

RE/MAX Guide to International Referrals



For Sale

RE/MAX

Real Estate



A Vendre

RE/MAX

Immobilier



出售

RE/MAX

房地产



Se Vende

RE/MAX

Bienes Raíces



Satılık

RE/MAX

Gayrimenkul



Zu verkaufen

RE/MAX

Immobilien



Vendesi

RE/MAX

Immobiliare



Nemovitost

RE/MAX

Na prodej



للبيع

RE/MAX

عقار



Te Koop

RE/MAX

Onroerend Goed



விற்பனைக்கு

RE/MAX

வீடு விற்பனை/வாங்குதல்



RE/MAX Guide to International Referrals

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Why Develop Your International Referral Business?

In today's changing economic times, real estate agents everywhere are looking for new ways to generate and capture solid business leads. While you might search for these leads in your own service area, have you ever considered working with RE/MAX Associates in other countries to find new clients?

Many baby boomers are looking for a slower pace of life, but might have had their retirement plans derailed by recent financial losses. Instead, they are looking for less expensive options to enjoy their golden years. And in many cases, they are finding these affordable alternatives overseas.

By exchanging international referrals with other RE/MAX agents, you will benefit in a variety of ways:

- Cultivate positive working relationships and network with RE/MAX Associates overseas.
- Create a virtually effortless source of income through referral fees.
- Establish yourself as an international real estate expert. Clients will refer you to friends and family who are buying or selling internationally.
- Develop an entirely new database of clients you would otherwise miss out on.
- Expand your promotional reach to other countries by getting referrals from overseas Associates.

In this International Referral Guide, you will find resources and tools to help you jumpstart and maintain a successful international referral business. To learn more, watch this [informational agent video](#) from RE/MAX International. It will teach you about the referral opportunities that await you by working with RE/MAX agents worldwide.





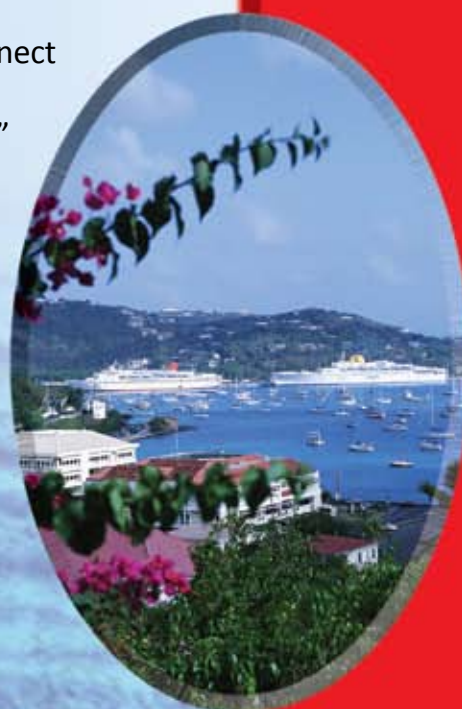
Getting Started: How Do I Find International Referrals?

Do you hear clients and friends talking about their recent vacations to the same popular destination? Have you noticed a large influx of certain expatriates settling in your area? Paying attention to these details can guide you to the countries that might yield the most international business for you.

Here are some other suggestions:

- Look at which international routes serve your local airport.
- Surf online or check nearby community centers and churches to find out if there is a sizeable expatriate group that regularly meets in your community.
- Talk to neighbors, clients, friends, family and other agents about where the hot vacation destinations are located. Also, draw on your own vacation experiences – are there places you would love to relocate to?
- If you are fluent in another language, reach out to agents in countries that speak that language to learn about their markets. Then narrow down your target area to the places that have the most activity.

Once you have decided on a target area or country, it is time to connect with agents. You can easily find RE/MAX Associates in other countries by searching Mainstreet. Simply hover over the “Connect” tab on the Mainstreet home page then select “Find Agents & Offices.” From there, click on “Find People,” then select the country of your choice from the dropdown menu. You also can search for agents who speak certain languages, specialize in certain areas or hold specific international real estate designations.





