



2018 HAR International Member Survey

359 Respondents



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Observations

- $\frac{3}{4}$ believe International market is growing.
- Members with less tenure more engaged with International clients
- Average price for International purchases lower than in previous years
- Financing, tax and immigration laws key hurdles to International business
- Strong interest in additional International sales training and networking opportunities
- Interest in social media network to connect with International agents and buyers

Recommendations

- Promote International training to targeted list of those interested
- Focus advocacy efforts on changing the inheritance tax laws and FIRPTA tax laws
- Promote effectiveness of HAR.com for attracting International clients
- Promote HAR.com in Mexico, China, India and Canada
- Offer more support and networking opportunities for CIPS designees
- Consider offering International social media network to connect International agents and buyers with HAR members e.g. [Proxio](#)



2018 HAR International Member Survey

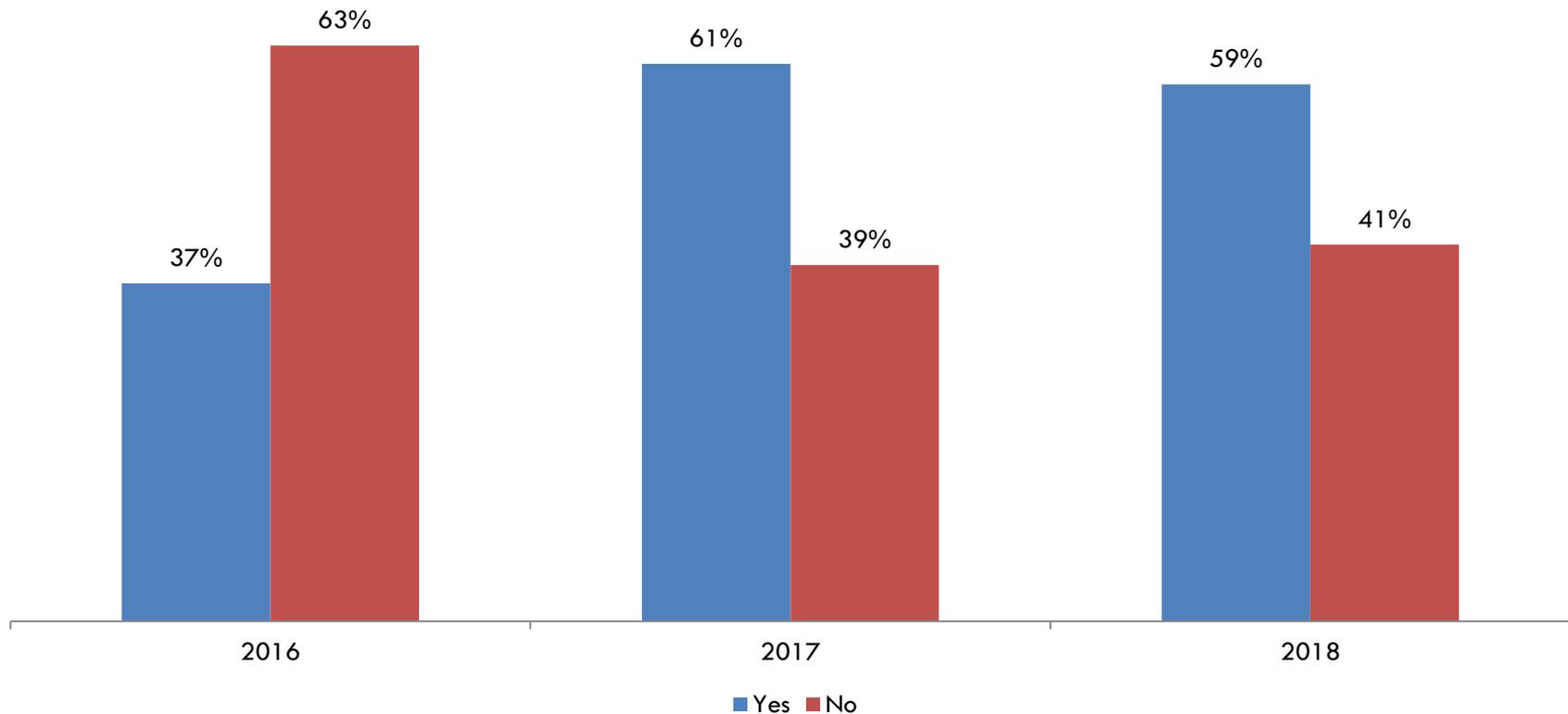
Detailed Findings



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Ratio of respondents working with International clients consistent with 2017

Do you currently work with International Clients?

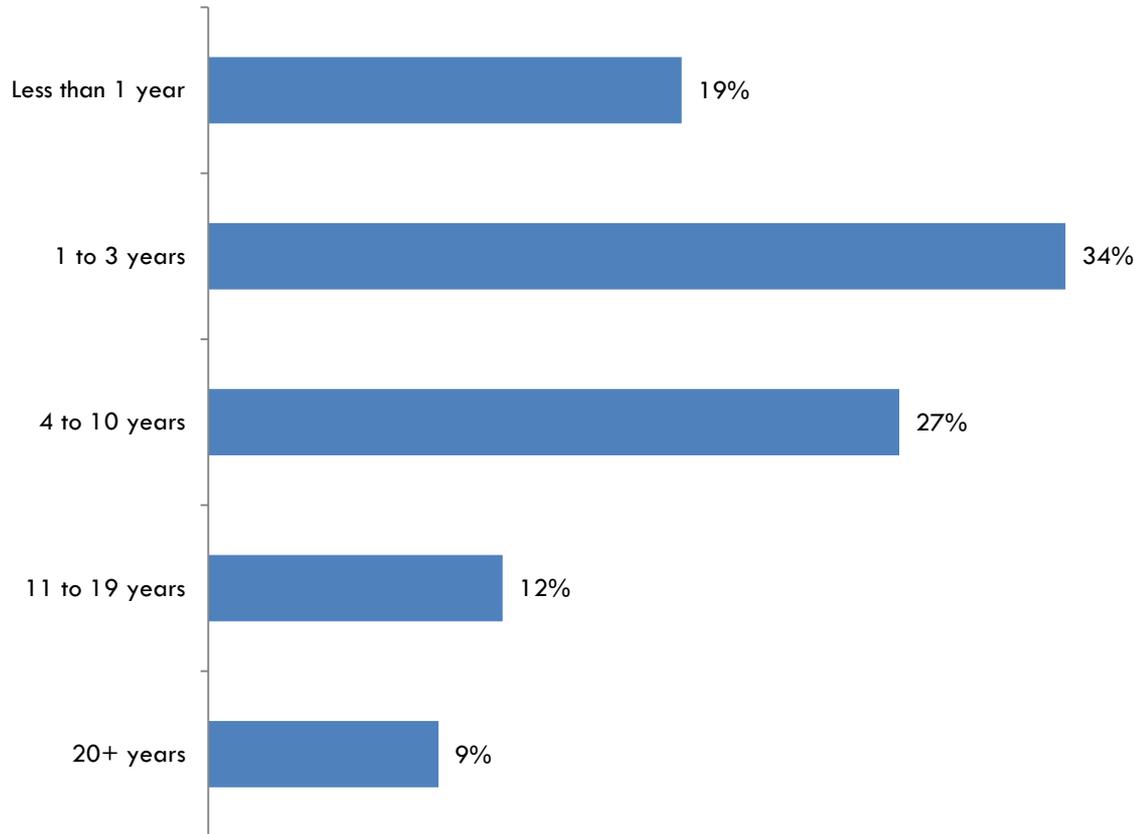


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1/2 have worked with International clients 3 years or less

How long have you been working with International clients?



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Both residential purchasing and leasing important

On which of the following types of properties have you worked with international clients?

	Yes	No
Residential Purchase	98%	2%
Residential Leasing	82%	18%
Commercial Purchase	42%	58%
Commercial Leasing	34%	66%
Land Purchase	54%	46%

