

06.2017

# GLOBAL PERSPECTIVES

TO LOCAL, INTERNATIONAL & LIFESTYLE REAL ESTATE



# CIPS

Certified International Property Specialist

## > INTERNATIONAL EVENTS


## THE UNIQUE IMPORTANCE OF FACE-TO-FACE NETWORKING

High-speed Internet and 24/7 telecommunications have played a major role in helping people establish connections and stay in touch across the globe. As a result, the world seems smaller and more connected than ever.

These developments are beneficial to global real estate professionals. However, there remains an important and irreplaceable role for face-to-face networking at international trade shows, in spite of such advances in technology.

CIPS designees who travel beyond their borders to participate in global events almost always return with fresh insights and vital networking connections that could not have been cultivated any other way. The key is selecting the best events and making the right preparations.

This issue of *Global Perspectives* provides a road map for attending international events. Inside, you'll find guidance on understanding the complexion of various meetings, essential tips for leveraging your opportunities, and a compilation of several noteworthy events held across the globe.

Take advantage of these resources to more fully immerse yourself in the countries and the people that are most important to your business. International trade shows and other global events can be one of the best ways to meet other agents, developers, and even potential clients, face to face. 



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## 5 TOP NETWORKING TIPS

1

**Prepare materials.** Consider what type of information would be helpful to have on hand to share with other attendees. Background on your local market (both general information and housing data) is usually helpful. Depending on who attends the event, you may want to bring additional materials to support specific types of conversations.

2

**Arrange appointments in advance.** Most meetings distribute lists of attendees and exhibitors ahead of the event. Some (like MIPIM and EXPO REAL) have online directories, where attendees can post personal profiles, indicate primary interests, and schedule appointments. Regardless, advance planning makes your networking time at the event exponentially more productive.

3

**Understand cultural preferences.** While networking in the U.S. usually involves a straightforward, get-down-to-business approach, the rest of the world tends to prefer a softer marketing style that emphasizes relationships before business. Specific protocols may also dictate the exchanging of business cards, gifts, seating arrangements, etc. Upfront research is the best way to prevent embarrassing faux pas.

4

**Adopt a positive mindset.** Enthusiasm is contagious and will attract more and better conversations. "I would attend the opening of an envelope," says Richard Silver, ABR, CIPS, e-PRO with Sotheby's International Realty Canada, in Toronto. "It is great to see what is going on in the local market, meet the agents and share business practices."

5

**Follow up.** Don't let the end of an event also signal the end of new relationships. Enter every business card into your contact database, send brief post-meeting messages, and plan for future follow-up.



## Beyond Handshakes: Making the Most of International Trade Shows

For the uninitiated, international trade shows may seem confusing, or perhaps even intimidating. Each event is unique, although many share common qualities. Understanding how to plan your time and leverage your opportunities is essential. The first step is selecting events that offer the best fit with your business goals. Begin by asking:

**What is the focus or objective(s) of the event?** Some trade shows are primarily geared toward networking and may even encourage this through "speed dating" sessions or by offering an online system for attendees to arrange, in advance, networking appointments at the meeting.

At other events, networking occurs more casually at social functions or over meals. In these cases, attendees who want to establish contact with certain people will need to be even more proactive about reaching out.

Education is another common component of many trade show meetings. In addition to offering valuable insights, speakers and panelists may provide more networking opportunities.

While less common, deal-making and property sales are encouraged at certain trade shows, ranging from modest second home properties to billion-dollar commercial transactions.

It's also important to select shows that offer the best fit in terms of property markets—both the types of properties (residential, luxury, commercial, etc.) and where they're located. Some events concentrate on a particular country, while others are regional or international in scope.

**Who attends?** Some meetings are geared to members of the real estate industry, offering an excellent venue for developing referral relationships. In other cases, developers, investors, and/or consumers may also be present.



## IDENTIFYING OPPORTUNITIES

The following pages summarize a variety of major real estate trade shows and meetings held around the world. Use this guide to get a flavor for the size and scope of different events, as well as the type of attendees an event is designed for and the types of interactions that are encouraged.

It's important to recognize that this listing is far from all-inclusive. Many sponsors host additional events throughout the year, plus there are numerous other sponsoring organizations, both large and small.

For example, beyond its national convention each November, NAR and various REALTOR® Associations host numerous global networking events throughout the year, as well as occasional trade missions.

Economic development organizations at the state and city level are another important resource for trade mission opportunities. Occasionally, these organizations also exhibit at major international real estate trade shows and welcome partnerships with REALTORS® from their home market.

