



HOUSTON ASSOCIATION OF REALTORS®

Global Survey 2026

HAR member insights on international real estate business

911

total responses

+34%

vs. 679 in 2022

Jul 2026

field period





THE BIG PICTURE

State of Global Engagement

Where HAR's members stand on international business today



Which best describes your work with international clients?

All 911 respondents



Currently active
Work with intl clients today



Interested, not yet active
Want to, but haven't started

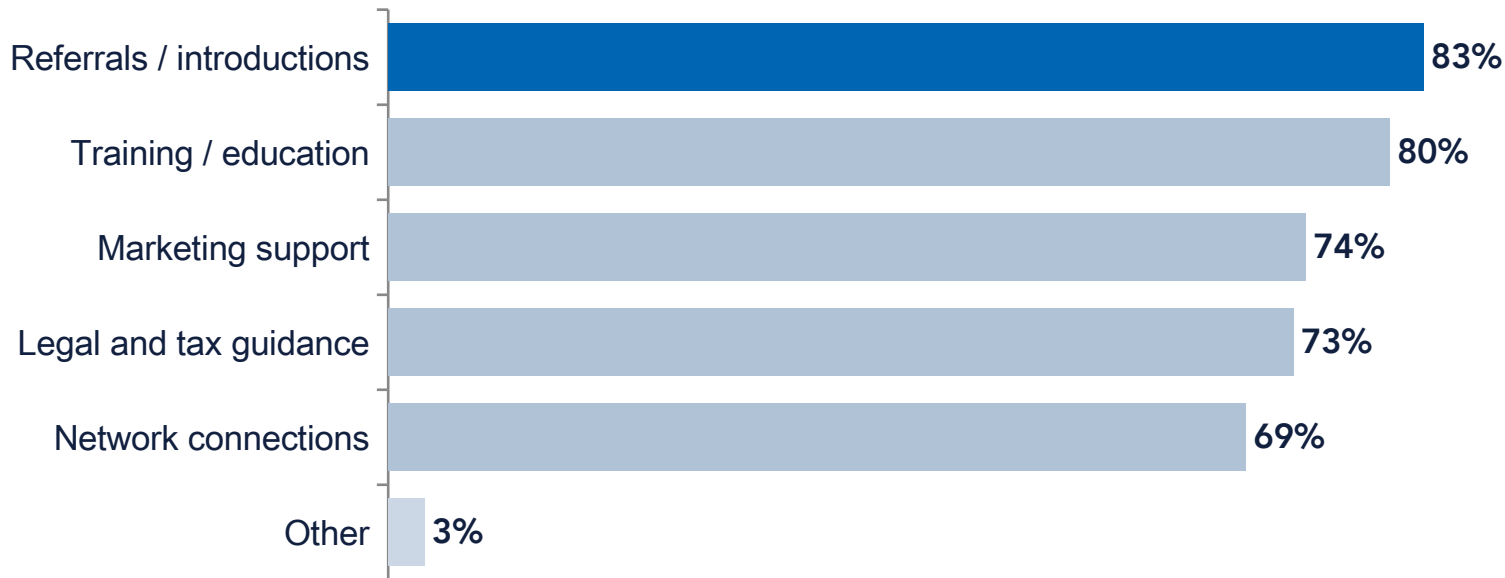


Not planning to
Exited the survey here



What would help you start working with international clients? (Select all that apply)

415 interested members, choose all





Are you a subscriber to HAR's Global Business Network (GBN)?

704 active or interested members



◆ 12% Subscriber

◆ 62% Not a subscriber

◆ 26% Not sure



GBN subscribers are far more likely to be active globally

Q1 active rate, split by GBN status (Q2)



GBN subscribers
are active in global business



Non-subscribers
are active in global business

- ◆ **Subscribing tracks with more than double the active-global rate. Growing the GBN is one of the clearest levers HAR holds.**



MEMBERS ACTIVE IN GLOBAL BUSINESS

Your Global Business

The profile of the 257 members currently working with international clients



Do you conduct most of your business in or outside of the United States?

249 active global agents

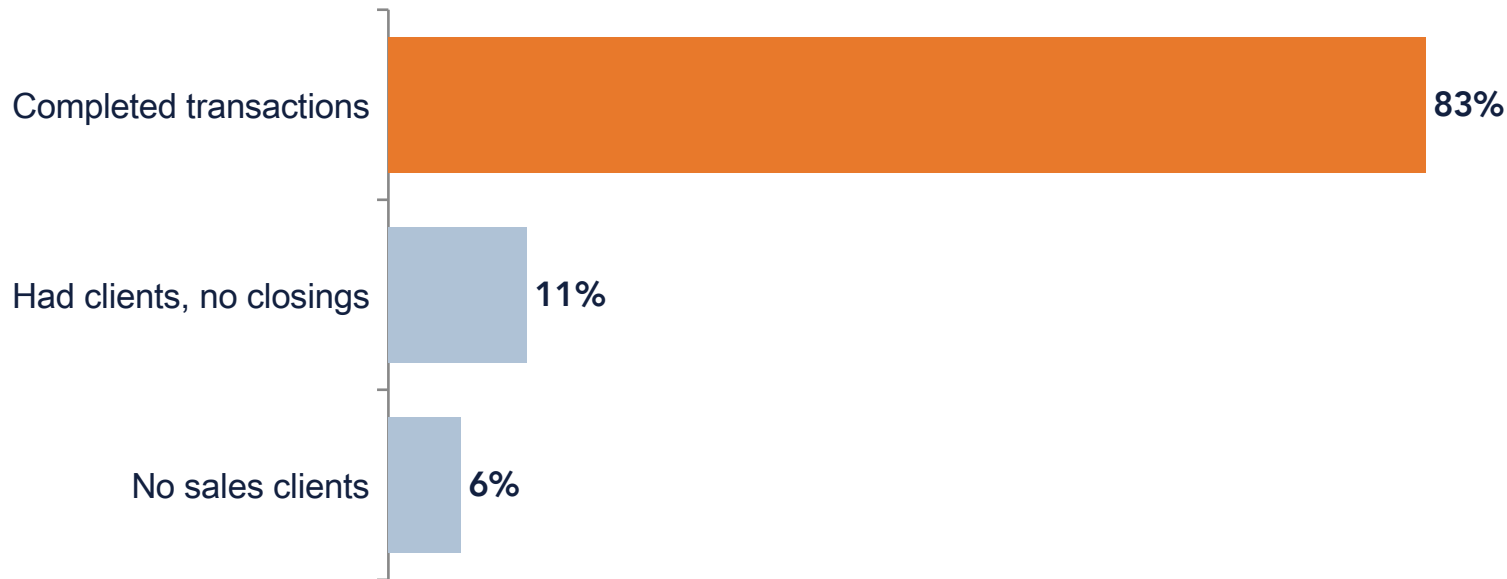


In the United States
conduct most of their business inside the U.S.



