

# a | r | e

**ASIAN | REAL | ESTATE**

*The official publication of the Asian Real Estate Association of America*



**INTERNATIONAL  
BUYERS  
SNAP UP  
NORTH  
AMERICAN  
REAL ESTATE**

*WHILE THE  
WINDOW OF  
OPPORTUNITY IS  
STILL OPEN*

A CLOSER LOOK AT **VANCOUVER**  
CANADA'S GATEWAY CITY TO ASIA

EXPLORING the **UNIQUE FACETS**  
of the **JAPANESE CULTURE**

**SPRING2013**

THE RISE OF eSIGNATURES // GLOBAL OPPORTUNITIES & AMBITIONS // THE ASIAN AMERICAN VOTE // CREDIT SCORE RECOVERY *and more...*

# KNOCK. KNOCK. BRING THE WORLD TO YOUR DOOR

..... with .....

**AREAA**NET

Powered  
by  
**Proxio**

by **JOHN PERETZ**



*Push your listings internationally and network globally in 19 languages. It's like having a personal translator on your team.*

Okay, we've heard the expression that all real estate is local. But with the influx of foreign buyers, a renewed interest in the U.S. real estate market, and the global reach of the Internet, that simply may not be true anymore. At least not for AREAA members.

With the introduction of AREAA Net, a powerful benefit of your AREAA membership, you can take advantage of an international network for your listings and international networking with other global real estate professionals. Some AREAA members have suggested that this is just like LinkedIn™, except it's specific to real estate.

The entire AREAA Net platform operates in and translates in 19 languages, and actually tracks 30 agent languages. So if you're working with a client from Vietnam, China, Thailand, India, or Russia, like so many of our members do, you can provide listing information in their language of choice. So whether they're looking to buy, want their family members to buy, or want to sell and move back to their native land, you've got it covered.

AREAA Net (powered by Proxio) provides global exposure to all of your listings. With a few simple clicks, you can add your listings to the world's largest searchable collection of international properties with over 3 million listings and 500,000 real estate professionals in over 115 countries. And, you can have your professional real estate information and listings translated into your choice of up to 19 different languages and 55 currencies.

That's because AREAA Net is seamlessly integrated into the Proxio network that includes 25 national real estate associations participating on six of the seven continents. This includes global exposure on [WorldProperties.com](http://WorldProperties.com), the official website of the International Consortium of Real Estate Associations, and other international websites.

Mr. John Wong, founding chair and past CEO of AREAA, was instrumental in bringing AREAA Net to its members. "Our goal has always been to create the best real estate network, and to position AREAA as the 'go to' hub for understanding North American real estate. We want our members to be in the middle of the transaction, able to network

with other members and clients, and grow their real estate businesses by monetizing the AREAA Net opportunity through referral fees and real estate commissions," Mr. Wong explains. "AREAA Net provides an amazing bridge that connects all of our members, young and old, near and far. And if you're on the front end of building your network through AREAA Net, you're going to have a big advantage," Mr. Wong continued.

Many AREAA members, because of their inherent language advantage, have worked with foreign buyers or sellers, or know of agents

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who have. According to the National Association of Realtors, almost a quarter of foreign buyers come from Asian markets. The states with the most foreign investment are Florida, California, New York, Texas and Arizona. So, if you're an AREAA member in those states, you should pay special attention to AREAA Net.

Ms. Robyn Lau, an AREAA member in the Vancouver chapter, puts it this way: "The minute we started writing www on our computers, we stepped away from local markets and became a global economy. You've got to work with it and market your business and client base with that outlook in mind." Ms. Lau works with a number of Asians, Indo-Canadians, and Persians in her real estate practice, which is 40 percent international. In five years, she believes that number will flip to an international client base of at least 60 percent. Ms. Lau's translation team speaks nine different Asian dialects.

But even if you aren't bilingual or speak multiple languages, the AREAA Net translation service provides a huge business advantage. And if you do speak different languages, you can let your connection know

How to put AREAA Net to work for you in

# 7 EASY STEPS:

## 1. SET-UP

First, you need to login to AREAA.org/net using your AREAA Net credentials and begin your personal set-up. You simply click the "Profile" link at the upper right.

## 2. PROFILE

Second, in the "Profile" window, use the pull-down lists to choose your desired currency, dimension units, and date and digit formats. Select your primary language (this will determine the interface for the system each time you log in) and second and third languages if you are multilingual. Let people know if you pay referral fees, and then add your professional information, a photo (very important), and change your password if you want to. Remember to scroll down to "Save."

