

# WORKING WITH INTERNATIONAL INVESTORS



C.A.R.  
EXPO  
2014  
ANAHEIM



ALISON CLAY-DUBOFF  
310.200.3037



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

Friday, October 17, 2014

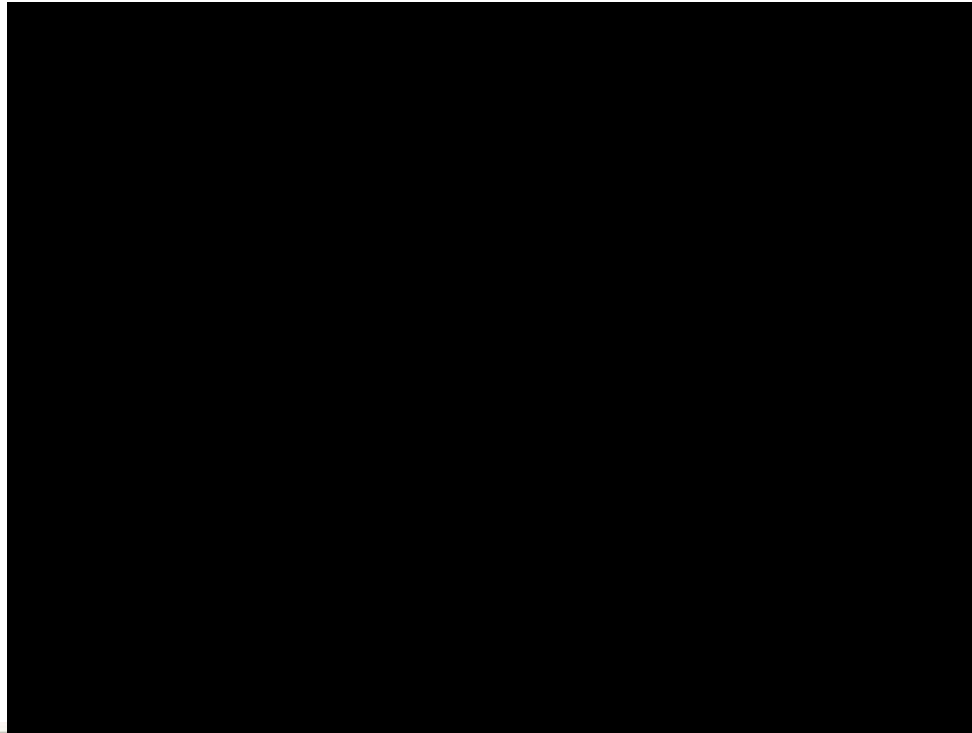
# YOUR GLOBAL REAL ESTATE

## A-Zs OF GLOBAL REAL ESTATE: HOW TO GROW YOUR LOCAL BUSINESS GLOBALLY

PRESENTED BY  
**ALISON CLAY-DUBOFF**  
RE/MAX ESTATE PROPERTIES  
MANHATTAN BEACH



# DO YOU SPEAK BRAZILIAN?



# A

# IS FOR AMBASSADOR



**ALISON CLAY-DUBOFF**  
**310.200.3037**



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

Friday, October 17, 2014

# B

# IS FOR BANKING



**ALISON CLAY-DUBOFF**  
**310.200.3037**



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

Friday, October 17, 2014

C

IS FOR...

# CERTIFICATIONS



ALISON CLAY-DUBOFF  
310.200.3037



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

## CERTIFIED INTERNATIONAL PROPERTY SPECIALIST – CIPS

- 1800 CIPS Designees and over 2000 CIPS Network members in over 60 countries with 300+ additional 2011 Designees
- CIPS Designees average \$50,000 more/year than non-CIPS designees (2008 NAR U.S. survey)



**ALISON CLAY-DUBOFF**  
**310.200.3037**



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

RESORT AND SECOND  
HOME BUSINESS COMES FROM  
GLOBAL SOURCES OFTEN

**RSPS**



Resort & Second-home  
Property Specialist



ALISON **CLAY-DUBOFF**  
310.200.3037



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**



## AT HOME WITH DIVERSITY – AHWD

- One day NAR course for certification
- Qualifies as an elective course towards CIPS designation
- Check schedule at NAR for course dates by going to [www.Training4RE.com](http://www.Training4RE.com)



