

HOW TO CONNECT GLOBALLY

**Connect Globally, Thrive Locally: Empowering
Realtors Through a Global Referral Network**

Simo Labriti

UNDERSTAND YOUR MARKET

- Before embarking on building a global network, it's essential to understand your target markets.
 - ✓ **Economic Indicators:** GDP growth, employment rates, and economic stability.
 - ✓ **Real Estate Trends:** Current market conditions, property types in demand, and pricing trends.
 - ✓ **Legal and Regulatory Environment:** Local real estate laws, taxation, and regulations that impact property transactions



HOW TO CHOOSE YOUR MARKET

- Market Studies
 - Miami
 - Dubai
 - Madrid



MIAMI

1. Strategic Location and Connectivity
2. Robust Tourism Industry
3. Diverse and Growing Economy
4. Attractive Lifestyle and Climate
5. Real Estate Development and Investment
6. International Appeal and Investment
7. Favorable Tax Environment
8. Resilience and Adaptability



DUBAI

1. Strategic Location
2. Economic Growth and Diversification
3. Robust Infrastructure
4. Tax Benefits and Business Environment
5. High Quality of Life
6. Innovative Real Estate Projects
7. Government Support and Policies
8. Tourism and Hospitality Industry
9. Resilient Investment



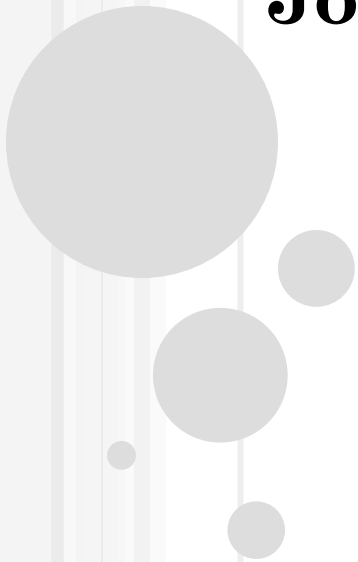
MADRID

- 1. Economic Stability and Growth
- 2. Favorable Investment Climate
- 3. Cultural and Lifestyle Appeal
- 6. Urban Development and Regeneration Projects
- 5. Educational and Healthcare Facilities
- 4. Infrastructure and Connectivity
- 7. Rental Market Demand



HOW TO CONNECT GLOBALLY?

Join Professional Associations



INTERNATIONAL REAL ESTATE FEDERATION (FIABCI)

- Overview: FIABCI is a worldwide network of real estate professionals from over 70 countries. It provides a platform for exchanging information, best practices, and establishing international business relationships.
- Benefits: Networking opportunities, access to global real estate markets, professional development programs, and participation in international events and congresses.



NATIONAL ASSOCIATION OF REALTORS (NAR) - INTERNATIONAL DIVISION

- Overview: With a significant international presence. Its international division focuses on connecting real estate professionals globally.
- Benefits: Access to a vast network of real estate professionals, educational resources, market research, and participation in international real estate events.



URBAN LAND INSTITUTE (ULI)

- Overview: ULI is a global, non-profit research and education organization dedicated to providing leadership in the responsible use of land and in creating sustainable, thriving communities.
- Benefits: Access to extensive research, publications, and best practices, networking with industry leaders, professional development programs, and attendance at global conferences.



ROYAL INSTITUTION OF CHARTERED SURVEYORS (RICS)

- Overview: RICS is a professional body that accredits professionals within the land, property, and construction sectors worldwide. It aims to promote and enforce the highest professional standards.
- Benefits: Professional accreditation, access to industry-leading standards and best practices, networking opportunities, and continuous professional development.



INTERNATIONAL COUNCIL OF SHOPPING CENTERS (ICSC)

- Overview: ICSC is a global trade association of the shopping center industry, providing services to retail real estate professionals worldwide.
- Benefits: Access to industry research, educational programs, networking events, and opportunities to engage with retail real estate professionals globally.



ASIAN REAL ESTATE ASSOCIATION OF AMERICA (AREAA)

- Overview: AREAA is dedicated to promoting sustainable homeownership opportunities in Asian American communities by creating a powerful national voice for housing and real estate professionals.
- Benefits: Networking opportunities, access to industry research and advocacy efforts, professional development programs, and participation in national and international events.



THE EUROPEAN PUBLIC REAL ESTATE ASSOCIATION (EPRA)

- Overview: EPRA represents the publicly traded real estate sector in Europe. It aims to promote, develop, and represent the European public real estate sector.
- Benefits: Access to market data and research, networking with industry leaders, advocacy efforts, and participation in industry events and conferences.



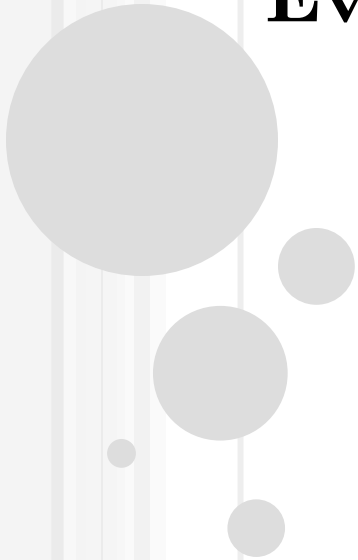
GREEN BUILDING COUNCIL (GBC)

- Overview: GBCs exist in many countries worldwide and are part of the World Green Building Council. They promote sustainable building practices and certifications such as LEED.
- Benefits: Access to sustainable building practices and certifications, networking opportunities with professionals committed to green building, and participation in educational programs and events.