Tell us about your transaction activity in the past 12 months (May 2025 to May 2026).

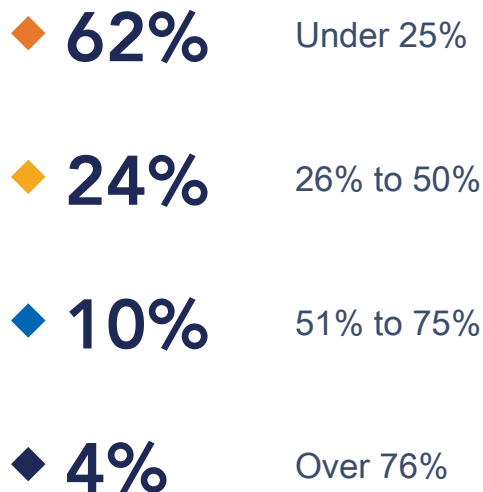
243 active global agents





What portion of your business involves international clients?

232 active global agents





Are your international clients inbound, outbound, or approximately a 50/50 divide?

233 active global agents

Inbound

Outbound



30%

All inbound

35%

Mostly inbound

21%

50/50 split

11%

Mostly outbound

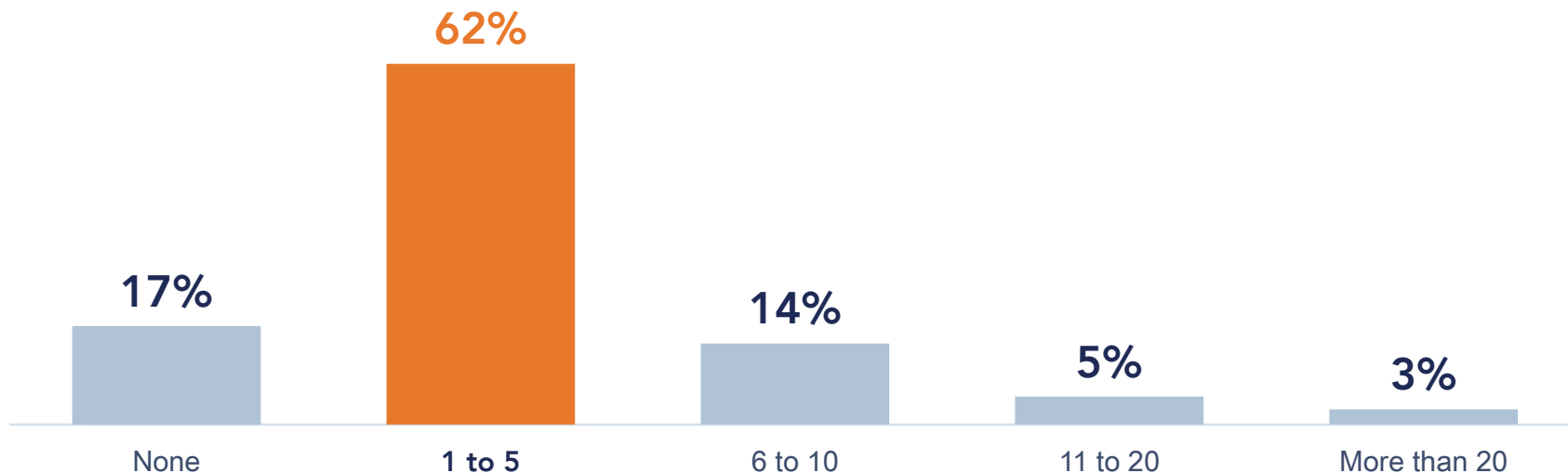
3%

All outbound



Approximately how many of your transactions in the past 12 months involved international clients?

231 active global agents





What country/area of the world are most of your international clients from? (Choose all that apply)

221 agents, choose all

Latin America

Mexico	54%
Central America	23%
Colombia	18%
Venezuela	15%
South America, not Brazil	11%
Brazil	9%