Many of NAR's Cooperating Associations (like-minded real estate industry groups and government organizations) in other countries also host numerous events that provide excellent networking opportunities. Some of these meetings include CIPS designation courses. To identify the Cooperating Association(s) for a particular nation, visit [www.nar.realtor/global/global-alliances](http://www.nar.realtor/global/global-alliances).

As noted earlier, NAR's President's Liaisons can be an excellent resource for pinpointing the best networking opportunities in particular countries, based on your business-building objectives.

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“EVENTS ARE WHAT YOU MAKE OF THEM,” CONCLUDES TORONTO-BASED RICHARD SILVER. “YOU CAN STAY IN YOUR ROOM OR LOUNGE AT THE POOL. BUT IF YOU GO WHERE THE ACTION IS, YOU’LL BE MUCH MORE SUCCESSFUL. WE ARE IN THE BUSINESS OF MOVING PEOPLE AND THEY WILL ALWAYS REMEMBER THE FACE-TO-FACE TIME THAT YOU SPENT WITH THEM.”

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Additionally, many trade shows are well attended by real estate association executives, government/regulatory authorities, and representatives of various businesses with a shared interest in real estate (mortgage industry, technology providers, etc.).

Geography also plays a role in attendance. Some gatherings are dominated by attendees from a particular country, whereas others include representatives from many different nations.

**What role will you be playing?** This depends on the meeting. For example, if you will be networking with people who are unfamiliar with your market, your primary role is to serve as an ambassador for your city, helping them develop a positive impression of what's interesting and unique about your area—and to associate your name with that market. Marketing your inventory typically occurs later, unless the meeting includes a deal-making component.

### Doing Your Homework

Getting a solid handle on how to select and plan for a meeting may require more than visiting an event's website. Consider contacting these resources for additional insights:

- If attendees are posted online, scan the list for people you may already know.
- Reach out to the President's Liaison for the host country (listed at [www.nar.realtor/intlnet.nsf/SearchPL](http://www.nar.realtor/intlnet.nsf/SearchPL)).
- Contact NAR Global Alliances staff at [narglobe@realtors.org](mailto:narglobe@realtors.org). 

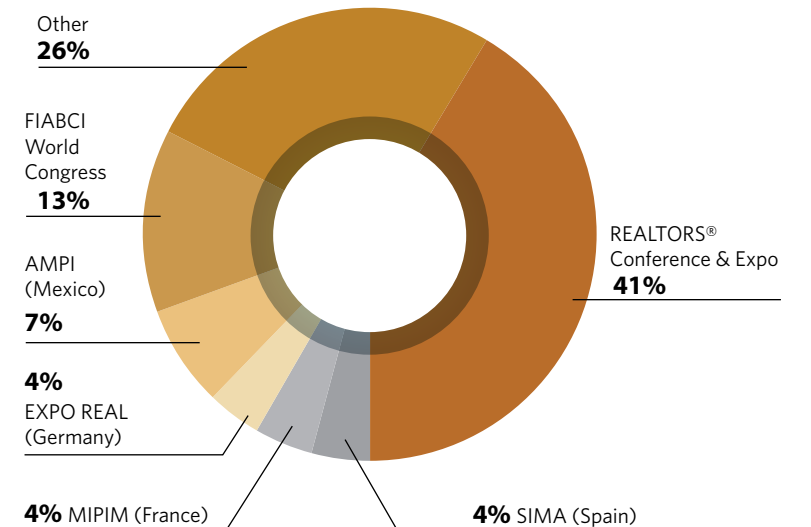
# An Around-the-World Sampling of International Trade Shows

NORTH AMERICA  
SOUTH AMERICA

	Location	Month	Who Attends?	Primary Objectives	Geographic Focus	Sponsoring Organization	Exhibits?	Worth Knowing
<b>NORTH AMERICA</b>								
<b>REALTORS® Conference &amp; Expo</b>	Various U.S. cities	November	RE industry	Networking Education	International (60+ countries)	National Association of REALTORS®	400+	The largest gathering of real estate practitioners and association leaders from around the world.
<b>REALTOR® Quest</b>	Toronto, Canada	May	RE industry	Networking Education	Canada	Toronto Real Estate Board	250	A Canada-centric event, also attended by agents from 2nd home destinations in U.S. and Mexico.
<b>ICSC RECon</b>	Las Vegas	May	RE industry Developers Investors Owners Retailers	Networking Education Sales/Commercial	International (50+ countries)	International Council of Shopping Centers	1,200	The world's largest retail real estate convention with 37,000 attendees from more than 58 countries; NAR hosts an exhibit space for members to hold client meetings.
<b>AMPI National Congress</b>	Various cities in Mexico	October	RE industry Developers	Networking	Mexico	AMPI	50+	Focused on Mexico, but also attended by other agents interested in cross-border opportunities.
<b>SOUTH AMERICA</b>								
<b>SECOVI Convention</b>	São Paulo, Brazil	August	RE industry Developers	Networking Education	Brazil	São Paulo State Housing Syndicate (Secovi-SP)	No	Focus is on the Brazilian real estate industry and urban development.
<b>COFECI</b>	Various Brazilian cities	October	RE industry	Networking Education	Brazil	COFECI-CRECI	75	Focuses on both commercial and residential aspects of the Brazilian market.
<b>EXPO INMOBILIARIA ACOBIR</b>	Panama City, Panama	January	RE industry Developers Consumers	Sales/Residential	Panama	ACOBIR (Panamanian RE Agents and Developers Association)	300+	A B2C show attended by first and second home developers, real estate agencies, and financial institutions.

