2014 Miami International Buyer Survey
Conducted by NAR Research for MIAMI Association of REALTORS®
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Data Gathered September/October 2014
About the Survey

- Survey Issued by Miami Association of REALTORS® on September 26 – October 12, 2014.
- Requested information about REALTORS’® Experience During Past Twelve Months (October 2013-September 2014).
- Invitation to participate sent out to all members in Miami-Dade and Broward counties
- Received 1,115 responses (compared to 1,043 in 2013 Survey)
- 71 percent of respondents reported Miami-Dade as main business area

Area Where Miami-Dade-Broward REALTORS® Conduct Most of Their Business, 2014 Survey

- 2014: 71% Miami-Dade, 26% Broward, 4% Others
- 2013: 83% Miami-Dade, 16% Broward, 1% Others
Major Conclusions

• International customers: An important niche market for Miami-Dade-Broward REALTORS®.

• Despite economic slowdowns in Latin America and Western Europe, Data indicate continued level of business comparable to the 2013 survey.

• Characteristics of International Buyers
  – Latin American buyers: majority of international customers in area, followed by Canadians.
  – International buyers in Miami-Dade-Broward typically purchased higher-end properties compared to all buyers in Florida.
  – Preference for condominiums in the central/urban areas which they intend to use for vacation and rental investment purposes.
  – International Buyers tend towards cash sales.
Major Conclusions

• Language and International Cultural Capabilities Important in Working with Clients.
  – Miami-Dade-Broward REALTORS® have the potential to continue to increase and broaden the scope of their international transactions: a majority speak a language other than English

• Transactions with international clients presents a challenge.
  – Approximately 15 percent of Miami-Dade-Broward REALTORS® have international designations.
  – A continuing opportunity to enhance skills. Respondents mentioned a desire for training and support in expanding their international customer base.
Miami-Dade-Broward REALTOR® Experience with International Transactions
70 Percent of Miami-Dade-Broward REALTORS® Worked with an International Client in the Past 12 Months
Higher than the National Average of 28 Percent

Percent of Miami-Dade-Broward REALTORS® Who Worked With an International Customer in the Past 12 Months

Yes  No

The 2010-2012 surveys covered South Florida.

2014  30%  70%
2013  23%  77%
2012  23%  77%
2011  17%  83%
2010  25%  75%
2014 National  72%  28%
Percent of Respondents Who Worked With an International Client in the Past 12 Months by Business Area

Percent of Miami-Dade Broward REALTOR® Respondents Who Worked With an International Client in Past 12 Months

- **Miami-Dade**
  - 2014: 73%
  - 2013: 78%

- **Broward**
  - 2014: 60%
  - 2013: 71%
REALTORS® Reported Rising Share Working with Recent Immigrants/Temporary Visa Holders

Type of International Customers  Miami-Dade-Broward REALTORS® Worked With in Past 12 Months*

- Reside in Another Country
- Recent immigrants/temporary visa holders
- Both Types

<table>
<thead>
<tr>
<th>Year</th>
<th>Reside in Another Country</th>
<th>Recent Immigrants/Temporary Visa Holders</th>
<th>Both Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>41%</td>
<td>15%</td>
<td>45%</td>
</tr>
<tr>
<td>2013</td>
<td>46%</td>
<td>10%</td>
<td>44%</td>
</tr>
<tr>
<td>2011</td>
<td>32%</td>
<td>9%</td>
<td>60%</td>
</tr>
<tr>
<td>2010</td>
<td>39%</td>
<td>8%</td>
<td>52%</td>
</tr>
</tbody>
</table>

*Question was not asked in 2012.

