

THE LITTLE PURPLE BOOK

INTERNATIONAL

RULES

— *to* —

LIVE BY FOR

REALTORS<sup>®</sup>



NATIONAL  
ASSOCIATION *of*  
REALTORS<sup>®</sup>

The world is getting “smaller” and the probability that you, a real estate professional could be working with non-U.S. citizens as a customer, client, or vendor is increasing in a significant way.

Regardless of where you live, global opportunities exist in all 50 states. International investment continues to increase: 2016 logged more than 150 BILLION dollars of investment. This trend is likely to accelerate as the United States protects and defends private property rights. The value of specific property may ebb and flow, but the legal integrity of ownership is solid.

Real estate professionals with global competencies and skills are most effective in identifying opportunities: referrals to agents in other countries, investment in vacation properties, ownership of housing for international students, and commercial investment to name a few.

Working with international clients will change your understanding and perspective of yourself; of your community, town, or city; of your country; and of other people and countries. It will result in a multi-dimensional understanding of the world.

Working with international clients challenges us to build better, safer, and inclusive communities for our children and grandchildren. All of this happens with real estate professionals working with customers and clients. *The Little Purple Book: International Rules to Live By for REALTORS®* is an effective introduction to some great ideas and concepts from fellow agents. Enjoy!

## **RONALD PHIPPS, ABR, AHWD, CIPS, CRS, GRI, CRS, EPRO, SFR**

Ronald Phipps was the 2011 President the NATIONAL ASSOCIATION OF REALTORS®. A real estate professional and REALTOR® for 38 years, Phipps is principal broker of Phipps Realty Inc. in East Greenwich, Rhode Island. Ron was President of the Rhode Island Association of REALTORS® and was Rhode Island's REALTOR® of the Year. He is a Certified International Property Specialist (CIPS) instructor, a global speaker/presenter, and the Regent Chairperson for REALTOR® University.

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All real estate is local, even international real estate. With the increase and growth of technology, our world is getting smaller and smaller. International deals happen all over the country, likely in your community. International transactions can be significantly different and more complex than domestic deals. From currency issues and financing to visa and tax laws, working with a real estate agent who is a REALTOR® — a member of the National Association of REALTORS® — can make or break the purchase or sale of a home. Because of these nuances, it is essential to work with a knowledgeable and trusted professional. The *Little Purple Book* will help you with tips on global real estate practices.

*The Little Purple Book: International Rules to Live By for REALTORS®* focuses on the instructions, philosophies and rules members of the NATIONAL ASSOCIATION OF REALTORS® (NAR) utilize to educate, list properties and support working with peers, service providers and clients on global issues. This guide was created with support from NAR Global and with input from hundreds of NAR members, including many members with the At Home with Diversity (AHWD) and/or Certified International Property Specialist (CIPS) Designations. We've noted the Certified International Property Specialist (CIPS) Designation next to the member's name if he or she has achieved this designation. *The Little Purple Book* includes tips that are presented in a fun, light-hearted way with realistic advice from NAR members. It is a great tool for new agents and seasoned professionals wanting to grow and expand their business into the global arena.

This product is the fourth in the “Little Book” series, joining *The Little Blue Book: Rules to Live By for REALTORS®* and *The Little Red Book: Safety Rules to Live By for REALTORS®* and *The Little Green Book: Green Rules to Live By for REALTORS®*. These products focus on instructions, philosophies and rules members of NAR utilize to be successful and stay safe in their real estate careers.

REALTORS® shared their tips to help other members adapt to changing markets. These tips are excellent conversation starters and can help you build your personal and professional international protocols.

***The guide is broken down into nine sections:***

- **INTERNATIONAL PHILOSOPHIES**
- **#1 THING YOU WISH YOU KNEW**
- **WORKING WITH INTERNATIONAL CLIENTS**
- **KEY INTERNATIONAL DOS AND DON'TS**
- **FINDING GLOBAL BUSINESS IN YOUR COMMUNITY**
- **BEST ADVICE YOU'VE EVER RECEIVED**
- **MARKETING FOR INTERNATIONAL BUSINESS**
- **INTERNATIONAL BUSINESS CHALLENGES**
- **ESSENTIALS FOR SUCCESS**

**TIP:** *Throughout this guide you'll see that the rules in a light gray box have corresponding images.*

*The Little Purple Book: International Rules to Live By for REALTORS®* is a must-have for all NAR members. It includes lessons learned, along with tips and observations that can be used to achieve a successful future in real estate. It also takes a tongue-in-cheek approach to showing these tips “in practice,” with fun images designed just for this guide.

