

Global Business Spotlight



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How Do I Find Global Clients?

The state of Colorado is featured in the June 2011 issue of the National Association of REALTORS® *Global Perspectives* newsletter. The newsletter features a case study that examines Colorado and how it has become a global state. In addition, it provides a valuable six step model for conducting research on finding global clients in your own market. The six steps are exploring your market's demographic profile, learning more about the communities and how to connect with them, finding the companies hiring foreign workers, researching universities, colleges and major medical centers in your market, investigating other important connections and leveraging your knowledge and skills. The newsletter goes on to include an immigration snapshot of Japanese-Americans in Colorado and provides additional resources and tools to research other immigrant groups. For more information or to view the newsletter in its entirety, please [click here](#).



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Save the Date!

The 2012 RSPS Symposium will be held March 18-20, 2012 in Kiawah Island, South Carolina. Space is limited, so be sure to [register today!](#)

Three Steps to Reach Your Global Buyer with the Right Message

Understand how to reach a global buyer by delivering the right message. In three steps, this worksheet will teach you how to do just this, starting with reviewing your materials, then identifying advertising opportunities, and determining outreach. Each of the three steps outlined on the document, also poses questions with space to write down answers, that will get you thinking about the specifics of your own marketing plan.

Step 1: Review Your Collateral

You know your global focus, now you need to think about reaching them. A big mistake brokers and agents can make is with their collateral. While you don't necessarily need to have brochures and property listing sheets translated, it is important you pay attention to your global buyers' cultural differences. Review your collateral with these sensitivities in mind.

Step 2: Identify Advertising Opportunities

Once you know what to avoid, you need to find opportunities to market and advertise to this audience. Your media tactics will vary largely by your budget, but could include Facebook ads, newspaper ads, local cable commercials, and radio commercials.

Step 3: Determine Your Call to Action

Now that you have an advertising plan, you need to determine what to do once you have their attention.

[Download the worksheet.](#)

Source: National Association of REALTORS® - http://www.realtor.org/global/reach_buyer

International Committee Changes

The International Committee is now the **Global Business Forum**. The Global Business Forum group will meet, at minimum, twice a year to hear informational speakers and/or networking at the CAR Annual Convention and the CAR Spring Business Meetings.

If you have any recommendations for speakers you would like to hear, please forward their name and contact information to Erica Saufley or Lisa Godbehere of the CAR Education Division or to George Harvey, the Global Business Forum Chairman.

Be on the look-out for information on the upcoming Global Business Forum event at the [CAR Convention](#) October 2-4, 2011 at the Downtown Denver Sheraton!



If you have any information you would like to contribute to a future Global Business Spotlight newsletter, please forward the information to CAR Education Division staff Erica Saufley (ESaufley@ColoradoREALTORS.com), Lisa Godbehere (LGodbehere@ColoradoREALTORS.com) or Global Business Forum Chairman, George Harvey (George@TheHarveyTeam.net).