

Grow your Global Business:

Profiting from the U.S. Real Estate Market



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Regional Coordinator: Asia

National Association of REALTORS®



NATIONAL
ASSOCIATION of
REALTORS®

Global

Making Money by Cooperating



Listing & Selling Brokers • Multiple Listing Service •
Networking

Understanding MLS

BROKER TO BROKER COOPERATIVE



Distinguishing characteristics of the MLS:

- Cooperation among competitors
- Blanket offer of compensation

Benefits of MLS

FOR REAL ESTATE PROFESSIONALS

- Access to listings
- Exposure for listings
- Blanket offer of compensation
- Showings
- Searches
- Standardized data
- MLS rules
- Fast dissemination of data
- All participants, large and small, access same data
- REALTOR.com® and its global scope
- Data for CMAs and appraisals

Benefits of MLS

FOR BUYERS & SELLERS

- Access to listings
- Property search before meeting with agent
- Agent can show any listing
- Agent can search based on buyer's parameters
- Property comparisons
- Supplemental information
 - Taxes
 - School ratings
 - Neighborhood facilities
- Market-wide exposure
- Blanket offer of compensation encourages agents to show property
- Data on comparable sales helps:
 - Set price
 - Evaluate offers

The Importance of Networking:

REFERRALS

Your clients wants to invest in the U.S. real estate →

You refer them to a U.S. REALTOR. →

The client purchase a \$200,000 property →

YOU could earn a \$1,500 referral fee.



Grow your Referral Pool by Growing your Global Network

Global opportunities abound for REALTORS®!

The National Association of REALTORS® can help you engage in this lucrative global marketplace



- Research
- Alliances
- Networking
- Education
- Technology

www.realtor.org/global



NAR Global Networks

- NAR maintains formal relationships with **81** organized real estate associations in over **60** countries.
- Members of partner organizations can join NAR and become International REALTORS®.



International REALTOR® Membership

International Realtor® membership offers access to industry education, research & resources:

- Articles, books, research, newsletters
- Online Networks of global peers
- www.realtor.org
- Realtor® University

NAR Global Education

Become a Certified International Property Specialist
(CIPS)

Global Education • Resources • Network

The ultimate global tool kit



www.realtor.org/earncips

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Global Networking

International Realtors® receive discounted Registration at
NAR Events& Meetings



REALTORS® Conference & Expo

8–11 November 2013
San Francisco



20,000 attendees
From 60 countries



400 exhibitors;
Over 100 education
sessions



www.realtor.org/convention



QUESTIONS?

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