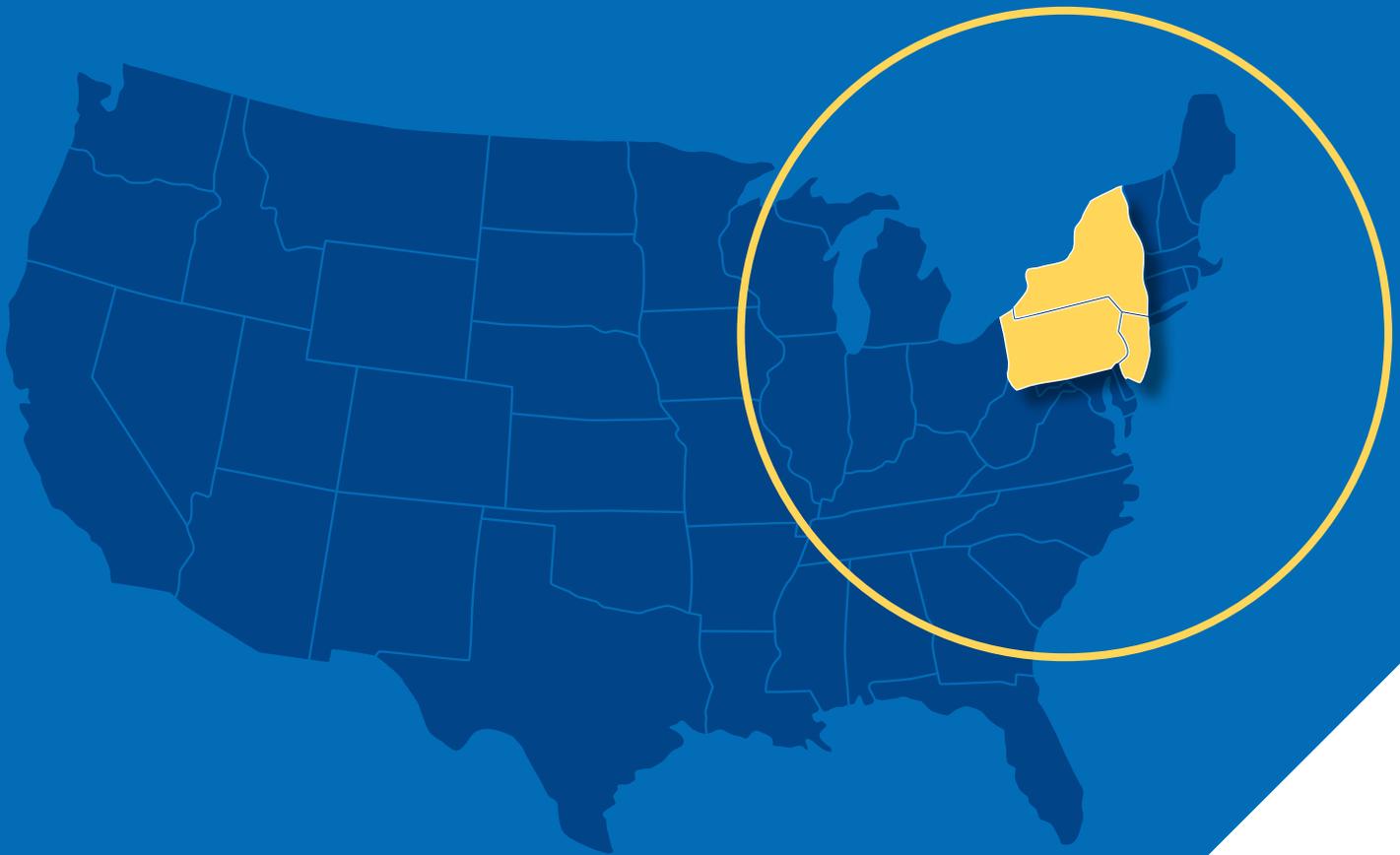


Local Market Assessment

REGION II

NEW JERSEY | NEW YORK | PENNSYLVANIA

Global Influences
and Opportunities



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Globalization continues to have a tremendous effect on the real estate industry, with impacts in major metro markets and growing interest and impact in secondary and tertiary markets. Foreign investment in U.S. real estate targets commercial and residential sectors in every state. The perennial increase in these activities tells us it's much more than a short-term trend.

The key to finding global business, even in unexpected areas, begins with adopting a global mindset. In this assessment of local markets, we examine New Jersey, New York and Pennsylvania. The Mid-Atlantic's strategic location has long been a global hotspot, but you don't have to live in New York City, Newark or Philadelphia to benefit from this research.

Much of what you'll discover here is applicable in many other markets. Follow the steps outlined in this report to devise a strategy to tap into the global opportunities in your local market.

Explore global real estate opportunities throughout the region. Navigate to a state using the Table of Contents links or the "Quick Navigation" bar at the bottom of each page.



Take a Closer Look NEW JERSEY

How to find global influences and opportunities in your local market

New Jersey REALTORS® don't need to look very far or hard to identify global business opportunities. The Garden State is home to nearly 1 million companies with a foreign parent organization. Its strategic position in the northeast corridor—at the center of one of the world's most densely populated and affluent markets—makes New Jersey attractive to foreign investors of all sizes.

Supporting this investment is New Jersey's highly diverse population. The state boasts the highest percentage of jobs generated by immigrant-owned businesses and the highest percentage of foreign-born STEM workers, according to WalletHub's "Economic Impact of Immigration by State" study.

Business Environment

The business climate in New Jersey is multi-faceted. While the state faces challenges associated with its high corporate business tax, sales and property tax rates, numerous advantages offset these tax considerations. The state offers a broad portfolio of economic development tools, including jobs-based tax credits, real estate and development tax credits, community development programs, innovation economy programs, clean energy programs, and low-interest business financing.

Driven by a **2018 economic development plan**, the work of the **New Jersey Economic Development Authority** focuses on nine strategic sectors that drive growth in jobs and investment. These sectors are technology, life sciences, offshore wind, clean energy, advanced manufacturing, logistics, food and beverage (non-retail), finance and professional services, and film and digital media.



NJEDA Strategic Industry Support – Learn more about New Jersey's key industry sectors and what the state is doing to support growth and innovation.

Advantage New Jersey

Choose New Jersey, a private non-profit economic development agency for New Jersey, highlights the following reasons corporations enjoy making New Jersey their home base:

Location. New Jersey's strategic location provides direct access to 38 million residents and the world's trade, financial and regulatory centers. Northern New Jersey is a 20-minute train ride from New York City. The southern end sits on the Delaware River across from Philadelphia. Rail service provides fast and easy access to Boston and Washington, D.C., and nearby airports offer daily non-stop flights to more than 340 domestic and 260 non-stop international destinations. The

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state is home to the Port of New York and New Jersey, the second busiest seaport in North America and the largest maritime cargo center on the East Coast, making it easy to move products across the country or worldwide.

Education and workforce. The state’s 9 million residents enable a skilled and diverse workforce. New Jersey has one of the most highly educated workforces in the country. The state ranked #1 for best states for education by World Population Review in 2022. Research conducted for the state’s economic development plan revealed the following statistics about New Jersey compared to other states:

- Home to more scientists and engineers per square mile and more biochemists and biophysicists
- 42% of its workforce graduate with a bachelor’s degree or higher compared to the 33% national average
- Third-highest concentration of foreign-born residents in the U.S.
- Fourth in the nation for linguistic diversity

The global, educated workforce is key to supporting New Jersey’s knowledge-intensive industries.

