

GLOBAL PERSPECTIVES

TO LOCAL, INTERNATIONAL & LIFESTYLE REAL ESTATE



CIPS

Certified International Property Specialist

> PROPERTY PORTALS

MARKETING PROPERTIES ON THE WORLD WIDE WEB

When a buyer begins looking for a home, they typically start their search on the Internet. Most of those buyers are exploring options in their home market, but in recent years, more and more are beginning to set their sights beyond their borders, somewhere out in the global market. If you have a property that might appeal to them, how do you help them find it?

While there's no simple answer to that question, there are many potential avenues to explore. Advertising your listings on online portals might be beneficial, but only if a site attracts the right traffic...at the right price.

Across the globe, there are many different kinds of real estate sites, each aimed at different types of visitors. How do you sort them out? For starters, global agents need to understand how real estate operates in other parts of the world—particularly in any markets that are key to your business—and that includes understanding property portals beyond the ones you regularly use for your domestic business.

This issue of *Global Perspectives* provides a snapshot of major property portals around the world, with a special emphasis on avenues that support international listings. You'll gain a framework for evaluating portals and learn more about current leaders.



Beyond advertising on property portals, you'll also learn other ways to help buyers find you, and your listings, online. Most importantly, you'll learn how the CIPS Network serves as a vital link for promoting your properties in other countries, much more effectively than advertising on any online portal. 🌐



NATIONAL ASSOCIATION of REALTORS®
Official Designation



You have a listing
that will appeal
to buyers from
(insert name of country)

HOW DO YOU REACH THEM?

It's a complex question that involves more than one answer. If you're a U.S.-based REALTOR®, for example, you're accustomed to submitting listings to your MLS and using syndication services to republish them on various popular real estate portals. But will international buyers find your listings on these domestic sites?

U.S. agents have a distinct leg up, in that any property entered into the MLS will also appear on realtor.com® and [realtor.com](http://realtor.com/international)®/[international](http://realtor.com/international), which syndicates listings from 46 different countries and attracts over 1 million monthly visitors from outside the U.S. (This is a free REALTOR® member benefit.)

While that's impressive traffic and exposure, it still doesn't ensure that buyers from other countries will find a U.S. agent's listings. Further, not all International REALTORS® (NAR members based outside the U.S.) have free access to the syndicated sites included on [realtor.com](http://realtor.com/international)®/[international](http://realtor.com/international). Though, a number of NAR's bilateral partners from across the globe do aggregate their members' listings to the site (see sidebar on page 3).

To effectively market your properties across borders requires an entirely different process—and that process will vary depending on your personal circumstances, the type of property you're trying to promote, and the type of buyer you're trying to reach. Following are several key factors to consider.

What are your global buyer's search options and preferences?

Put yourself in your target buyer's shoes and ask yourself: What sites would this buyer most likely use for domestic searches? International searches? For an international search specifically in your country?

Do the sites they use for domestic searches also accept and promote international listings? Are there any niche sites that effectively promote the type of property you're listing? Or are their niche sites catered to your particular type of buyer?

For example:

Chinese buyers have been snapping up properties around the globe. The #1 domestic property portal is Fang.com (previously known as SouFun.com), where visitors can shop for homes across China, but also in the U.S., Australia, Canada, the United Kingdom, Japan, and other countries. Another popular site, Juwai.com, specifically targets Chinese buyers interested in overseas property, offering a very personalized service, including a customer call center. Global agents who want their property viewed by Chinese buyers typically must rely on sites like Fang and Juwai, which operate behind China's firewall. (Both sites are included in the ListHub Global Network; see page 4 for more information.)