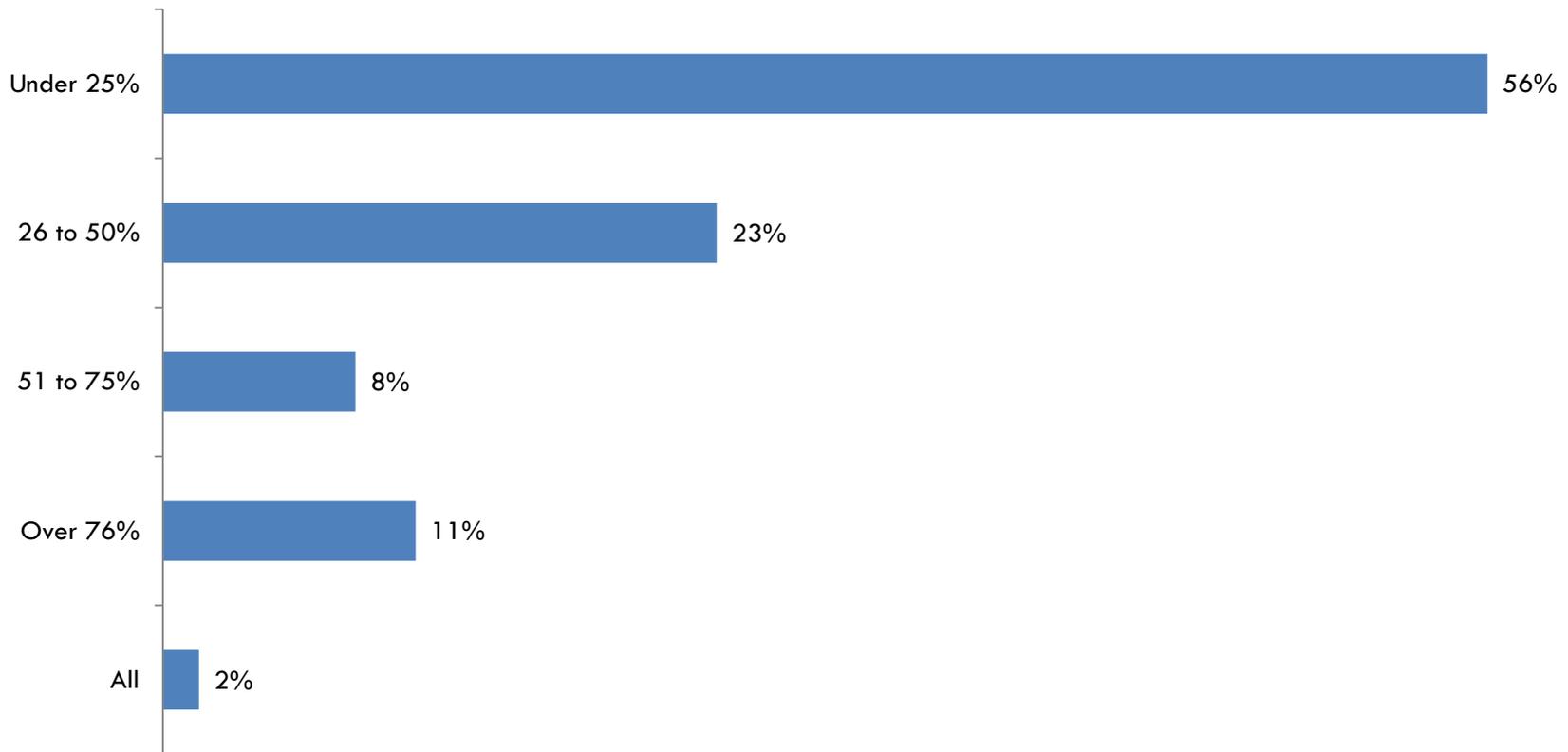


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Nearly 6 in 10 conduct under 25% of their business with International clients

What portion of your business involves International clients?

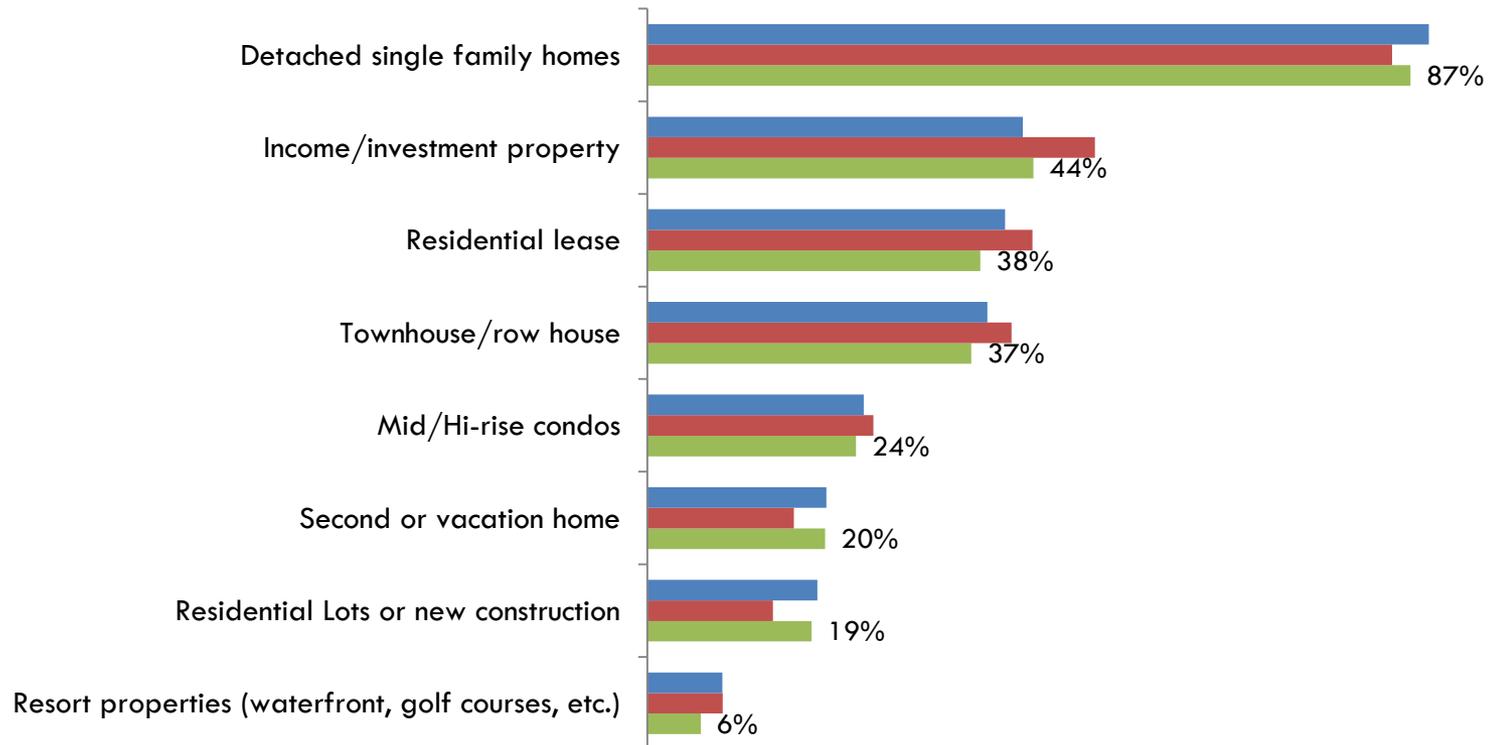


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Detached single family most popular property type

What type of residential properties are most of your International clients interested in purchasing or leasing?



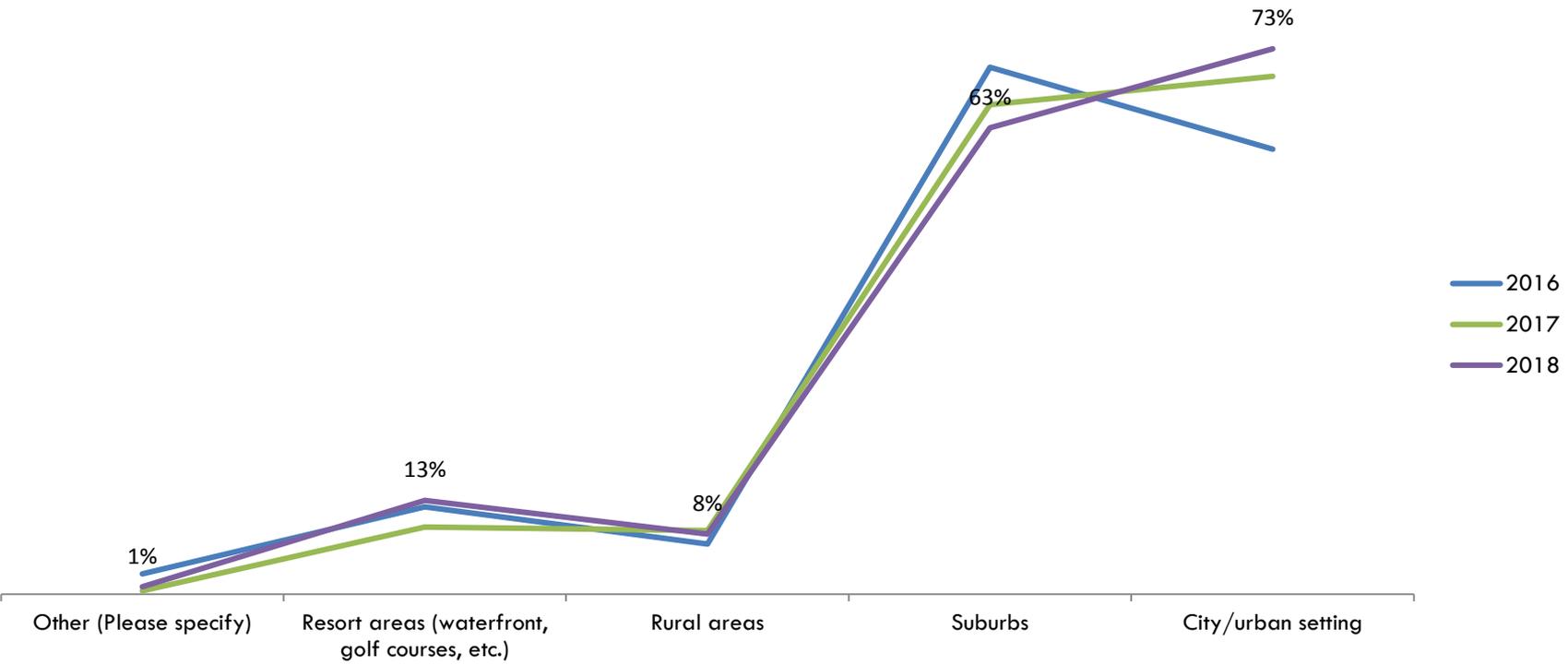
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2016 2017 2018



