

Handout – Key Points & Takeaways

Working with International Clients: Beyond the Local Market (1-Hour Session)

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Expanding Horizons

More Americans are exploring global property ownership — from vacation homes and investment opportunities to lifestyle relocations and second citizenships.

The world is open for business — if you know how to connect your clients to it.

Insight: Your next deal might be in another time zone — but it can start with a simple conversation at home.

Outbound Momentum

Why They Buy Abroad

- Lifestyle upgrade or second home.
- Investment diversification.
- Retirement in lower-cost destinations.
- Student housing or short-term rental income.

Top U.S. Outbound Destinations:

Mexico • Portugal • Spain • Costa Rica • Italy • Thailand

Tip: When clients talk about travel, family abroad, or global investments — that's your cue.

Building the Pathway

1. Find Your Global Tribe

- Build referral partnerships through **CIPS** and **NAR Global Cooperating Associations**.
- Attend trade missions, global forums and international property expos.
- Stay visible — credibility builds across borders.

2. Collaborate with Local Experts

- Partner with **reliable overseas agents**, attorneys and financial advisors.
- Understand **currency, taxation, and residency basics** (refer, don't advise).
- Share vetted resources your clients can trust.

3. Position Yourself as the Connector

- Don't sell property abroad — facilitate trusted relationships.
- Create confidence through education, transparency and authenticity.
- Focus on service, not geography.

Pro Tip: Clients don't need you to know every country — they need you to know who to call.

Practical Scenarios

A long-term client says:

"We've been thinking about buying something in Portugal or Costa Rica."

Ask:

- What sparked your interest?
- Is it lifestyle, investment, or both?
- Have you connected with an advisor familiar with international real estate?

Guidance: Your role is to keep the relationship — not lose it to the ocean.

Next Steps

- Connect with one **international REALTOR®** this week.
- Explore **CIPS courses** or your local **Global Council**.
- Subscribe to **NAR's Global Perspectives** newsletter.

"Global real estate isn't about distance — it's about direction." — *Zola Szerencses*