In **Canada**, on the other hand, the dominant domestic site for residential property (over 250,000 listings) is Realtor.ca, operated by the Canadian Real

International Search Options: Types of Property Portals

Category	Description	Examples
Niche Portals	Sites targeting specific types of buyers/properties (luxury, commercial, new developments, etc.)	Colliers.com (commercial) Juwai.com (Chinese buyers of international property) SothebysRealty.com , LeadingRE.com , Mansion.com (luxury properties)
Franchise Portals	Major real estate brokerage companies that cross borders.	Century21global.com (Century 21) KWworldwide.com (Keller Williams) global.remax.com (RE/MAX)
Domestic Portals	Large property sites dominated by domestic listings, but also offering limited search in other countries.	Idealista.com (Spain) Rightmove.co.uk (United Kingdom)
Global Listing Aggregators	Syndication services that publish listings from many countries, plus translation/conversion services.	realtor.com ®/ international Worldproperties.com



Estate Association (CREA) on behalf of its REALTOR® members. Over 80,000 commercial properties appear on an affiliated site ([ICX.ca](#)). For international property searches, [realtor.ca](#) is linked to [Worldproperties.com](#). However, English-speaking Canadians shopping for homes in the U.S. readily use the major U.S. portals such as [realtor.com®](#), Zillow or Trulia.

In the **United Kingdom**, two leading sites—Rightmove and Zoopla—are the dominant property portals. They both concentrate on domestic properties, but also offer limited listings beyond the U.K., primarily in the Eurozone.

Can you work with agents in other countries to help display your listings?

Just as U.S. agents regularly participate in cooperative listing agreements, it may be possible to establish an agreement with an agent in another country who's well-connected with your target buyers and is willing to display one or more of your listings on their site.

Christel Silver, CIPS, CRS, based in Delray Beach, Florida has successfully employed this technique to reach buyers in Germany. "This is a perfect example of how leveraging connections within the CIPS Network can work to your advantage," explains Silver, who is also a past NAR President's Liaison to Germany.

Can you use your own website to attract global buyers?

Silver has observed that buyers from other countries will find you if you make a point of reaching out to them on your personal website. Originally from Germany, she has a "German Page" prominently displayed on her site, where she provides her biography and credentials in fluent German (instead of relying on machine translation), including important keywords. "It's just one page on my site, but it makes a big impact with search engines and with German visitors," says Silver. "Every agent needs to market their listings, but when it comes to global buyers, it's probably more important to

Who Provides Listings on [realtor.com®/international](#)?

Included below is a list of some of the [realtor.com®/international](#) data content providers, affiliated with NAR's bilateral partner associations around the world.

Content Provider	Country	
Asociacion Empresarial Gestion Inmobiliaria (AEGI)	Spain	
Chamber of Real Estate and Builders Association, Inc. (CREBA)	Philippines	
Latvian Real Estate Association (LANIDA)	Latvia	
Costa Rica Global Association of REALTORS® (CRGAR)	Costa Rica	
REALTORS® Association of Jamaica	Jamaica	
Asociatiei Profesionale a Agentilor Imobiliari din Romania (APAIR)	Romania	
Bahamas Real Estate Association	Bahamas	
Asociación Mexicana de Profesionales Inmobiliarios (AMPI)	Mexico	
SOM Club DE Inmobiliarias S.A.	Argentina	
Polish Real Estate Federation (PREF)	Poland	
Portugal Real Estate Association (APEMIP)	Portugal	
Jerusalem Chamber of Real Estate	Israel	
Costa Rican Chamber of Real Estate (CCCBR)	Costa Rica	
Conselho Federal De Corretores de Imoveis (COFECI)	Brazil	
Institute of Professional Auctioneers & Valuers (IPAV)	Ireland	
ACOP Camara Nacional de Servicios Inmobiliarios A.G. (ACOP-CNGI A.G.)	Chile	
Asociacion Peruana de Agentes Inmobiliarios (ASPAI)	Peru	
Asociacion Panamena de Corredores y Promotores de Bienes Raices (ACOBIR)	Panama	
Japan-America Real Estate Coalition Office (JARECO)	Japan	

market ourselves. Once a buyer is serious about purchasing property in another country, their first priority is finding someone they can trust to assist them."

What about marketing directly to the CIPS Network?

This is where CIPS designees have a distinct advantage in the global real estate market. By networking with one another—at face-to-face events, by email exchange, or online (including the private CIPS Facebook group)—designees can meet and pinpoint qualified professionals in other markets with their finger directly on the pulse of global business. It's an ideal way to tap into other markets and connect your global listings to the world. 🌐

IN & OUT OF THE U.S.

KEY FACTS ABOUT

realtor.com®/international



Every U.S. MLS listing automatically appears in realtor.com® and [realtor.com®/international](http://realtor.com/international) (at no cost!)