Encouraging innovation. In 2018, New Jersey’s governor appointed the state’s first Chief Innovation Officer, building on the state’s rich history of innovation that began with the invention of the light bulb. State support for innovation is evident in cutting-edge initiatives such as Nokia Bell Labs’ work to revolutionize drone, AI and 5G deployment. The state’s Office of Innovation works collaboratively with government, academic, non-profit and private sector institutions—giving New Jersey-based companies a competitive advantage, including many foreign-owned corporations.



Business.NJ.gov – A one-stop shop for learning about business opportunities and regulations in New Jersey.

Affordable real estate. According to Choose New Jersey, lab and office space are 40% to 60% less than nearby comparable Manhattan properties. For example, Class A office space in Jersey City or Hoboken is roughly half the Manhattan space cost. The lower cost of living and greater availability of affordable housing options compared to New York City makes New Jersey a more livable location for employers.

Inbound Foreign Investment

New Jersey welcomes global companies of all types and sizes—from start-ups to international expansions. The state provides customized RFI responses and detailed market assessments. It connects companies with public or private partners to collaborate on needs that range from regulatory and legal assistance to workforce training.

In 2021, Dun & Bradstreet reported 995,000 New Jersey companies with a foreign parent. The 2020 State New Economy Index ranked New Jersey #3 for FDI (and #10 overall for state economies that are knowledge-based, globalized, entrepreneurial, IT-driven, and innovation-oriented).

The UK, Japan, Germany, France and Canada are the largest source of investors in New Jersey. It is worth noting, however, that more than half of the total inbound FDI in New Jersey comes from other sources, providing niche opportunities for New Jersey REALTORS®.

New Jersey-Israeli business connection.

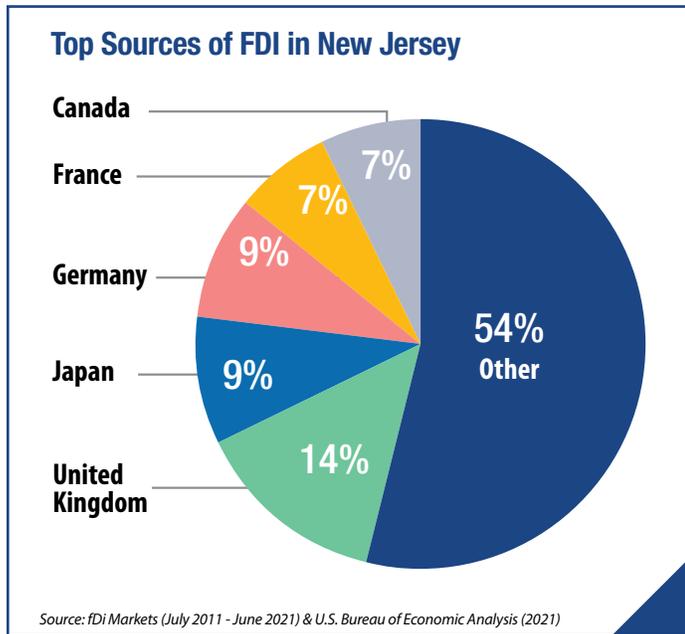
Israel and New Jersey’s strong economic partnership stems from multiple factors, including that New Jersey ranks second among Northeast states for attracting FDI from Israeli companies. Trade between the two markets reached \$1.55 billion in 2021, up from \$1.33 billion in 2020, and the state’s exports grew 41% to \$461 million—10% more on average than in other countries, according to the governor’s office. New Jersey’s Jewish population numbers nearly 550,000—the second-largest American Jewish community (following New York). Among its activities, the New Jersey-Israel Commission encourages capital investment and joint business ventures.



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Recent examples of global companies locating in New Jersey include:

- **BioFarma**, an Italian manufacturer of probiotics and nutritional supplements, was a Choose New Jersey referral from SelectUSA, a U.S. government program.
- **Hovione**, a Portugal-based multi-national global leader in spray drying and particle engineering, announced an investment of \$170 million in 2021 to expand its manufacturing plant in East Windsor.
- **Oatly**, the Swedish leader of the non-dairy revolution, opened a \$15 million, 25,000 square-foot U.S. processing plant in Millville—the first outside Europe.
- **Ørsted**, a Danish offshore wind firm, is developing Ocean Wind 1, a 75%/25% partnership between Ørsted and Public Service Electric & Gas (PSEG), to be followed up by Ocean Wind 2. Together, they will generate enough energy to power a million homes.

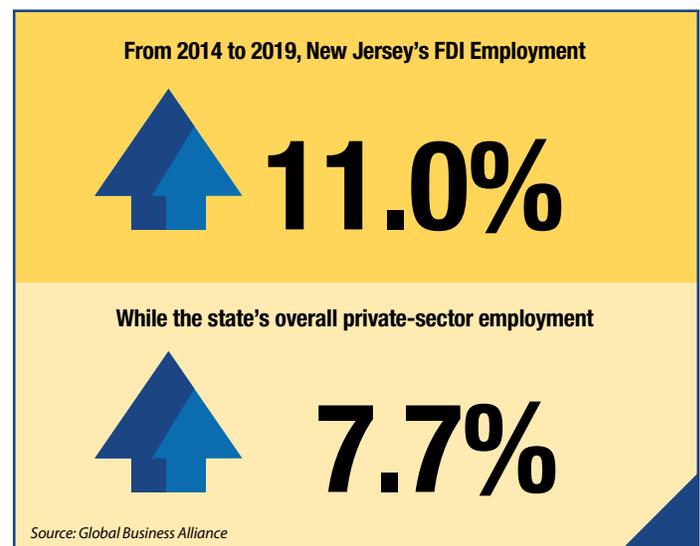
Choose New Jersey maintains a presence in three locations abroad to assist foreign companies looking to locate or expand in New Jersey: Germany (serving Europe), Ireland and India.

Foreign Trade Zones (FTZs). There are five designated **Foreign Trade Zones** (FTZs) in New Jersey. FTZs allow companies to avoid paying duties on products shipped in or out of the U.S., helping companies boost their global reach. The state’s FTZs cover areas in Morris County, Salem/Millville, Mercer County and Lakewood and Newark/Elizabeth (FTZ #49), which is managed by the Port Authority of New York and New Jersey.

EB-5 Regional Centers. Twenty-four designated EB-5 Regional Centers operate in New Jersey, many covering areas overlapping with neighboring states. EB-5 Regional Centers are designated by the U.S. Citizenship and Immigration Services (USCIS) to promote economic growth by sponsoring projects to attract foreign investment and create jobs for U.S. citizens. Among the requirements, EB-5 visa applicants must establish a U.S. residence. Go to eb5projects.com to search for open projects in your market. You’ll need to register to access the information necessary to pursue this business source.

FDI and Jobs

According to the Global Business Alliance, nearly 300,000 New Jersey workers are employed due to global investment, an increase of 11% between 2014 and 2019—significantly outpacing the growth of the state’s overall private sector employment (7.7%) for this same period. At 8.2%, New Jersey ranked #3 for states with the biggest concentration of FDI jobs (as a percentage of total private sector investment). Approximately 35% of these jobs are in manufacturing.



Convert FDI into business

Foreign-owned companies can be a nexus for global transactions. While state agencies are a good resource, corporate site selection magazines and websites can augment your strategy to learn about new developments. Search sites such as AreaDevelopment.com, BusinessFacilities.com (places and locations page) and FDIintelligence.com for foreign investment news. Use the search tool to narrow your focus to New Jersey.

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New Jersey: State of Innovation – Site Selection Magazine's 2021 report for New Jersey.

Beyond the commercial business opportunities associated with land, office and industrial sales and leasing for foreign companies locating or expanding in New Jersey, a residential ripple effect stems from relocating corporate executives. Additionally, companies may need to attract workers outside the immediate area or even the country (see H1-B visas).