This question was not asked in the 2012 Survey.
Personal Contacts, Previous Clients, and On-line Presence Reported as Important in Obtaining International Customers

How Miami-Dade-Broward REALTORS® Get International Customers

- Personal and Previous Contacts: 71%
- Business Contact in the U.S.: 70%
- Business Contact Outside the U.S.: 67%
- Online Marketing: 67%

*"Other" includes responses such as Broker leads and a combination of lead sources.
**Source of Clients by Business Area**

- **Personal/previous contacts**
  - Miami-Dade: 73%
  - Broward: 70%

- **Business contact outside of the country**
  - Miami-Dade: 5%
  - Broward: 3%

- **Business contact in the U.S.**
  - Miami-Dade: 2%
  - Broward: 2%

- **Online marketing**
  - Miami-Dade: 13%
  - Broward: 15%

- **Traditional/walk-in/other**
  - Miami-Dade: 6%
  - Broward: 10%
72 Percent of REALTORS® have 1 to 5 International Customers
13 Percent Have More than 10 Customers

* Among those who had an international client
International Sales Accounted for Close to 30 Percent of Total Sales by REALTORS®, Higher than the National Average of 13 Percent

* Among those who had an international client
3 out of 5 International Customers Purchased a Property*

In 2011-2013 surveys, the question asked the number of clients who purchased property.

* Among those who had an international client
3 out of 7 Properties Sold Were Purchased By an International Buyer *

Average Number of Domestic and International Sales vs. Average Number of Properties Purchased by International Clients

- Average Number of domestic and int'l closed transactions
- Average number of properties sold to int'l clients

In 2011-2013 surveys, the question asked the number of clients who purchased property.

* Among those who had an international client
Approximately 10 percent of REALTORS® with International Clients Did Not Sell a Property to an International Client

Number of Properties Sold to International Clients in Past 12 Months (Distribution of Responses)

* Among those who had an international client

Reasons International Client Did Not Purchase Property in Miami-Broward (Distribution of Responses)

- 2014: 21% Could not find a property, 21% Cost of property, 9% Loss of home country benefits, 5% Property taxes, 6% Insurance costs, 8% Exposure to U.S. tax laws, 14% Immigration laws, 14% Could not obtain financing
- 2013: 28% Could not find a property, 22% Cost of property, 9% Loss of home country benefits, 5% Property taxes, 6% Insurance costs, 6% Exposure to U.S. tax laws, 14% Immigration laws, 9% Could not obtain financing
- 2012: 23% Could not find a property, 14% Cost of property, 11% Loss of home country benefits, 7% Property taxes, 10% Insurance costs, 8% Exposure to U.S. tax laws, 15% Immigration laws, 11% Could not obtain financing
- 2011: 18% Could not find a property, 14% Cost of property, 1% Loss of home country benefits, 6% Property taxes, 9% Insurance costs, 8% Exposure to U.S. tax laws, 16% Immigration laws, 13% Could not obtain financing
- 2010: 15% Could not find a property, 15% Cost of property, 0% Loss of home country benefits, 19% Property taxes, 8% Insurance costs, 7% Exposure to U.S. tax laws, 4% Immigration laws, 18% Could not obtain financing

*Other* includes responses such as buyer is not ready, changed mind, decided to rent.

* Among those who had an international client.
"Other" includes responses such as buyer is not ready, changed mind, decided to rent.
Commercial Sales Accounted for a Small Share of International Sales*

*Among those who had an international client.

Commercial Sales, As Percent of International Sales of Miami-Dade-Broward REALTORS® in Past 12 Months

- 2014: 4%
- 2013: 6%
- 2012: 6%
- 2011: 6%
About 21 percent of REALTORS® had international customers who purchased both commercial and residential properties lower than in previous years.

Percentage of international buyers purchasing a residential and commercial property (Distribution of responses)

- **2014**: 79% (0% None), 14% (1% to 10%), 3% (11% to 25%), 2% (26% to 50%), 1% (51% to 75%), 1% (76% to 100%)
- **2013**: 58% (0% None), 27% (1% to 10%), 6% (11% to 25%), 4% (26% to 50%), 3% (51% to 75%), 2% (76% to 100%)
- **2012**: 61% (0% None), 27% (1% to 10%), 6% (11% to 25%), 3% (26% to 50%), 2% (51% to 75%), 1% (76% to 100%)
- **2011**: 63% (0% None), 23% (1% to 10%), 5% (11% to 25%), 4% (26% to 50%), 3% (51% to 75%), 2% (76% to 100%)