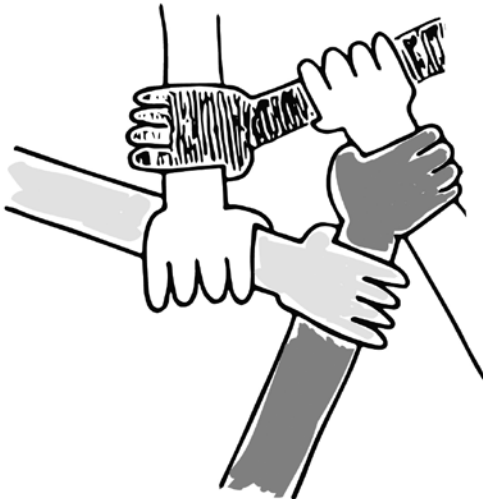
All instructions, principles, philosophies and tips have been supplied by your fellow NAR members. Utilize these tips to help guide your interactions with other members, clients, the public and business professionals. This Guide also provides you with a number of resources to help you work with global clients locally and abroad. It is up to you to determine which of these tips works best for your business. Please keep in mind that these tips are not all-inclusive and may need to be supplemented by local custom or practice. This booklet should not be considered the advice of international experts — these are anecdotal and conversational in nature. These tips should not be used to replace the advice of an international expert. In addition, nothing in this booklet should be considered legal advice or be used in lieu of the advice of an attorney.

**The term REALTOR® has one, and only one, meaning: REALTOR® is a federally registered collective membership mark that identifies a real estate professional who is a member of the NATIONAL ASSOCIATION OF REALTORS® and subscribes to its strict Code of Ethics.**

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# INTERNATIONAL PHILOSOPHIES

Having a mantra or a philosophy can help guide your interactions, communications and business. Check out some of these international philosophies from members just like you:



Partnerships are important. When working with people from around the world, understand the advantage of building a team of experts and networks to do business deals.

**DR. MARGOT W., CHICAGO, IL, CIPS**

Learn the customs and traditions of the country from which your clients come. Respect their traditions and make them as comfortable as possible.

**GARY T., ORANGE, CA, CIPS**

Understand and respect the differences and similarities of the country of origin of international customers the best you can.

**THOMAS B., PARKLAND, FL, CIPS**

Real estate in today's world is no longer limited to the country one lives in. The more diverse a country's culture, the more people around the world want to gravitate toward that country. Real estate professionals are facilitators of transition from one country to another.

**LEIGHTON W., KINGSTON, JAMAICA**

Research the client's country, customs and possible religious affiliations, keeping in mind that this information is for reaching out and understanding the client in order to find the perfect place for them.

**DAVID H., LOS ALAMOS, NM**

As the saying goes, “When in Rome, do as the Romans do.” Adjust accordingly depending on where you are and who you are talking to. What works in one place does not necessarily work in another.

**KATHY L., ORLANDO, FL, CIPS**

Our perspectives and interests often differ greatly from those of other cultures. Be open to different thought patterns, and treat all prospects with dignity and respect. Opportunities and contacts will present themselves in the course of life; one’s openness enables the opportunity to connect.

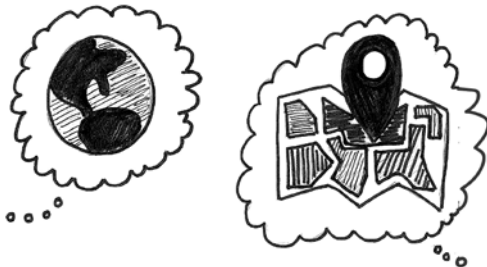
**JAMES L., DENVER, CO**

Think global; be local. There is a possibility for international real estate anywhere and everywhere. You would be surprised how global real estate is happening in every city. You do not have to travel overseas to do international real estate; the internet has made the world smaller.

**DIANA G., JACKSONVILLE, FL, AHWD, CIPS**

The market every day is more globalized. Investors are looking for new ways to achieve better returns for their investments. Move your businesses outside of your local markets and attract buyers all over the world.

**HECTOR M.A., BUCARAMANGA, COLOMBIA, CIPS**





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## #1 THING YOU WISH YOU KNEW

Hindsight is 20/20, but knowing where to start and learning from others can help you succeed. Find out what those in the international field wish they knew right from the beginning:

Get a good education in international real estate. Acquire the basic skills and knowledge of the field. Learn factors that include: currency issues, cross-cultural relationships, world conditions, and political issues.