- Additional listings are syndicated from 46 different countries
- Total listings exceed 4.5 million properties
- Key property characteristics are automatically translated into 11 languages and converted into 20 currencies
- Automatic conversion between metric and imperial measurements
- Over 1 million monthly visitors are from outside the U.S.



Partner Spotlight: ListHub Global

ListHub Global provides brokers the opportunity to market their listings to the international marketplace, with the same data protections and managed listing distribution platform available through ListHub today. The ListHub Global Network allows you to reach over 60 million buyers and investors across a vast network of over 70 publishers and 40+ countries, with key coverage in Asia, Europe, North and South America.

ListHub Global marketing offerings are integrated with the ListHub Reports. Brokers and agents will have a transparent view into the traffic and leads they receive through their international marketing, helping them to continually evaluate the opportunity with overseas buyers.

ListHub Global includes networks of publisher websites that meet ListHub's standards for best practices and broker-friendly methods. All of the sites in the ListHub Global Network are required to comply with ListHub's standard publisher terms, so that the listing data is always protected and MLS-accurate. 🌐

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designees receive discounts on

10%

OFF

ListHub Global!

For more information about ListHub Global and the CIPS discount available, visit the [CIPS Designee Benefits page](#) or contact ListHub Global at 877.847.3394 - option 1, or Info@ListHub.com.



Where Are Global Buyers Searching in the U.S.?*

For more traffic data, go to realtor.org/articles/where-are-global-buyers-searching-in-the-united-states



Canada

New York, NY
Los Angeles, CA
Las Vegas, NV
Fort Lauderdale, FL
Orlando, FL



Mexico

San Diego, CA
San Antonio, TX
El Paso, TX
Laredo, TX
Houston, TX



Spain

Miami, FL
New York, NY
Los Angeles, CA
Fayetteville, GA
Orlando, FL



Turkey

New York, NY
Los Angeles, CA
Miami, FL
Boston, MA
Chicago, IL



Ireland

New York, NY
Los Angeles, CA
Orlando, FL
Chicago, IL
Boston, MA



United Kingdom

Los Angeles, CA
New York, NY
Orlando, FL
Kissimmee, FL
Davenport, FL



France

Miami, FL
Los Angeles, CA
New York, NY
Miami Beach, FL
San Francisco, CA



Japan

Honolulu, HI
Los Angeles, CA
San Diego, CA
San Antonio, TX
Jacksonville, FL



Switzerland

New York, NY
Miami, FL
Los Angeles, CA
Naples, FL
Miami Beach, FL



South Africa

New York, NY
Los Angeles, CA
Miami, FL
Orlando, FL
Atlanta, GA



Australia

New York, NY
Los Angeles, CA
San Francisco, CA
Las Vegas, NV
Orlando, FL



India

New York, NY
Los Angeles, CA
Chicago, IL
Dallas, TX
San Jose, CA



South Korea

Los Angeles, CA
New York, NY
Irvine, CA
San Antonio, TX
Las Vegas, NV



Philippines

Los Angeles, CA
Las Vegas, NV
New York, NY
Sacramento, CA
Houston, TX



Austria

Los Angeles, CA
New York, NY
Miami, FL
Miami Beach, FL
Washington, DC



Germany

Los Angeles, CA
New York, NY
Miami, FL
San Antonio, TX
Colorado Springs, CO



Italy

New York, NY
Miami, FL
Los Angeles, CA
Miami Beach, FL
San Jose, CA



Sweden

Los Angeles, CA
New York, NY
Ft. Lauderdale, FL
Miami, FL
San Francisco, CA



Brazil

Orlando, FL
Miami, FL
New York, NY
Los Angeles, CA
Kissimmee, FL



Netherlands

New York, NY
Los Angeles, CA
Detroit, MI
Miami, FL
Orlando, FL



*Top U.S. cities for international buyers for June 2015 on [realtor.com®/international](http://realtor.com/international)

10 LEADING PROPERTY PORTALS AROUND THE WORLD

1



Rightmove.co.uk

- No. 1 property portal in the **United Kingdom**
- Roughly 1 million residential listings
- Estimated 17.5 million visits/month
- Companion sites display over 40,000 commercial properties and more than 95,000 overseas properties in over 75 countries

