



CIPS GLOBAL REAL ESTATE: LOCAL MARKETS (V2022)

COURSE DESCRIPTION AND TOPIC OUTLINE

Course Description

The goals of this Global Real Estate: Local Markets course are to provide an awareness and understanding of how the global economy impacts local real estate markets and to prepare real estate professionals to serve international clients as well as customers in their local markets.

Learning Objectives

Module 1: How the Global Economy Shapes Your Local Market

- Monitor trends and indicators of the global economy, including flow of capital, and the impact on local real estate markets.
- Synthesize market trend information into meaningful knowledge for business plans and decisions.
- Recognize the growing knowledge base of international prospects and clients.

Module 2: Your Hometown Global Market

- Identify local market opportunities and make connections.
- Prospect for global business in your local market.
- Take advantage of association resources.
- Apply fair housing concerns to all prospects.

Module 3: Cultural Literacy for Business

- Distinguish among cultural preferences and expectations.
- Demonstrate professionalism by serving clients and customers in culturally appropriate ways.
- Recognize opportunities in the Hispanic consumer market.

Module 4: Serving the Global Market

- Adapt your core real estate skills and knowledge base to serve the global market.
- Develop a standardized process for qualifying clients and customers.
- Guide prospects in understanding local transactions.
- Demonstrate commitment to cybersecurity.

Module 5: Networking Power

- Derive maximum professional benefit from business and personal interactions.
- Build up a network of contacts that can lead to referral business.

Module 6: Planning > Action > Results

- Formulate a plan and set goals in achievable increments.
- Allocate resources.
- Implement an action plan for integrating global business into your real estate practice.

Topic Outline

Introduction

- A. Course Learning Goal
- B. Course Overview and Learning Objectives
- C. Activities and Class Procedures
- D. International REALTOR® Membership
- E. Earning the CIPS Designation
- F. Course Requirements
- G. International Real Estate Experience
- H. Are You Global?

Module 1: How the Global Economy Shapes Your Market

- A. Global Economy, Local Markets
- B. The Impact of Globalization
- C. Global Forces
- D. Capital—What Flows
- E. Influences on Capital Flow
- F. Monitoring Trends and Indicators
- G. Key Point Review

Module 2: Your Hometown Global Market

- A. Do I Have to Leave Home?
- B. Gateway Cities and Beyond
- C. The Top Five Countries of Origin
- D. Working With International Buyers
- E. Prospecting Glocally
- F. Target Marketing
- G. Key Point Review

Module 3: Cultural Literacy for Business

- A. Understanding Cultural Differences
- B. Cross-Cultural Business Skills
- C. Negotiations and Decision-Making
- D. Diversity and Inclusion
- E. Religious Traditions in Business
- F. Active Listening
- G. Hispanic Consumers
- H. Where in the World Is?
- I. Key Point Review

Module 4: Serving the Global Market

- A. Adapting Your Core Real Estate Skills
- B. Qualifying International Prospects
- C. Qualifying International Clients
- D. Real Estate Practices Around the World
- E. Does It Have to Be in Writing?
- F. Privacy and Security
- G. Key Point Review

Module 5: Networking Power

- A. Is Global Networking Different?
- B. Networking as a Business Strategy
- C. Finding and Making Contacts
- D. Build Your Team
- E. A Networking Information System
- F. Connecting Virtually
- G. Referral Networks
- H. CIPS Network

- I. Best Practices for Making a Referral
- J. Best Practices for Receiving a Referral
- K. Will Local Business Lead You Abroad? Expatriate Programs
- L. Purposeful Travel
- M. Trade Shows and Expositions
- N. Trade Missions
- O. Key Point Review

Module 6: Planning > Action > Results

- A. Planning Builds Business
- B. Identify Your Market Niche
- C. Setting Goals
- D. REALTOR® Association Resources and Tools
- E. Promoting a Property Globally
- F. Business Planning—Quick Start
- G. Measuring Results
- H. Key Point Review

Resources

- A. Websites
- B. Cultural Snapshot: Africa
- C. Cultural Snapshot: Asia Pacific
- D. Cultural Snapshot: Europe
- E. Cultural Snapshot: South America
- F. Cultural Snapshot: North America