**DR. MARGOT W., CHICAGO, IL, CIPS**

Know where all the markets are locally that cater to different nationalities, cultures, and unfamiliar religions.

**DAVID H., LOS ALAMOS, NM**

Each country/nationality has their own set of “rules of engagement,” “rules of negotiation,” “priorities,” and “expectations of the process.” Know what they are for each stage of the process.

**TODD G., LINDON, UT**

A Certified International Property Specialist (CIPS) Designation helps by giving recipients a broad knowledge of different cultures. It is critical to be respectful of client's practices and heritage; acknowledge the differences and embrace them.

SHERI M., KATY, TX, CIPS

Working with international buyers requires agents to have a good "team" behind them. The team includes accountants, lawyers, title agencies, currency and lenders' banks, and folks with foreign language skills.

JOHN S., PALM CITY, FL, CIPS

Never sell property "sight unseen." When selling properties abroad, go and see them for yourself. Do not rely solely on architect renderings in videos and brochures. Know everything there is to know about the property and the buying process in order to provide clients with detailed information.

KATHY L., ORLANDO, FL, CIPS

Learn negotiation skills. We can all use help when it comes to bargaining and getting the outcome that we want.

MARLENE B., CINCINNATI, OH, AHWD, CIPS

Work with an attorney licensed in the client's country of origin to get a good working knowledge or even a survey of real estate – related laws from the country, or those commonly applicable across nations, can be a great help in dealing with international clients/ markets.

EDGAR S., QUEZON CITY, PHILIPPINES



Know foreign customs — especially around etiquette and gift-giving.

REBECCA W., SAN FRANCISCO, CA, CIPS

Work with an attorney licensed in the client's country of origin to get assistance with laws from the country, or those commonly applicable across nations, this can be a great help in dealing with international clients/markets.

MARK K., OLYMPIA, WA, CIPS

Understand that some types of foreign credit may not count as credit for a U.S. mortgage application.

TIMOTHY L., RALEIGH, NC

Research tips on how to initiate business with international clients.  
Know ways to explain major differences of business practice.

JANA C., CONCORD, CA

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## WORKING WITH INTERNATIONAL CLIENTS

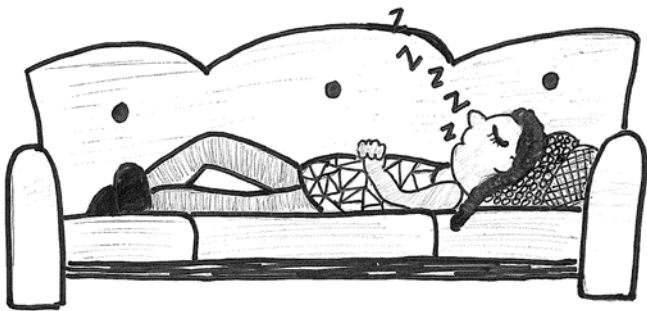
Your rapport and ability to anticipate your clients' needs can be paramount to a successful deal and a successful real estate business. Whether or not you specialize in international real estate, you are likely to meet foreign buyers and sellers during your career. Follow these rules to understand the needs of your international clients to make all of your interactions with them successful:

International buyers can be intimidated about the process of real estate buying and selling in the U.S. As such, it can require a little extra effort as an agent to keep clients calm and explain how the process works. Be there for them every step of the way. Educate them and be detail oriented. Doing so builds a solid relationship that leads to repeat business and referrals.

**JEETENDRA S., OCALA, FL, CIPS**

Understand the terms and conditions of an Agreement of Purchase and Sale and the role of agency. Know how real estate transactions and negotiations processes work within the domestic market. Hold an international client's hand as you would a domestic client.

**DENISE D., ERIN, CANADA, CIPS**



International clients may be on a different time schedule, so be sensitive to their needs, meal times, national holidays, etc.

**VERONICA R., FORT LAUDERDALE, FL, CIPS**

International clients may need much more than assistance finding a home. They may need tax advice, immigration advice, and a bank that works well with international clients. They also need help assimilating to a new culture and need advice on many things well beyond real estate. Help them find the experts that can help in these areas.

**CORINA, C., BELMONT, NH, CIPS**

International clients rely heavily on real estate professionals. Clients need more assistance with immigration, tax law and other requirements. Real estate professionals need to be able to direct them to the proper people in order to be successful.

**HELAINÉ G., BRADENTON, FL, CIPS**

International clients can demand faster turnaround times for responses on offers placed and closing times. Take some extra time with them, take them on a little drive around the neighborhoods and orient them to important things, like the best place to shop for groceries and good doctors and dentists.