*Among those who had an international client.*
28 Percent of Miami-Dade-Broward REALTORS® Reported an Increase in the Percentage of Clients Who Are International in Past Year

Change in the Percentage of Customers Who Are International in the Past Year
(Distribution of Responses)

*Among all respondents.
36 Percent of Miami-Dade-Broward REALTORS® Reported an Increase in the Percentage of Clients Who Are International in Past 5 Years

Change in the Percentage of Customers Who Are International Clients in Past Five Years

- Increased 36%
- Stayed about the same 27%
- Decreased 4%
- Not applicable, have been in business less than 5 years 33%

*Among all respondents.
Buyer Characteristics
68% of International Buyers Came from Latin America

Origin of International Buyers in Miami-Dade-Broward

- Latin America/Carribean: 68%
- North America (Canada): 11%
- Asia: 9%
- Western Europe: 3%
- Eastern/Central Europe: 3%
- Other: 3%
Top Tier Countries of International Buyers in Miami-Dade-Broward
Top 10

Top Tier: Countries of Origin of International Clients of Miami-Dade-Broward REALTORS®
Next Tier Countries of International Buyers in Miami-Dade-Broward

Top 12

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Spain</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Dominican Republic</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Chile</td>
<td>2%</td>
<td></td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Russia</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>China, People's Republic</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Nicaragua</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>1%</td>
<td>1%</td>
<td></td>
<td>1%</td>
</tr>
<tr>
<td>India</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Region of Origin of Typical International Customer by Business Area

- **Miami-Dade**
  - Latin America/Carribean: 72%
  - Asia: 2%
  - Other: 4%
  - North America (Canada): 2%
  - Western Europe: 13%
  - Eastern/Central Europe: 13%

- **Broward**
  - Latin America/Carribean: 56%
  - Asia: 5%
  - Other: 6%
  - North America (Canada): 20%
  - Western Europe: 13%
  - Eastern/Central Europe: 1%
Miami-Dade: Top Tier Countries of International Buyers

- Venezuela: 17%
- Argentina: 13%
- Brazil: 13%
- Colombia: 8%
- France: 6%
- Canada: 5%
- Mexico: 5%
- Italy: 4%
- Peru: 3%
- Spain: 3%
- Ecuador: 3%
- Dominican Republic: 3%
- Chile: 3%
Broward: Top Tier Countries of International Buyers

18% - Canada  
16% - Venezuela  
13% - Argentina  
9% - Colombia  
8% - Brazil  
5% - Mexico  
3% - China, People's Republic  
3% - Ecuador  
3% - Chile  
3% - France  
3% - Germany  
3% - United Kingdom
Second-Tier Countries of Origin

• **Miami-Dade**: Russia, China, United Kingdom, Germany, Nicaragua, Costa Rica, Honduras, Panama, India, Japan, Australia, South Korea, Portugal, Malaysia.

• **Broward**: Peru, Russia, India, Italy, Dominican Republic, Spain, Australia, Costa Rica, Nicaragua, Portugal, Honduras, Japan, South Korea, Malaysia, Panama.
International Buyers Purchasing in Miami-Dade-Broward: Upscale

Mean Purchase Price: International Customers and All Buyers Purchasing in Florida

- Miami-Dade-Broward Int'l Clients
- Florida Int'l Clients
- Florida-All Closed Sales

2014:
- Miami-Dade-Broward Int'l Clients: $444
- Florida Int'l Clients: $301
- Florida-All Closed Sales: $245

2013:
- Miami-Dade-Broward Int'l Clients: $456
- Florida Int'l Clients: $285
- Florida-All Closed Sales: $224

2012:
- Miami-Dade-Broward Int'l Clients: $324
- Florida Int'l Clients: $329
- Florida-All Closed Sales: $199
International Customers: Significant Number of High-End Buyers

Purchase Price of the Properties Purchased by Typical International Client from Miami-Dade-Broward REALTORS® 2014 Survey