**NEARLY 60% OF CIPS DESIGNEES**  
Have attended at least one international trade show

*Which shows are most popular?*



Source: CIPS Survey, 2015

(continued from page 5.)



# An Around-the-World Sampling of International Trade Shows

EUROPE

ASIA

WORLDWIDE

	Location	Month	Who Attends?	Primary Objectives	Geographic Focus	Sponsoring Organization	Exhibits?	Worth Knowing
<b>EUROPE</b>								
<b>MIPIM</b>	Cannes, France	March	RE industry Developers Investors	Networking Education Sales/Commercial	International (89 countries)	MIPIM	3,100	Over 23,000 participants, including 5,000+ investors; NAR sponsors the U.S. Pavilion.
<b>EXPO REAL</b>	Munich, Germany	October	RE industry Developers Investors	Networking Education Sales/Residential Sales/Commercial	International (77 countries)	EXPO REAL	1,700+	A MatchUp! service facilitates networking before, during and after the event.
<b>SIMA (Madrid International Real Estate Exhibition)</b>	Madrid, Spain	May	RE industry Developers Consumers	Networking Education Sales/Residential	International	Planner Exhibitions	300	Professionals attend SIMApro, separate from the public SIMA trade fair.
<b>A Place in the Sun</b>	United Kingdom	Varies	RE industry Consumers	Networking Sales/Residential	International	<i>A Place in the Sun</i>	250	Primarily business to consumer show. International developers and investors combine to offer second homes to buyers from England and all over the world.
<b>ASIA</b>								
<b>Juwai China Agent Summit</b>	Beijing and Shanghai	Varies	RE industry Investors	Networking Education	Property investment outside of China	Juwai.com	No	Direct networking with elite Chinese real estate agents and investment reps; attendance is limited.
<b>IRC</b>	Varies	Varies	RE industry	Networking Education	Regional	IRC	200+	Each year, IRC is hosted by different organizations, with NAR serving as a strategic partner.
<b>WORLDWIDE</b>								
<b>FIABCI World Congress</b>	Varies	May	RE industry	Networking	International	FIABCI	No	Typically 300-400 attendees participate in this exclusive networking event.

## BEYOND THE TRADE SHOW

International travel typically involves substantial time and expense. If you're attending a trade show, consider taking extra steps to maximize the value of your trip:

**Visit local real estate offices.** If you're affiliated with a major real estate brand, any offices in your travel destination should be at the top of your list. Bring materials to share about your market and gifts, if appropriate.

**Check in with other CIPS designees before the show.** Other designees in the area may be attending the same meeting—consider posting your attendance on Facebook and ask others if they will be there too. Express your interest in meeting at the show or if they are in the area, making introductions at their office, over coffee, etc.

**Immerse yourself in the culture.** Save time for pleasurable activities too, seeing the sights and enjoying the food!



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## INTERNATIONAL EVENTS

# At last, the NAR Global Marketing Center is here!

Great news! CIPS designees now have access to the NAR Global Marketing Center—an online platform where you can access all of your benefits in one convenient location. Easily customize, download and print CIPS-branded marketing materials and reports. Carry out your next marketing campaign in just a few clicks by uploading your mailing list, printing and shipping directly to potential clients—all from the website!



### Logging on is easy!

Visit [printingstorefront.com/narglobal](http://printingstorefront.com/narglobal) and log in with your NRDS number for both user name and password. You have the option to change your password once you are logged in.



# CIPS

Whether you are marketing to foreign buyers or sellers, the NAR Global Marketing Center makes it easier than ever to let them know you are a global expert! Available materials include:

- CIPS-branded flyers
- CIPS-branded postcards
- CIPS brochures
- Press releases
- NAR Global research & reports

**....and more!**

**Questions?** Contact us at [cips@realtors.org](mailto:cips@realtors.org) or 312-329-8369.