

5 Reasons to Go Global

Want to grow your business?

Here are five reasons why you should consider working with global clients.



1. GLOBAL CONSUMERS PAY MORE

The median price paid by a foreign consumer for a U.S. home was \$354,193 in the year ending March 2013. Compare that to the overall median U.S. home price of \$191,600 in the first quarter of 2014.

2. GLOBAL BUYERS PAY CASH

Nearly two-thirds of foreign buyers who purchased a U.S. residence in the year ending March 2013 paid for the property in cash.

3. GLOBAL IS A GROWING SEGMENT OF HOME BUYERS

The number of home purchases in the U.S. made by international consumers has grown substantially over the past decade, and NAR's research projections suggest this trend will continue for the foreseeable future.

4. YOU CAN BROADEN YOUR BUSINESS AND CULTURAL HORIZONS

Dealing with people from other countries can increase your cultural awareness and your income.

5. YOU CAN ACCESS FREE RESOURCES FROM YOUR NATIONAL ASSOCIATION

From research and education to events and partnerships, the National Association of REALTORS® provides a wide range of resources. Learn more by visiting realtor.org/global.

Global Prospects = More Income

