

Capitalizing on International Buyer & Seller Trends in Miami

Meeting Number: Marketing – Bonus Meeting, Miami

Category: Marketing – Professional Development

Materials Needed: Handouts Included with Meeting, Flip Chart, download the International Homebuyers Report -

<https://www.miamirealtors.com/wp-content/uploads/bsk-pdf-manager/2025/02/2024-International-Homebuyer-Transactions-of-AMI-REALTORS-Members-February-2025.pdf> (optional, provide a copy for each agent in attendance).

Estimated Time: 15 - 20 Minutes

PowerPoint Available: No

Meeting Objective: To help Miami REALTORS® leverage current international buyer trends to generate more leads, win more listings, and increase their income in 2025.

Step #1

Open the meeting by debriefing some of the key points from the 2024 Miami International Buyers Report.

- **\$3.1 Billion** in MIAMI foreign buyer sales
- **Top 5 countries:** Argentina, Colombia, Canada, Brazil, Mexico*
- **66%** of foreign buyers paid **all-cash**
- **76%** bought for vacation/rental use
- **59%** purchased **condos**
- **72%** lived **outside the U.S.** when they bought
- **52%** visited Florida **2 or fewer times before buying**

Ask: "How many of your listings could appeal to these buyers? Are you marketing beyond our borders?"

**Value added handout for top resources and suggestions on how to reach these countries is included with the meeting handout.*

Step #2

Activity:

Divide agents into small groups. Each group will take one of the topics below and list all the possible solutions for their group question.

1. **How can you become more globally minded as a real estate agent?**
2. **How can you build bigger global referral partnerships?**
3. **How can you attract Global leads with a targeted marketing plan?**

Allow several minutes for groups to work on their topic. When finished, move on to Step #3. Note – smaller offices can debrief as one large group. Be sure to use a flip chart to record answers your team(s) come up with.

Step #3

Debrief with your groups or office. **Below are some possible ideas:**

1. Become Globally Visible

- Add listings to international MLS portals (like Proxio or ListHub Global)
- Get a **CIPS®** (Certified International Property Specialist) or **Resort & Second Home Property Specialist (RSPS)** designation
- Offer translated property flyers for hot buyer countries

2. Build Global Referral Partnerships

- Network with international agents through LinkedIn or WhatsApp groups
- Attend MIAMI's Global Congress or NAR Global events
- Create a global referral sheet: name, specialty, country, and contact

3. Attract Global Leads with a Targeted Marketing Plan

- Run **geo-targeted ads** for your luxury or condo listings (e.g., to Canada, Colombia, Mexico)
- Promote your properties in **multiple languages** using Google Translate for ad copy
- Highlight "vacation rental potential" or "investment opportunity" in listing descriptions

Closing

"International buyers see Miami as a top global destination. The opportunity is real — but only if you take action."

Before you leave today, I challenge you to write down ONE thing you'll do this week to attract or serve an international client. Could be reaching out to a referral partner, translating a listing flyer, or promoting a listing on an international portal. Small steps lead to big results."

Remember - *"International buyers already see Miami as prime real estate—your job is to show them why now is the time to buy."*

Handouts for Meeting

Global Gold Rush Agent Action Checklist

How to Attract More International Buyers & Sellers in Miami

1. Increase Your Global Visibility

- ☐ List your properties on international MLS portals (Proxio, ListHub Global)
- ☐ Add translated versions of key listings (Spanish, Portuguese, French, etc.)
- ☐ Add “International Buyer Friendly” to your online agent profiles

2. Build Global Referral Partnerships

- ☐ Identify 3 agents in top international markets (Argentina, Colombia, Canada, Brazil, Mexico) — reach out this month
- ☐ Join a global real estate group (CIPS®, FIABCI, LeadingRE)
- ☐ Attend one global real estate networking event this year

3. Market to International Buyers

- ☐ Create a “Top 5 Miami Condos for International Buyers” guide
- ☐ Run one paid social media campaign targeting international markets
- ☐ Highlight short-term rental potential or investment ROI in 3 of your listings

4. Develop Your Global Expertise

- ☐ Start a simple “Buying in Miami as an International Buyer” blog post or YouTube video
- ☐ Research 2–3 visa types (tourist, investor, student) to better advise international clients
- ☐ Study short-term rental laws in Miami to guide buyers accurately

5. Leverage Miami’s Global Stats

- ☐ Use data from the MIAMI REALTORS® 2024 International Report in your listing presentations
- ☐ Share a “Did You Know?” stat about global buyers on social media this week
- ☐ Educate local sellers about how many international buyers are paying all-cash

Bonus Tip:

Pick 3 items to complete this month — small steps lead to big results!