REBECCA T., KINGSTON, JAMAICA

Be prepared to help with recommendations of qualified professionals who can assist with visas, green cards and Limited Liability Companies (LLCs).

JULIET S., WASHINGTON, DC, CIPS

Extend the level of service beyond the real estate transaction. Become a “community concierge.” Ensure that clients have the introductions they need to flourish in their new country.

BRENDA E., VERNON, CANADA, CIPS

Knowledge of clients’ culture — norms and mores — is helpful to prevent inadvertently offending anyone. Also, be aware of colloquialisms or acronyms you may habitually use.

CATHERINE S., SARASOTA, FL



## KEY INTERNATIONAL DOS AND DON'TS

Knowing what you should do and what you should not do in any given situation can mean the difference between success and failure. Here are some key dos and don'ts of working globally:

### DO:

Do be punctual and timely. Some cultures are very precise and others will not be too concerned about being 10 minutes to 30 minutes late. Try to determine what the norm is for each client.

DAVID S., BOULDER, CO, CIPS

Do pay for a translator if a client does not understand the language.

LANAYE D., DEMOTTE, IN

Do dress conservatively so as not to offend clients.

CASSIE L., ORLANDO, FL, AHWD, CIPS

Do research the culture. Do use the book *Kiss, Bow, or Shake Hands*, by Terri Morrison and Wayne A. Conaway, to learn about how to respect and practice acceptable conversations and practices of a foreign client.

RORY D., JACKSONVILLE, FL, AHWD, CIPS

Do become familiar with feng shui to avoid wasting time showing property that has features that are not easily remedied.

TONYA J., LAGUNA NIGUEL, CA, AHWD, CIPS

Do act with courtesy and respect no matter what, whether the client speaks English well, speaks with a heavy accent or requires an interpreter. Do always speak to the client and not his or her interpreter. Do be observant as to the client's preferences in greetings and method of communications.

LOUISE G., ALBANY, NY, CIPS

Do respond promptly and comprehensively to requests for information.

PATRICIA T., SARASOTA, FL, CIPS

Do introduce clients to an international tax advisor and talk about the Foreign Investment in Real Property Tax Act (FIRPTA) early — before writing the offer.

CARLA R., SARASOTA, FL, CIPS

Do attend as many international networking events as possible (international chamber events, real estate events, etc.). Do travel to the countries in which you wish to do business.

JASON D., DAVENPORT, FL



# DON'T:

Don't be overly informal. Business is a formal event! Speak up and ask questions. Do not assume you know one international client because you assisted another from the same area. Get to know each client as individuals.

JANA C., CONCORD, CA

Don't talk too much. If in doubt, follow the client's lead. Don't become too familiar. Don't use first names unless given permission. Let the client dictate how casual the relationship becomes. Don't make assumptions based on what you would do.

DAVID S., BOULDER, CO, CIPS



Don't expect an international client to respond to a handshake or typical American gesture. Don't assume that your usual interaction skills will be welcomed by an international client.

LOUISE G., ALBANY, NY, CIPS

Don't assume international clients understand everything — language problems, cultural barriers, use of jargon and acronyms all cause barriers to communication and understanding. Don't use many of the traditional closing scripts and techniques successful with U.S. clients — pushy sales tactics definitely do not work.

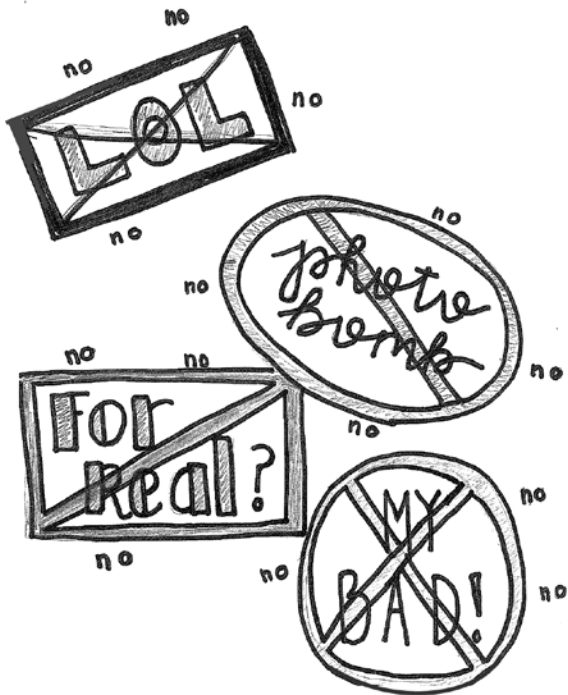
PATRICIA T., SARASOTA, FL, CIPS

Don't generalize, stereotype, or make assumptions about anyone. More often than not, you will be wrong. Don't promise anything you can't deliver. That applies to any client, but a foreign client wants to refer you to others. Don't let something silly get in the way of that.