Europe

Europe, not England	22%
England	13%
Russia	2%

Asia

India	12%
Southeast Asia	11%
China	10%

Africa & Middle East

Africa	13%
Middle East	12%

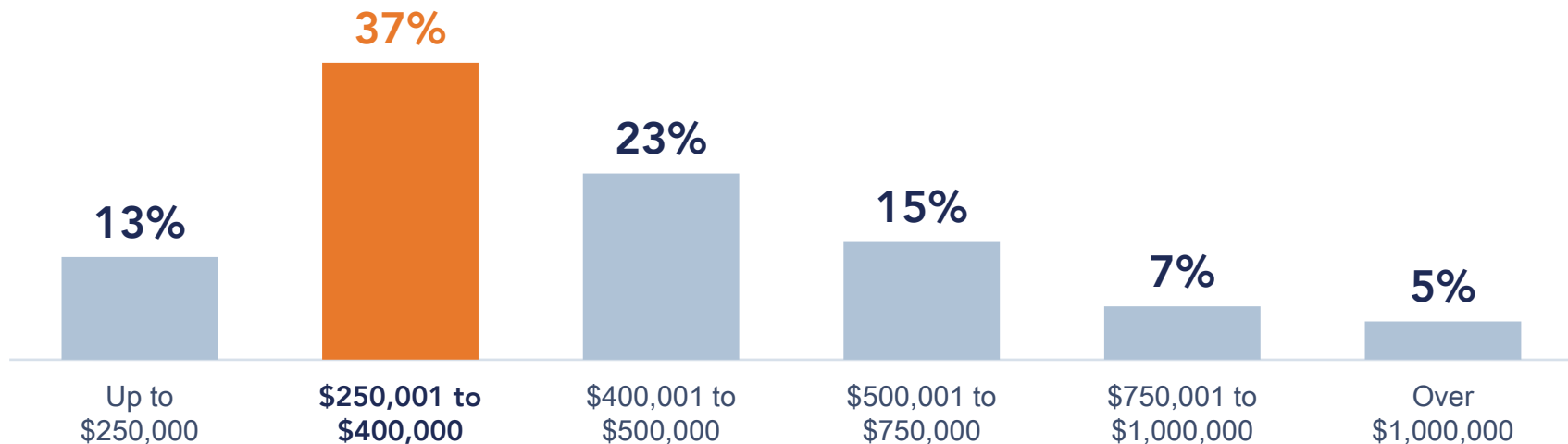
Elsewhere

Canada	12%
Australia	4%
Outbound clients only	1%
Other	23%



For international transactions where your client is making a purchase in Texas, what is the average purchase price of the property?

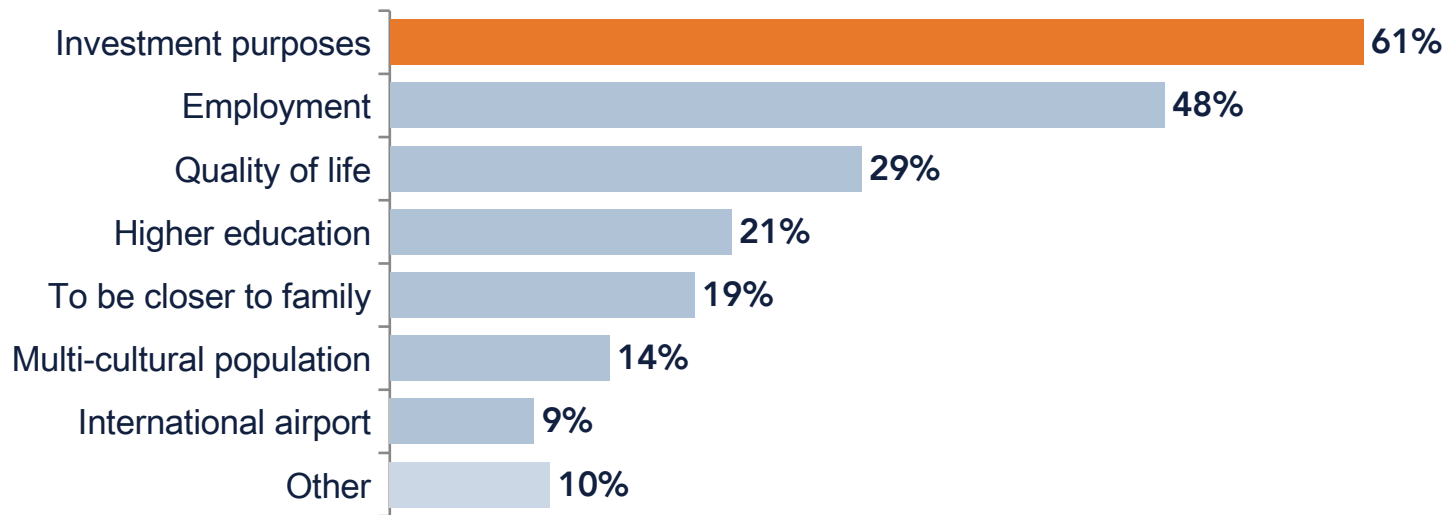
209 agents with inbound clients





What reasons do your international clients cite for wanting to purchase a property in Texas? (Choose all that apply)

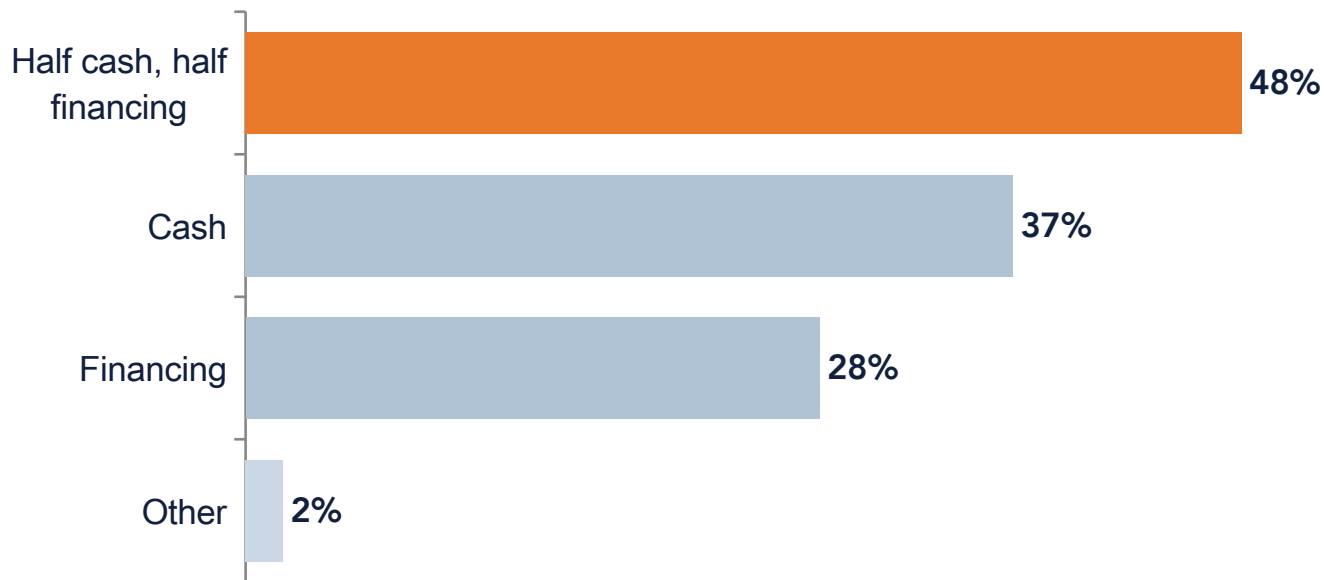
*211 agents with inbound clients,
choose all*





How do most of your international clients pay for their properties?

