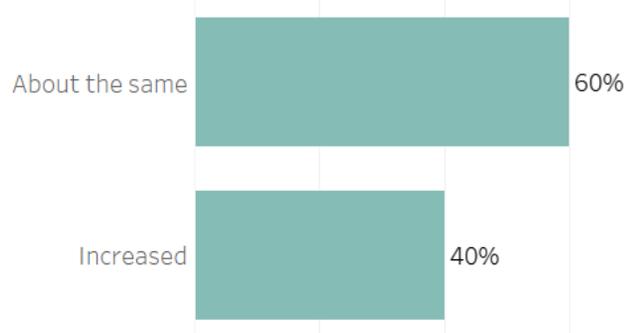


Foreign Buyers in Canada

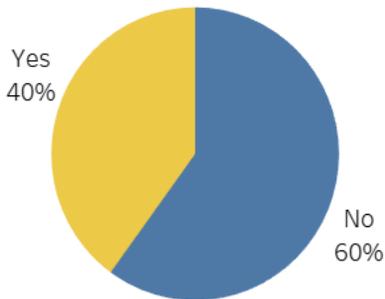
Change in International Client Business Compared to the Past Year



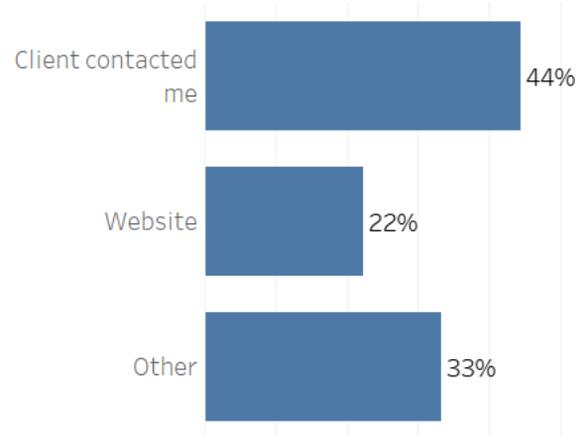
Change in International Client Business Compared to the Past 5 Years



Percent of Respondents with an International Client



Source of Leads/Referrals



Total number of respondents from Costa Rica: 15

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NAR's GLOBAL PARTNERSHIPS

The NATIONAL ASSOCIATION OF REALTORS® plays an integral role in opening doors for REALTORS® to compete in the global market place. By opening markets for business and keeping members informed of the latest developments occurring around the world, NAR gives REALTORS® the tools they need to succeed in the global market.

NAR maintains formal relationships with over 100 foreign real estate associations in 76 countries. These relationships are formed to advance the interests of REALTORS® worldwide, to uphold the highest standards of real estate practice, and to facilitate network, education and international business arrangements in strategic markets for REALTORS® and non-U.S. real estate practitioners.

Additionally, the NATIONAL ASSOCIATION OF REALTORS® and its affiliates offer the widest variety of certifications and designations to help elevate professionalism. A great example is NAR's Certified International Property Specialist (CIPS) Designation which offers specialized education and services to real estate professionals who aim to build networks and profit in the global market.

For more information and resources about working with international clients, visit <https://www.nar.realtor/global>.

To find out about other products from NAR's Research Group, visit www.nar.realtor/research-and-statistics.

This report is a collaboration of the National Association of Realtors® Research Group, Member Engagement Group, and the Member Experience Group.

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