JASON D., DAVENPORT, FL

Don't feel insulted if the client reverts to speaking in their native language during the process. They are generally not trying to hide anything. They are using their language because it is more natural.

DAVID S., BOULDER, CO, CIPS



Don't use slang ... people with English as a second language won't get it and you may end up accidentally insulting them.

CASSIE L., ORLANDO, FL, AHWD, CIPS

## FINDING GLOBAL BUSINESS IN YOUR COMMUNITY

There is a saying that all real estate is local. You do not have to travel far to find international business; it can start in your own backyard. Here are tips on finding business in your own community:

Network with others in the real estate industry and brand marketing materials with key words associated with foreign national buyers.

DENISE B., NEOSHO, MO

Utilize sponsored ads on Facebook and Instagram and keep up with an overall social media presence. Post every day, because “out of sight; out of mind.”

REBECCA T., KINGSTON, JAMAICA

Work with institutions like the World Bank, International Monetary Fund (IMF), Chambers of Commerce, and civic groups.

JULIET S., WASHINGTON, DC, CIPS

Participate in local cultural events.

HOWARD L., MORRISON, CO, CIPS



Global business can come directly through your website. Put several articles on your site about the market where you live. Also, offer a foreign buyer's guide to purchasing real estate in your area.

VICTORIA B., TORONTO, CANADA, CIPS

Focus a lot of attention on networking through international designations and organizations.

KELLY S., PAIA, HI, AHWD, CIPS

Referrals. Perform at a high level for a client, international or domestic, and they will refer you to people they care about. Those referrals are oftentimes within their closed networks of friends and family.

SHANE C., GILBERT, AZ, CIPS

It's all about relationships. By maintaining the relationship after the transaction is concluded, the international buyer/seller is more likely to view you as a trusted advisor and refer friends and family.

DIANA G., JACKSONVILLE, FL, AHWD, CIPS

Connect with immigration council offices that serve your community. Give seminars to newly landed immigrants. Travel to participate in business expos in your target countries.

FATEH E., TORONTO, CANADA, CIPS



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## BEST ADVICE YOU'VE EVER RECEIVED

Whether you are a seasoned professional or just starting out, following a well-traveled path can help lead you to your global goals more quickly. We asked our members to share the best advice they have ever received and here are some of the most useful insights:

Understand culture and all the key factors of the cultures of the people you are dealing with. Strive to establish a common denominator with your foreign clients. Be familiar with business and personal customs in each of the countries where you do business.

**DR. MARGOT W., CHICAGO, IL, CIPS**

Learn about the basic things like how to greet and what the acceptable and unacceptable practices are around the world.

**MOHAMMED K., BALTIMORE, MD**

Have and promote a good website containing up-to-date and accurate information, including special features like money exchange rates and immigration requirements to purchase property.

HELAINÉ G., BRADENTON, FL, CIPS

Be sure to give clear, concise responses and make sure there is not a language barrier.

VERONICA R., FORT LAUDERDALE, FL, CIPS





Be current on all the latest the Foreign Investment in Real Property Tax Act (FIRPTA) rules and introduce the client to a good accountant and attorney.

SUZANNE V., CAPE CORAL, FL, CIPS

As a starting point, earn the Certified International Property Specialist (CIPS) Designation. Become familiar with the book *Kiss, Bow, or Shake Hands* (by Terri Morrison and Wayne A. Conaway). Create a pipeline for a particular country or region for ongoing business.

RORY D., JACKSONVILLE, FL, AHWD, CIPS

Have a relationship with a lender who understands the lending laws as they pertain to international customers. Many international customers may not have established residency or set up their banking needs. Understanding the timeline of each transaction for the clients to get established is key when trying to negotiate a sale.

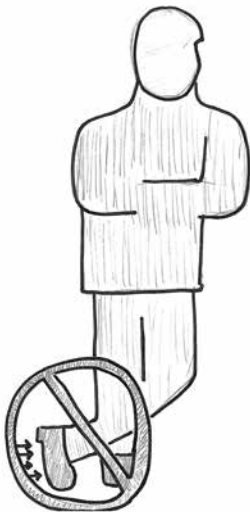
RONY G., ALPHARETTA, GA

Have a list of the U.S. embassies/consulates where a closing could be performed. Don't make a foreigner spend money and time traveling to the U.S.A. when signing all the closing documents at a U.S. embassy abroad is possible.