Promoting Your International Referral Business

You are no stranger to self-promotion. And when it comes to letting everyone know that you can help with international referrals and purchases, there are plenty of ways to catch people's attention. Before promoting international listings, however, make sure you get the listing agent's permission in writing.

Business cards – A one-line tag such as “Ask me about Costa Rica” can pique curiosity and grab attention. You could even make double-sided cards with one side dedicated to your international referral business. See if you can leave your business cards at local travel agencies or tourism offices that might send you referrals (and kindly return the favor).

Online – Create a tab on your Web site about your international specialization, and link to multiple resources that visitors can check out. This is a great place to post some overseas listings, as long as you have permission from the listing agent. Write about the target country on your blog or discuss it on your Facebook or Twitter page. Use Search Engine Optimization techniques to put your name at the forefront of international property searches in your area.

Informational seminars or mixers – Host an info seminar or a social mixer, such as a wine and cheese party, to liven things up and talk international real estate. Make sure you provide resources for them to get more information and contact you directly about buying abroad.

RE/MAX International Convention – Exchange referrals and learn about markets in other countries at the RE/MAX International Convention. During the Global Referral Exchange, you can meet with agents from more than 70 countries worldwide and establish long-lasting relationships with those agents.

E-mail and/or postcard campaigns – Send your top clients e-mails or postcards promoting your international focus. Get their attention with pictures and taglines that would make them want to visit – and ultimately buy – in another country.

Media promotion – Spread the word about your international business with this [press release](#) template found on page 6.

Share this video with your clients – Show your clients the benefits of buying internationally with a two-minute video from RE/MAX International (see link below). It's an easy-to-use tool for promoting your international business. Forward the video link to your database, add it to your e-mail signature and link to the video from your Web site. Here is the URL to copy and paste:



http://remaxsat.edgeboss.net/wmedia/remaxsat/international/latin-southamerica/span_agent_to_consumer_mbr.aspx



(COMPANY NAME)

Retirees Can Buy House Abroad with Help of Local RE/MAX Agent (NAME)

(CITY, STATE/PROVINCE, DATE) – In a time when people of retirement age are struggling to maximize the dollars they’ve managed to save, RE/MAX agent (FIRST AND LAST NAME) is working with other agents around the world to find retirees their dream home abroad, where the cost-of-living might be much lower. RE/MAX has an international referral network in more than 70 countries and territories that allows (FIRST OR LAST NAME) to find experienced RE/MAX Associates around the world to assist clients in buying foreign property.

These agents are skilled professionals who understand their local market and can make a homebuyer or investor feel confident that they’re making a wise decision, especially in this unsure, economic time. “Retiring overseas or investing in property abroad is becoming more popular now as people consider their financial options,” said (FIRST OR LAST NAME) with (RE/MAX OFFICE NAME) in (CITY, COUNTRY). “As a RE/MAX agent, I’m connected to a network of nearly 100,000 experienced agents, so I can help my clients find an ideal investment property or the perfect place to retire.”

Sources such as the Washington Post suggest that nearly seven million U.S. and Canadian citizens are living abroad, a number that is steadily growing as more people realize their investment dollars could go further in countries where the cost of living is more affordable.

RE/MAX is in more countries than any other real estate brand. In 2009 alone, RE/MAX International sold the franchise rights in seven new countries and territories, and the Denver-based company sold nearly 300 franchises worldwide. The strength and size of this referral network, combined with extensive experience and knowledge, makes (FIRST OR LAST NAME) a valuable connection for anyone looking to invest or retire abroad.

For more information about overseas opportunities, contact (FIRST AND LAST NAME) at (WEBSITE, EMAIL and/or PHONE).

#

About RE/MAX (Office Name/Agent Name).
(Add information about your office or services here.)