- $100,000 or less: 5%
- $100,001 to $200,000: 20%
- $200,001 to $300,000: 21%
- $300,001 to $400,000: 15%
- $400,001 to $500,000: 12%
- $500,001 to $750,000: 12%
- $750,001 to $1,000,001: 7%
- $1,000,01 or more: 9%
Average Purchase Price of International Buyers: $444,000 Compared to $245,000 Among All Buyers in Florida

<table>
<thead>
<tr>
<th>Country</th>
<th>Average Purchase Price (in $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>$372</td>
</tr>
<tr>
<td>Brazil</td>
<td>$495</td>
</tr>
<tr>
<td>Canada</td>
<td>$310</td>
</tr>
<tr>
<td>Colombia</td>
<td>$420</td>
</tr>
<tr>
<td>France</td>
<td>$424</td>
</tr>
<tr>
<td>Venezuela</td>
<td>$378</td>
</tr>
<tr>
<td>All Int'l Buyers</td>
<td>$444</td>
</tr>
</tbody>
</table>
81 Percent of International Buyers in Miami-Dade-Broward Paid All-Cash, Compared to 60 Percent of International Buyers Purchasing Across the U.S.

- All cash: 81%
- Mortgage financing from U.S. Sources: 15%
- Mortgage financing from Buyer's home country: 3%
- Don't Know: 1%
- Financing options other than mentioned: 1%
Share of All Cash Sales of Top International Buyers Compared to 31 Percent of Domestic Buyers

Percent of International Sales in Miami-Dade-Broward That are All-Cash, By Major Buyer

- Argentina: 88%
- Brazil: 77%
- Canada: 84%
- Colombia: 65%
- France: 96%
- Venezuela: 84%
63 Percent of International Buyers Purchased in a Central City/Urban Area

Predominant Area in Which Typical International Customer Purchased a Property

- Central city/urban area
- Suburban area
- Small town/rural area
- Resort area

<table>
<thead>
<tr>
<th>Year</th>
<th>Central City/Urban Area</th>
<th>Suburban Area</th>
<th>Small Town/Rural Area</th>
<th>Resort Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>57%</td>
<td>21%</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>2011</td>
<td>63%</td>
<td>17%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>2012</td>
<td>64%</td>
<td>19%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>2013</td>
<td>66%</td>
<td>20%</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>2014</td>
<td>63%</td>
<td>22%</td>
<td>18%</td>
<td>14%</td>
</tr>
</tbody>
</table>
Type of Area of Interest to International Buyers

<table>
<thead>
<tr>
<th>Type of Area</th>
<th>Argentina</th>
<th>Brazil</th>
<th>Canada</th>
<th>Colombia</th>
<th>France</th>
<th>Venezuela</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central city/urban</td>
<td>67%</td>
<td>72%</td>
<td>31%</td>
<td>55%</td>
<td>70%</td>
<td>74%</td>
</tr>
<tr>
<td>Suburban</td>
<td>16%</td>
<td>11%</td>
<td>31%</td>
<td>30%</td>
<td>11%</td>
<td>22%</td>
</tr>
<tr>
<td>Small Town/Rural</td>
<td>0%</td>
<td>2%</td>
<td>0%</td>
<td>3%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Resort</td>
<td>17%</td>
<td>15%</td>
<td>38%</td>
<td>13%</td>
<td>19%</td>
<td>3%</td>
</tr>
</tbody>
</table>
“Other” (10 responses) includes: multifamily (4 responses); land (1 response); condo country club, condotel, mix of condo and townhouse (4 responses); and triplex (1 response).
Type of Property Purchased By Top International Buyers

<table>
<thead>
<tr>
<th>Country</th>
<th>All</th>
<th>Brazil</th>
<th>Argentina</th>
<th>Canada</th>
<th>Colombia</th>
<th>France</th>
<th>Venezuela</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family-Detached</td>
<td>22%</td>
<td>22%</td>
<td>2%</td>
<td>12%</td>
<td>20%</td>
<td>15%</td>
<td>27%</td>
<td>3%</td>
</tr>
<tr>
<td>Townhouse/row house</td>
<td>7%</td>
<td>7%</td>
<td>0%</td>
<td>6%</td>
<td>10%</td>
<td>4%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>Condo/Apartment</td>
<td>65%</td>
<td>65%</td>
<td>65%</td>
<td>65%</td>
<td>65%</td>
<td>65%</td>
<td>65%</td>
<td>65%</td>
</tr>
<tr>
<td>Commercial Property</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Commercial Property Purchases

