



# Take charge of your global real estate business with AREAA and Proxio

BY JOHN PERETZ

Powered to a large degree by Asian and Oceania buyers, home purchases by international clients continue to rise.

U.S. existing home purchases by foreigners reached an all-time high of **\$104 billion**, a **13 percent increase** from the previous year, according to the *2015 Profile of Home Buying Activity of International Clients by the National Association of REALTORS®*. That represents a full **8 percent of existing home dollar volume**, with foreign buyers generally buying more expensive homes, almost twice the national average.

## But how do you really leverage what you know to grow your international client base?

You can do it with Proxio, one of your most valuable AREAA member benefits. With Proxio, you can network with other AREAA members and **over 650,000 real estate professionals around the world** to generate referral income and send listing information to clients in **19 languages and 55 currencies**.

**Mr. Bill Hunt**, a member of the board of directors for the Portland, Oregon, AREAA chapter and the international business consultant with

Keller Williams Worldwide, recently opened the country of Costa Rica with business partner **Mr. Allen Lungo**. “I’ve been telling people for years that if they’re serious about international business, they have to be using Proxio. It’s so easy to build a global network, and being able to send potential buyers listing information in 19 languages is really rocking it ... especially when you can weave it into your personal story to get the listing. Clients want to sell their home quickly, and they really respond to Proxio’s global exposure and translation tools. They get it.”

One of Mr. Hunt’s key suggestions to real estate agents is to get to know the people at your local college, especially those in the housing department. “Upwards of 35 percent of all foreign college students will end (up) living in a house that their family purchased for them. And this market is generally untapped. Proxio makes it easy because you can send their parents information in their native language.” Mr. Hunt tells the story of a Russian student studying in Costa Rica who ended up buying a house there with an English-speaking agent, and with the help of Proxio.

**Ms. Jenny Cui**, who helped found AREAA’s Austin chapter, had a similar story. “I just had a Beijing family buy a home in Sugar Land, Texas, because of the highly rated schools, and a client from Shanghai



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**BILL HUNT**

International Business Consultant  
Keller Williams Worldwide

that bought an \$800,000 home in Austin, well over double the average cost for a home in the area.”

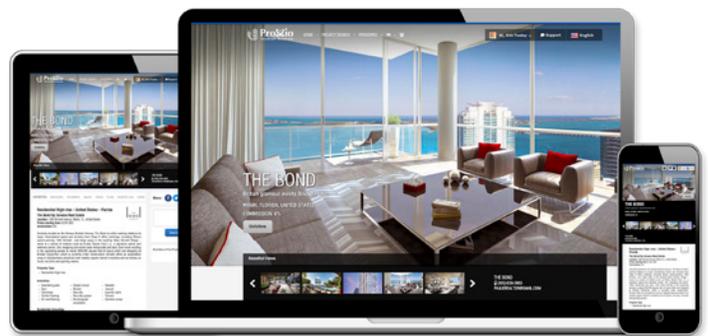
You can also leverage Proxio Showcase. This exciting and innovative platform allows agents and brokers to follow and promote new home developments and luxury homes, and automatically creates a mobile-friendly website with responsive design so AREAA members can instantly add inventory and start working with local and international clients to earn commissions and referral income.

Ms. Cui, who works with Chinese, Vietnamese, Korean and Taiwanese clients, travels to Asia to establish personal relationships with potential buyers and has also helped clients get into the EB-5 program. “I’ve added the Proxio Showcase new developments tab to my own website because it’s multilingual like my website, and it shows properties in such a beautiful way.”

**Mr. Sean Aske**, 2016 incoming president for the Greater Phoenix AREAA chapter, is also big fan of Proxio. “I work with a variety of Filipino, Chinese and Hispanic clients, and Proxio helps me do that more efficiently. I really like the Proxio Showcase product, and have added a tab on my own website so people can search for new developments in Arizona, Mexico and all over the world. And of course it’s free to AREAA members, which makes it even better.”

AREAA member **Mr. Ian MacLeod**, who founded the Vancouver chapter with **Ms. Tina Mak**, wholeheartedly agrees. He especially prefers Proxio Developer Showcase, which allows agents to select and follow new home developments in Canada, the U.S. and around the world. “We have introduced Proxio Showcase integrated new development listings into our website **LuxuryHomes.com**, because it fits perfectly with our business model.” Many wealthy foreign buyers, especially Chinese and Indian clients, use **ProxioShowcase.com** and **LuxuryHomes.com** to discover new developments and luxury listings all around the world.

Proxio Showcase allows agents and brokers to market new developments, individual luxury homes and even commercial properties on a brand-new digital platform, complete with lead tracking and crowd sharing features that are unlike anything on the market. ✂



↑ Market home developments and luxury homes by automatically creating beautiful, mobile-friendly websites on Proxio Showcase

## So what other things can you do to really tap into the international market?

For one, you should set up your free Proxio account at [www.ProxioWorld.com/AREAA](http://www.ProxioWorld.com/AREAA) or [AREAA.org](http://AREAA.org).

You can also register for a weekly webinar at [www.ProxioWorld.com/help-support-webinars](http://www.ProxioWorld.com/help-support-webinars) or attend one of the in-person training sessions at the AREAA national convention or global summit.

With AREAA and Proxio, there are no borders. You can build your international business without having to worry about language barriers, currency issues or finding the right referral partner. And it’s easier than you think.