ANNETTE S., SARASOTA/BRADENTON, FL, AHWD, CIPS

It is vital to complete all the Certified International Property Specialist (CIPS) classes offered by NAR and to earn the Certified International Property Specialist (CIPS) Designation in order to better understand how to work with global clients.

HOWARD L., MORRISON, CO, CIPS



Learn all you can about the traditions of your clients. There are small practices, like the ritual of exchanging business cards, which show your clients you are showing respect for their traditions. Learn about things that could be offensive, such as certain gestures, showing the bottom of your feet, patting a child on the head or giving knives as a closing gift.

**BRENDA H., FRANKLIN, TN, AHWD, CIPS**

Soak up as much information about Foreign Investment in Real Property Tax Act (FIRPTA) and the EB-5 Immigrant Investor Program as possible, but refer to a certified public accountant (CPA) for expert tax guidance and refer to an attorney for legal advice.

**LOU R., HOUSTON, TX, CIPS**

# MARKETING FOR INTERNATIONAL BUSINESS

Marketing yourself and your business is a key to a successful real estate business. When trying to enter a new area of concentration or develop a new niche like working with international clients, knowing how to market is pivotal. Here are some tips for marketing your international business:

Include more educational information in marketing materials. Don't ask for clients' business directly. Instead, start by offering free information to establish yourself as a knowledgeable resource.

DENISE B., NEOSHO, MO

Mimic styles for the country you are targeting. Analyze ads from that country — what words are used, which calls to action are used most often, what is the content and style of the photography, etc.

PATRICIA T., SARASOTA, FL, CIPS

Utilize social media, such as Facebook groups, to get referrals.

LORI O., CALGARY, CANADA

Licensing and designations, like Certified International Property Specialist (CIPS) Designation, are essential. Licensing in the United States will continue to contribute to your success in the business internationally, but many countries around the world still do not have licensing, and they respect us for our professional recognition.

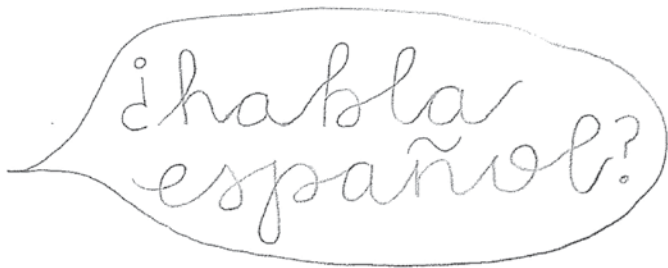
DR. MARGOT W., CHICAGO, IL, CIPS

Know the following phrases in as many different languages as possible:

- *“Do you speak English?”*
- *“I’m sorry I do not speak your language.”*
- *“Please text/email/fax me your full contact information and I’ll contact you with a translator.”*

The phrases can be a recording and/or text. This will allow you an opportunity to find a translator and get back to the international client.

EVREN S., SAINT LOUIS, MO, CIPS



Marketing in the international arena demands more emphasis on communicating your local knowledge, which is foreign to most clients. Whereas with a local client, you need to emphasize knowledge of product; with an international client you need to start first with knowledge of culture and the ways business is done.

CLAYTON W., BAN AMPHUR, THAILAND, CIPS

Be consistent and diligent in what you do. Attend your state and national real estate conferences every year — they're invaluable.

CARLA R., SARASOTA, FL, CIPS

Add spoken languages to your business cards. Attend seminars and groups about international topics and with people from various countries who speak different languages. Travel and learn by experience.

LUCILE C., CLEARWATER, FL, CIPS

While domestic marketing is oftentimes fairly generic, international marketing must be more specific in order to secure business.

HOWARD L., MORRISON, CO, CIPS



# INTERNATIONAL BUSINESS CHALLENGES

Overcoming challenges and knowing how to solve problems can be the difference maker between success and failure. Be aware of these challenges to stay ahead of a potential problem:

Language is challenging. It is sometimes easier to communicate through writing instead of speech. Try to find someone to assist with communication. Usually someone in the family speaks English and many times, it is the teenage son or daughter.

ARDEN F., DALLAS, TX, CIPS



Clients often have a limited amount of time to see property and to fully understand the process.