RE/MAX Mainstreet Web Roster

10 Steps to Global Referral Success

Want to send a referral to an Associate in another country? Reach out to your recipient, introduce yourself and let the agent know you are sending him or her a referral. Once your recipient receives the e-mail they will be able to respond to you via return e-mail or other contact information you provided. Here is how to use the RE/MAX Mainstreet Web Roster to find the ideal recipient and send a personal referral.

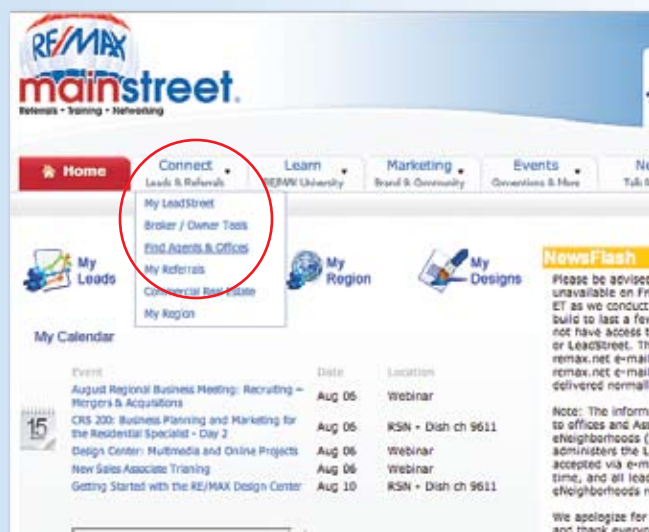
1. Starting on your RE/MAX Mainstreet (remax.net) home page, hover your cursor over the “Connect” tab in the top menu (shown in the red circle).

2. From the dropdown menu, select “Find Agents & Offices.”

3. Under the heading “Start a New Referral,” select “Search for a RE/MAX Affiliate.”

Note: This opens the same page as the “Find People” link under “Use Web Roster.”

On the “Find An Agent” page, leave the “Search Type” choice as the default selection, “Affiliates.”



4. Use the dropdown menu in the “Country” field to select the country in which you need to find your referral recipient.

It is possible to stop here, and not make selections in any of the other fields. But the real power of the Web Roster is in its ability to find an agent with the background and skills best suited for your transaction or customer.

So be sure to explore the various fields to refine your search options.

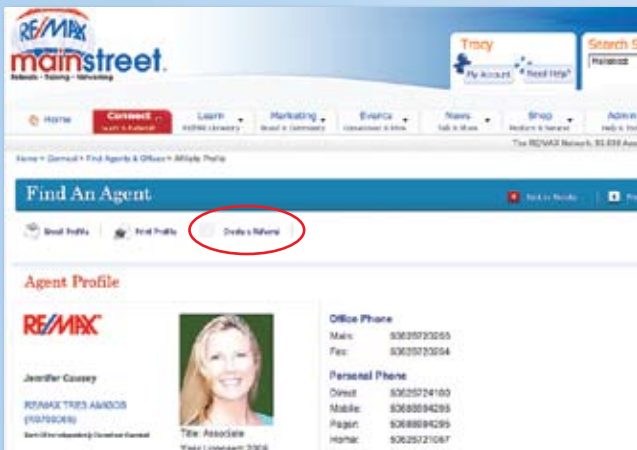
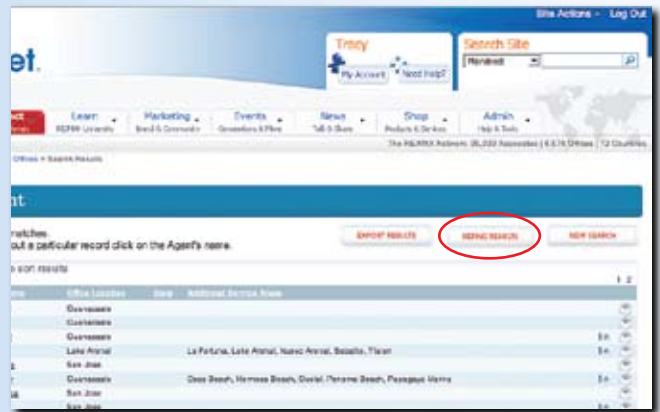
Worth noting for global searches: In addition to identifying potential referral recipients based on professional designations held ([see page 11 of this guide](#)), you can try refining your search based on “Residential Sub-Specialties.” Among the many choices are International, Lake/Beach Property, Luxury Homes and Vacation/Resorts.

