

GLOBAL REAL ESTATE: LOCAL MARKETS

CIPS COURSE OUTLINE



CIPS

Certified International Property Specialist

Global Real Estate: Local Markets is the prerequisite course to earning the Certified International Property Specialist (CIPS) designation. The course introduces real estate professionals to the basic skills and knowledge necessary to facilitate international real estate transactions.

Designed to benefit both experienced international professionals as well as those just getting started, this course clearly outlines the global business opportunity within all local markets and points to the resources needed to pursue it.

Course Objectives

The course will create an awareness of:

- Globalization of economies
- International capital flow
- Effects of currency exchange on transactions
- Basic principles and trends in international investment
- U.S. regulation of inbound investment
- Cross-cultural relationships
- Diversity and inclusive real estate practices
- Marketing and business planning strategies
- Roles and expectations in international transactions

Outline:

Global Real Estate: Local Markets clearly outlines the global business opportunity within all local markets and points to the resources needed to pursue it as well as those who are just getting started.

How the Global Economy Shapes Your Market

- Global Economy, Local Markets
- Influences of capital flow
- Monitoring trends and indicators
- Common preferences of foreign buyers in the U.S.
- Prospecting “Glocally”
- Comparing real estate practices around the world

Cultural Literacy for Business

- Cultural Snapshots
- Cross-cultural business skills

Building Your Confidence to Serve the Global Market

- Qualifying foreign clients and customers
- Articulating your value proposition
- Contracts and agency agreements

Networking Power

- Networking as a business strategy
- Integrating social media
- Referral best practices

U.S. Visas & Expatriates

- Visa waiver program
- Homeland Security issues
- U.S. Expatriates

Planning > Action > Results

- Identify your market niche
- Business plan strategies
- Implementing and measuring your plan