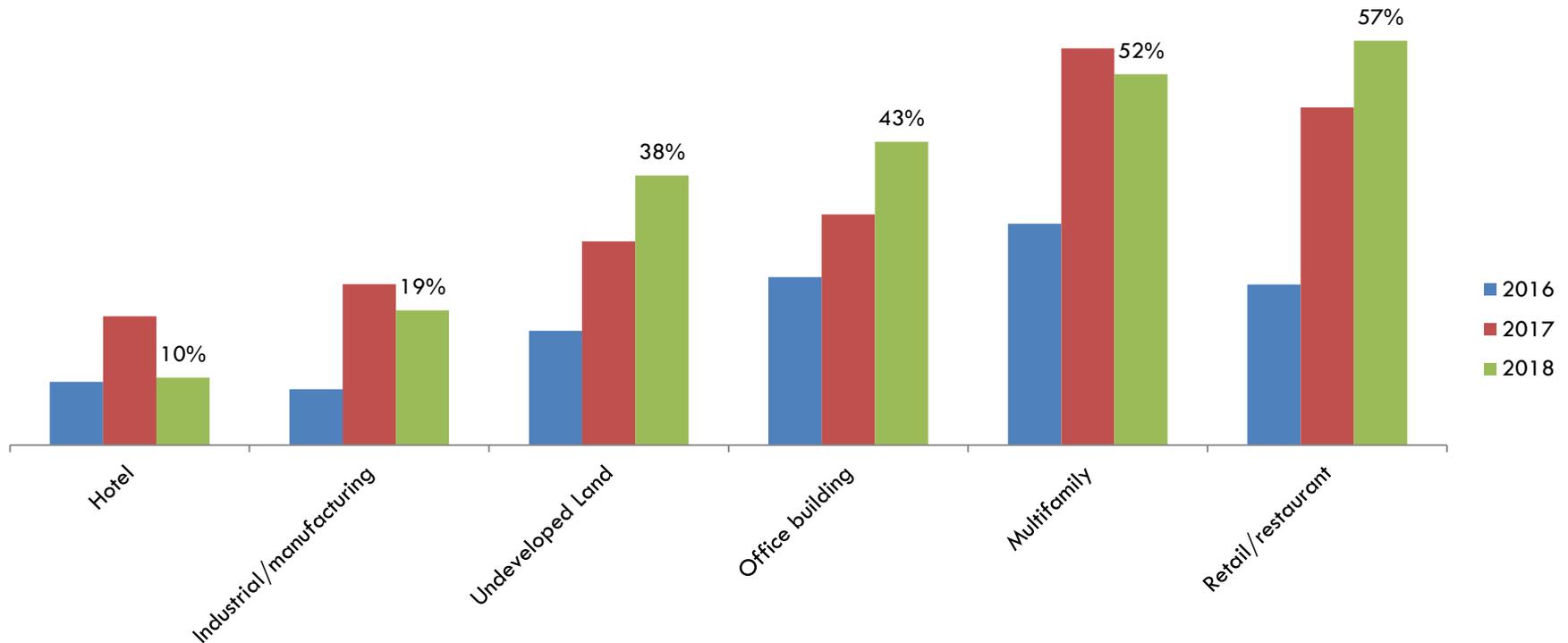
Most are interested in City/Suburban areas

For residential transactions involving International clients, in what type of area are most of the properties located?



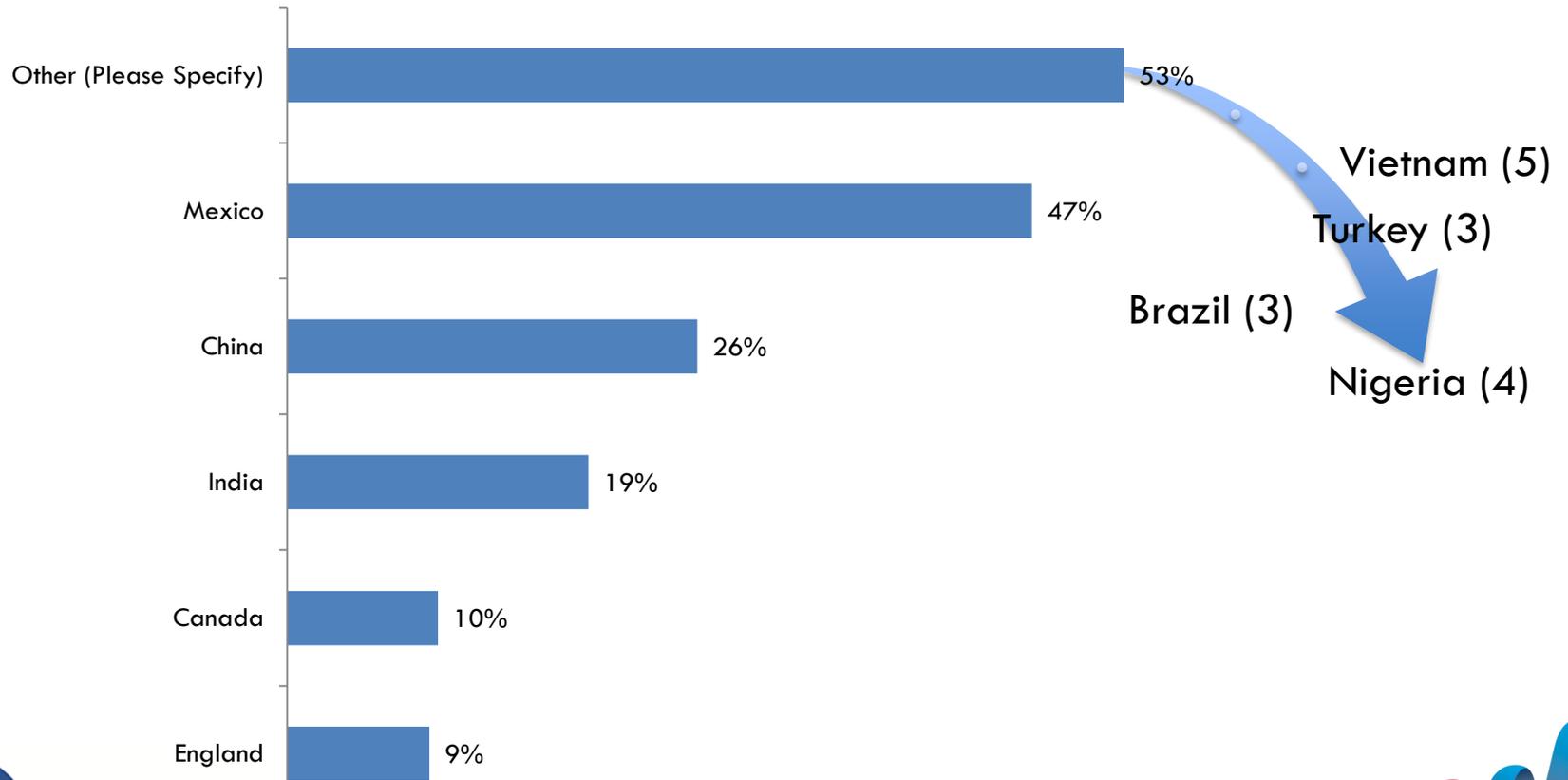
Retail / Restaurant – most popular type of commercial property in 2018

What type of commercial property are most of your International clients interested in purchasing or leasing?



Mexico and China two largest International audiences

What country are the majority of your International clients from?

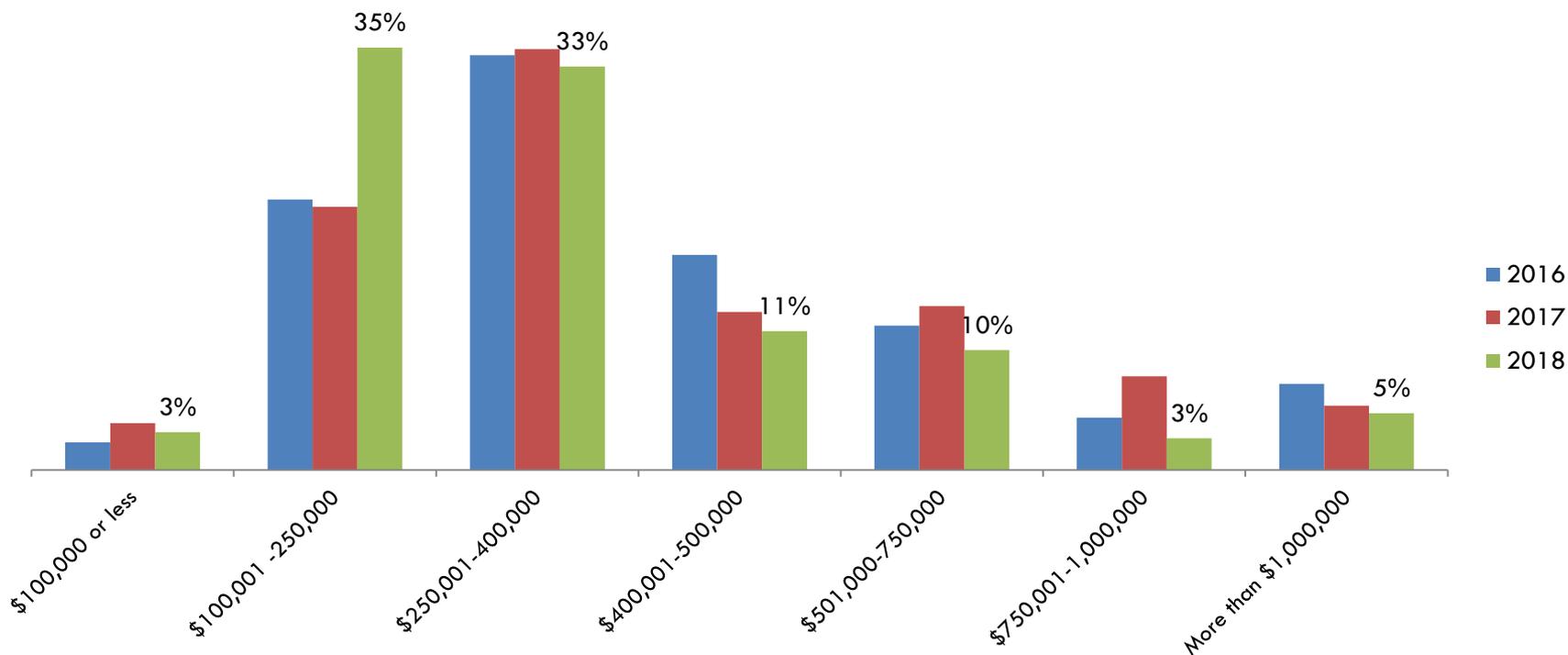


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\$100K - \$250K range grew significantly in 2018 and became most popular price point

For transactions where your International client is making a purchase, what is the average purchase price for the property?