Identify the international businesses in your area and approach them about helping workers relocate. Position yourself as an expert resource with state agencies and non-profit organizations that assist foreign companies with site selection and other real property needs. Following are resources to help you tap into inbound FDI business.

H1-B visas. The H1-B visa program helps American companies hire foreign workers when American workers with specialized skills cannot be found. According to [MyVisaJobs.com](#), more than 31,000 H1-B visas were requested in New Jersey in 2021 (the fifth most of all U.S. states), representing an average annual wage of \$108,412—significantly higher than the state's median household income of \$89,296 for that year. Top H1-B visa employers in New Jersey include Cognizant Technology Solutions, Ernst & Young, IBM, Tata Consultancy Services and Capgemini. Foreign-born professionals who enter on an H1-B visa often later apply for permanent residency and remain in the area. Use the [MyVisaJobs.com search tool](#) to identify H1-B visa sponsors in your city.

Foreign students. New Jersey's universities attract thousands of international students each year, many wanting off-campus housing while studying in the U.S. or upon accepting positions with New Jersey employers following graduation. In 2021, 19,039 international students attended the state's higher education institutions, down more than 17% from 2020 due to pandemic-related travel restrictions. New Jersey ranked #14 among all U.S. states for the most international students.

China and India accounted for 68% of these students. Other top countries of origin included South Korea, Canada and Taiwan. Rutgers University attracted the largest number of these students (6,554), followed by New Jersey Institute of Technology (2,758), Stevens Institute of Technology (2,622)

and Princeton University (2,356). All data is from [Open Doors](#), a project sponsored by the U.S. Department of State.

Wealthy parents (notably from China—the primary source of New Jersey's foreign students) often purchase property for their child's use for the length of their studies. Upon graduation, the parents may sell or retain the property to produce income through student rentals. Explore this niche by contacting the university department that assists international students.

Immigration & Ethnicity

Nearly 25% of New Jersey's population (2,077,801) were born outside the United States. For the period 2010 to 2019, New Jersey ranked #5 nationally for immigrant growth in absolute numbers, adding 230,000 immigrants. These individuals add billions of dollars to the state's economy. The American Immigration Council reports that New Jersey's Immigrant-led households had \$72.7 billion in spending power in 2019, evident in their homeownership rate.

NAR reports that 75.8% of naturalized foreign-born citizens in New Jersey are homeowners compared to 68.8% of native-born citizens. New Jersey's homeownership rate significantly exceeds the national rate for naturalized citizens (54%) but is nearly eight points lower than the national rate for non-U.S. citizen residents. Download NAR's [2020 State Economic Data for Engaging in International Real Estate](#) report for additional insights.

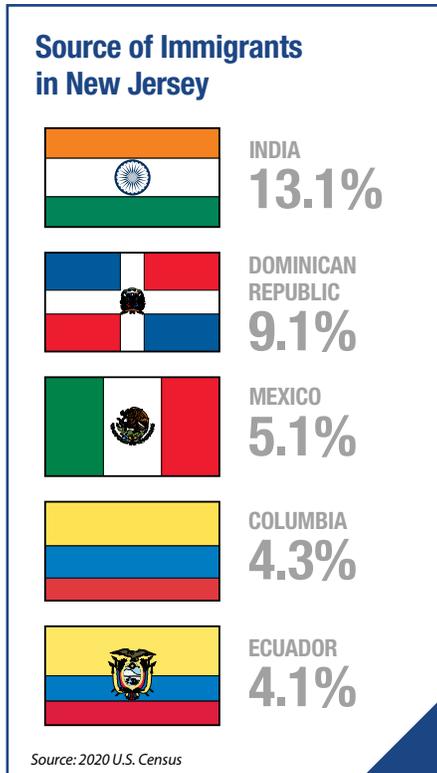
India is the source of the largest number of foreign-born residents in New Jersey at 13.1%, according to 2020 census data, which is more than double that of the national percentage of Indian immigrants. Other top countries of origin are Dominican Republic (9.1%), Mexico (5.1%), Columbia (4.3%) and Ecuador (4.1%).

Immigrants tend to be more entrepreneurial than the rest of the population. In 2019, immigrants accounted for 35.5% of business owners while representing only 23.4% of the total state population. New Jersey ranks #2 in the nation where immigrants are most entrepreneurial (following California). These businesses generated \$3.8 billion in business income. WalletHub ranked New Jersey #1 for "immigrant workforce" relative to the economic impact of immigration. According to Site Selection's 2021 New Jersey report, the state is home to the highest number

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of jobs generated by immigrant-owned businesses and the highest percentage of foreign-born STEM workers.



New Jersey REALTORS® who want to grow their market by serving ethnic communities can make connections through business, cultural and social events. Consider getting involved in business networks such as the **Indian Business Association NJ**, becoming a partner/sponsor of the **Statewide Hispanic Chamber of Commerce of New Jersey** or the **Asian Indian Chamber of Commerce**, or attending programs sponsored by cultural groups such as the **Chinese American Cultural Association**.

Attend local ethnic festivals, such as the Annual Cultural Diversity Festival in Jersey City, Carnevale Italiano in New Brunswick or NJ Greekfest in Westfield. While these events attract persons of all backgrounds, ethnic community leaders are often present, providing an opportunity to make

beneficial business connections. Also, watch for programs sponsored by ethnic-centric student organizations at area universities, many of which are open to the public.



New Jersey Ethnic Associations – A listing with links to New Jersey minority and ethnic-centric organizations.

Getting Started

New Jersey is rife with global opportunities, but it makes sense to narrow your focus if you're new to the international niche. Consider a personal connection or interest, e.g., your ethnic background or a local resource. As your experiences and contacts grow, so will your awareness of global opportunities. Use the information in this report to identify new international niches.

Agent-to-Agent Connections

Networking with other globally-minded real estate professionals is an excellent way to expand your contacts and develop international business opportunities. State and local REALTOR® association Global Business Councils are a great networking resource. These Councils are organized within NAR's state and local association structure and host informational, educational and networking events and connect members to the larger global community in their market. Search **NAR's Global Councils Directory** to locate Global Business Councils in New Jersey and neighboring states and reach out to connect.

The **Asian Real Estate Association of America** (AREAA) has two chapters in the state—serving **Central New Jersey** and **Northern New Jersey**. The **National Association of Hispanic Real Estate Professionals** (NAHREP) has chapters in **Morris-Passaic**, **North New Jersey**, **Union Essex**, **Somerset** and **South New Jersey**. New Jersey ranks #5 among states with the largest Hispanic populations, with an increase of more than 450,000 Hispanics between 2010 and 2020. For a deep dive into the homeownership profile of these ethnic groups, download the **State of Asian America** (available from the AREAA website) and NAHREP's **State of Hispanic Homeownership Report**. ■

The global property marketplace offers many exciting and profitable opportunities in New Jersey. While this report is an excellent place to begin exploring these opportunities, it does not make you an expert. NAR's Certified International Property Specialists (CIPS) designation provides the knowledge, research, network and tools to expand your global business network and do international business locally.

Learn more about the CIPS designation.