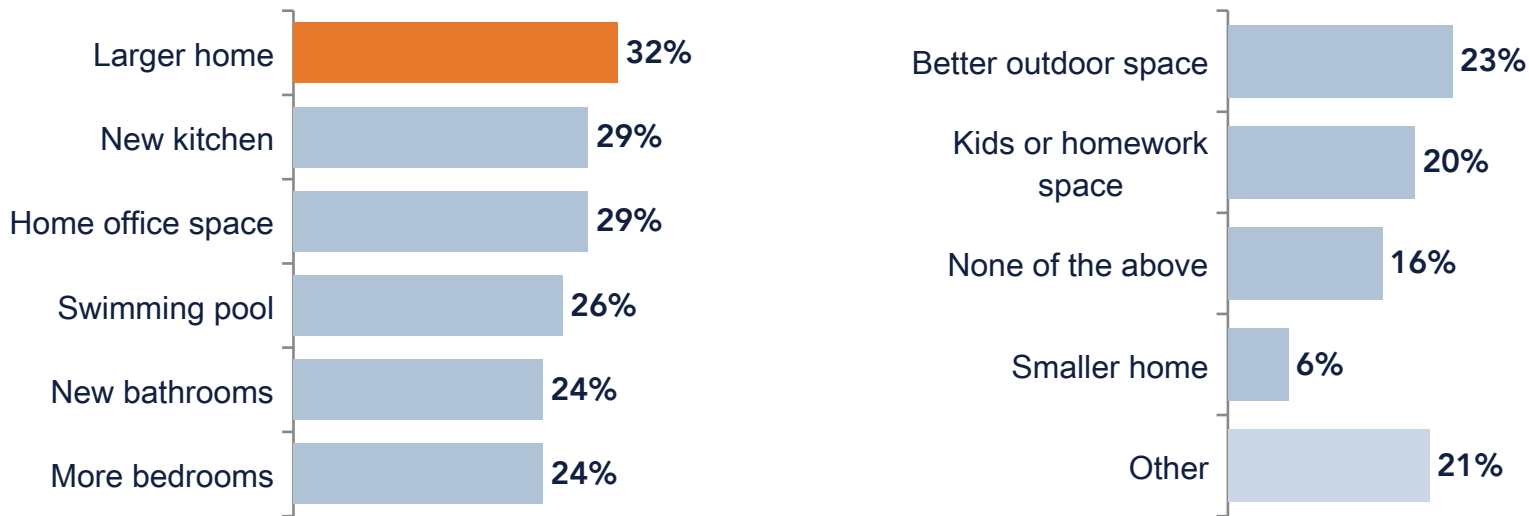
217 active global agents





What, if any, property features are of interest to your international clients? (Choose all that apply)

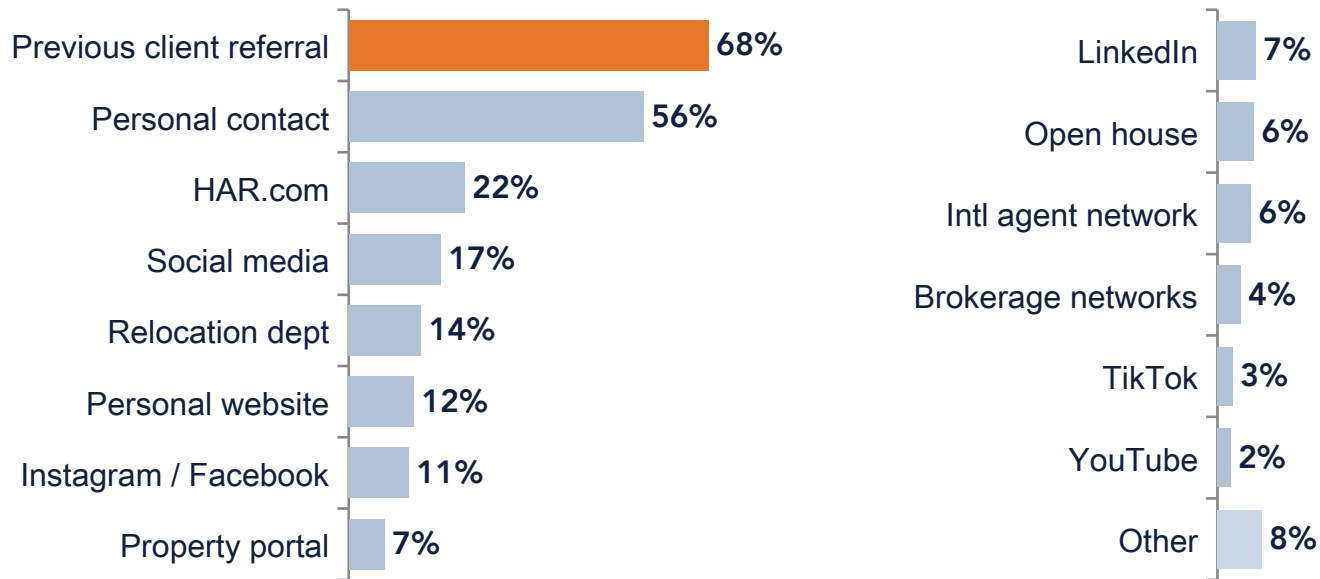
205 agents, choose all





How did most of your international clients find you, their REALTOR®? (Choose all that apply)

