



## **CIPS EUROPE & INTERNATIONAL REAL ESTATE (V2021)**

### **COURSE DESCRIPTION AND TOPIC OUTLINE**

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This course provides the tools and concepts real estate professionals need to serve clients and customers in the global real estate market.

You will learn how identify important laws, cultural norms, and geographic factors of various European markets that will help you facilitate successful real estate transactions. You will also assess opportunities in European real estate markets by understanding the history of specific regions, investment patterns, and trends in real estate activity. Finally, you will learn ways to gain additional information and develop a professional network to enhance an international real estate business with European clients and properties.

#### **Learning Objectives**

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##### **Module 1: An Overview of Europe Today**

- Understand the geographic landscape of Europe and get a sense of its countries and regions.
- Describe the structure and function of the European Union and how it relates to the business of international real estate.
- Explain the impact of culture on real estate in Europe and how an understanding of cultural context can help your real estate business.

##### **Module 2: Current EU Market Trends**

- Explain how changing demographics in the EU can affect the real estate market.
- Describe the current economic factors of the EU and how these factors can inform decisions about real estate investments.
- Understand current trends that will help you build and grow your business.

### **Module 3: The Real Estate Market in Germany**

- Explain the impact that geography and reunification have on the real estate market in Germany.
- Provide an overview of the real estate business in Germany, including the economy, the home-buying process, and how real estate transactions are typically taxed.
- Describe business culture in Germany and identify strategies for enhancing your knowledge.

### **Module 4: The Real Estate Market in the United Kingdom**

- Understand the geographic layout and current economic conditions of the United Kingdom and their importance in making real estate investments.
- Explain how the real estate market functions in the UK, including how the transaction process works, what taxes and fees are involved, and how current lending policies work.
- Describe business culture in the UK and identify strategies for enhancing your knowledge.

### **Module 5: The Real Estate Market in France**

- Provide a sense of the geographic layout and current economic conditions of France their importance in making real estate investments.
- Explain how the real estate market functions in France, including how the transaction process works, what taxes and fees are involved, and the current market conditions and policies.
- Describe business culture in France and identify strategies for enhancing your knowledge.

## Module 6: Profiles of Other Countries

- Identify and describe the geographic location, general demographics, and economic conditions of each profiled country and how they influence real estate decisions.
- Summarize the current housing market and real estate practices and policies of each profiled country.
- Describe some general business practices and cultural norms of profiled countries.

## Course Outline

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### INTRODUCTION

- A. Course Overview and Module Learning Objectives
- B. Activities and Class Procedures
- C. Countries Examined in Course
- D. International REALTOR® Membership
- E. Marketplace Changes
- F. Test Your European IQ

### MODULE 1: AN OVERVIEW OF EUROPE TODAY

- A. Useful Terminology in Understanding Europe
- B. The Population and Geography of Europe
- C. The European Union
- D. Europe's Diverse Cultural Heritage and Real Estate
- E. Exercise: Applying High and Low Context Criteria
- F. Key Point Review

## **MODULE 2: CURRENT EU MARKET TRENDS**

- A.** Test Your European Geography IQ
- B.** Two-Tier Structure of EU Countries
- C.** Changing Demographics within the EU
- D.** The Economy of the EU
- E.** Exercise: Be an Economist
- F.** Residential Real Estate Trends
- G.** Commercial/Investment Real Estate Trends
- H.** Exercise: Building Your European Business Network
- I.** Key Point Review
- J.** Answer Key: Test Your European Geography IQ

## **MODULE 3: THE REAL ESTATE MARKET IN GERMANY**

- A.** Geography
- B.** The Federal States
- C.** Economic Reunification: Progress and Challenges
- D.** The Real Estate Business in Germany
- E.** Exercise: Get to Know Germany
- F.** Business Culture in Germany
- G.** Exercise: Identifying Breaches of Etiquette
- H.** Key Point Review

## **MODULE 4: THE REAL ESTATE MARKET IN THE UNITED KINGDOM**

- A.** Geography
- B.** Current Economic Conditions
- C.** The Real Estate Business in the United Kingdom
- D.** Exercise: How Much Does That Cost
- E.** Exercise: Get to Know the United Kingdom
- F.** Business Culture in the United Kingdom
- G.** Key Point Review

## **MODULE 5: THE REAL ESTATE MARKET IN FRANCE**

- A.** Geography
- B.** Current Economic Conditions
- C.** The Real Estate Business in France
- D.** Exercise: Learning to Speak French (Real Estate Edition)
- E.** Exercise: Get to Know France
- F.** Business Culture in France
- G.** Exercise: Identifying Breaches of Etiquette
- H.** Key Point Review

## **MODULE 6: PROFILES OF OTHER COUNTRIES**

- A.** Belgium
- B.** Greece
- C.** Ireland
- D.** Italy
- E.** Portugal
- F.** Spain