ALISON **CLAY-DUBOFF**  
310.200.3037



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

## TRANSNATIONAL REFERRAL CERTIFICATION – TRC

- Half-day course developed by ICREA - International Consortium of Real Estate Associations
- Online referral directory and global listings at **WorldProperties.com**
- Exclusive use of TRC's enforceable national and international referral agreement



ALISON CLAY-DUBOFF  
310.200.3037



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

## INTERNATIONAL REAL ESTATE SPECIALIST – IRES

- 5 training videos with listing, referral, networking, financial and marketing tools
- **CastlesAndEstates.com**
- **IRESCertifications.com**



ALISON **CLAY-DUBOFF**  
310.200.3037



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

D

IS FOR...

# DOCUMENTATION



ALISON CLAY-DUBOFF  
310.200.3037



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

# E

## IS FOR ELECTRONIC SIGNATURE

Digital Ink and DocuSign are two electronic signature tools to consider when doing a transaction abroad.



ALISON CLAY-DUBOFF  
310.200.3037



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

# F

# IS FOR FIABCI

- FIABCI (International Real Estate Federation) mission is to help its members acquire knowledge, develop networks, and optimize business opportunities all over the world.
- 8 chapters in 48 countries. It has five official languages: English French German Japanese and Spanish.
- For more information, go to [www.fiabci.org](http://www.fiabci.org)



ALISON CLAY-DUBOFF  
310.200.3037



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

# G

# IS FOR GLOBAL ON-LINE

- C.A.R. Facebook Group

[facebook.com/groups/carglobalrealestateforum](https://facebook.com/groups/carglobalrealestateforum)

- C.A.R. LinkedIn Group

[linkedin.com/groups?gid=43878857&trk=hb\\_side\\_g](https://linkedin.com/groups?gid=43878857&trk=hb_side_g)

- South Bay AOR's global resources

[southbayaor.com/globalrealestate.php](https://southbayaor.com/globalrealestate.php)



ALISON CLAY-DUBOFF  
310.200.3037



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

# H

# IS FOR HOSPITALS

## HOSPITALS:

* Heart By Pass Surgery in US	\$144,000
In India	\$5,200
* Face Life in US	\$15,000
In thailand	\$3,440
* Hip Replacement in US	\$50,000
In Colombia	\$6,500
* Dental Implant in US	\$2,800
In Costa Rica	\$900

Hospitals can be accredited to meet certain standards.