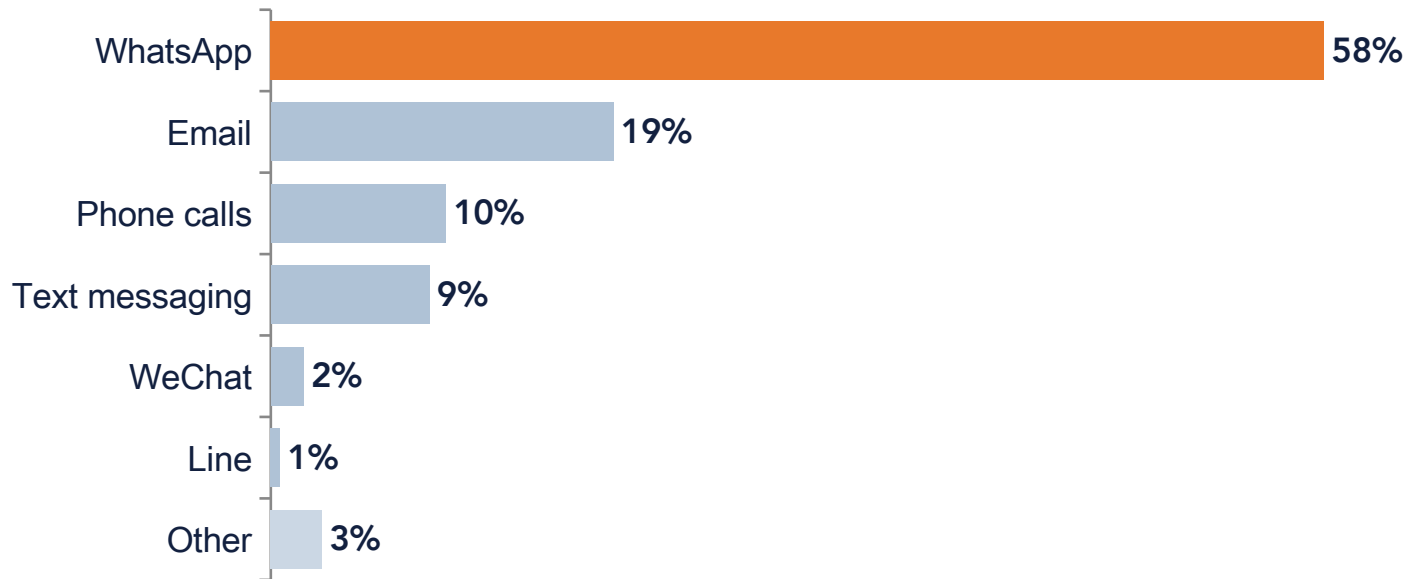
219 agents, choose all





How do you primarily communicate with your international clients?

218 active global agents





SECTION THREE

International Buyer Clients

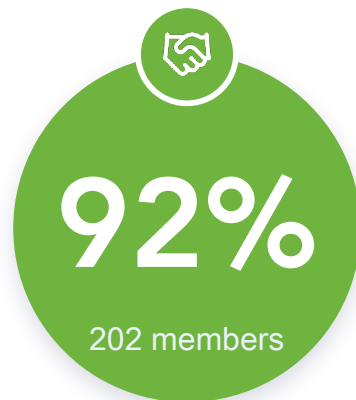
What these buyers bought, where, and how they found their agent.

◆ Five questions compared against 2024 and 2025



Do you work with international buyers?

219 active global agents

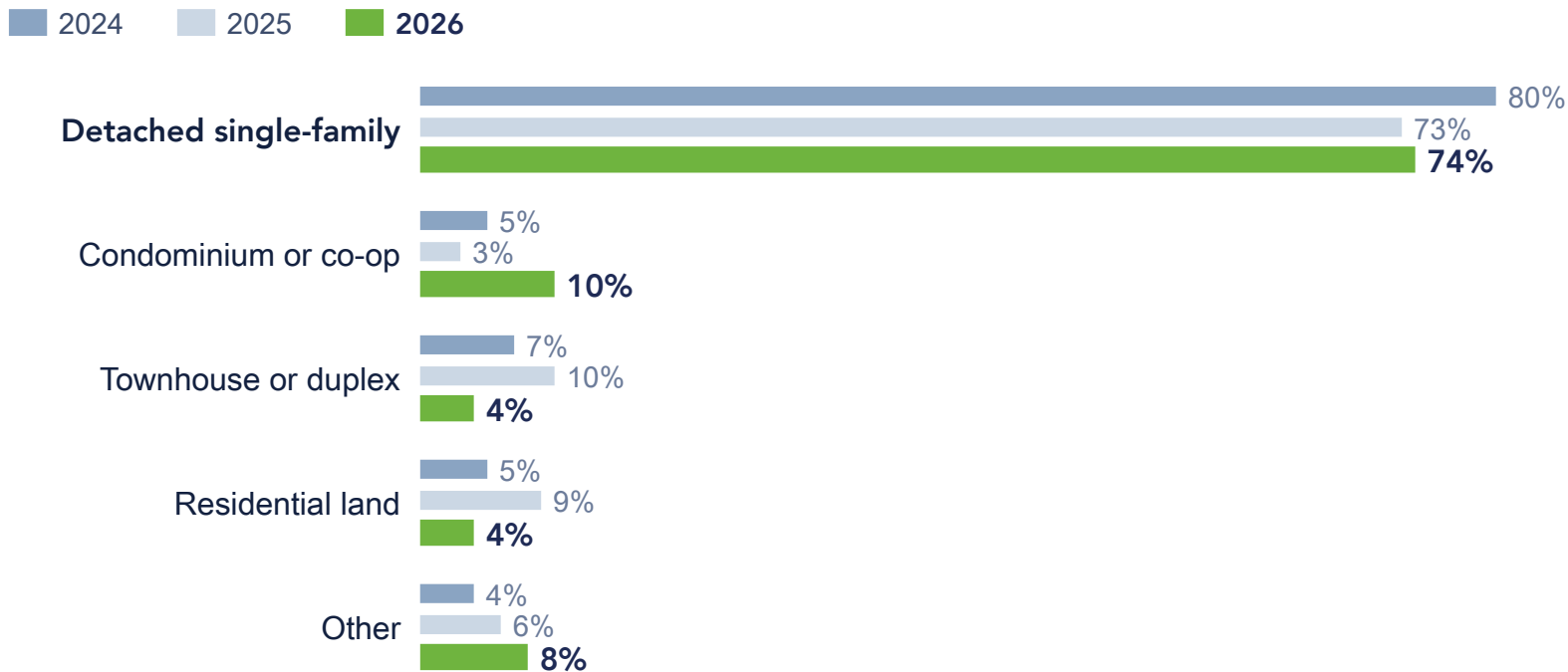


Work with international buyers
The rest work only with international sellers



What type of property did your most recent international buyer client purchase?