Type of Commercial Property Purchased by Typical International Customer

- Office
- Industrial
- Retail
- Hotel
- Land
- Multi-family

<table>
<thead>
<tr>
<th>Year</th>
<th>Office</th>
<th>Industrial</th>
<th>Retail</th>
<th>Hotel</th>
<th>Land</th>
<th>Multi-family</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td></td>
<td>9%</td>
<td></td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>2012</td>
<td>17%</td>
<td></td>
<td></td>
<td>17%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>21%</td>
<td></td>
<td></td>
<td>24%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>30%</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
80 Percent of International Buyers Purchased Previously Owned Homes

New or Previously Owned Home?

- Previously owned 80%
- New 18%
- Not applicable 2%
85 Percent of International Buyers Plan to Use the Property for Vacation or Rental for Investment

Intended Use of Property

- **Vacation Home**: 20%
- **Rental for Investment**: 31%
- **Both Vacation and Rental**: 34%
- **Retirement**: 1%
- **Don't Know**: 5%
- **Other**: 9%

0% 10% 20% 30% 40%
63 Percent of International Buyers Intended To Use the Property for Less Than 6 Months

Intended Months' Use

- more than 6 months: 12%
- 3 to 6 months: 30%
- 1 to 2 months: 19%
- less than 1 month: 14%
- Don't know: 25%
Most Important Reason Influencing A Purchase in Miami-Dade-Broward

Most Important Factor Influencing International Customer's Decision to Purchase Real Estate in Miami-Dade-Broward, FL

- Other, please specify.
- a desirable location (for vacation, visits, etc.)
- a profitable investment (income gr.)
- a secure investment (safety reasons)

"Other" includes responses related to conditions in origin country and pursuit of education in U.S. universities.

"Other" includes responses related to conditions in origin country and pursuit of education in U.S. universities.
72 Percent of Miami-Dade-Broward REALTORS® Reported Exchange Rate Changes Have a Moderate to Significant Effect

Effect of Exchange Rate Changes on International Clients

- Not much of an effect
- Moderate effect
- Very significant effect

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>43%</td>
<td>43%</td>
<td>43%</td>
<td>43%</td>
<td>43%</td>
<td>18%</td>
</tr>
<tr>
<td>40%</td>
<td>47%</td>
<td>43%</td>
<td>36%</td>
<td>37%</td>
<td>39%</td>
</tr>
<tr>
<td>12%</td>
<td>13%</td>
<td>21%</td>
<td>20%</td>
<td>20%</td>
<td>39%</td>
</tr>
</tbody>
</table>
42 Percent Reported That Foreign Retirees Are a Potential Pool of Buyers

Are Foreign Retirees a Potential Pool of Buyers in Your Area?

- Yes: 42%
- No: 26%
- Don't Know: 32%
REALTOR® Expertise and Comments
65% speak language of international customer or understand their culture.

Overcoming Cultural or Language Barriers

- I speak their language and/or understand their culture. 65%
- Had few problems but they did not affect the transaction. 22%
- Significant problems limited my ability to work with int'l clients. 7%
- Other. 6%
74 Percent Speak Language Other Than English and 63 Percent Were Born Outside the U.S.

Are You Fluent In A Language Other Than English?
- Yes: 75%
- No: 25%

Were You Born in the U.S.?
- Yes: 37%
- No: 63%
28 Percent of Miami-Dade-Broward REALTORS® Are New To the Business, Higher Than in the Past Year

How Many Years Have You Been a REALTOR®?