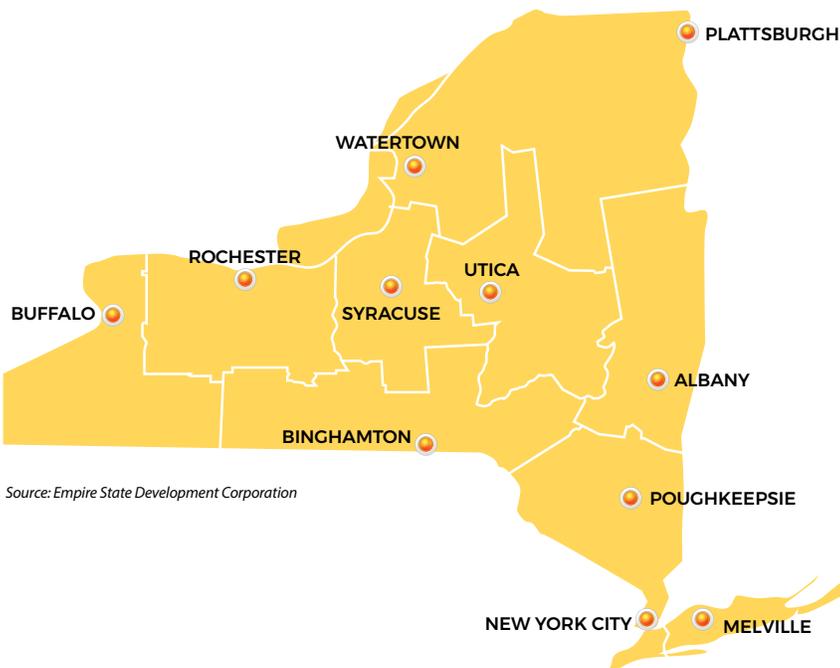
Take a Closer Look NEW YORK

How to find global influences and opportunities in your local market



New York City is home to some of the world’s most expensive real estate and a global hub of business and commerce, making it a top destination for foreign investors. Situated on one of the world’s largest natural harbors, New York City is a prime location for companies seeking easy access to the eastern half of the United States. The greater NYC metropolitan area is a premier gateway for legal immigration to the U.S., making it one of the most diverse cities in the world, with as many as 800 languages spoken.

Global real estate business opportunities are not limited to the New York City metro area. Roughly 3.2 million New York residents were born outside the United States, resulting in ethnic enclaves statewide and residential and commercial business opportunities for REALTORS®. New York is actively creating innovative workforce development programs to attract global commercial investors to generate new opportunities for New Yorkers and encourage regional economic growth.



Source: Empire State Development Corporation

Business Climate & Industry

New York’s economy was \$2 trillion in 2Q 2022, ranking third in the U.S. behind California and Texas. The Empire State Development Corporation (ESD) provides investors support through **tax incentives**, **operational support** to ensure business competitiveness, **financial support** to stimulate growth and **financial incentives** to foster innovation. Specific programs vary by sector and industry. The sectors and **industries** in which New York excels are numerous and wide-ranging, including agribusiness, renewable energy, software and digital media, distribution and life sciences.

Leading sectors also vary by region. The ESD defines ten distinct state regions, each presenting unique business opportunities.

Explore what each region has to offer.

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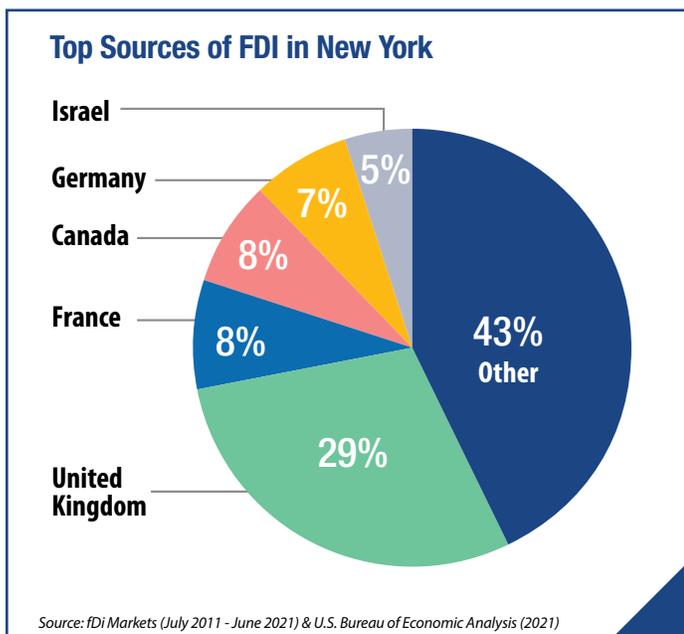
Inbound Foreign Investment

New York is consistently at or near the top of U.S. states attracting foreign direct investment (FDI) in projects and capital flows. The state offers an array of advantages for foreign investors, including tax-based incentives, industry and university partnerships fostering the development of innovative technologies and products, and the financial support needed to help businesses grow. **fDi Intelligence** named New York #1 in its American Cities of the Future 2021/22, noting that the state’s economic potential and business friendliness contributed to its top position in the overall ranking.

FDI Sources and Jobs

The U.S. Bureau of Economic Analysis reported \$333.6 billion in FDI in 2021, a nearly \$2 billion increase from 2020 when the pandemic lockdown put a hold a much of the global business activity. New York was the recipient of \$34.2 billion of inbound U.S. investment, ranking third behind California and Massachusetts.

Data from the U.S. Department of Trade show the principal sources of inbound FDI into New York are the United Kingdom, France, Canada and Germany. All combined, FDI in New York directly supports 531,300 U.S. jobs, the majority in software and IT, business services and financial services. Between 2014 and 2019, New York’s FDI-associated employment rose 19%, compared to 9% for the state’s overall private sector employment.



Shift to secondary and tertiary cities. As a “gateway” city, New York attracts significant interest among foreign investors. However, the Association of Foreign Investors in Real Estate (AFIRE)’s **2022 International Investor Survey Report** shows a shifting preference toward U.S. secondary and tertiary cities while noting gateway cities will likely remain high on investors’ lists. In the ranking of U.S. cities, New York ranked sixth overall and #2 among gateway cities (behind Boston). On a global scale, New York again ranked #6, behind Boston. Among the top six, London was the only city outside the U.S.

Convert FDI into Business

Foreign-owned companies can be a nexus for global transactions. While state agencies are a good resource, corporate site selection magazines and websites can augment your strategy to learn about new developments. Search sites such as **AreaDevelopment.com**, **BusinessFacilities.com** (places and locations page) and **FDIintelligence.com** for foreign investment news. Use the search tool to narrow your focus to New York.



Global NY Foreign Office Trade Directors – Connect with state foreign trade directors who liaise between Empire State Development and potential foreign investors in Africa, Canada, the Caribbean region, China, Europe, India, Israel, Mexico and South America.

Following are additional resources to help you tap into inbound FDI business.

Foreign trade zones. There are currently 13 designated **Foreign Trade Zones** (FTZs) in New York located throughout the state. FTZs allow companies to avoid paying duties on raw materials and finished products shipped in or out of the U.S., helping companies boost their global reach.

EB-5 Regional Centers. More than 75 EB-5 Regional Centers operate in New York. EB-5 The U.S. Citizenship and Immigration Services designates these centers to promote economic growth by sponsoring projects to attract foreign investment and create jobs for U.S. citizens. In addition to other requirements, EB-5 visa applicants must establish a U.S. residence. Go to **eb5projects.com** to search for open projects in your market. You’ll need to register to access the information necessary to pursue this niche. Use the filters to narrow the projects based on your area of specialty.

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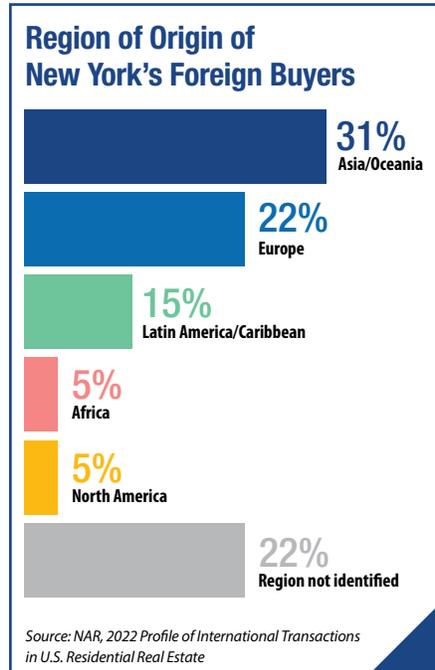
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Residential International Business

Beyond the commercial business opportunities associated with land, office and industrial sales and leasing for foreign companies looking to locate or expand in New York, REALTORS® can pursue the residential ripple effect associated with assisting relocating corporate executives. Additionally, companies may need to attract workers outside the immediate area or even the country (see H1-B visas). Identify the international businesses in your area and approach them about helping workers relocate.

