

opp

OVERSEAS PROPERTY PROFESSIONAL

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27-28 NOVEMBER LONDON

/// JUNE 2014
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HEART

LOVE THE CUSTOMER
+ CHERISH THE SELLER + CHARM
COLLEAGUES + IMPRESS THE
BOSS + MENTOR INTERNS



HEAD

KNOW THE MARKET + THE
LAW + INTERNATIONAL
LAW + LOCAL CULTURE +
INFRASTRUCTURE +
MONEY LAUNDERING +
COLLECTIVE INVESTMENTS
+ RESIDENCY RULES

RECRUITMENT SPECIAL AGENTS WANTED!



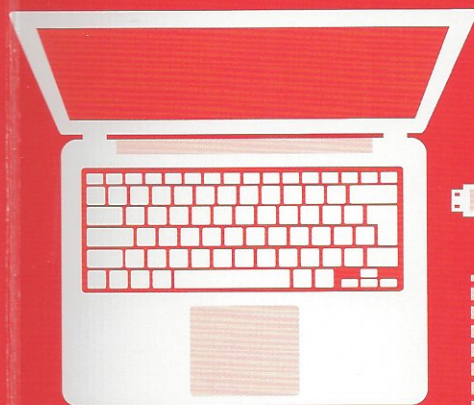
GUTS

KILLER INSTINCT + WIN
THE SALE + SMASH THE
COMPETITION + MAKE
MONEY + REACH THE TOP



CONTACTS

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Welcoming a new generation of agents



» Got a friend who might like to become an overseas property professional? Then give them our cut-out-and-keep guide to becoming an OPP

This is for anyone thinking of coming into the overseas property business. We all like to complain about our jobs, especially when it involves meeting the general public, but looking at it objectively, are there many careers better than being an estate agent overseas?

Out in the sunshine, fulfilling people's dreams of a seaside holiday home or a pied-à-terres in Paris or a super-prime penthouse in New York. Or helping people to emigrate, or retire to a healthier lifestyle. If you've never worked in a call centre or fast food kitchen,

trust me, you may not realise how lucky you are! It is also a career that suits expats particularly well,

If you've not worked in a call centre you may not realise how lucky you are to sell property!

having made the move themselves and being able both to advise on the processes of buying 'abroad'

and being able to relate to would-be immigrants. It is also an ideal second career.

As Tim Swannie of Home Hunts says: "It is important to get some life experience and maturity before becoming an agent, you are helping people to make one of the biggest decisions in their lives when they buy a house, and many clients may not take an 18-year-old seriously who is straight out of school." Ironically, of our experts, Tim was the only one who did start as a callow youth, so it is clearly a great career for old or young!

Happily, as the market (fingers



It asks a series of fairly searching questions and gives you a score on sociability, assertiveness, achievement, dependability and emotional resilience. Most of our interviewees said that academic qualifications were far from being the most important part of the job. Perhaps that's true of most jobs, but in selling something as personal as a home, the 'halo effect' - the likeability factor - can hardly be over emphasised, and if an agent cannot charm their way into a job they may not be right for real estate.

Most agents will start off as a domestic agent in their own country, then transfer to an international division or move abroad. The problem for international agents is that they must deal with the laws and restrictions in the country of the buyer, and the property, as well as international law. But whenever you get a barrier to entry like that,

you also get greater potential for those who are willing to overcome those barriers. With the UK the biggest buyers' market in Europe and the base of many international companies, we will now consider how one can become an estate agent in the UK. Many of the same principles will apply to other countries.

STRAIGHT FROM SCHOOL

Tim Swannie of Home Hunts now sells luxury property from New York to Paris, but he started straight from school: "I joined a UK based estate agency called Black Horse Agencies (part of Lloyds Bank) straight from school as an office junior and worked my way up. I remember spending the whole of the first week photocopying sales details but I loved being in the office environment."

The recruitment specialist Reed and Co lists estate agency as one

crossed) continues to improve, we have been hearing from Basko to Brisbane that agents are finally employing more staff. "I carried out interviews in Spain this week," Chris Mercer told OPP, "as we need to strengthen the sales team." So we asked some industry bigwigs to tell us how they came into the business, and the answers are revealing in their variety.

But for those who feel inspired it is a good idea to ask from the start, do you have the necessary qualities?

THE RIGHT STUFF?

It was revealing that when we asked our 10 wise OPPs about their career high, none of these international jet-setters mentioned the lifestyle or the travel; they all, unanimously, quoted an amazing sales win. Selling is what it's all about.

To see whether you would make a good salesperson, try the Century21 real estate simulator.



Jeff Foo
President, IEA, Singapore

» **Why estate agency:** Friends suggested I give it a go. 34 years later, still a realtor.
» **Most important quality:** Passion, Professionalism, Knowledge, Commitment, Ethics. Academic results don't mean a thing if you don't have the EQ (emotional quotient).



Tim Swannie
Director, Home Hunts

» **Most important quality:** Personality is the most important thing for us. We try to only work with positive, open and honest people. We work as luxury buyers agents for international clients and it is SO important that our sales team are good listeners and great at communicating with people

» **Career highlights:** Youngest ever branch manager at Black Horse Agencies when I was 20 years old... winning at the OPP awards in London!