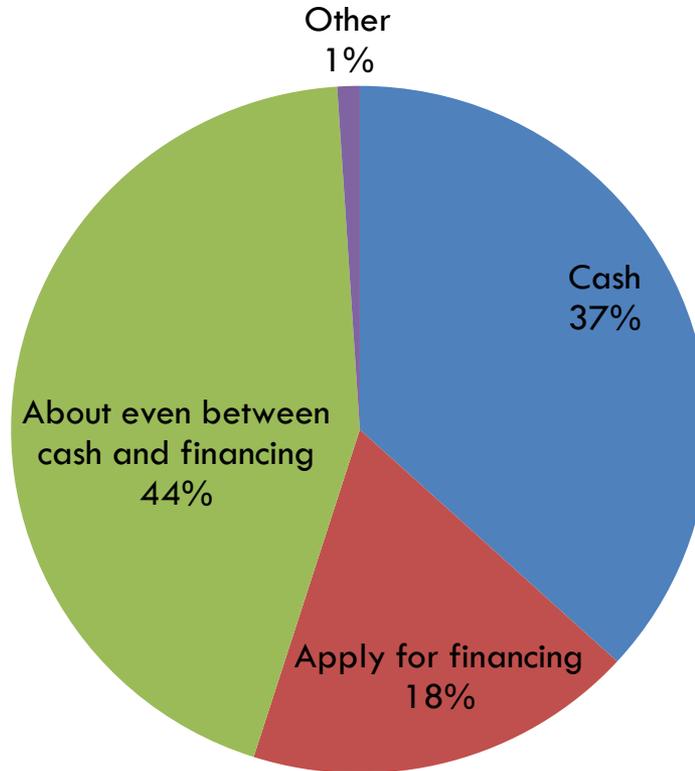


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International buyers use a mix between cash and financing

How do the majority of your International clients pay for their properties?

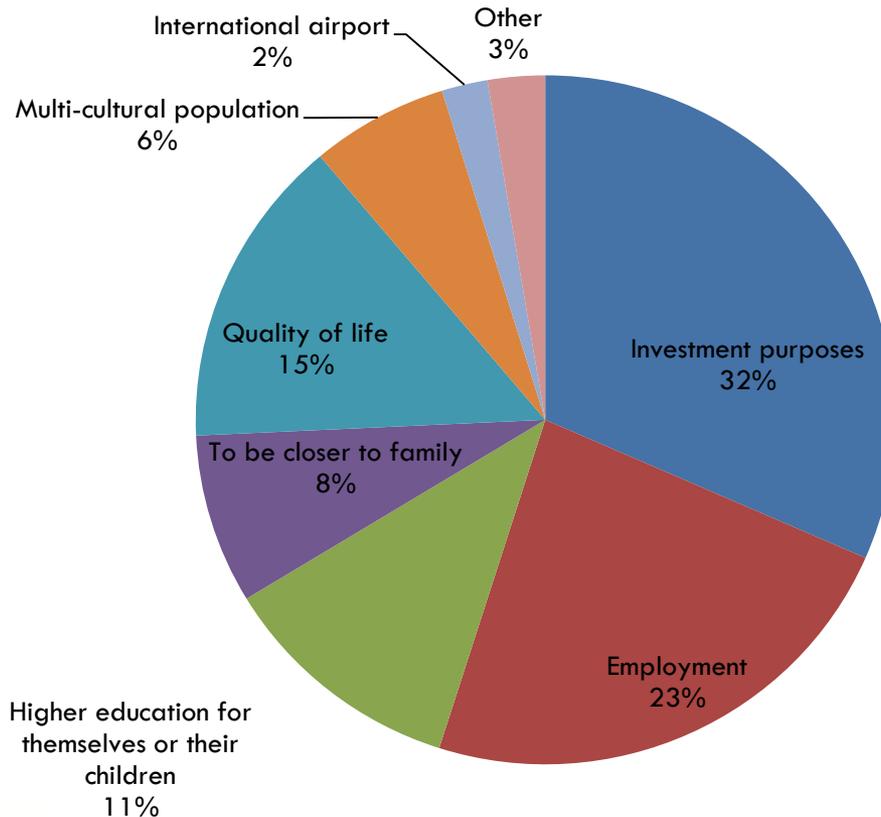


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Investment and Employment are the most popular reasons for purchasing in Houston

What reasons do your International clients cite for wanting to purchase a property in Houston?