**ALISON CLAY-DUBOFF**  
**310.200.3037**



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**



# IS FOR IMMIGRATION



**ALISON CLAY-DUBOFF**  
**310.200.3037**



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

J

IS FOR JAPAN



ALISON CLAY-DUBOFF  
310.200.3037

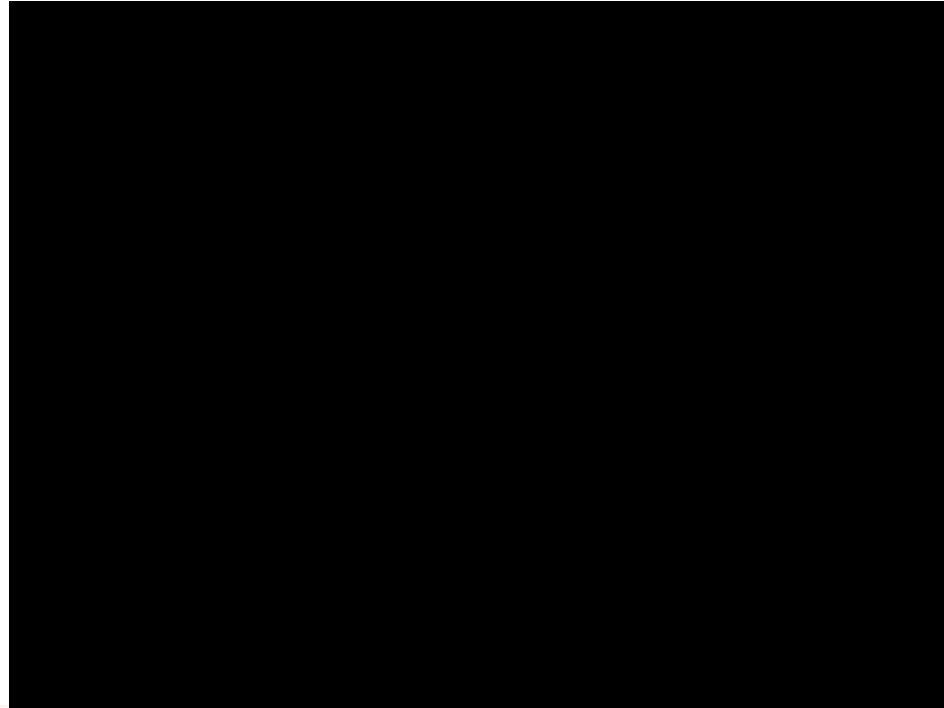


RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

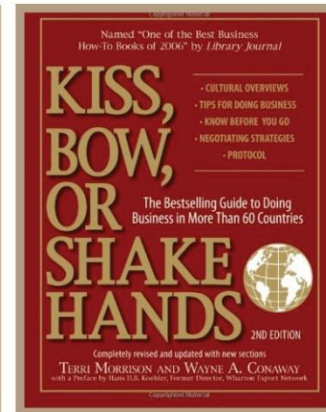
Friday, October 17, 2014

# YOUR TARGET MARKET MAY SURPRISE YOU



# K

# IS FOR KISS, BOW, OR SHAKE HANDS



**ALISON CLAY-DUBOFF**  
310.200.3037



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

# GLOBAL RESOURCES

The screenshot shows the homepage of the website "Kiss, Bow, or Shake Hands: Doing Business Around the World". At the top right, there is a "LOGIN" button. Below the header is a navigation menu with links for "HOME", "MEET THE EXPERT", "FAQ", "LIBRARIANS", and "CONTACT". The main content area is divided into three columns. The left column features a "Watch the Demo" section with a video player and a list of "Essential international business etiquette practices - at your fingertips" including questions about BRIC countries, hand gestures, and safety precautions. The middle column has an "About" section describing the website as a digital reference for international business etiquette and cultural cues, and mentions that it includes more than 70 country profiles with interactive maps. The right column has a "TRY IT FREE" button and a "Contact us for more information" link, along with a large image of a modern building at night.

[www.kissbowshakehands.com](http://www.kissbowshakehands.com)



**ALISON CLAY-DUBOFF**  
**310.200.3037**

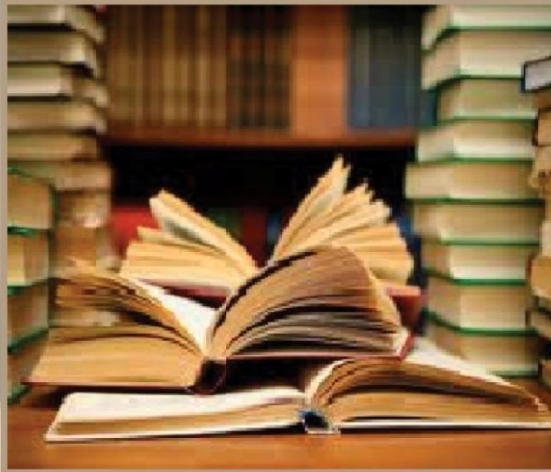


RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

L

IS FOR LEGAL



ALISON CLAY-DUBOFF  
310.200.3037



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

Friday, October 17, 2014

M

IS FOR MLS

OUR MLS IS GLOBAL



ALISON CLAY-DUBOFF  
310.200.3037



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**



http://mrmlsmatrix.com/Matrix/Search/Residential/Detail

CRMLS Matrix

File Edit View Favorites Tools Help

Suggested Sites Pandora Radio - Listen to ... TransactionPoint abouttabs My Profile - Zillow Palos Verdes Estates Real ... WOLFconnect

Page Safety Tools

### location

**Street #:**

**Street Name:**

**Street Direction:** North East South

Or  Not

**Unit Number:**

**Street Suffix:** Avenue Boulevard Drive

Or  Not

**Country:** United States Canada Mexico Afghanistan

Or  Not

### interior features

**Cooling:** Central Dual Zoned Wall Window

And  Or  Not

**Heating:** Central Furnace Zoned Baseboard Floor Furnace

And  Or  Not

**Fireplace:** Bath Bonus Room Den Dining Room

And  Or  Not

**Stories:** One Level Two Level Three Or More Levels Split Level

Or  Not

**Rooms:** All Bedrooms Down All Bedrooms Up Art Studio Atrium

And  Or  Not

**Interior Features:** 2 Staircases Attic Fan Balcony Bar

And  Or  Not

**dates**

Clear 1 matches Map Results Contract:

Eating Area: Area Laundry: Area

150%

3:33 PM



Friday, October 17, 2014



**N**

IS FOR NATIONAL  
ASSOCIATION  
OF REALTORS

NATIONAL ASSOCIATION OF REALTORS®

**GLOBAL**



**America as a Global Marketplace  
How NAR can Help You Grow your Global  
Business Locally**



**ALISON CLAY-DUBOFF**  
310.200.3037



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

# N

# IS FOR NATIONAL ASSOCIATION OF REALTORS

## GLOBAL BUSINESS BY THE NUMBERS

- \$82 billion sold to foreign buyers and new immigrants between March 2010 and March 2011. 25% increase over the prior year and \$88 billion in 2012 study.
- \$315,000 median price paid by global buyers (\$100,000 higher)
- 62% of global buyers pay cash



ALISON **CLAY-DUBOFF**  
310.200.3037



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**



# IS FOR ORGANIZATIONS

## CA ETHNIC REAL ESTATE GROUPS

[www.car.org/members/culturaldiversity/ethnicrealestate](http://www.car.org/members/culturaldiversity/ethnicrealestate)

- African American Economic Development Association of REALTORS® and Affiliates (AAEDARA)
- Asian Real Estate Association of America (AREAA)
- California Association of Real Estate Brokers, Inc. (CAREB)
- Chinese-American Real Estate Association (CAREAA)
- Chinese-American Real Estate Professionals Associations (CAREPA)
- Chinese Real Estate Association of America, Inc. (CREAA)
- Filipino American Real Estate Professional Association (FAREPA)
- Korean Real Estate Brokers Association of Southern California
- The Multicultural Alliance for Urban Change
- National Association of Hispanic Real Estate Professionals (NAHREP)
- National Association of Real Estate Brokers (NAREB)
- South Asian Real Estate Association of America (SAREAA)



**ALISON CLAY-DUBOFF**  
**310.200.3037**



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

## GROUPS AND ASSOCIATIONS

- NAR Global Alliances
- Foreign Consulates in Los Angeles County
- National Association of REALTORS® Global Website
- International Real Estate Federation (FIABCI-USA)
- American International Real Estate Expo & Conference
- European Real Estate Directory (EURED)
- International Consortium of Real Estate Associations (ICREA)
- National Association of Hispanic Real Estate Professionals (NAHREP)
- Asian Real Estate Association of America (AREAA)
- European Public Real Estate Association (EPRA)
- U.S. Department of State Embassy Listings



ALISON **CLAY-DUBOFF**  
310.200.3037



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

# P

# IS FOR PROXIO

**Proxio**  
The International MLS and Global Real Estate Network

## Gain Global Visibility

Proxio is an international MLS and business network, online and exclusively for real estate professionals. Gain competitive advantage and borderless success through global visibility and connections for you and your listings. Proxio provides tools for serving multicultural clients who don't speak your language.

- ✓ Online Visibility
- ✓ Global Networking
- ✓ Services for Multicultural Clients



Expand Your Market Reach and Gain Competitive Advantage



**ALISON CLAY-DUBOFF**  
**310.200.3037**



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

Browser: http://proxio.com/Default.aspx

Language: [Flags] Alison Clay-Duboff  
 UPGRADE NOW to be MORE VISIBLE  
 Profile 77% Log Out

Home  
 Powered by Proxio

**What do you want to do?**

- Search for Properties
- Build My referral network
- Add a Listing
- Find a Group to Join
- Translate a listing
- Profile and Network Overview
- Make your listings Premium
- View Getting Started Guide
- Post My Listings to the Web
- Upgrade

**Alison Clay-Duboff**  
 RE/MAX Estate Properties  
 400 S. Sepulveda #100, Manhattan Beach, California, USA  
 Invite Agents

**Activity Feed**

Global Network

Terry Norman is now connected with David Mcchesney CDPE, CIPS, REO, GRI  
 5 min(s) ago

Carol Snyder added 1 new listing. 550,000 USD, Land, Campo, California, USA  
 23 min(s) ago

Navigation: MY PROXIO, SEARCH, NETWORK, GROUPS, MY PROPERTIES, PUBLICATION, MY CLIENTS, ICREA

Support Feedback

100%



Friday, October 17, 2014



# IS FOR QUESTIONS

YOUR QUESTIONS AND FEEDBACK  
ARE WELCOME

We depend on your comments in order to bring  
programs and classes of interest to you.