Based on 199 agents in 2026,
109 in 2025 and 208 in 2024



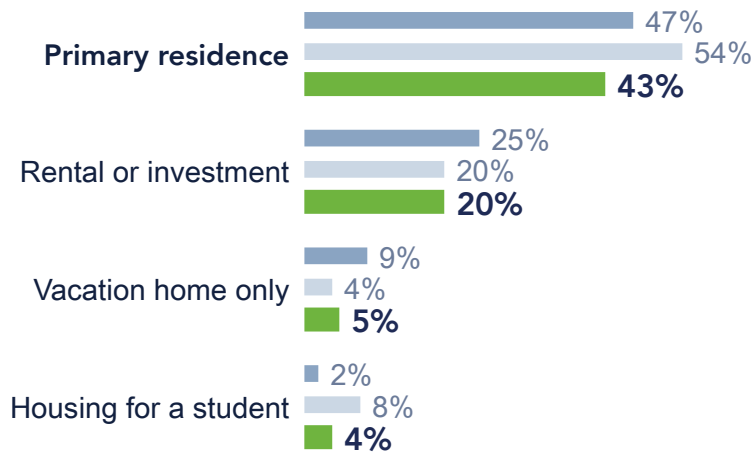


What was the intended use of your most recent international buyer's purchase?

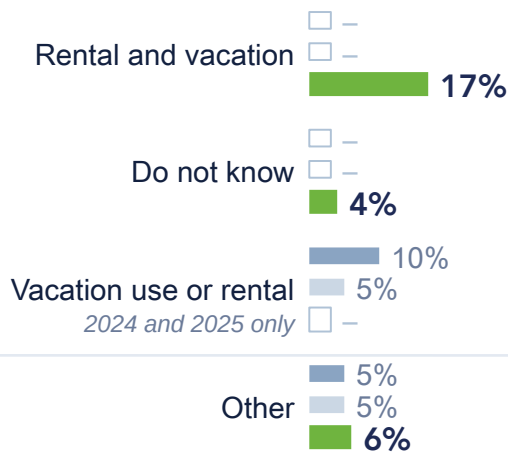
Based on 196 agents in 2026,
109 in 2025 and 208 in 2024

■ 2024 ■ 2025 ■ 2026 □ not offered that year

SAME OPTION ALL THREE YEARS



NOT OFFERED ALL THREE YEARS

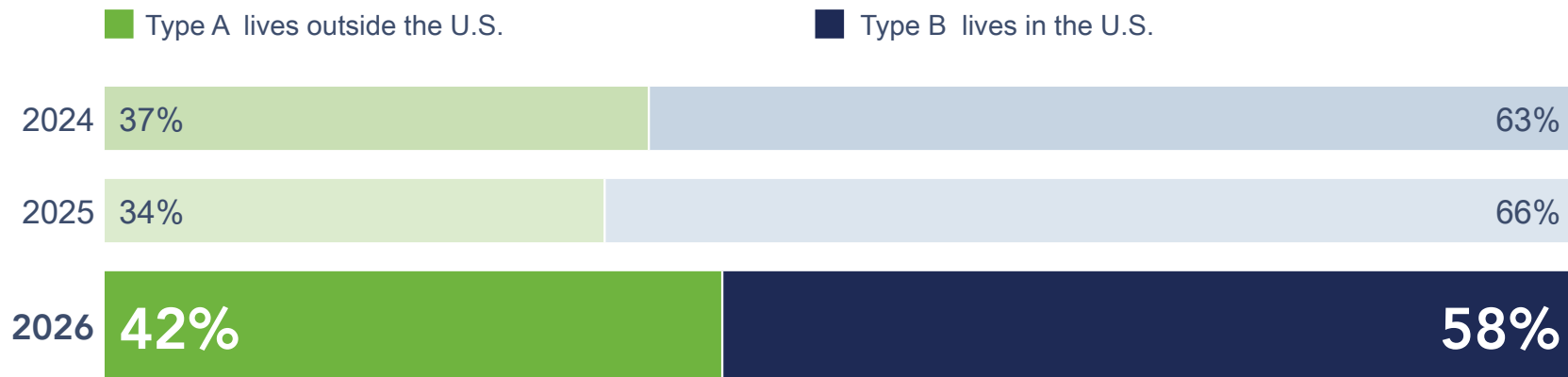


The 2026 survey splits vacation use from rental, where 2024 and 2025 offered a single combined option instead. The three options at right were not on the questionnaire in all three years, so they are grouped apart rather than compared.



Which type was your most recent international buyer?

Based on 191 agents in 2026,
109 in 2025 and 208 in 2024



TYPE A

A non-resident foreign buyer with a primary residence outside the United States, purchasing for investment, vacation or visits.