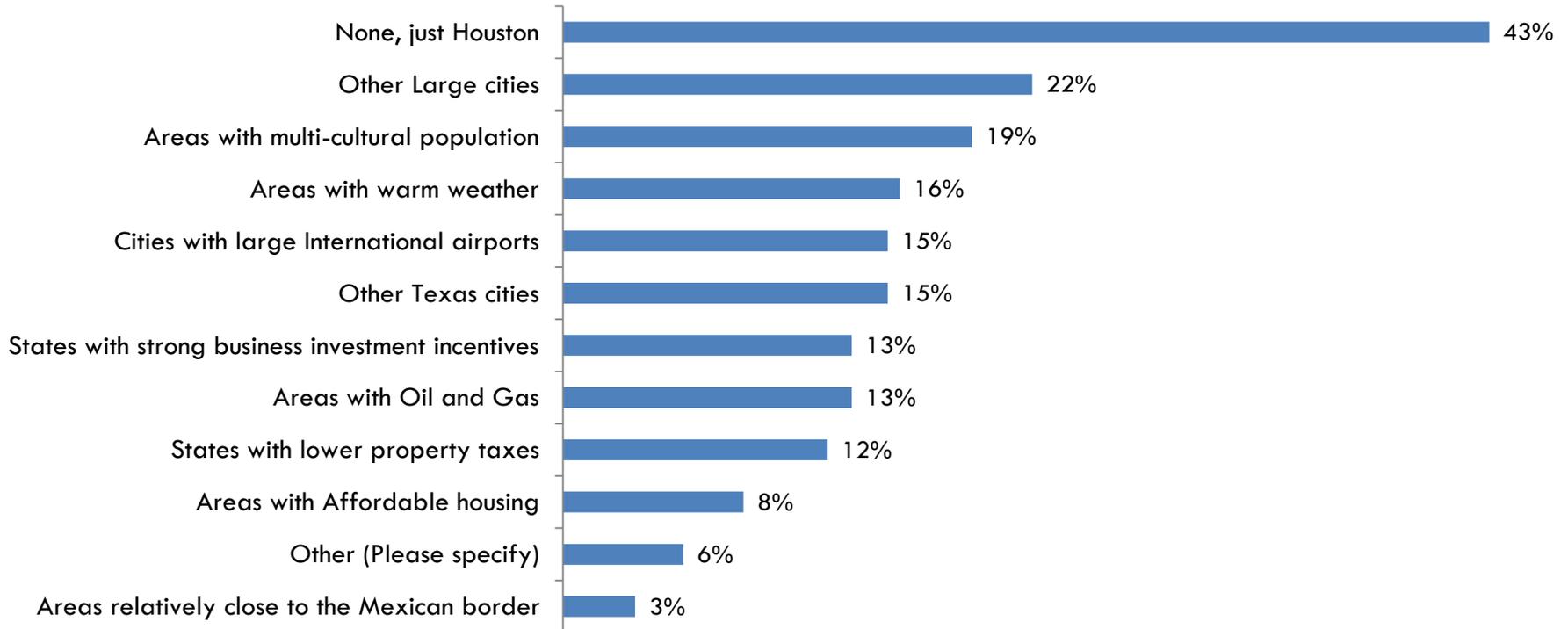


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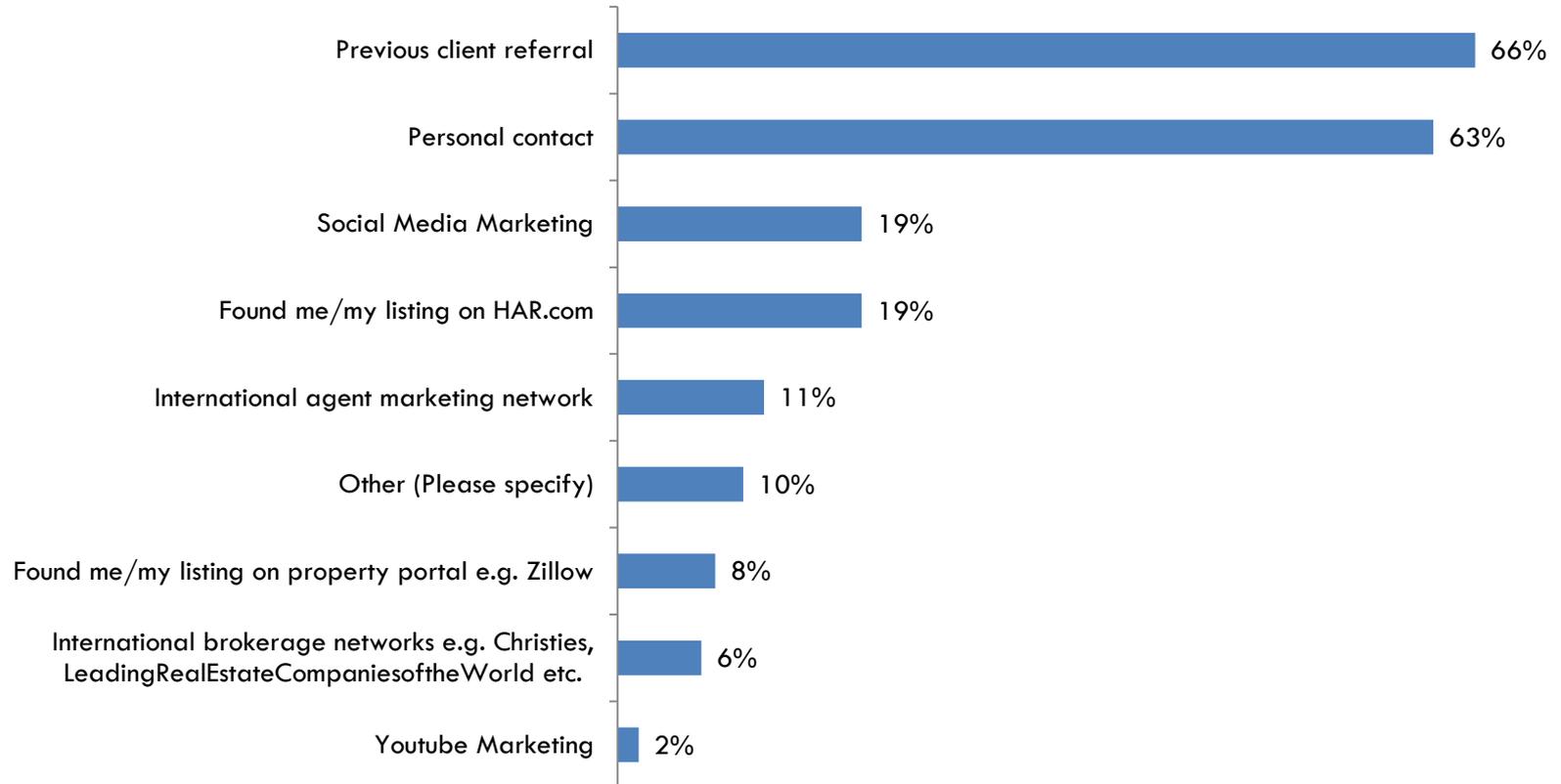
Majority is looking into only Houston

What other areas of the U.S. do your International clients consider in addition to Houston?



1 in 5 International clients were found from HAR.com

How did most of your International clients find you, their REALTOR®?

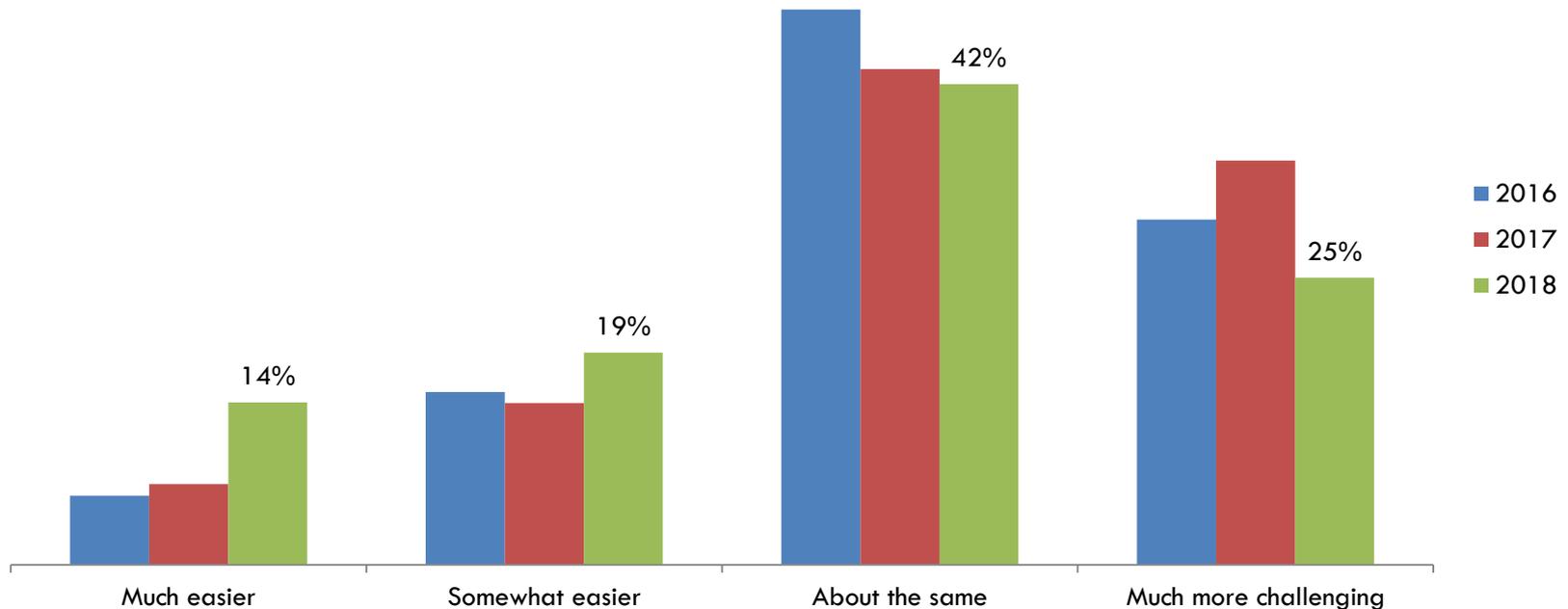


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About 1/4 of International clients are more challenging than others

Are International clients generally easier, about the same as, or more challenging to work with than other clients?

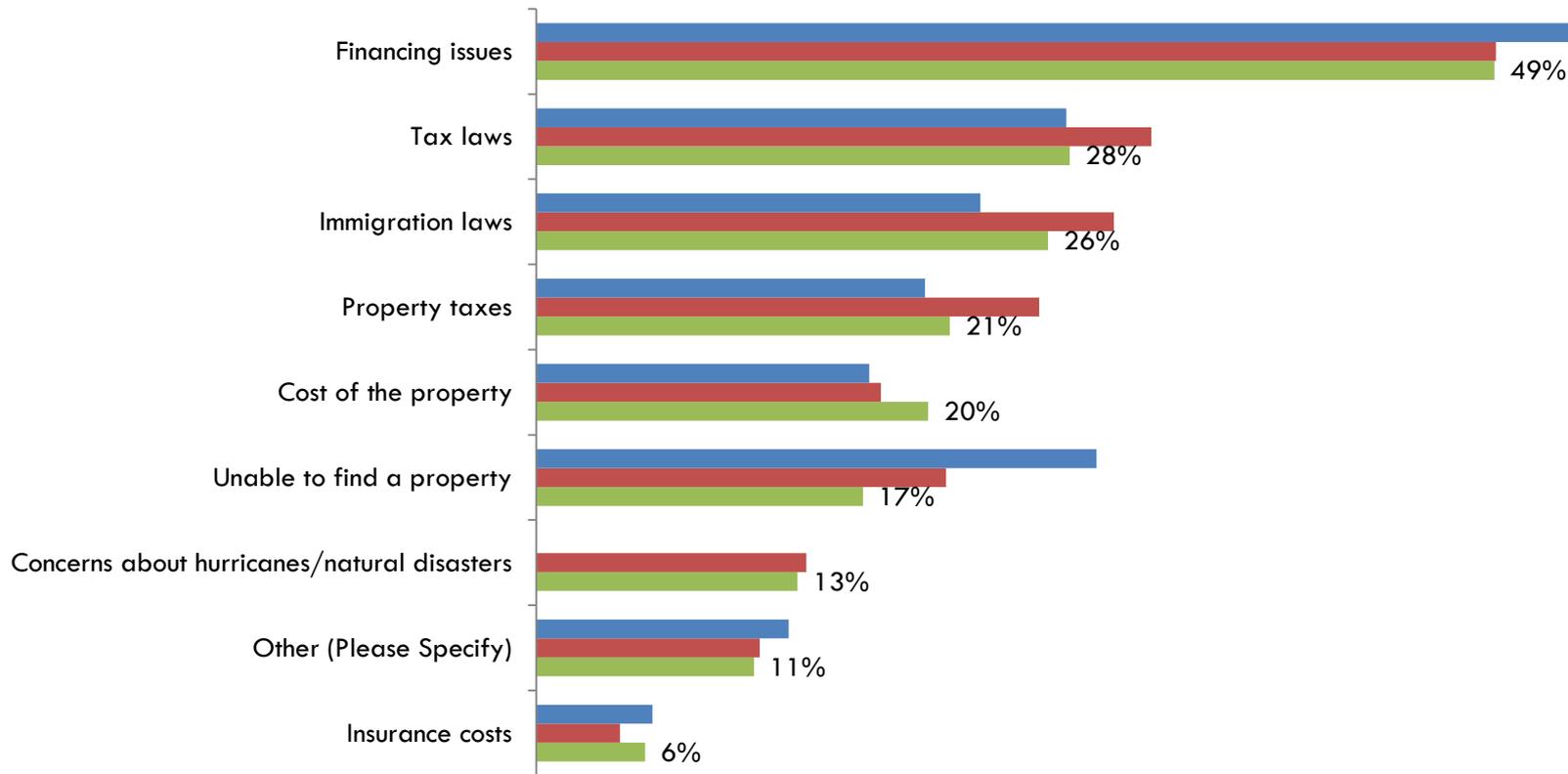


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Financing, tax, immigration laws largest barriers;

What are the three biggest barriers preventing your International clients from purchasing property?



