



RIVA luxury  
condo tower in  
Fort Lauderdale,  
Florida

# CREATING A LUCRATIVE, BORDERLESS BUSINESS WITH PROXIO, YOUR FREE AREAA MEMBER BENEFIT

By John Peretz

As real estate becomes more global, savvy AREAA members are doing more business with international and multicultural clients. And the ability to create a borderless business and extend your brand is getting easier, thanks to AREAA and Proxio.

Ms. Debbie Wong, immediate past president of AREAA's SF Peninsula Chapter and managing broker of Better Homes and Gardens Real Estate J F Finnegan Realtors, has seen a continual uptick in the number of foreign buyers in her marketplace. "In the 30-plus years that I've been practicing real estate, it's never been more important to have a support team that can market and serve international clients. It's a big part of our business in the three offices we have."

Many AREAA members will also tell you that international business and higher price points go hand in hand. Non-resident foreign buyers purchased homes with an average cost of \$491,427. That's 84 percent higher than the average for all buyers of existing homes, according to the 2016 Profile of International Activity in U.S.

Residential Real Estate by NAR. In fact, a full 10 percent of foreign buyers bought homes valued at over \$1 million.

But what's the best way to market and communicate with these lucrative buyers?

The latest Proxio sales platform provides agents, brokers and builders a great way to do that. With Proxio Showcase, AREAA agents and brokers receive a free mobile-friendly website that they can use to connect with and then promote and market new developments and luxury properties locally and globally. AREAA members can easily send beautiful digital marketing materials in six different languages, all branded to them — and, of course, earn commissions and referral fees from their buyers. There are also options to add individual listings to the Proxio Showcase

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I tell people all the time, they need to sign up for a Proxio account. Because with Proxio, you're no longer limited to your own MLS or your own inventory.

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## WHAT IS PROXIO SHOWCASE™?

Proxio Showcase is a real estate sales platform that creates a faster and more cost-effective sales process by creating amazing digital marketing and putting it in the hands of motivated agents worldwide, while tracking activity, interest and leads.

### AMAZING MARKETING

Proxio converts your text, images and videos into a dynamic digital website for every property, with e-brochures, graphical emails and social links that present your properties beautifully.

### GLOBAL REACH

Proxio uses a unique collaboration model that spans the globe and connects over 800,000 agents with more than 3 million listings and thousands of new developments and luxury properties, enabling motivated agents to promote your properties to buyers.

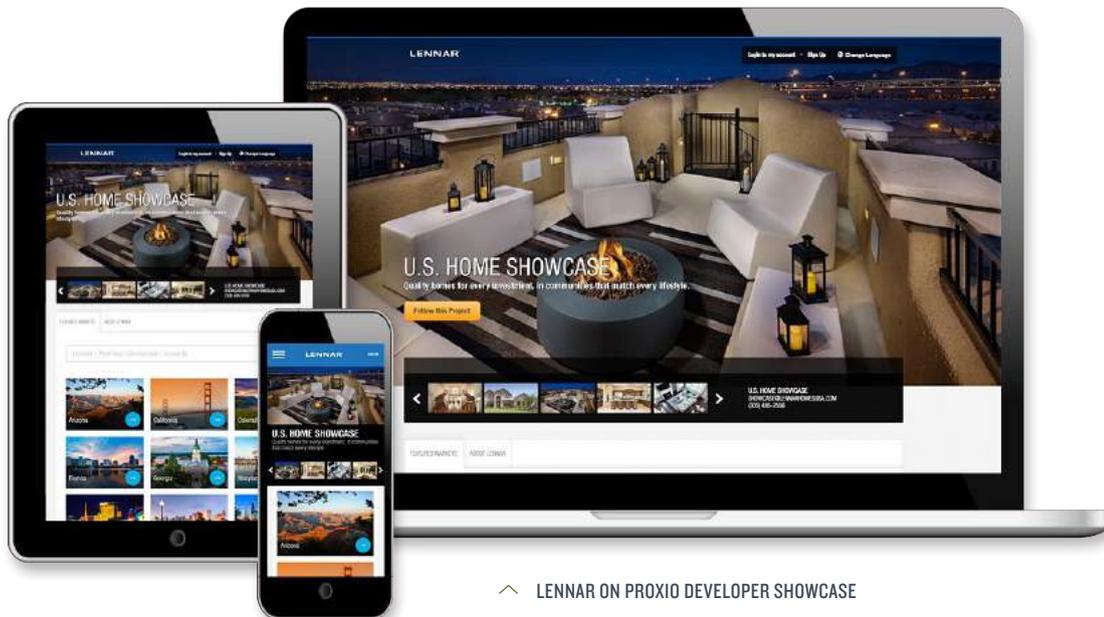
### TRANSLATIONS

Proxio translates property information into six languages, including Chinese and Japanese, so brokers and agents can serve multicultural and foreign buyers.

### ANALYTICS

Proxio tracks the marketing activity on your properties through every channel so you have insight into what is happening and who is making it happen.

**SIGN UP at**  
[Proxio.com/AREAA](http://Proxio.com/AREAA)



LENNAR ON PROXIO DEVELOPER SHOWCASE

platform for a small fee, creating a beautiful, mobile-friendly property website that transcends borders.

Some of the most recognized real estate brands use the Proxio sales platform to maximize the exposure and sales velocity of their luxury properties and new developments. In the past several months, Proxio has added Coldwell Banker, Lennar International, Keller Williams, NRT and others to their sales platform.

AREAA member Mr. Bill Hunt, who is an international franchise consultant for Keller Williams and is also a co-owner of the Keller Williams master franchise in Costa Rica along with partner Allen Lungo, was one of Proxio's earliest adapters.

"I've seen firsthand how Proxio's translation platform powers cross-border transactions, especially when different languages come into play.

"We've had instances where Russian, Spanish and English all came into play on the same transaction, and we used Proxio to facilitate that." And Mr. Hunt should know a thing or two about international real estate, having opened the Indonesian and Chinese markets for Century 21 years ago.

Ms. Marjorie (Ree) Cole, who works with NRT in Florida, is also a big fan of Proxio. "I tell people all the time, they need to sign up for a Proxio account. Because with Proxio, you're no longer limited to your own MLS or your own inventory. The quality of the digital brochures and property information is better on Proxio than on any other digital marketing platform, in my opinion, and it all comes with your branding.

"And now being able to add and market new developments without worrying that you're going to be cut out of the picture with your buyers is really

great. You can register your leads with the developers, and they're time-stamped within the system. It's like you're creating an entirely new income stream."

Mr. Craig Hogan, vice president of luxury for Coldwell Banker, knows the value of both AREAA and Proxio. "Being the 2016 National Luxury Chair for AREAA has been a real honor. This is one of the most focused and hardest-working organizations I've ever been associated with.

"One of the advantages of being the National Luxury Chair was being able to see a lot of different sales and technology platforms for the luxury market. AREAA provides its members free access to Proxio and I encourage members to take advantage of the beautiful digital marketing materials and emails in a dynamic, multi-lingual format," Mr. Hogan explained.

**So, if you're looking to expand your business in international real estate and also into the luxury market, sign up for your free Proxio account today at [www.Proxio.com/AREAA](http://www.Proxio.com/AREAA).**