H1-B visas. The H1-B visa program helps American companies hire foreign workers when American workers with specialized skills cannot be found. According to [MyVisaJobs.com](#), 46,800 H1-B visas were requested by New York employers in 2021, representing an average annual wage of \$119,432. New York ranks #3 among all states for H1-B visa applications (following California and Texas). Top H1-B visa employers in New York include Ernst & Youngs, Google, Cognizant Technology Solutions, JPMorgan Chase and Goldman Sachs. Foreign-born professionals who enter on an H1-B visa often later apply for permanent residency and remain in the area. Use the [MyVisaJobs.com search tool](#) to identify H1-B visa sponsors in your city

Source of foreign buyers. New York has ranked in the top ten destination states of foreign buyers since 2009, according to NAR's 2022 Profile of International Transactions in U.S. Residential Real Estate. For 2022, New York accounted for 4% of foreign buyers, with 31% coming from Asia/Oceania and 22% from Europe. It ranked #2 among Chinese buyers.



Among the top six origins of foreign residential buyers of U.S. real estate (Canada, Mexico, China, India, Brazil and Columbia), only foreign buyers from Mexico were not among the top buyers in New York. Mexican immigrants more frequently purchased homes in the south and southwest U.S.

Doing business with foreign buyers can be very fruitful. According to the NAR report, foreign buyers spent approximately \$10,000 more than the median price of an existing home sold in the U.S. for the same period—attributed to the location and type of properties purchased. Detached single-family homes were the most common type of property purchased, with foreign buyers nearly twice as likely to pay all cash as U.S. buyers. Personal contacts, former clients and referrals from former clients and business contacts accounted for 70% of leads and referrals.

The NAR report also provides information on U.S. clients seeking to purchase property abroad. More than

Luxury Residential

New York City's luxury home market is one of the world's premier locations for wealthy foreigners to park money. As one investor noted, the property is almost certain to appreciate. In times of global conflict and uncertainty, New York (and the U.S. in general) provides a safe harbor. If not needed, the property generates significant rental income.

half (56%) of foreign sellers who sold U.S. properties lived abroad. [Download the full report](#) for a deep dive into international residential transactions in the U.S., or read the [press release](#) for a summary of findings.

International students. New York's top universities attract thousands of international students each year, many of whom require housing while studying in the U.S. or upon accepting positions with New York employers following graduation. In 2021, 106,894 international students attended New York colleges and universities, down nearly 16% from the previous year, likely due to pandemic-related travel restrictions. China and India are the countries of origin for approximately 60% of these students. Other leading places of origin include South Korea, Canada and Taiwan. New York University (NYC) hosts the largest number of these students (17,050), followed by Columbia University (15,015), Cornell University, SUNY University at Buffalo and Syracuse University round out the top five. All data is from [Open Doors](#), a project sponsored by the U.S. Department of State.

Wealthy parents of international students (notably from China) often

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purchase property for their child’s use for the length of their studies. After graduation, the property produces income through student rentals. Explore this niche by contacting the university department that assists international students.

Immigration & Ethnicity

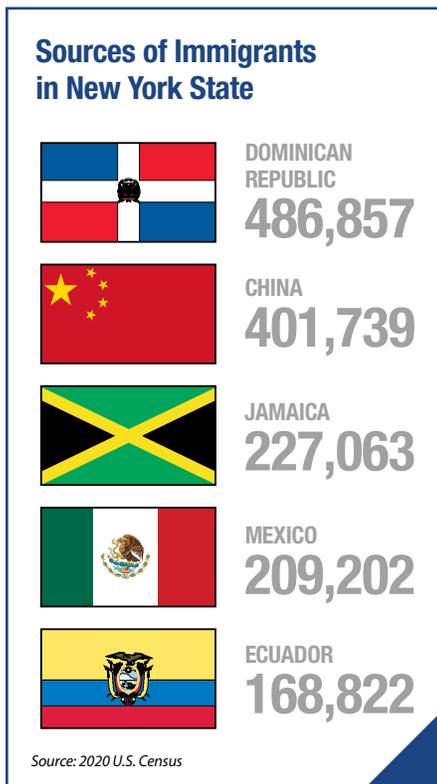
New York has a long history of welcoming immigrants who are the foundation of New York’s diverse communities. According to the American Community Survey, the state’s 4.4 million immigrants account for 22% of New York’s population. The American Immigration Council reports that New York immigrants make up more than 25% of its labor force, with many working in healthcare, social services, transportation and warehousing. As consumers, immigrants had \$130.1 billion in spending power in 2019.

Top countries of origin include Dominican Republic (11.1%), China (9.2%), Jamaica (5.2%), Mexico (4.8%) and Ecuador (3.9%). In most cases, New York’s percentages outweigh the national totals. For example, Dominicans make up only 2.6% of U.S. immigrants, compared to New York’s 11.1%. Mexico is the notable exception, where New York attracts a significantly smaller percentage of Mexican immigrants (4.8%) compared to 24.8% for the U.S. as a whole. This statistic supports the low rate of Mexicans buying homes in New York compared to other states (see page 8.)

Homeownership among immigrants

New York has long trailed the nation in homeownership rates, attributed to the low rate for New York City, the country’s most populous city. Immigrants are, in some cases, the exception. NAR’s **2020 State Economic Data for Engaging in International Real Estate report** shows that between 2013 and 2018, the homeownership rate for naturalized foreign-born residents in New York was 72.7%, nearly 14% higher than native-born residents.

Focus on Hispanics. A 2022 survey conducted by the **National Association of Hispanic Real Estate Professionals** (NAHREP) found that, in 2021, the Hispanic homeownership rate increased to 48.4%, up from 47.5% in 2019, continuing a trend seen since 2014. NAHREP reports that Latinos added 657,000 owner households between 2019 and 2021 and a net total of 1.9 million owner households since 2014. These new Latino homeowners were twice as likely to have purchased a home at a young age as first-time buyers, according to a 2021 survey conducted by REALTOR.com. Specifically, 34% of new Latino homeowners purchased a home between the ages of 18 and 24, versus 17% of the general population. Given the predominance of Latin immigrants in the state, this group is a key target audience for New York REALTORS®.