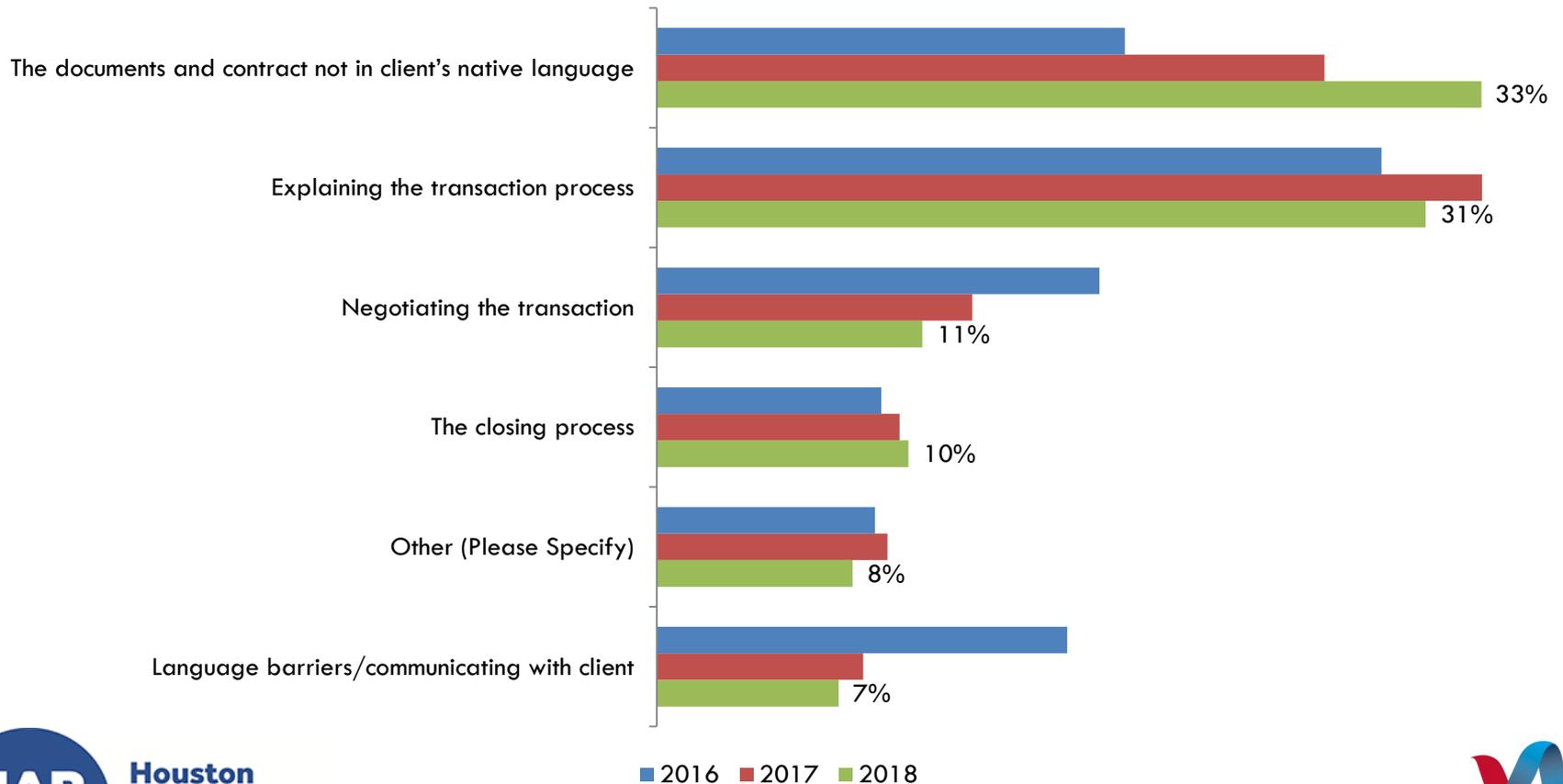
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■ 2016 ■ 2017 ■ 2018



English-only documentation and transaction process most difficult

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

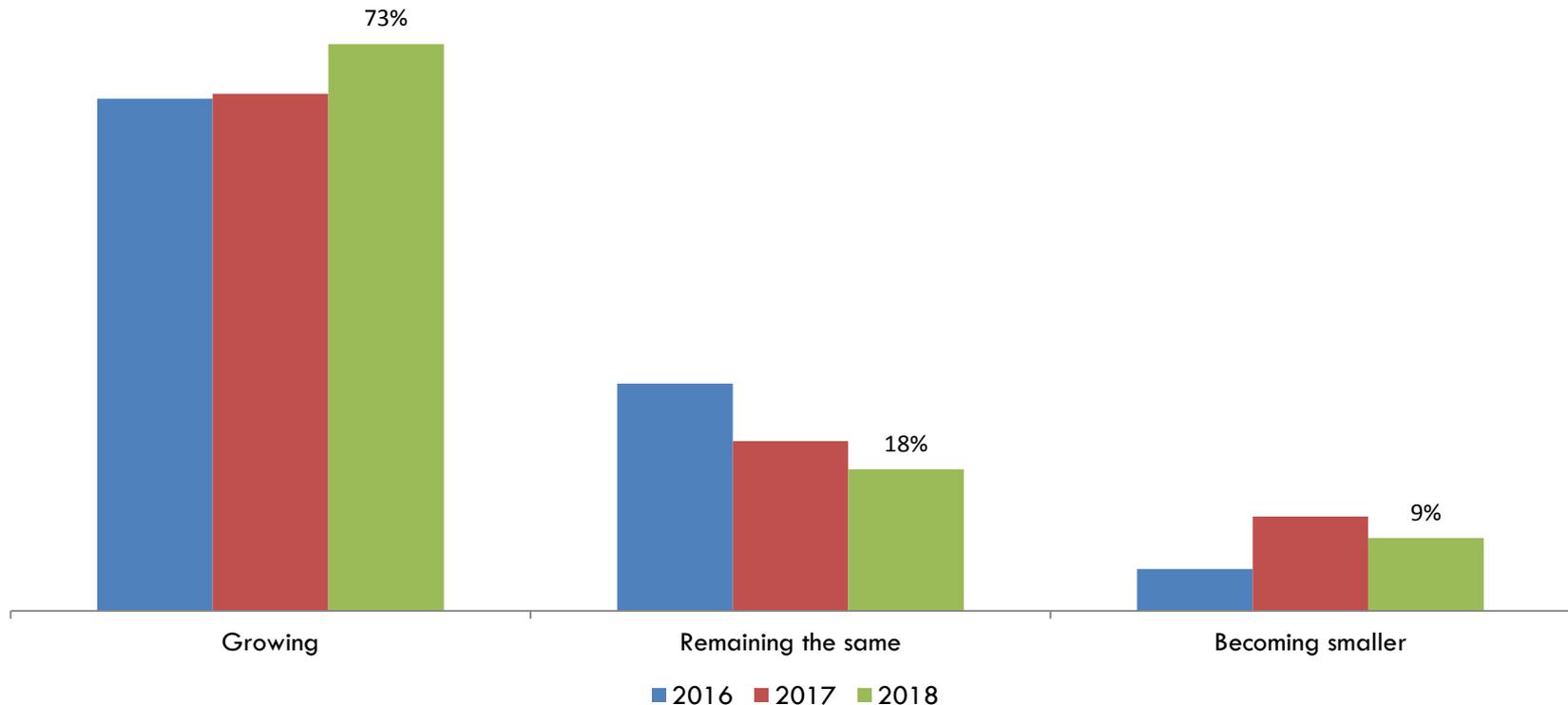


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Strong belief that International market is growing

Would you say the market for U.S. properties among International clients is growing, about the same or becoming smaller?



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Purchasing tendency shift – more investment, fewer Mexican buyers

Have you seen a shift in the purchasing tendencies of your International clients in the Houston market? If yes, please describe.

“Buying investment homes, Multi-Family properties.”

“Large decrease of Mexican buyers since Trump was elected, in part for his rhetoric against Mexicans and immigrants in general and part due to the Mexican peso losing value against the US dollar.”

“Has definitely gone up for my market, the Japanese. Word is out that Texas is hot and with Toyota in Dallas, everyone is shifting away from the west coast and looking at the returns they can get in Texas.”

“Investors are looking at the flooded properties. My residential Clients that have had their home flooded are trying to navigate thru all the repairs, red tape and insurance problems. Some are trying to find a home that did not flood or fix their existing home properly.”