RICHARD S., PHOENIX, AZ

When communicating about negotiations, the time differences are challenging.

SHERI M., KATY, TX, CIPS

Keep track of the essential cultural-specific needs of a client and do not assume that, if one client is from the same country as another, that client will have the same exact cultural needs.

JANA C., CONCORD, CA

When working with international clients from China, know that China's internet firewall makes it difficult for the clients to connect to a lot of websites. Many of the email accounts in China will not accept emails from DocuSign. Most people in China do not have fax machines or scanners at home, so signing documents can take some time.

PENNY L., ROWLAND HEIGHTS, CA, CIPS

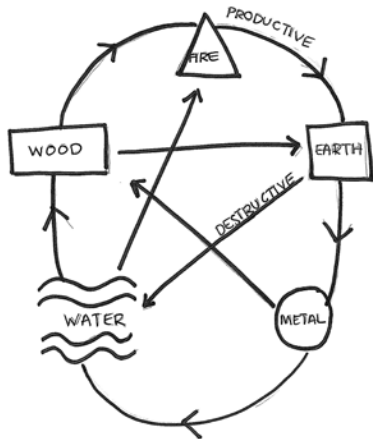
Foreign Investment in Real Property Tax Act (FIRPTA) is a challenge. Get foreign sellers lined up for a smooth transition before listing the property. Make sure they have connected with the appropriate professionals beforehand.

CATHERINE S., SARASOTA, FL

Some cultures like to negotiate even all the way to the closing table — from the agent's commission to the title closing or lender fees.

BRENDA T., LEWISVILLE, TX, CIPS

# FENG SHUI



At times, issues such as numerology, feng shui, and other belief systems can be challenging. Another challenge can be that clients may not be accustomed to working with just one agent.

**BARYALAI S., SANTA FE, NM, AHWD, CIPS**

The main challenges are educating my U.S. colleagues on customary ways of conducting business in my clients' countries of origin, and educating my clients on how business is conducted in the U.S.

**OLESYA D., IRVINE, CA, CIPS**

Foreign small business buyers must have a green card or an E2 visa in order to purchase and operate a U.S. small business. They also face the obstacle/opportunity of learning a new culture and finding resources to help them operate a successful business under state, local and federal regulations.

**CAROL E., BREWSTER, MA**



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## ESSENTIALS FOR SUCCESS

Some agents just seem to know the secret to success. The ones who say, “I work in international real estate” — and their business truly reflects that statement — are the people who know the essentials to success in the global arena. Not every agent takes the same path, but here are some of the essentials to a successful global business.

The agent essentials are knowledge of the following: language, the marketplace, the laws and rules and regulations of the country, foreign exchange rules, and values.

AZIZALI K., MISSISSAUGA, CANADA, CIPS

Apps such as WeChat, Line, and WhatsApp, are an absolute must. They are the easiest way to communicate with your client.

PENNY L., ROWLAND HEIGHTS, CA, CIPS

Certified International Property Specialist (CIPS); social media; high-quality international portals for marketing properties; useful, informative buyer and seller guides; contracts and other legal documents translated into English are all essentials.

CAROLYN D., ROME, ITALY, CIPS



Visuals are essential; lots of brochures and maps; and good, simple explanations about owner benefits in the client's own language.

JOCELYN H., PUNTA CANA, DOMINICAN REPUBLIC, CIPS

It is important to know a little bit about the clients' culture in order to focus communication and negotiation skills to their specific needs. A lack of cultural intelligence can negatively affect business interactions! Each client is unique and is coming with a different culture, a different background, and a different need.

OLGA, C., MOODY, AL

The Certified International Property Specialist (CIPS) Designation is essential to dealing with global clients. Having a global view of how and why things work the way that they do is especially important.

NANCI E., WESTFIELD, NJ, CIPS

A team that is focused on international business, including a Certified Public Accountant (CPA) that understands the client's needs, a real estate or international attorney and banks that can service international clients.

Make sure nothing is missed. Patience, understanding and consistency are also essential.

HOLLY H., TYLER, TX, CIPS

Flexibility in cultural differences, knowledge of time zones, and acting with respect at all times are all essentials.

JUDY R., WEST PALM BEACH, FL

The essentials are a good internet connection; great time-management skills, including paying attention to time zone differences; and setting proper guidelines as to your availability to the client in regards to time zone changes.

BETH M., SPRING HILL, FL



The essentials are: excellent information to assist clients in their purchasing process; an understanding of the foreign markets and culture; patience to see a long-term transaction take place; and building or using existing systems to maintain a strong value to clients in this long-term purchase process.