First-time U.S. homebuyers age 18 to 34

Latino vs. General Population

34% vs. 17%

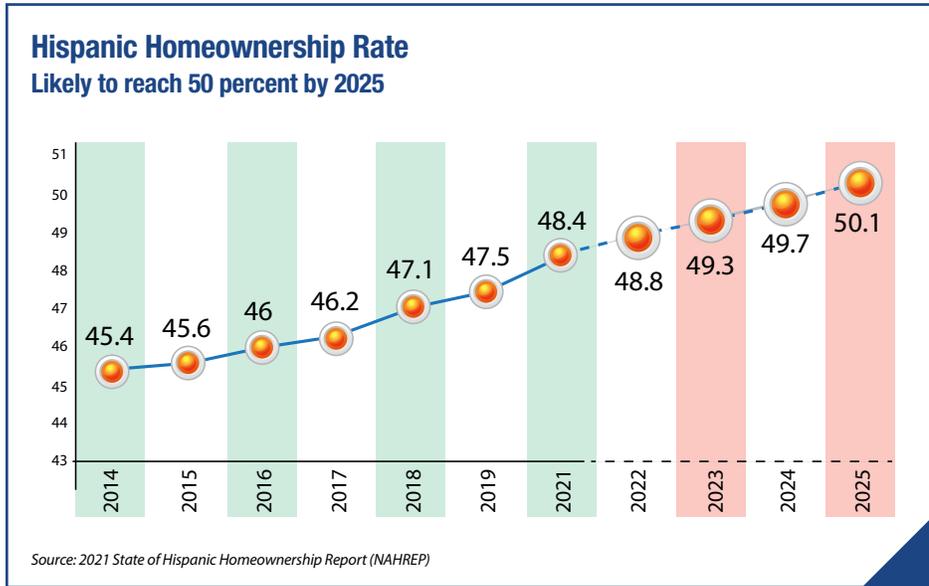
Source: NAR, 2021 Profile of Home Buyers and Sellers

New York REALTORS® serving the Latino population have a referral opportunity with outbound buyers. NAHREP found that while less than 10% of Latinos in the United States moved to another state in 2021, New York and California saw the highest numbers of outbound immigration among those that did.

Connect with the real estate professionals serving Hispanic/Latino clients by joining a **local chapter of NAHREP**. There are several in New York.

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Although homeownership in New York is highest among white households (67%), 2020 census data shows that Asian/Pacific Islander (API) households have the second-highest rate among all ethnic groups at 52%. Looking specifically at New York City, the Asian American Federation reports that 45% of API Immigrants live in an owned home, compared to 34% citywide. API immigrants are a diverse group—representing some 30 different ethnic groups who speak more than 50 languages. **Learn more** about New York’s diverse Asian populations.



2021 State of Hispanic Homeownership Report – This report from NAHREP provides an extensive review and insights into Hispanic homeownership in the U.S.

Focus on Asians. The state’s Asian American population increased 37.6% from 2010 to 2020, growing to more than 2.1 million. New York City is home to the largest Asian community in the state, with 1,525,851 residents (in 2020), who made up 17.3% of the city’s population. Asian Americans made up 10.8% of the total population of New York state in 2020—up from 8.2% in 2010. This growth is not limited to New York City. Asian populations more than doubled in areas outside the city, including in Nassau County, in and around Hempstead and Oyster Bay. Buffalo saw an increase of 141%, and the Asian population in Halfmoon (Saratoga County) increased by 111%.

While Indians and Chinese are the most populous Asian groups across the state, refugee resettlement and recent migration contribute to increasing diversity among Asian groups in upstate New York. For example, 48% of Utica’s Asian population is Burmese, as is 20% of Buffalo’s Asian population. Pakistanis comprise 11% of Colonie in Albany County, and immigrants from Nepal make up 12% of Henrietta in Monroe County.

Using census data and other sources, **HomeSnacks** identified the following New York with the largest Asian population in 2022:

1. New Hyde Park	6. Valley Stream
2. Great Neck Plaza	7. Williston Park
3. Ithaca	8. New York
4. Scarsdale	9. Floral Park
5. Manorhaven	10. Mineola

REALTORS® in the New York City area can connect with real estate professionals serving New York’s Asian communities by joining a **local chapter** of the Asian American Real Estate Association of America (AREAA).

Most Common Non-English Languages Spoken in NY

1. Spanish
2. Chinese
3. Russian
4. Yiddish
5. Bengali

Source: U.S. Census Bureau, 2020 5-year estimate. American Community Survey



NEW YORK: 2020 Census - Find specific ethnic make-up of your county, including housing data.

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Tapping into international business opportunities

New York has many international aspects to help you make a business connection. Consider these opportunities:

- **Search the Internet for ethnic business councils**, such as the **National Hispanic Business Group**, including those serving local markets, e.g., the **NY Asian Business Development Council** in Albany. Also, contact your chamber of commerce. Many have ethnic-focused committees.
- **Explore area universities' cultural programs** for ethnic-centric events—many of which may be open to the public.
- **Attend area festivals**, such as Rochester's Little Italy Festival, Buffalo's Oktoberfest or the Chinese Lunar New Year celebration in Manhattan's Chinatown.

While you will undoubtedly encounter many born-and-bred New Yorkers at these programs and events, community leaders are often present, providing an opportunity to make beneficial business connections.

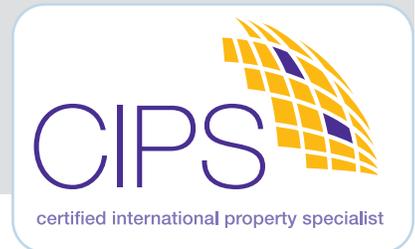
Agent-to-Agent Connections. Networking with other globally-minded real estate professionals is an excellent way to broaden your knowledge, expand your contacts, and develop international business opportunities. Local REALTOR® association Global Business Councils are a great networking resource. These Councils are organized within NAR's state and local association structure and host informational, educational and networking events and connect members to the larger global community in their market. Locate Global Business Councils in New York by searching NAR's **Global Councils Directory** and reach out to connect!

Getting Started

When initially investigating global opportunities in New York, it makes sense to focus on one area of international business. For those just getting started, consider a personal connection or interest, e.g., your ethnic background or a local resource. As your experiences and contacts grow, so will your awareness of other global opportunities. Use the information in this report to pursue new international niches. ■

The global property marketplace offers many exciting and profitable opportunities in New York. While this report is an excellent place to begin exploring these opportunities, it does not make you an expert. NAR's Certified International Property Specialists (CIPS) designation provides the knowledge, research, network and tools to expand your global business network and do international business locally.

Learn more about the CIPS designation.



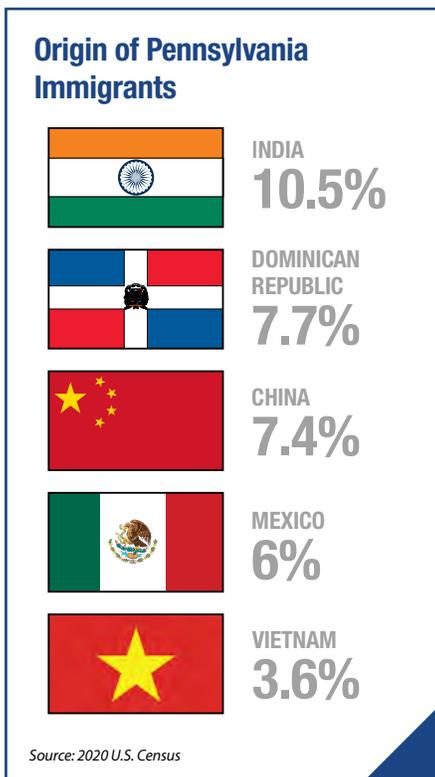
Take a Closer Look PENNSYLVANIA

How to find global influences and opportunities in your local market

A diverse and global economic hub, Pennsylvania is home to an experienced and skilled workforce, best-in-class higher education institutions (ranked #5 by CNBC's 2022 best states to do business), and a business environment that supports companies of all sizes. Twenty-four Fortune 500 companies and 1.1 million small businesses call Pennsylvania home.

Its prime East Coast location attracts foreign corporations seeking access to the eastern U.S. and Canada. The state is becoming increasingly business-friendly—gradually reducing its corporate net income tax rate to 4.99% by 2031, making it among the lowest in the nation. Such efforts are expanding its stronghold in advanced manufacturing, energy production, distribution and logistics, robotics and life sciences, among other industries.

These are just some factors that create global business opportunities for REALTORS® in Pennsylvania. Follow these steps to learn more and to pursue international real estate opportunities.