ALISON **CLAY-DUBOFF**  
310.200.3037



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

# R

# IS FOR REFERRALS



**ALISON CLAY-DUBOFF**  
**310.200.3037**



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

Friday, October 17, 2014



# S

# IS FOR STATS



**ALISON CLAY-DUBOFF**  
**310.200.3037**



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

Friday, October 17, 2014

T

IS FOR TAX ATTORNEY

*Need a Tax Attorney?*



**ALISON CLAY-DUBOFF**  
**310.200.3037**



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

# U

# IS FOR URUGUAY



**ALISON CLAY-DUBOFF**  
**310.200.3037**



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

# V

# IS FOR VACATIONS

omvcostarica.info/costa-rica/

Register

## OSA MOUNTAIN VILLAGE

Life's Journey... Reinvigorated Among Friends

Home Our Property Community **Costa Rica** Purchase Options Contact Blog Posts Comments

You are here: Home / Costa Rica

### Costa Rica

Costa Rica is a colorful and peaceful country located in Central America. It is situated directly between Nicaragua and Panama. It is only a 2 1/2 hour plane trip from Miami and boasts many flights from all points across the USA and Canada. Rich in biodiversity, history and the love for its friendly people, it is ranked as one of the top tourist destinations in the world, with over 2.1 million tourists visiting here in 2010 alone. And those numbers surge every year!

The people of Costa Rica know something about living and they have a nickname for their philosophy regarding life which is "pura vida". Directly translated, it means "pure life". This saying is embodied by most every Costa Rican citizen you meet. In fact, Costa Rica has been on the top of the list of almost every study conducted about the happiness of a country's subjects. One article in the New York Times from early 2010 stated that of all the countries...

1 best 1

NEWS AND UPDATES

Sign up to receive breaking news as well as receive other site updates!

Enter your email address... GO

SEARCH FOR PROPERTIES

Types Bedrooms Price SEARCH PROPERTIES



**ALISON CLAY-DUBOFF**  
310.200.3037



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

# W

# IS FOR WORLDPROPERTIES.COM

The screenshot shows the website for World Properties, which is the official site of the International Consortium of Real Estate Associations (ICREA). The page features a navigation bar with links for 'PROPERTIES', 'AGENTS', and 'COUNTRY INFO'. The main content area is titled 'International Consortium of Real Estate Associations' and includes a subtitle 'National Organizations Coming Together to Form a Powerful Alliance'. Below this, there is a paragraph describing ICREA's mission and a list of links for 'History of ICREA', 'Value to the Real Estate Practitioner, the Consumer and the Real Estate Associations', and 'Consortium Structure'. The footer of the screenshot contains a small image of three people and a dog, along with contact information for Alison Clay-Duboff.

**WORLD PROPERTIES.com**  
The official website of the International Consortium of Real Estate Associations.  
Home of the world's best agents.™

News | Events | About Us | Sign In | Register

[PROPERTIES](#) [AGENTS](#) [COUNTRY INFO](#)

### International Consortium of Real Estate Associations

National Organizations Coming Together to Form a Powerful Alliance

The International Consortium of Real Estate Associations (ICREA), a Consortium of the world's leading real estate associations, is committed to the right to own and transfer real property. ICREA sets standards for international real estate practice and facilitates worldwide real estate transactions through its website, WorldProperties.com. Contact ICREA at [icrea@worldproperties.com](mailto:icrea@worldproperties.com).

ICREA and its member associations are committed to high standards of professional conduct for member brokers. Each member association has a country-specific code of conduct and, collectively, the organization has adopted a statement on International Principles of Conduct.

[History of ICREA](#)

[Value to the Real Estate Practitioner, the Consumer and the Real Estate Associations](#)

[Consortium Structure](#)

ICREA is structured around a series of rights and obligations based upon ICREA Statutes & By-Laws. (to request a copy, please email [icrea@worldproperties.com](mailto:icrea@worldproperties.com)). These Statutes and By-Laws bind Member Associations and, through them, the business entities and



ALISON CLAY-DUBOFF  
310.200.3037



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

# X

# IS FOR X-CHANGE



**ALISON CLAY-DUBOFF**  
310.200.3037



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

Y

IS FOR YOU

YOU ARE  
ALREADY GLOBAL!