5. Click the “Search” button in the lower left corner of the “Affiliate Search” page. As long as your search criteria were not too narrow, you will likely be presented with a number of names.



RE/MAX Mainstreet Web Roster (Cont.)

6. Select **"Refine Results"** if you want to further narrow your range of candidates, then add inputs to applicable fields, such as "Has Picture," "Designations," "Specializations," "Residential Sub-Specialties," etc.



7. Once you have narrowed your selection to a single individual, you are ready to engage the automated referral process. Begin by selecting **"Create a Referral"** just below the dark blue "Find an Agent" bar.



8. Be sure to complete all the fields, including the "Referral Agreement Details" in the lower left corner of the page. **Note:** Use only integers in the fields requiring numbers – no commas or decimal points.

You will be asked to review and agree to "Terms and Conditions" prior to submitting your e-mail to be sent to your referral recipient.

9. Next you are given the opportunity to review the basic contact information for yourself and your recipient and the message text you included. Then click "Send Message."

Your completed referral form is automatically saved in your "My Referrals" area, which can be accessed via the dropdown menu from the "Contact" tab, or through the "My Referrals" icon on your Mainstreet home page.

10. Your referral recipient receives an e-mail notification from you that provides a direct link to your completed referral form, which has been automatically added to the receiving agent's "My Referrals" page on Mainstreet.

Additionally, you are notified by ecare@remax.net with a similar e-mail containing the link to your completed form.



That's it.



Global Network, Global Opportunities

“If you are not building your international referral business, you are missing out.”

Take it straight from your colleagues: this is an opportunity worth exploring. RE/MAX Associates from around the globe share why you should build your international referral business...



“I was born and raised in Syria and my family owns real estate there. We have a lot of Syrian immigrants here in Chicago and I am very involved in the community. Most of my leads come from word of mouth, but having the RE/MAX name behind me builds credibility. People feel like they are in good hands when they use a RE/MAX agent. If you want to target a certain country or population, get involved with those communities locally. I sit on the board of the Syrian Club of Chicago, and it gives me a chance to promote myself as a local and international real estate expert. I have helped Syrians purchase homes here and Syrian-Americans purchase homes in Syria and around the Middle East. The more services you offer your clients to make life more convenient for them, the more they are willing to invest with you and refer you to others. Grow your international business through relationships.”

- Basel Tarabein, RE/MAX At Home, Rolling Meadows, Ill.

“A lot of our buyers come from the U.S., Canada and Europe. As an American, I am able to relate to many of them and explain how the purchasing process works in Costa Rica. Most people come here for a change of pace and to find a quality standard of living for less money. Marketing international listings and finding referrals is easy with RE/MAX Mainstreet and remax.com, but you also need a great Web site to help agents and buyers see the value of working with you. Visit your target country and write it off as a business expense so you can meet the agents you will be working with. Once agents come to Playa Hermosa, they see the allure and can better promote my listings and convince a buyer to take the plunge. Building your international referral business is an easy and fun way to make money. If you are not doing it, you are missing out.”



- Jennifer Causey, RE/MAX Los Tres Amigos, Playa Hermosa, Guanacaste, Costa Rica



Global Network, Global Opportunities



"We get a lot of buyers from Southeast Asia, and a lot of Australians work in those countries, as well as the United Kingdom, the U.S. and Canada. The best way I have found international referrals is by attending the RE/MAX International Convention. There is no better place to meet agents from around the world and promote your business. Attending these conventions and gatherings is a must, and you need to visit each other and keep in touch through e-mail or calls. Any real estate investment seminars you can go to, either locally or abroad, will help you promote yourself. I have attended such shows in Dubai, and I am thinking about going to London and Singapore later this year. Set up a dedicated relocation division in your business and make sure your Web site is constantly updated. You need to cast your net as wide as you can."