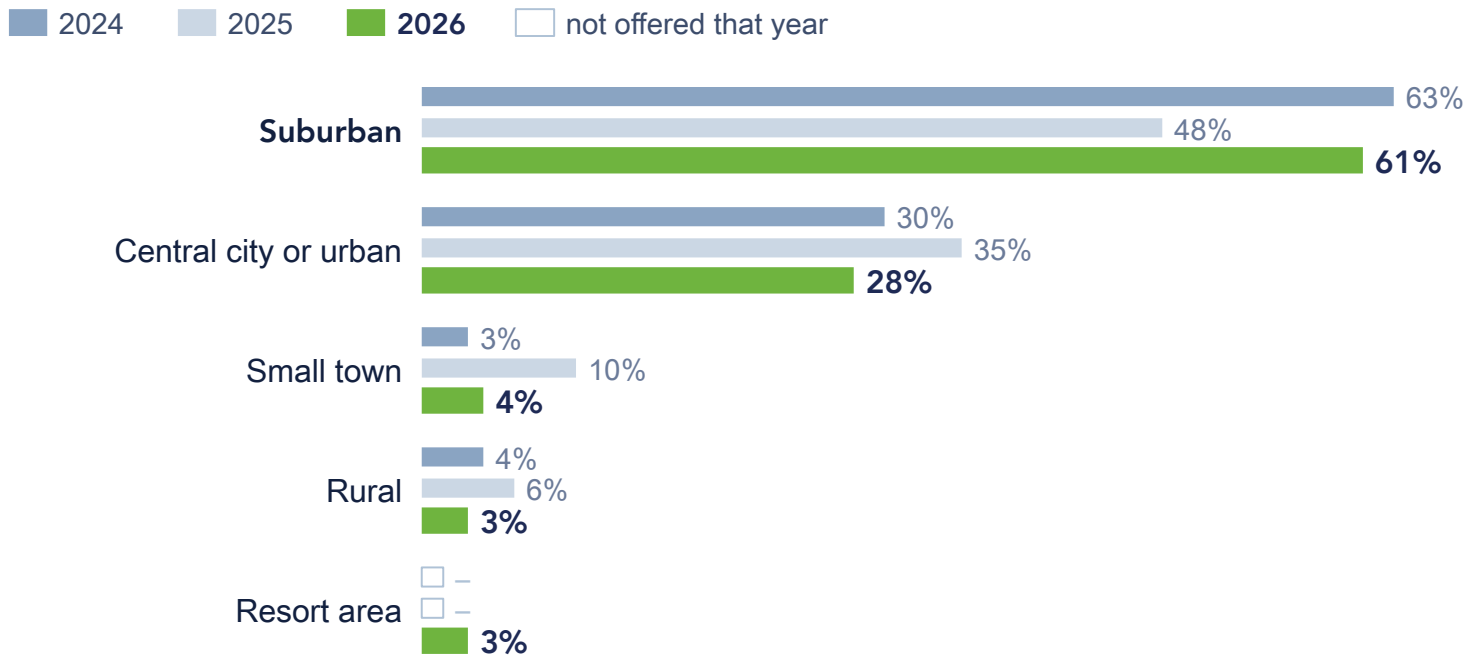
TYPE B

A resident foreign buyer, recently arrived or on a visa, living in the United States and buying a primary residence.



In what type of area did your most recent international buyer purchase a property?

Based on 190 agents in 2026,
109 in 2025 and 208 in 2024

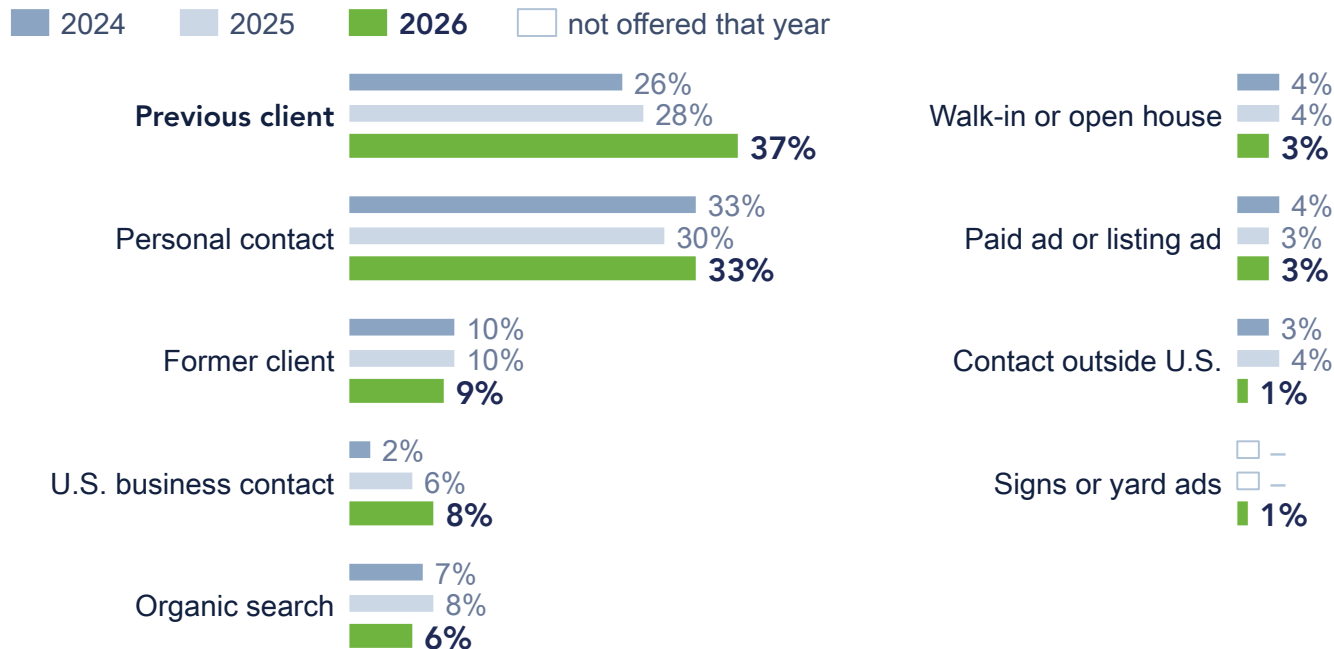


Resort area was added to the 2026 questionnaire, so it has no earlier figure to sit against.



How was your most recent international buyer referred to you?

Based on 184 agents in 2026,
109 in 2025 and 208 in 2024



Other is not shown. The 2026 question breaks it into named sources, so there is nothing on the 2026 side to compare it against.