<table>
<thead>
<tr>
<th>Years</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 year</td>
<td>15%</td>
<td>15%</td>
<td>13%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>1 to 5 years</td>
<td>10%</td>
<td>10%</td>
<td>7%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>6 to 10 years</td>
<td>13%</td>
<td>13%</td>
<td>16%</td>
<td>25%</td>
<td>20%</td>
</tr>
<tr>
<td>11 to 15 years</td>
<td>7%</td>
<td>7%</td>
<td>12%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>16 to 20 years</td>
<td>7%</td>
<td>7%</td>
<td>13%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>21 years or more</td>
<td>23%</td>
<td>23%</td>
<td>22%</td>
<td>23%</td>
<td>23%</td>
</tr>
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Designations Held by Miami-Dade-Broward REALTOR® Respondents in the 2011/2014 Surveys

Percent of REALTOR® Respondents Having Designations, 2011 / 2014 Miami-Dade-Broward Survey

- CIPS: 11% in 2014, 11% in 2011
- CCIM: 2% in 2014, 2% in 2011
- SIOR: 1% in 2014, 1% in 2011
- RSPS: 4% in 2014, 4% in 2011
- CRS: 12% in 2014, 12% in 2011
- CRB: 3% in 2014, 3% in 2011
- GRI: 13% in 2014, 13% in 2011
- CLHMS: 5% in 2014, 5% in 2011
- ABR: 7% in 2014, 7% in 2011
- ABRM: 7% in 2014, 7% in 2011
- SRES: 3% in 2014, 3% in 2011
- BPO: 12% in 2014, 12% in 2011
- ePro: 12% in 2014, 12% in 2011
- TRC: 30% in 2014, 30% in 2011
- Other: 49% in 2014, 49% in 2011
Summary of Comments Reported by Miami-Dade-Broward REALTOR® Respondents in the 2014 Survey

- International buyers like to purchase property in the Miami-Dade-Broward for location (weather, lifestyle) and investment purposes.
- FIRPTA and immigration rules are concern foreign buyers.
- International buyers need to be provided more information to understand the relatively complex transaction process and documentation requirements for purchasing U.S. property. NAR’s Field Guide to REALTORS® and the Global Marketplace provides tips for working with international clients (http://www.realtor.org/field-guides/field-guide-to-realtors-and-the-global-marketplace).
- Prices in Miami-Dade-Broward are still affordable for international home buyers but they have sidelined many domestic buyers.
- Marketing through social media will help generate clients.
Summary of Findings

- REALTORS suggested the need to market to emerging markets (e.g., China).
- Holding a foreign real estate license and maintaining a presence abroad are a plus to getting international clients.
- Some REALTORS® reported that they are new to the business, but they speak other languages (Brazilian, Portuguese, Spanish, Italian, Hebrew) so they plan on getting international customers.
- Survey data about transactions for the period Oct 2013-Sept 2014 indicates that international customers remain an important niche market for Miami-Dade-Broward REALTORS®.
- However, data indicates a slowdown in sales to international customers compared to the 2013 survey—probably due to international recessionary conditions in some key countries. Higher number of REALTORS® new to the business also had an impact on the number of international customers and sales per REALTOR®.
Summary of Findings

• 70 percent of REALTORS® worked with an international customer (77 percent in 2013 Survey).
  – 29 percent of sales transactions was with international customers (35 percent in 2013 Survey).
  – On the average, a REALTOR® sold 3 properties to international customers (4 properties in 2013 Survey).
  – 4 percent of international transactions are commercial (6 percent in 2013 Survey).

• Slowdown of economic growth in Latin America and Europe, the major origin of buyers, probable cause in decline in buyers.

• Higher number of REALTORS® new to the business also likely had an impact on the number of international customers and sales per REALTOR®. Experience is important in dealing with international buyers.
Summary of Findings

• Characteristics of International Buyers.
  • Latin American the majority of all buyers (68 percent), followed by Canadian buyers (7 percent).
  • Latin American and Western European buyers appeared to prefer Miami-Dade, while Canadians prefer Broward.
  • Typically purchased high-end properties, mostly condominiums in the central/urban areas, which they intended to use for vacation and rental investment purposes, using all-cash.

• Increase in new members presents both a challenge and an opportunity to broaden the scope of their international transactions.
  – Majority speak a language other than English and were born in another country.
  – Building experience and training will take some; less than 15 percent have appropriate designations.
End of Presentation