1. Understand the demographic profile of your market

Pennsylvania is home to 12.8 million people, of which 96.8% are citizens. Based on 2020 census data, 7.01% (897,000 people) of residents were born outside the country. India tops the list of countries of origin at 10.5%, nearly double the national percentage of 5.9%. Other top countries include Dominica Republic (7.7%), China (7.4%), Mexico (6%) and Vietnam (3.6%).

While Philadelphia is home to the largest number of Indians in the state (137,000 in 2019), the small community of Montgomeryville (about 30 miles north of Philadelphia) ranks #1 for the U.S. city with the largest percentage population (80%) of Indians, demonstrating there are ethnic enclaves in even the smallest communities.

Immigrants in the workforce. Immigrants are vital members of Pennsylvania's labor force, accounting for 9% of workers across all industries. Immigrant consumers add tens of billions of dollars to the state's economy. In 2018, immigrant-led households had \$24.6 billion in after-tax income. The state's nearly 56,000 immigrant business owners accounted for 10% of all self-employed Pennsylvanians and generated \$1.2 billion in business income, representing commercial sales and leasing opportunities.

Homeownership among immigrants. NAR's **2020 State Economic Data for Engaging in International Real Estate** report shows that between 2013 and 2018, the homeownership rate for naturalized foreign-born residents in Pennsylvania

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was 60%—lower than the national average of 69%. The U.S. Census Bureau’s 2019 American Community Survey 5-year estimates show the Hispanic homeownership rate at 41.2% (compared to 47.3% nationally) and the Asian, Native Hawaiian, & Pacific Islander rate at 58.3% (compared to 59.1% nationally).

Percentages vary by market, however. For example, Philadelphia ranked 8th nationwide among America’s largest cities. Its Hispanic homeownership rate was 44.6% (higher than the statewide rate), and its Asian/Pacific Islander rate was 54.3% (lower than the statewide rate). Check with your local government or REALTOR® association to ask about the availability of local market data.

Hispanic communities. The Hispanic population is diverse, with numerous countries representing this broad category of ethnicity. Since the 2010 census, the U.S. Latino/Hispanic population has grown by 14.9% (6.3 million), making it one of the fastest-growing ethnic communities in America this decade. Pennsylvania saw a 48% increase, with Reading taking the top spot for the state’s largest Hispanic population.

Dominicans represent a significant percentage of Hispanics especially in the eastern part of the state, including in Philadelphia, Hazleton, Bethlehem, Allentown and Reading. Based on a 2017 census data estimate, Hazleton has one of the fastest-growing Dominican communities in the nation. The city’s percentage of Hispanic residents grew from 1% in 2000 to about 35% in 2017.

Asian communities. In 2021, the Pew Research Center reported that Asian Americans recorded the fastest population growth rate among all racial and ethnic groups in the U.S. between 2000 and 2019. The Asian population grew 81% nationwide and more than 100% in Pennsylvania. The most recent American Community Survey reports that 3.5% (445,725) of Pennsylvania’s population identifies as Asian.

Along with Philadelphia, the Pittsburgh metro area has numerous self-identified Indian residents. South Fayette and nearby Upper St. Clair report a growing number of families with an Indian background. In 2000, there were 124 Indian residents. By 2017, that number had grown to 832. The state’s Chinese-American population is primarily located in metro Philadelphia and Pittsburgh, and Philadelphia is home to most of the state’s Vietnamese Americans.

Pennsylvania Cities with the Largest Hispanic and Asian Populations

Asian		Hispanic/Latino	
Lansdale	15%	Reading	67%
Franklin Park	14%	Hazleton	57%
State College	11%	Allentown	54%
Whitehall	10%	Lebanon	44%
Philadelphia	7%	Lancaster	39%
Baldwin	7%	Kennett Square	34%
Swarthmore	6%	York	33%
Pittsburgh	6%	Bethlehem	30%
Souderton	6%	Wilson	29%
Downin	6%	Norri	27%



U.S. Census Bureau Research Library – See a snapshot of the diversity profile of your county, including race and ethnic diversity.

Identify ways to connect with the ethnic market.

Tapping into business opportunities associated with ethnicity calls for understanding the culture. Like doing business outside the U.S., “local-global business” typically results from an existing relationship. Pennsylvania REALTORS® who want to grow their market by serving ethnic communities can make connections through business, cultural and social events.

Locate ethnic business chambers, e.g., the **Philadelphia Hispanic Chamber** of Commerce or the **Asian American Chamber of Commerce Pittsburgh**, to connect with ethnic business leaders and to understand issues of interest to the community. Also, seek out business organizations focused on development, such as the **Philadelphia Chinatown Development Corporation**, which advocates for the city’s Chinese American population on real estate development matters. Connect through social programs such as its annual Chinese New Year Banquet.

Educational and cultural events are good places to connect with local ethnic communities. There are many ethnic festivals held around the state, such as Hispanic Fiesta in Philadelphia and PA Greek Fest in Harrisburg, which celebrated its 50th anniversary in 2022. The state’s

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universities are also a source for ethnic-centric events—many of which may be open to the public. For example, **Rangoli**, serving the Indian community at the University of Pennsylvania, is open to any member of Penn’s community. Penn State offers a series of programs for its annual Hispanic Heritage Month. While you will undoubtedly encounter many born-and-bred Pennsylvanians at these events, ethnic community leaders are often present, providing an opportunity to meet.



InterNations Expat Communities – Are you an expat? Meet (and serve!) fellow expats by connecting through events and global networking groups. Both **Philadelphia** and **Pittsburgh** have InterNations groups.

2. Understand the economic profile of your market

According to the state’s Office of International Business Development (OIBD), Pennsylvania has the sixth-largest U.S. state economy, with a GDP of \$839 billion. This number is comparable to the GPD of Turkey and larger than Saudi Arabia and Switzerland. Exports account for almost 10% of our GDP (and support 1.6 million jobs), with customers in 221 countries, making the state highly attractive to inbound foreign investment.

The **Department of Community & Economic Development** (DCED) cites the following top reasons foreign companies choose Pennsylvania:

- **Proximity to markets or customers** – The state is within a day’s drive of nearly 40% of the U.S. population and 60% of the Canadian population.
- **Skilled workforce availability** – Of the more than 6.4 million workers, 65% hold white-collar jobs. **Pasmart** supports workforce development through STEM education, apprenticeships and industry partnerships.
- **Government support** – The state offers various financial incentives and support, including joint venture funding.
- **Infrastructure and logistics** – Pennsylvania has 120,000 miles of highways; 65 railroads covering 5,600 miles; three major ports providing access to the Atlantic Ocean (Philadelphia), Gulf of Mexico (Pittsburgh), and the Great Lakes (Erie); a comprehensive intermodal infrastructure; and six international airports.

- **Industry strength and diversity** – Eight key industries have strategically emerged as the stronghold in Pennsylvania—some with rich historical ties, others at the forefront of new and evolving industries.

Use DECD’s **demographics tool** to create a profile report for your market and to compare your market to other communities in the state.

3. Search out foreign-owned companies operating in your area

More than 5,100 foreign-owned businesses operate in Pennsylvania, employing 331,500 workers. The United Kingdom, Germany, Canada, France and Japan are the leading sources of inbound foreign direct investment (FDI). Other top sources of FDI include the Netherlands, Switzerland, Spain and Israel. Business services and industrial manufacturing top the list of industries attracting FDI. Others include information technology, plastics and chemicals, and pharmaceuticals.



FDI Investment Fact Sheet – FDI and contact information for global investment representatives in 13 offices covering 32 countries.