Quick guide based on media trends, expat insights, and global marketing studies – Source ChatGPT 4.0

Argentina

- **Social media:** Instagram, Facebook, YouTube
- **News:** *Clarín, La Nación, Infobae*
- **Real estate portals:** Zonaprop, Argenprop
- **U.S. content:** YouTube is very popular for Miami real estate searches & lifestyle videos
- **Messaging:** WhatsApp is heavily used for inquiries

👉 TIP: Instagram + YouTube + WhatsApp = good combination for reaching Argentine buyers.

Colombia

- **Social media:** Facebook, Instagram, YouTube
- **News:** *El Tiempo, Semana, RCN Noticias*
- **Real estate portals:** Finca Raíz, Metrocuadrado
- **U.S. content:** YouTube searches for Miami real estate & investment
- **Messaging:** WhatsApp for direct contact

👉 TIP: Colombian buyers are **very relationship-driven** — building trust through content & WhatsApp chat is key.

Canada

- **Social media:** Facebook, Instagram, LinkedIn
- **News:** CBC, CTV News, Global News
- **Real estate portals:** Realtor.ca, Zolo.ca, Centris.ca (Quebec)
- **U.S. content:** Canadian buyers often use **U.S. portals (Zillow, Realtor.com)** directly to look at Florida property

- **Messaging:** Email & Facebook Messenger are more common than WhatsApp

👉 **TIP: A strong presence on Zillow and Realtor.com is key** for Canadian buyers, along with LinkedIn for higher-end networking.

Brazil

- **Social media:** Instagram, YouTube, Facebook
- **News:** *Globo, Folha de São Paulo, Estadão*
- **Real estate portals:** VivaReal, OLX Imóveis, Zap Imóveis
- **U.S. content:** Brazilians LOVE Miami YouTube content about real estate & lifestyle — many deals start from video
- **Messaging:** WhatsApp is **the #1 channel** for lead follow-up

👉 **TIP: YouTube + WhatsApp combo is huge** for attracting Brazilian buyers. Lifestyle marketing matters!

Mexico



- **Social media:** Facebook, Instagram, YouTube
- **News:** *El Universal, Reforma, Milenio*
- **Real estate portals:** Inmuebles24, Lamudi, Metros Cúbicos
- **U.S. content:** YouTube and Facebook are often first stops for U.S. property content
- **Messaging:** WhatsApp dominates communication

👉 **TIP: Utilize Facebook groups, YouTube, and WhatsApp** to market to Mexican buyers effectively.

Summary Quick Hits:

Country	Top Social	Top Media	Key U.S. Info Sources	Messaging
 Argentina	Instagram, YouTube	Infobae, Clarín	YouTube, WhatsApp	WhatsApp
 Colombia	Facebook, YouTube	El Tiempo	YouTube, WhatsApp	WhatsApp
 Canada	Facebook, LinkedIn	CBC	Zillow, Realtor.com	Email, FB Messenger
 Brazil	YouTube, Instagram	Globo	YouTube, WhatsApp	WhatsApp
 Mexico	Facebook, YouTube	El Universal	YouTube, Facebook	WhatsApp

How Agents Can Use This:

- ✓ Post **YouTube videos** about Miami lifestyle + real estate (huge for    buyers)
- ✓ Promote listings on **Zillow/Realtor.com** (important for  buyers)
- ✓ Use **Instagram & Facebook** for visual marketing across all markets
- ✓ Build relationships and follow up through **WhatsApp** (essential except  where email still strong)

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