

GLOBAL REAL ESTATE: LOCAL MARKETS

CIPS Course Outline

Global Real Estate: Local Markets is the first of six international courses developed by Global Business and Alliances of the NATIONAL ASSOCIATION OF REALTORS® (NAR). This course is designed to introduce real estate professionals to the basic skills and knowledge necessary to facilitate international real estate transactions. This is the prerequisite course required to earn the Certified International Property Specialist (CIPS) designation.

The course is designed to benefit experienced international professionals, individuals with real estate experience who are considering international specialization, and NAR general membership.

Course Objectives

As the first CIPS course, *Global Real Estate: Local Markets* introduces participants to the unique dimensions of international practice. The course is designed to create an awareness of:

- Globalization of economies
- International capital flow
- Effects of currency exchange on transactions
- Basic principles and trends in international investment
- U.S. regulation of inbound investment
- Cross-cultural relationships
- Diversity and inclusive real estate practices
- Marketing and business planning strategies
- Roles and expectations in international transactions

Outline:

Global Real Estate: Local Markets clearly outlines the global business opportunity within all local markets and points to the resources needed to pursue it.

How the Global Economy Shapes Your Market

- Global Economy, Local Markets
- Influences of capital flow
- Monitoring trends and indicators

Your Hometown Global Market

- Common preferences of foreign buyers in the U.S.
- Prospecting “Glocally”
- Comparing real estate practice around the world

Cultural Literacy for Business

- Cultural Snapshots
- Cross-cultural business skills and relationships

Building Your Confidence to Serve the Global Market

- Qualifying foreign clients and customers
- Articulating and demonstrating your value proposition
- Contracts and agency agreements

Networking Power

- Networking as a business strategy
- Integrating social media
- Referral best practices

U.S. Visas & Expatriates

- Visa waiver program
- Homeland Security issues
- U.S. Expatriates

Planning > Action > Results

- Identify your market niche
- Business plan strategies
- Implementing and measuring your plan



your business has no borders



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