- [Martin Hood, RE/MAX Results, Morningside, Queensland, Australia](#)

"In Italy, we have our own MLS thanks to RE/MAX. The best part of being with RE/MAX is that I can diversify my business when assisting international clients. I can find rental properties for Japanese clients in Milan. I recently sold a beautiful old country house for Austrian clients who had inherited it and who found me through my Web site. They were skeptical of doing business in Italy, so they were at ease dealing with me – a Canadian who understood the Italian way of thinking. They were very pleased with my service and have referred me to others. Since I have many contacts back in Canada, I get a lot of business by keeping in touch with friends and past clients. It helps that I am with a highly recognized global brand. No matter where you are in the world, people will seek out a RE/MAX agent because of our strong reputation."



- [Theresa Sisca, RE/MAX Lumi, Vimercate, Italy](#)



"In Playa del Carmen, a majority of our business comes from U.S. and Canadian buyers. I would like to get more referrals from RE/MAX agents and meet more U.S. and Canadian agents. There are a lot of misconceptions about security and our economy. By traveling here, other RE/MAX agents can experience our market firsthand, and we can answer their questions and help them understand what our market has to offer. They can then market our properties and send their clients this way. There are so many opportunities to do international business and we should all take advantage of the global network RE/MAX provides us. You cannot stay local anymore; there is a lot going on around the world. And with the RE/MAX name, people will trust agents on both sides of the transaction and know that they are dealing with professionals who will take care of them."

- [Ernesto Riquelme Dupond, RE/MAX Playa, Playa del Carmen, Mexico](#)



Professional certifications demonstrate international real estate knowledge

Any of the professional designations and certifications listed on Mainstreet's Web Roster might be useful to consider when searching for referral Associates. Worth special note, though, are the three certifications below, focusing on international real estate.

These programs help Associates stand out within the RE/MAX network as potential recipients of international referrals; and, similarly, RE/MAX affiliation enables agents to stand out within the conferring organizations.



Certified International Property Specialist (CIPS)

A sub-network within the National Association of REALTORS® confers the CIPS certification. The week-long-equivalent CIPS education program prepares agents to serve international markets from within their local communities. Topics focus on cultural diversity, exchange rates, investment trends and legal issues. CIPS members in more than 50 countries assist foreign investors, help local buyers invest abroad and serve local immigrant populations. Certain specialized classes focus on real estate markets in Europe, the Americas, the Middle East/Africa and Asia/Pacific.



International Real Estate Specialist (I.R.E.S.)

The I.R.E.S. certification, conferred by the International Marketing Society for Castles and Estates, is earned via Mainstreet that emphasizes second-home and investment-property markets. Agents learn how to market properties globally; help international clients buy or sell property locally; acquire critical legal and financial perspective on international markets; and help clients buy or sell properties in other countries. A substantial discount is available to individual RE/MAX Sales Associates. Larger discounts are available through a RE/MAX brokerage program. A [registration link page](#) also is on RE/MAX Mainstreet.



Transnational Referral Certified (TRC)

Conferred by the [International Consortium of Real Estate Associations \(ICREA\)](#), the TRC certification demonstrates mastery of the ICREA referral system. Candidates must be a U.S. NAR member, an individual member of the CIPS network or a member of an ICREA-affiliated association (check at [WorldProperties.com](#)). Course highlights include: developing a checklist of key points in making or receiving a referral; referral compensation methods; designing a systematic approach to building a network; and key laws, business practices and customs in ICREA countries.

International Business Resources

[NAR \(U.S.\) international resources](#)

[The World Fact Book](#)

[International Housing Coalition](#)

[International Real Property Foundation](#)

[Currency converter](#)

[Type in city/get local time, at TimeAndDate.com](#)

[EDR Travel, official travel agency for RE/MAX International](#)

[International dialing codes](#)