## 3. PROPERTY SEARCH

Make yourself familiar with the AREAA Net search functionality. The search function automatically defaults to your own country, but you can select any country in the drop list. You can select a variety of search filters, including one of more than a dozen property types, and even refine them on the "Advanced Search" screen.

## 4. ADD INVENTORY

Use the "Inventory" menu on the left to add or edit property listings. The owner information is not shown in search results, but it is seen by the listing office. You can select to list a property as "Private" or "Network", which restricts all agents from seeing property details, depending on your preferences. On each tab, be sure to select as many description fields as apply to your listing, because they will be translated on the marketing flyers that agents can print or email to buyers.

## 5. PUBLISH YOUR LISTINGS

To post your listings to Facebook, simply select "Publication" from the left menu. Choose a property to post, and then click the button to publish. To remove a listing, simply select a property and click the "Remove" button.

## 6. NETWORK

To create your professional referral network, click "Network" and then "Agents" to find any agent in the AREAA Net system. You can find agents by location, language spoken, group affiliation, name (first or last or partial), search terms, or real estate designation. Open an agent's profile by clicking on their name. To invite an agent into your network, click on the "Invite" button in the profile, or click the "Handshake" button in the agent list.

## 7. JOIN GROUPS

Check out all of the groups in AREAA Net. Not all groups are open to everyone (some require an affiliation or membership besides AREAA), but it's a great way to find agents who share common interests. Click the "Info/join" button to see the group details and members.

Get Started: [www.areaa.org/net](http://www.areaa.org/net)

by identifying those languages through the easy AREAA Net dashboard. And you don't have to just think internationally; there are many connections to be made right here in North America.

You can use AREAA Net in your listing presentations to show prospective clients how you can market their home to foreign buyers in their native language, which can give you a big advantage, especially in larger markets like Los Angeles, San Francisco, Seattle, Phoenix, Las Vegas, New York, Miami, and Dallas. All things being equal, it's one more way you can differentiate yourself. Listing presentation materials that showcase AREAA Net are available on the portal.

The ease of use of AREAA Net is another big member benefit. You can even take another listing and present it to your potential buyer in their language of choice. The translation is highly reliable, and you can accomplish the task with a click on the country flag that represents the language. You can view listings immediately, select the language, then print or email the information. You can also print marketing materials in different languages. And with a single click you can change measurements (from feet to meters, or vice versa) and select specific currencies with current exchange rates. These tools really simplify international business.

Social media integration is included in the AREAA Net platform in two ways. When you are uploading your listing, in the "Publication" step, you can also choose to publish your listing to Facebook where it can be viewed in multiple languages. But there is a Facebook app upgrade that makes it even easier, though there is a small monthly charge. The app connects to your MLS, making it incredibly easy to provide a listing search on Facebook, where you can engage with clients and their friends.

Ms. Janet Case, the co-founder of Proxio, AREAA Net's platform, actually started the network when she wanted to buy a property in France but found it extremely hard to connect with other real estate professionals overseas. It's an amazing story that's replicated on a daily basis with so many AREAA members. That's why AREAA does its annual trade missions to countries like China, Korea, Taiwan, Vietnam, Thailand, and the Philippines. It's all about connections.

But, like everything else in life, it's also what you put into it that matters. "Networking is a verb, which is an action word," explains Ms. Case. "You have to take the time to build your network and upload your listings to AREAA Net to maximize its full value. But it's an amazing tool and a huge listing advantage." Ms. Case concluded, "and it can help agents make money."

At AREAA, we couldn't agree more. [aree](http://aree)

## JOIN THE AREAA NET GLOBAL NETWORKING CHALLENGE

*The bigger your professional network, the more successful you will be -- so we're providing an incentive to get going with AREAA Net!*

**From now until June 30, 2013, the agents who build the biggest networks, and the agents who build the broadest networks, will win prizes.**

*We'll be awarding first, second and third place winners in the following categories:*

- » Most Agents in your Network
- » Most Countries in your Network

FIRST PLACE	SECOND PLACE	THIRD PLACE
Free 1 Year Upgrade to Global Agent	Free 1 Year Upgrade to Premium Agent	Free 1 Year Facebook App
(\$749 value)	(\$399 value)	(\$199 value)