

2015 Global Committee Highlights and Talking Points

In an effort to share all of the great work that the LIBOR Global Committee is producing, we are asking for your cooperation in communicating, at every opportunity, the campaign highlights for the year.

We are also seeking the participation and support from Chapter and Division leadership, as well as your fellow Realtors®, to spread the word. Below are prepared talking points to make sharing this information, at Chapter/ Division events and your office meetings as easy as possible. Please get the word out, it's great info!

Highlights:

At the end of 2014 LIBOR developed the Global Business Committee.

Global Committee's Mission : *To support our Realtor® members in understanding the business and income growth potential by tapping into the growing global buyer and seller opportunities the local market presents.*

Facts About the Growing Global Market

A common misconception is that a global investor is someone who is currently residing in another country. The truth is there are clients who are already in your community that need specialized assistance when deciding to purchase or sell property here in the U.S. Global Business translates to a local transaction, and most of the buyers are bringing cash.

So, why should you get involved in the Global Market? Here's why:

- According to the 2014 NAR Profile of International Home Buying Activity, \$92.2 billion of U.S. residential property was sold to the international buyer from March 2013, to April 2014;
- The average price paid by an international buyer for a home during that times was \$396,862;
- 60% of international buyers use cash to cover the full purchase price;

Here are some reasons why the US is a favorable market to international buyers;

- U.S. is desirable, profitable, and a secure investment
 - Some foreign buyers come from countries that are in social or political *turmoil*.
 - *U.S. real estate* provides a safe haven for international buyers with well-defined, secure property rights.
- U.S property still remains affordable;
- Rising affluence in China, Canada, India, Mexico and the UK;
- Appreciation of Chinese Yuan and the British pound;
- Credit standards in the US have also favored buyers paying with cash;

What does that mean to us in New York and locally?

- In a study done by the Institute of International Education, 2014, NEW YORK is ranked 2nd in the top 10 schools with international students, California being 1st;
 - This translates into Real Estate sales. Foreign born parents are purchasing property for their children as they attend school in the US.
- New York Schools with the highest number of foreign students in order NYU, Columbia University, SUNY University at Buffalo, Cornell University, SUNY Stony Brook University;
- According to Realtor.com, the top 10 U.S. cities searched by international consumers, New York ranked 5th! (1st Los Angeles, CA; 2nd Miami, FL; 3rd Orlando, FL; 4th Las Vegas, NV and New York was 5th);

Here is what LIBOR is doing to Support Global Awareness

- LIBOR has formed a Global Business Committee to bring that awareness and opportunity to its members in serving the international consumer;
- An entire new section has been added to LIBOR's that is dedicated to global business, information, news, event postings and an array of tools for Realtors; Visit www.lirealtor.com/global to take advantage of this great global resource. You can find it under the MEMBER AREA tab on LIRealtor.com.
- The Certified International Property Specialist national designation, CIPS, will be offered through LIBOR the week of September 27th at our Queens location; (many Realtors throughout the country have to travel to attend these courses and LIBOR is bringing you them locally). Courses are designed to educate Realtors in handling and closing international sales.
- LIBOR Education Conference, June 4th, a breakout session will be offered on International Business Opportunity;
- A follow up email will be sent to you regarding your interest. If you would like to know more, please let us know and you will be part of the global business networking group who will be sent more information on the subject.