MICHAEL C., MANAGUA, NICARAGUA, CIPS

A good lender and a rental division that understands the international client's needs are both essential.

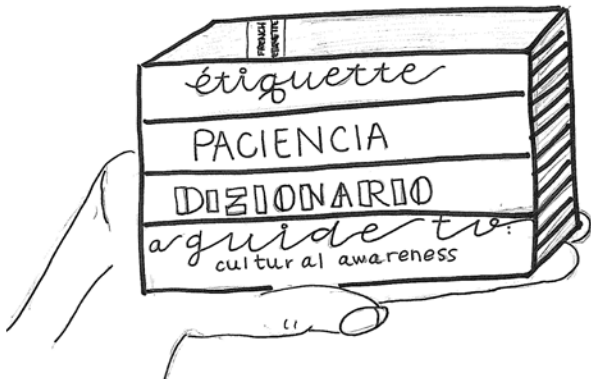
SHARON S., WINTER PARK, FL, CIPS

Stay close to NAR Global. Attend NAR Global meetings and trade missions. Get to know the NAR President's Liaisons and Regional Coordinators in the countries where you are working.

FANNY C., SAN FRANCISCO BAY AREA, CA, AHWD, CIPS

Be culturally aware. Use patience. Keep a translator/interpreter on hand.

MICHAEL W., ADELAIDE, AUSTRALIA



THE LITTLE PURPLE BOOK  
INTERNATIONAL  
RULES  
— to —  
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## RESOURCES

There are a number of resources and additional tools from the NATIONAL ASSOCIATION OF REALTORS®, NAR Global and the Certified International Property Specialist (CIPS) Designation that members can use in their real estate business to become more informed about global issues. Below is a list of those resources, but new tools are added frequently to the NAR Global website, so visit often for the latest information:

### **NAR Global**

<https://www.NAR.realtor/global>

<https://www.NAR.realtor/global/global-resources>

### **Becoming a Certified International Property Specialist (CIPS) Designee**

<https://www.NAR.realtor/designations-and-certifications/cips-designation/become-a-cips-designee>

### **NAR Global Blog**

<http://theglobalview.blogs.realtor.org/>

### **Global Perspectives Newsletter**

<https://www.NAR.realtor/publications/global-perspectives>

### **Profile of International Activity in U.S. Residential Real Estate**

<https://www.NAR.realtor/reports/profile-of-international-home-buying-activity>

## **realtor.com® International**

*<http://www.realtor.com/international/>*

### **Data on Where Global Buyers Searching in the United States**

*<https://www.NAR.realtor/articles/where-are-global-buyers-searching-in-the-united-states>*

### **Local Market Assessment Case Studies**

*<https://www.NAR.realtor/global/local-market-assessments>*

### **NAR International Research Reports**

*<https://www.NAR.realtor/research-and-statistics/research-reports#international>*

# ADDITIONAL RESOURCES

Be sure to check out these resources for additional information that can help you learn more about the global business happening in your local market:

### **U.S. Department of Commerce Census Bureau**

*<https://www.census.gov/>*

### **CIA World Factbook**

*<https://www.cia.gov/library/publications/resources/the-world-factbook/index.html>*

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*The Little Purple Book: International Rules to Live By for REALTORS®* is the fourth in the “Little Book” series, joining *The Little Blue Book: Rules to Live By for REALTORS®* and *The Little Red Book: Safety Rules to Live By for REALTORS®* and *The Little Green Book: Green Rules to Live By for REALTORS®*. These products focus on instructions, philosophies and rules members of NAR utilize to be successful and stay safe in their real estate careers. Order your copies of the series today at <https://Store.realtor/LBS>.

THE LITTLE PURPLE BOOK  
INTERNATIONAL  
RULES  
— to —  
LIVE BY FOR  
REALTORS®

*The Little Purple Book: International Rules to Live By for REALTORS®* focuses on the instructions, philosophies and rules members of the NATIONAL ASSOCIATION OF REALTORS® (NAR) utilize to educate, list and support working with peers, service providers and clients on global issues. This guide was created with support from NAR Global and with input from hundreds of NAR members, including many members with the Certified International Property Specialist (CIPS) Designation.

*The guide is divided into nine sections:*

- International Philosophies
- #1 Thing You Wish You Knew
- Working with International Clients
- Key International Dos And Don'ts
- Finding Global Business in Your Community
- Best Advice You've Ever Received
- Marketing for International Business
- International Business Challenges
- Essentials for Success

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