

South Florida Sun-Sentinel

March 25, 2007



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Question: How do international buyers affect home sales in South Florida?

Answer: According to a study conducted by the National Association of Realtors (NAR), international buyers account for 15 percent of all home sales in the state of Florida. South Florida ranked high among international buyer interest with the study noting the area attracts nearly one-third of international buyers in the state. Because of its diverse population and mix of cultures, South Florida appeals to international buyers. Additionally, with Latin Americans and Europeans now finding our area affordable due to the strength of many foreign currencies, individuals planning to sell property should actively market to these potential buyers. One of the best ways to inform international buyers of your property's listing is by advertising on the Internet. Sites such as www.worldproperties.com, the website for the International Consortium of Real Estate Associations, includes listings in more than 25 countries and can help reach international buyers. Realtors can also be a great help when it comes to working with foreign buyers. A Certified International Property Specialist (CIPS) is a realtor trained and certified in international real estate who knows the best places to advertise and market your property. Also, finding a qualified realtor who can speak various languages and has knowledge of different ethnicities can also help you bridge cultural barriers. Contact your local area Association of Realtors to learn which members have earned this specialty designation or go to www.R-World.com for more information.

Have a question?
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