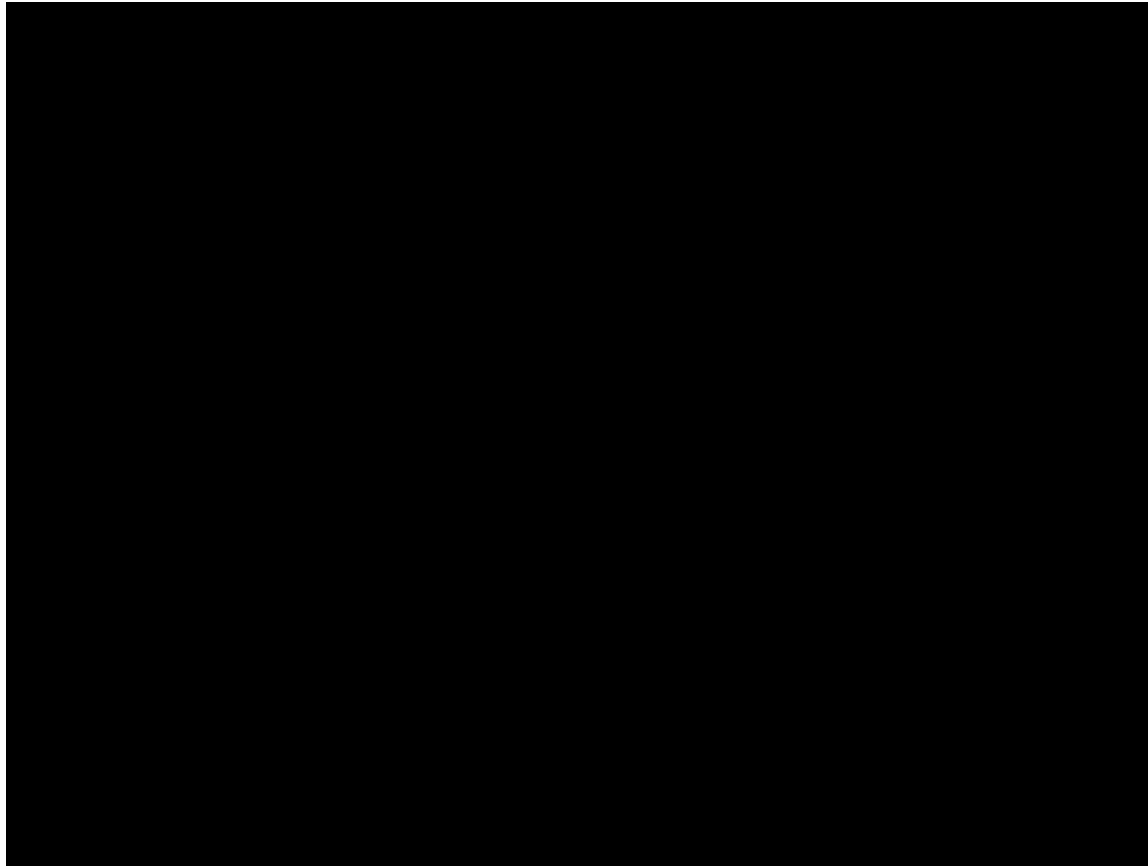
ALISON CLAY-DUBOFF  
310.200.3037



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

# MY FRENCH CONNECTION





# Z

## IS FOR ZIPFORMS

- The foreign language library is free to access 24/7 in your Zipform® 6 account
- Several forms are in Chinese, Korean Tagalog and Vietnamese
- Forms included are
  - Residential Lease or Month-to-Month Rental Agreement
  - Notice of Change in Terms of Tenancy
  - Keysafe/Lockbox Addendum and Tenant Permission to Access Property
  - Notice of Obligation to Pay Rental or Lease Payments in Cash
  - Notice of Termination of Tenancy
- Foreign language forms are for reference only and do not need to be signed. The English language version is legally binding.



**ALISON CLAY-DUBOFF**  
**310.200.3037**



RE/MAX  
ESTATE PROPERTIES

POWERED BY  
**DIGS**

**THANK YOU!**

**MAKING THE IMPOSSIBLE... POSSIBLE!**