HOW TO CONNECT GLOBALLY?

Event/conferences to attend



MIPIM

- **Location:** Cannes, France
- **Why Attend:** MIPIM is one of the world's leading property market events, bringing together influential players from all sectors of the real estate industry. It offers opportunities for networking, learning about the latest trends, and meeting potential business partners and investors.



TRREB (TORONTO REGIONAL REAL ESTATE BOARD) EVENTS

- **Location:** Toronto, Canada
- **Why Attend:** TRREB events provide realtors with local market insights, regulatory updates, and professional development opportunities. They are crucial for staying informed about the Toronto real estate market and connecting with local industry professionals.



FIABCI WORLD CONGRESS

- **Location:** Rotates globally
- **Why Attend:** The FIABCI World Congress is a global event that offers real estate professionals the chance to gain insights into international markets, network with peers from around the world, and discuss global industry trends.



EXPO REAL

- **Location:** Munich, Germany
- **Why Attend:** EXPO REAL is a premier real estate and investment trade fair in Europe. It covers all aspects of the real estate sector, including investment, financing, project development, and asset management. Attendees can expect to gain valuable insights and make important business connections.



INTERNATIONAL REAL ESTATE EXPO

- **Location:** Various international locations
- **Why Attend:** This event focuses on connecting global real estate professionals and investors. It's an excellent opportunity to explore international investment opportunities, understand market dynamics, and network with industry leaders.



URBAN LAND INSTITUTE (ULI) EVENTS

- **Location:** Various locations worldwide
- **Why Attend:** ULI events are known for their focus on responsible land use and sustainable urban development. They provide a platform for learning about innovative practices, policy issues, and emerging trends in urban planning and development.



INTERNATIONAL PROPERTY SHOW

- **Location:** Dubai, UAE
- **Why Attend:** This show is a significant event for real estate professionals in the Middle East and beyond. It offers opportunities to explore investment opportunities, network with regional and international developers, and stay updated on market trends.



CITYSCAPE GLOBAL

- **Location:** Dubai, UAE
- **Why Attend:** Cityscape Global is one of the largest real estate events in the Middle East. It provides a platform for developers, investors, and professionals to explore regional and global real estate opportunities, share knowledge, and build partnerships.



MIAMI GLOBAL REAL ESTATE CONGRESS

- **Location:** Miami, USA
- **Why Attend:** This congress focuses on the real estate market in the Americas and offers opportunities for networking, learning about market trends, and understanding the latest developments in real estate practices and technology.



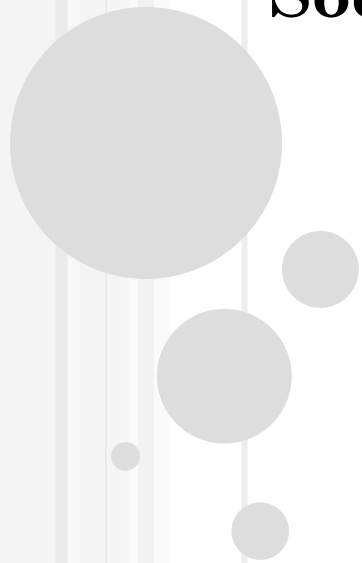
YPN GLOBAL CONGRESS

- **Location:** Various international locations
- **Why Attend:** Organized by the Young Professionals Network, this congress targets young real estate professionals seeking to expand their global network, learn from industry veterans, and gain insights into international markets.



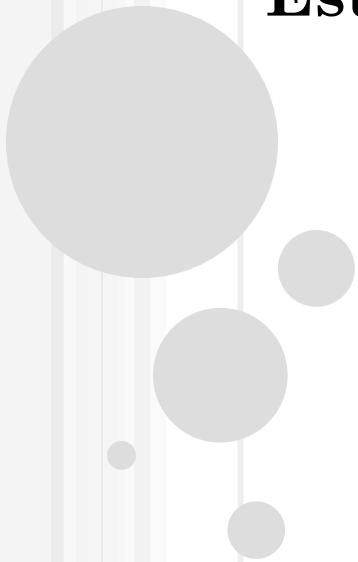
HOW TO CONNECT GLOBALLY?

Social Media and Online Platforms



HOW TO CONNECT GLOBALLY?

Establish Relationships



Speaking a second language is important, But understanding the culture is crucial.



WHAT ARE THE THINGS THAT WILL HELP US CONNECT

- Local Cuisine
- Travel Stories: share yours and ask for theirs
- Languages
- History and Landmarks
- Art



WHAT ARE THE THINGS THAT WE SHOULDN'T DEBATE WHEN WE TRAVEL ABROAD?

- Religion
- Political Orientation
- Cultural Practices
- And in some countries: **SPORTS**



HOW TO CONNECT GLOBALLY?

We Are Back Home, Now What?

Guiding Your Next Steps with a Vision and
Expertise

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

- How many of you use a CRM in their Daily business?
- How many of you use tags?



NEWSLETTERS SHOULD YOU SEND YOUR GLOBAL REAL ESTATE REFERRAL PARTNERS?

- Global Real Estate Trends
- Regulatory Changes: Policy changes
- Economic Insights: Discuss economic factors affecting the real estate market, such as interest rates, inflation, and economic growth
- Training Opportunities
- Upcoming Events
- Recap of Past Events
- Technology and Innovation



How To Connect Globally?

- Provide Exceptional Service
- Stay Updated on Global Market Trends
- Follow Up and Show Appreciation

CONCLUSION

Building a global referral network
is simple but not easy.

With strategic effort and dedication,
success is within reach.

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