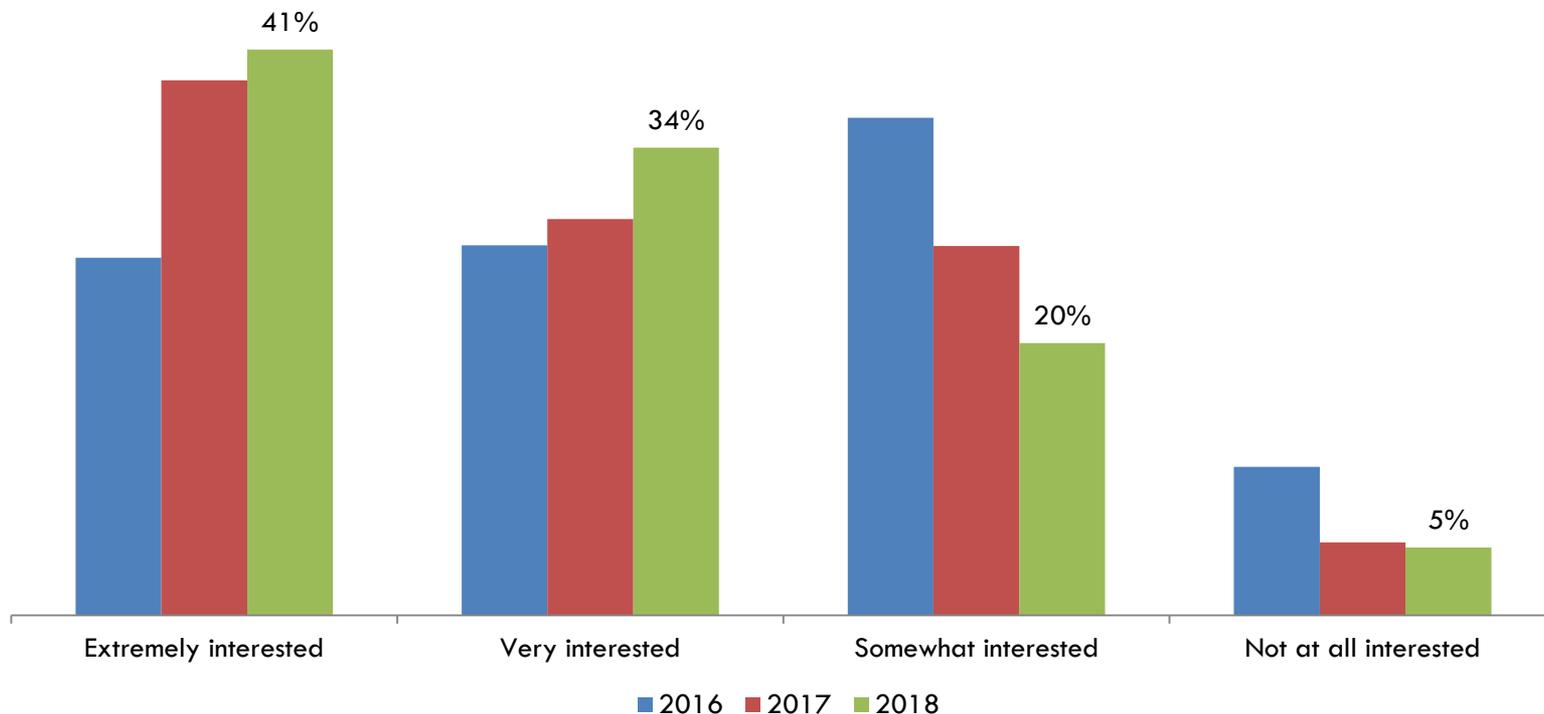


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Strong interest in how to close more International deals – Interest growing each year

How interested would you be in attending a course from HAR on how to grow your number of International clients?



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Suggestions about how to nurture growth for International

What can be done to ensure the International market for U.S. properties grows over the next few years?

“Make it easier for the International buyer to find forms and contracts in their own Language. I wish we could scan the contracts and they would come out in another language. The Sellers Disclosure is a big one.”

“Make Visa process easier / Remove 10% to 15% retention on sales by foreign nationals.”

“Fair treatment to all investors but most important - change the inheritance tax laws and FIRPTA tax laws that discourage foreign investment.”

“Inform us of the different laws and guidelines to follow when dealing with clients from different parts of the world.”

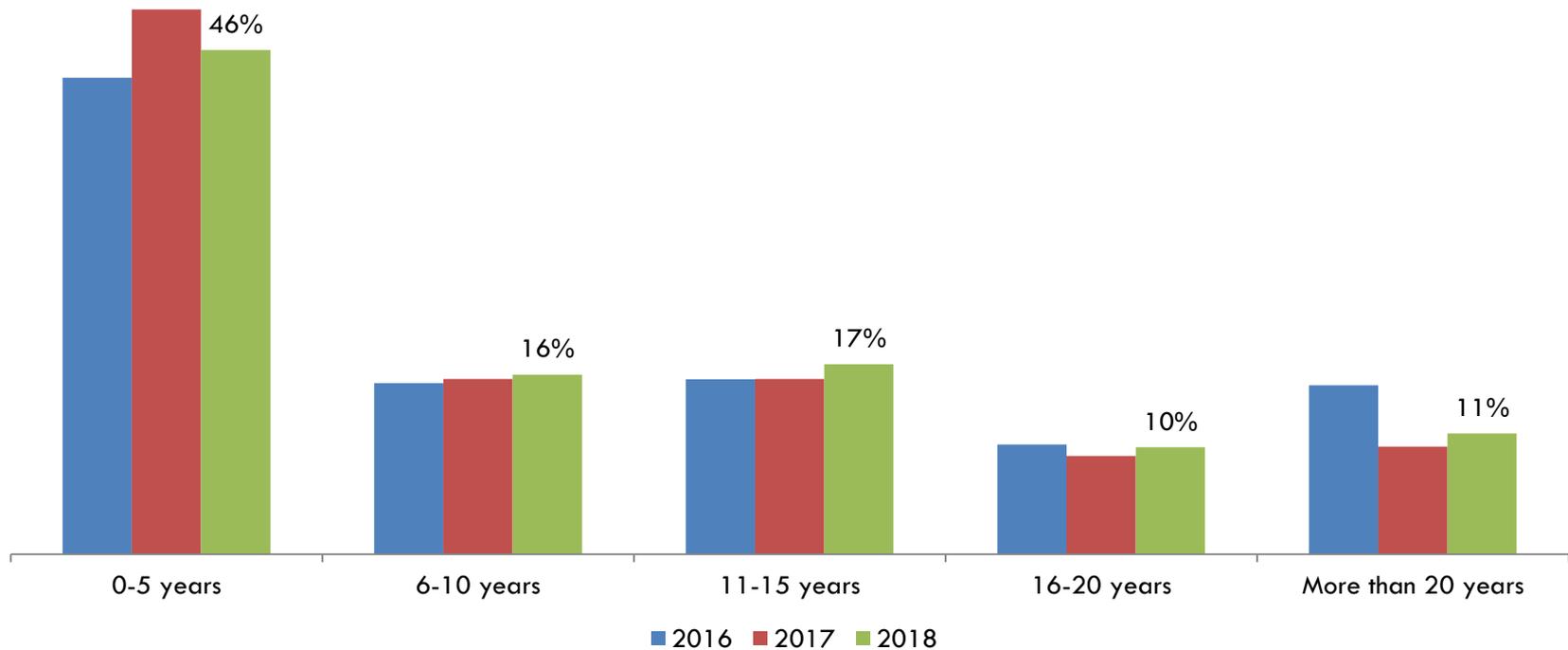


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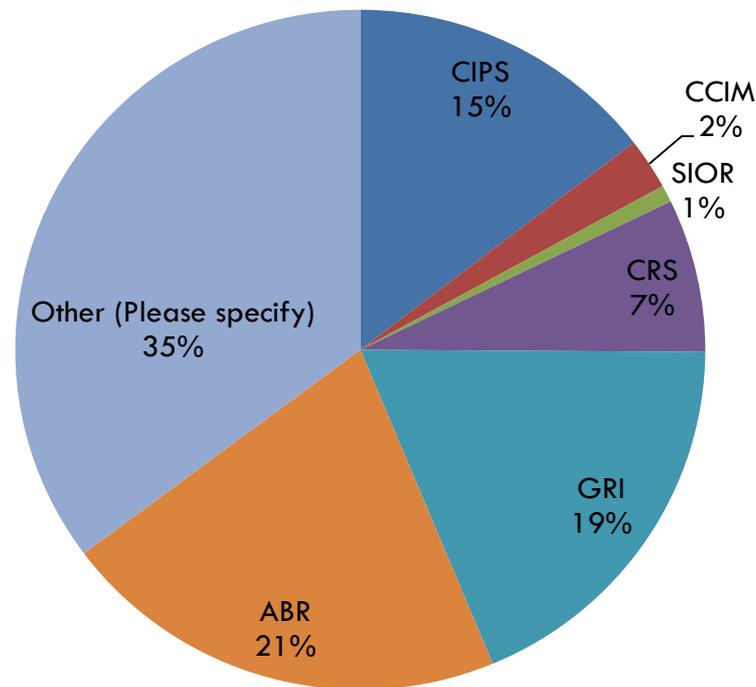
Less HAR Membership tenure than average

How long have you been a REALTOR®?



Only 15% have CIPS designation

What designations do you currently have?