Top Sources of FDI in Pennsylvania

Country	# of Firms	# of Jobs	Rank # of Firms	Rank # of Jobs
United Kingdom	891	55,752	1	1
Germany	718	41,774	2	2
Canada	580	15,829	3	8
France	433	40,738	4	3
Japan	407	21,595	5	4

Source: Pennsylvania Department of Community & Economic Development

Identifying foreign-owned companies in the state is easy with the DCED’s **32 Country Fact Sheets**. Each fact sheet provides a snapshot of the country’s investment in Pennsylvania, including the top ten firms operating in the state. Corporate site selection – websites can help you learn about new developments and inbound FDI. Search **AreaDevelopment.com**, **BusinessFacilities.com** (places and locations page), **SiteSelection.com** (for annual state

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report) and [FDIintelligence.com](https://www.fdiintelligence.com) for Pennsylvania foreign investment news.

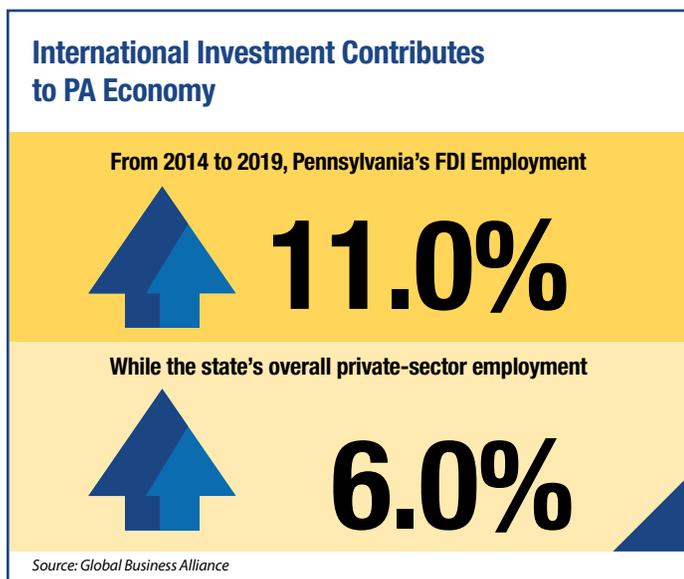


DCED Newsletter – Sign up to receive the latest Pennsylvania economic and community development news, including about upcoming events.

Beyond the commercial business opportunities associated with land, office and industrial sales and leasing for foreign companies looking to locate or expand in Pennsylvania, there is often a residential ripple effect. Companies may need to attract workers from outside the immediate area and house executives relocating to oversee the local operation (see next step).

4. Identify corporations in your market hiring foreign workers

Once you've identified foreign-owned corporations in your market, you may be able to connect with executives to offer residential real estate services. The Global Business Alliance reports that Pennsylvania's FDI employment rose 11% between 2014 and 2019, compared to 6% for the state's overall private sector employment.



H1-B visas. The H1-B visa program helps U.S. companies hire foreign workers when American workers with specialized skills cannot be found. [MyVisaJobs.com](https://www.myvisajobs.com) reports Pennsylvania employers requested nearly 20,000 H1-B visas in 2021, with an average annual salary of \$101,629. Top H1-B employers include Cognizant Technology Systems, Deloitte Consulting, Tata Consultancy Services, Accenture and IBM. Pennsylvania ranks #9 in the country for H1-B

visa employees. Universities frequently rely on H1-B visas to fill open faculty positions, including the University of Pittsburgh, which applied for 364 H1-B visas for 2021.

Foreign professionals who enter on an H1-B visa often later apply for permanent residency and remain in the area. H1-B visa holders can buy or rent property in the U.S., and many look to the sponsoring employer for guidance on securing a place to live in the country. Use the [MyVisaJobs.com search tool](https://www.myvisajobs.com) to identify your city's H1-B visa sponsors.

Consider International Students

Pennsylvania's universities attract thousands of international students each year (ranking #6 nationally), many wanting off-campus housing while studying in the U.S. or upon accepting positions with Pennsylvania employers following graduation. [Open Doors](https://www.opendoors.gov), a project sponsored by the U.S. Department of State, reports that in 2021, 42,477 international students attended the state's higher education institutions, down more than 15% from 2020, due to pandemic-related travel restrictions.

China and India accounted for nearly 60% of these students. Other top countries of origin include South Korea, Saudi Arabia and Canada. Penn State University attracted the largest number of these students (8,267), followed by Carnegie Mellon University (7,246) and the University of Pennsylvania (6,562). University of Pittsburgh and Drexel University rounded out the top five.

Wealthy parents (notably from China, the primary source of Pennsylvania's foreign students) often purchase property for their child's use for the length of their studies. Upon graduation, the parents may sell or retain the property to produce income through student rentals. Explore this niche by contacting the university department that assists international students.

5. Explore global business development resources

To broaden your understanding of the global marketplace, explore these international business development resources:

Office of International Business Development. OIBD partners with the state's ten-region export network to assist Pennsylvania companies seeking foreign market intelligence. While the focus is on exports, the global network of [authorized trade representatives](#) may be helpful. Also, using NAR's global real estate network for referrals, you can assist U.S. clients with property needs abroad.

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OIBD video library – A series of online presentations and panels on various international business and trade topics (many from the state’s 2021 virtual “Bringing the World to PA Tour”).

PA Economic Development Directory – Links to the state’s eight regional Economic Development Commissions, among other resources.

EB-5 visa program. Pennsylvania is among the top U.S. states attracting EB-5 investments. The EB-5 visa program encourages high-net-worth foreign nationals to invest in U.S. projects, frequently promoted through one of 53 government-approved EB-5 Regional Centers in the state. EB-5 visa applicants must establish a U.S. residence. An investor can apply for permanent residency upon successful completion and proof of job creation. Go to eb5projects.com to search for open projects in your market.

Foreign Trade Zones. There are seven designated **Foreign Trade Zones** (FTZs) in Pennsylvania, located in key industrial areas of the state. FTZs are attractive to foreign investors in manufacturing sectors as they allow delayed or reduced duty payments on foreign merchandise and other savings, helping companies boost their global reach. Learn how FTZs might benefit your global clients at the [U.S. International Trade Administration website](https://www.usitc.gov).

World Trade Centers. Pennsylvania is home to three World Trade Centers (WTCs) in **Harrisburg**, **Philadelphia** and **Pittsburgh**. While the services vary by location, World Trade Centers typically provide business networking opportunities and educational programs for companies targeting global opportunities. Many sponsor trade missions abroad or support activities organized by state agencies. Although the focus is often on outbound trade, WTCs are a great way to connect with local business leaders engaged in global business.

6. Network with other agents

One of the easiest ways to advance your knowledge of global real estate business is to tap the expertise and experience of others. Networking with globally-minded real estate professionals is an excellent way to broaden your knowledge, expand your contacts and develop international business opportunities. Local REALTOR® association Global Business Councils are a great networking resource. These Councils are organized within NAR’s state and local association structure and host informational, educational and networking events and connect members to the larger global community in their market. Even if there is no Global Business Council in your market, you may be within a reasonable distance of one in another state, e.g., New Jersey or New York. Search NAR’s [Global Councils Directory](https://www.nar.org/resources/global-councils) to locate nearby Councils and then reach out to connect.

Likewise, neighboring state chapters of the [Asian Real Estate Association of America](https://www.asianrealestate.com) (AREAA) and the [National Association of Hispanic Real Estate Professionals](https://www.nahrep.org) (NAHREP) are excellent educational and business networking resources. Be sure to check out the resources available from the parent

organizations. Lastly, the Global Pavilion at the annual NAR REALTORS® Conference and Expo is a great place to meet and network with both U.S. and international agents from across the U.S. and over 50 countries.

7. Leverage your knowledge and experience

When investigating global opportunities in Pennsylvania, it’s wise to focus initially on one area of international business. For those just getting started, consider a personal connection or interest, e.g., your ethnic background or global experiences. As your experiences and contacts grow, so will your awareness of other global opportunities. Use the information in this report to pursue new international niches. ■

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