2



Immobilienscout24.de

- **Germany's** largest real estate marketplace
- Roughly 512,000 properties (*limited overseas listings*)
- Over 12 million unique visitors/month
- Owned by Scout24 Holding GmbH, which also operates AutoScout24 (vehicles) and FinanceScout24 (financial services) and licenses other Scout24 marketplaces

3



Funda.nl

- No. 1 property site in the **Netherlands**
- Over 230,000 residential properties, plus commercial, agricultural and limited listings in other parts of Europe
- Estimated 4.2 million visits/month

4



Idealista.com

- Leading property portal in **Spain**
- Nearly 1.3 million listings (buy/rent/share), both residential and commercial. (International properties powered by ListGlobally.com)
- More than 5.5 million unique users each month, viewing over 140 million pages

5



Realestate.com.au

- **Australia's** No. 1 property site
- 3 million unique visitors/month
- Owned and operated by REA Group (which also operates realcommercial.com.au, as well as various affiliated international sites)



Zoopla

Zoopla.co.uk

- No. 2 property portal in the **United Kingdom**
- Over 660,000 properties displayed
- Estimated 8.7 million visits/month
- Zoopla Property Group also owns and operates uSwitch, PrimeLocation, SmartNewHomes and HomesOverseas

6

REALTOR.ca

Realtor.ca

- No. 1 property portal in **Canada**
- Over 260,000 residential properties displayed
- Estimated 5.2 million visits/month
- Includes links to two other sites: over 80,000 commercial listings at ICX.ca and international listings at Worldproperties.com

7

SREALITY.CZ

Sreality.cz

- Leading property site in the **Czech Republic**
- Over 190,000 properties from more than 2,700 real estate agents and individuals
- Estimated 2.7 million visits/month

8

otodom

Otodom.pl

- **Poland's** leading property site
- Over 170,000 homes for sale, and more than twice that number of apartments, plus nearly 40,000 commercial listings (*also displays extensive rental opportunities*)
- Estimated 4.3 million visits/month

9

ЦИАН

Cian.ru

- Largest property site for **Moscow** region
- Originally launched for rental housing; property sales added in 2009
- Estimated 4.4 million visits/month

10

Questions Agents Should Ask When evaluating property portals

How many listings are included?

A site's total number of properties may sound impressive, but do those numbers represent the total market or only a small share? If the site covers multiple countries, pay particular attention to the number of properties displayed for your market.

What type of visitors is the site hoping to attract?

What is the site's "positioning" in terms of geography (one or more countries or regions) and the type of buyers they hope to attract or properties offered? (Is it primarily a domestic, residential site? Rental properties? Commercial properties? Is it aimed at buyers of second homes and/or investment properties? Etc.)

How much traffic does it receive?

When describing its traffic, does the site quote total visits or unique visitors? Do those visitors represent the primary target audience? If the site is dominated by domestic listings, how much traffic do their international listings receive? Some sites also publish extensive supporting content to attract visitors—but to what extent do these visitors also view listings?

Does the site offer visitors a user-friendly experience?

Is the site designed in a way that's easy to navigate, conduct searches, save favorites, etc.? Does it include features that support international listings? (translations, currency/space conversion, differences in search conventions, etc.)

What features are offered to agents?

Does the site offer detailed analytics data for your listings? Branded agent profiles? Lead capture? Other important features?

How much does it cost to advertise?

Can you submit a single listing and control how long it's displayed? Or does the site only offer subscriptions and/or bundled packages? A bundled option may be economical for a brokerage team, but cost-prohibitive for an independent global agent. 🌐



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PROPERTY PORTALS



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Connect with your fellow CIPS designees at the CIPS breakfast, an exclusive event for designees only! Then, continue the networking and fun at International Night Out, an evening gala with dinner and dancing to live music.

Visit realtor.org/conference, and click the "Search by Audience" link. Then select "International" for a full slate of programming specifically for global agents, including the Global Theater on the Expo floor, sponsored by COFECI-CRECI and Lennar International.

BE HERE IT'S YOUR
TIME TO
SHINE



We hope to see you there!

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