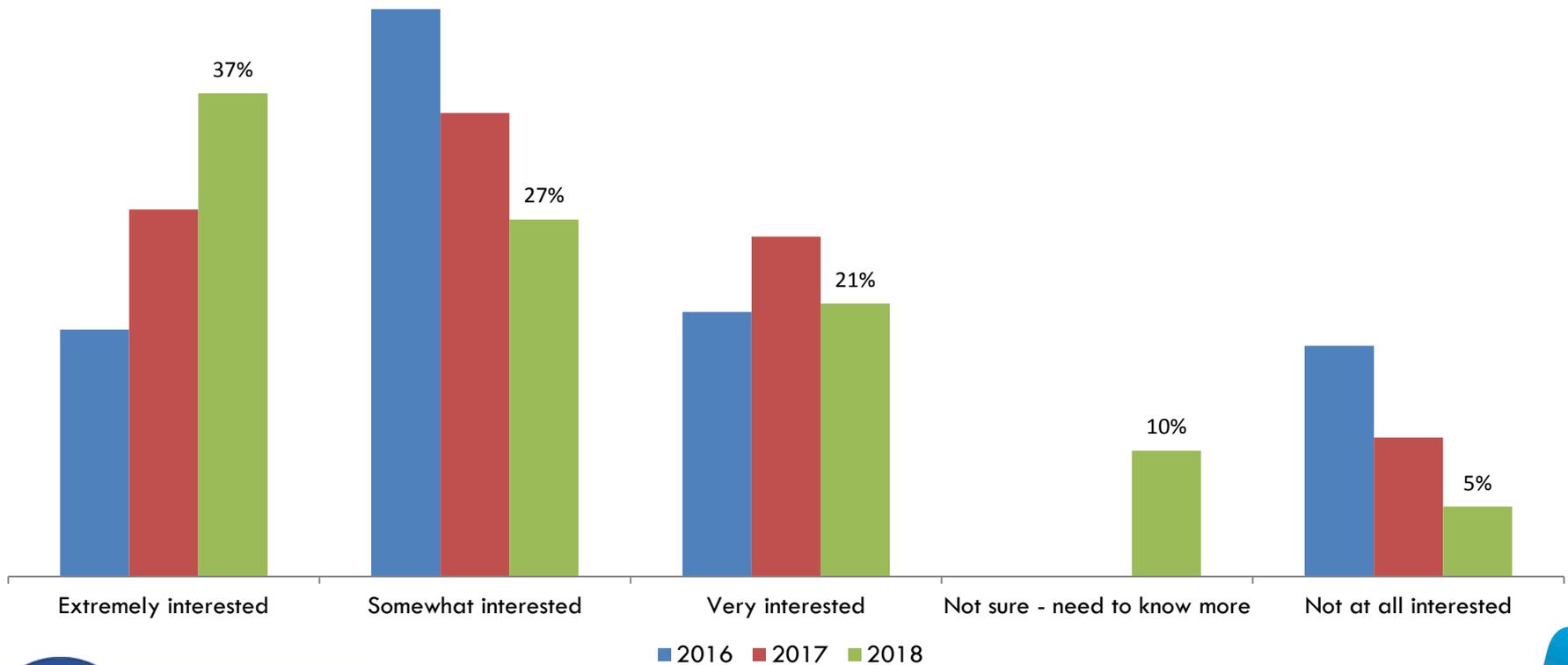


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Growing interest in becoming a CIPS Designee

How interested are you in becoming a CIPS Designee?



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Suggestions about how HAR can help

Do you have any suggestions about how HAR can help you grow your business with International clients?

“Providing agents with tools and education classes on how to capture more international clients.”

“Introduce how the process for International buyers is different from a US buyer and anything need to be aware.”

“If an outlet is available to reach their markets directly via Internet, social media or effective marketing in their areas (or any combination), that would be fantastic!”

“I am a CIPS designation and I do not see a lot of support. We should have meeting and also networking in order to bring more opportunities to our cities and outside”

“To have an easy access portal through Matrix so agents can find International agents by country, region or through the HAR app.”

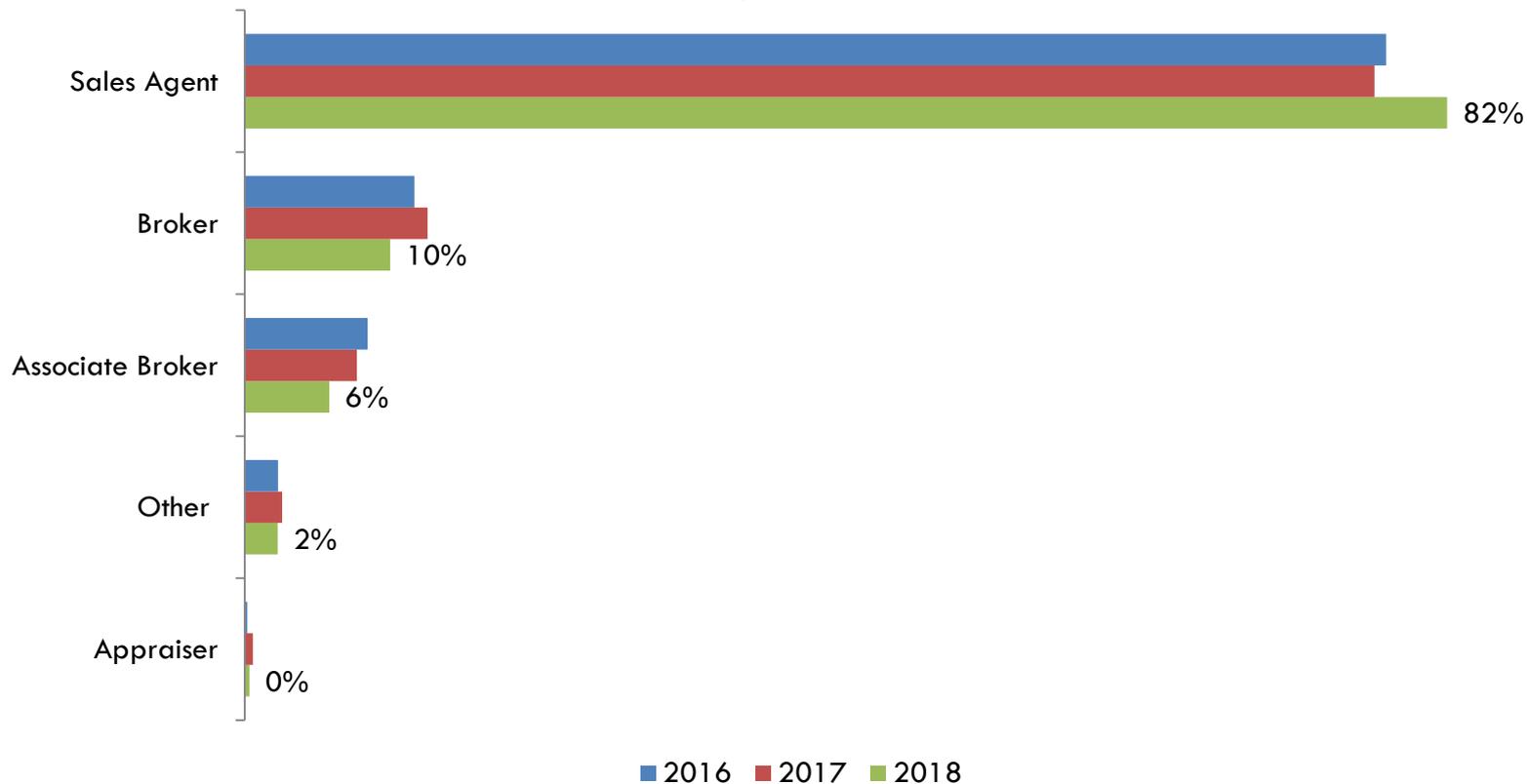


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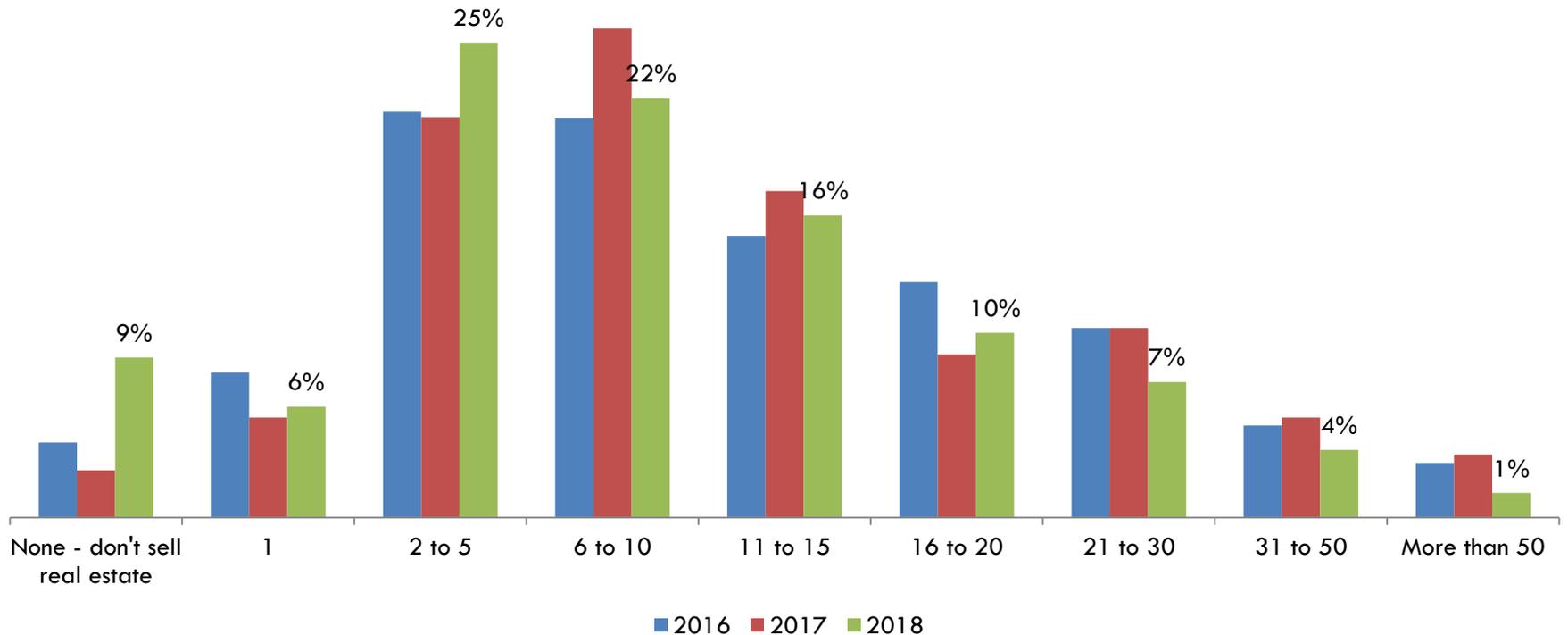
Bulk of respondents are agents

What is your role?



Just over 1/2 have completed 10 transactions or less

Approximately how many transaction sides have you closed in the past 12 months?



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