OUTBOUND BUSINESS

Buying Abroad

Members helping U.S. residents purchase property outside the United States



In the past 12 months, did you help a U.S. resident (U.S. citizen or non-U.S. citizen) search for a property outside the U.S.?

202 active global agents



◆ 7%

Yes: referred to U.S. agent

◆ 15%

Yes: referred abroad

◆ 13%

Yes: helped directly

◆ 8%

No: could not refer

◆ 57%

No: no such client



WHAT IS HOLDING BUSINESS BACK

Barriers and Challenges

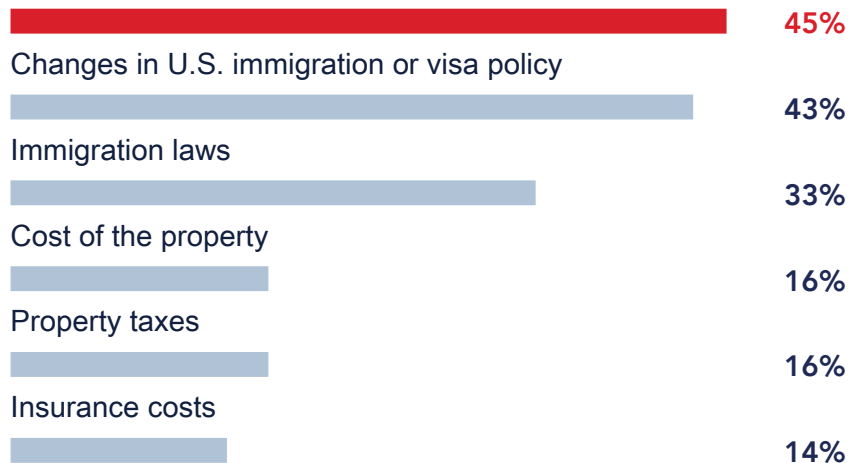
The obstacles members and their clients run into



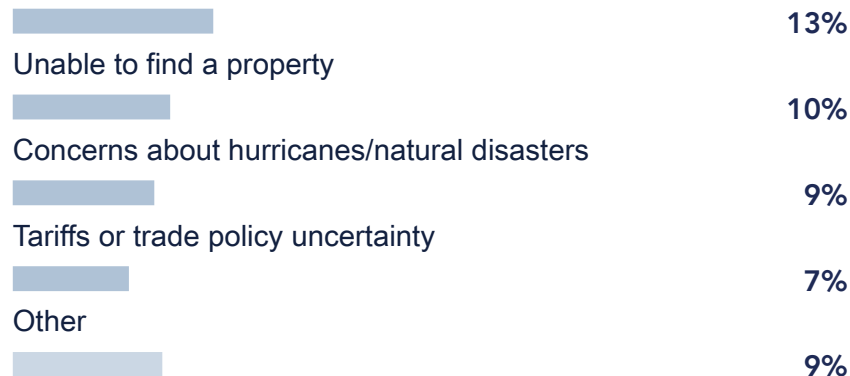
What are the three biggest barriers preventing your international clients from purchasing property? (Choose up to 3)

191 active global agents, up to 3

Financing opportunities



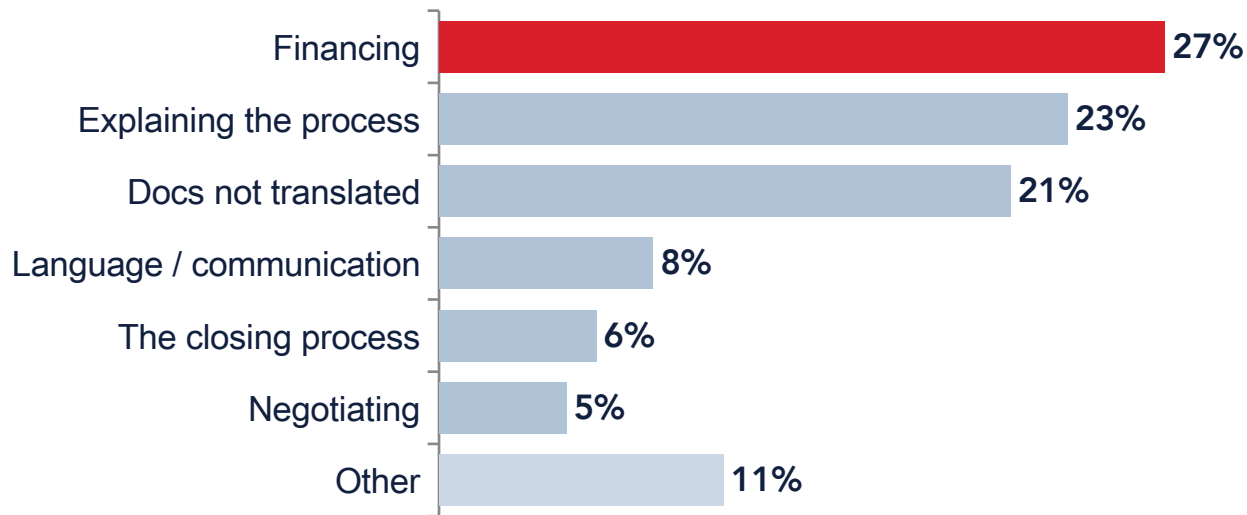
Tax laws





What is the most challenging part of the real estate process when dealing with international clients?

190 active global agents





Have you seen a shift in the purchasing tendencies of your international clients over the last year? If yes, please describe.

86 responses

IMMIGRATION & POLITICAL CLIMATE

"Less inbound purchases due to Political landscape immigration etc and more outbound opportunities abroad."

AFFORDABILITY & RATES

"More concerned about price as it relates to the location and characteristics of the property."

BUYER CAUTION

"if anything, they are more cautious, afraid of US laws."

RIISING OUTBOUND INTEREST

"Yes. More U.S. citizens want to live abroad."



Thank you

HAR Global Survey 2026

Prepared by WAV Group for the Houston Association of REALTORS®

