

# 2019 Survey on Inbound Referral Business of International Realtor® Members



National Association of REALTORS®  
September 2019

# Key Findings

The National Association of REALTORS® (NAR) connects real estate agents from all over the world to assist them in growing their referral business and share best practices under a code of ethics that secures the trust and confidence of international clients. This study looks at the referrals International Realtor® Members (IRMs) receive from their contacts abroad and the challenges and opportunities regarding the international referral business.



54% of respondents had at least one referral from a contact abroad, whether IRM or not.



Respondents received residential and commercial referrals: residential purchase (80% of respondents), residential lease (37%), commercial purchase (20%), and commercial lease (13%).



A high fraction of respondents were able to assist the referred person: residential purchase (90% of respondents), residential lease (82%), commercial purchase (78%), commercial lease (84%).



A small fraction of respondents reported referrals were from IRM contacts: residential purchase (19% of respondents), residential lease (15%), commercial purchase (13%), commercial lease (29%).



Referrals are mostly regionalized: most Latin American respondents received referrals from U.S. and Latin American contacts, while most Asian respondents received referrals from Asian contacts



More than half of respondents reported they need networking events and tools, training, and information on international clients to growth their referral and international business.





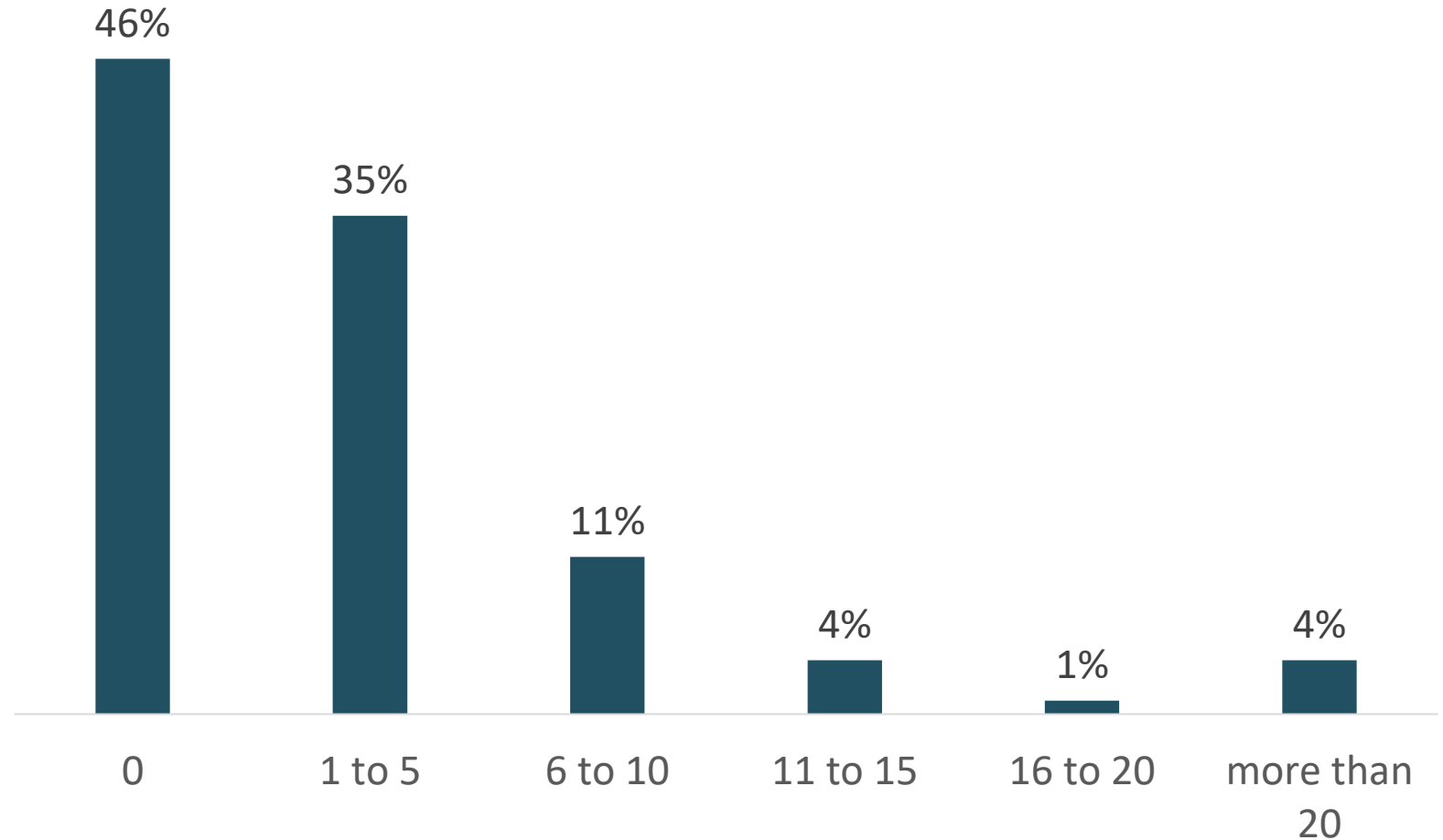
Inbound Referrals

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54% of respondents had at least one referral from a contact abroad, whether IRM or not

n=319 respondents

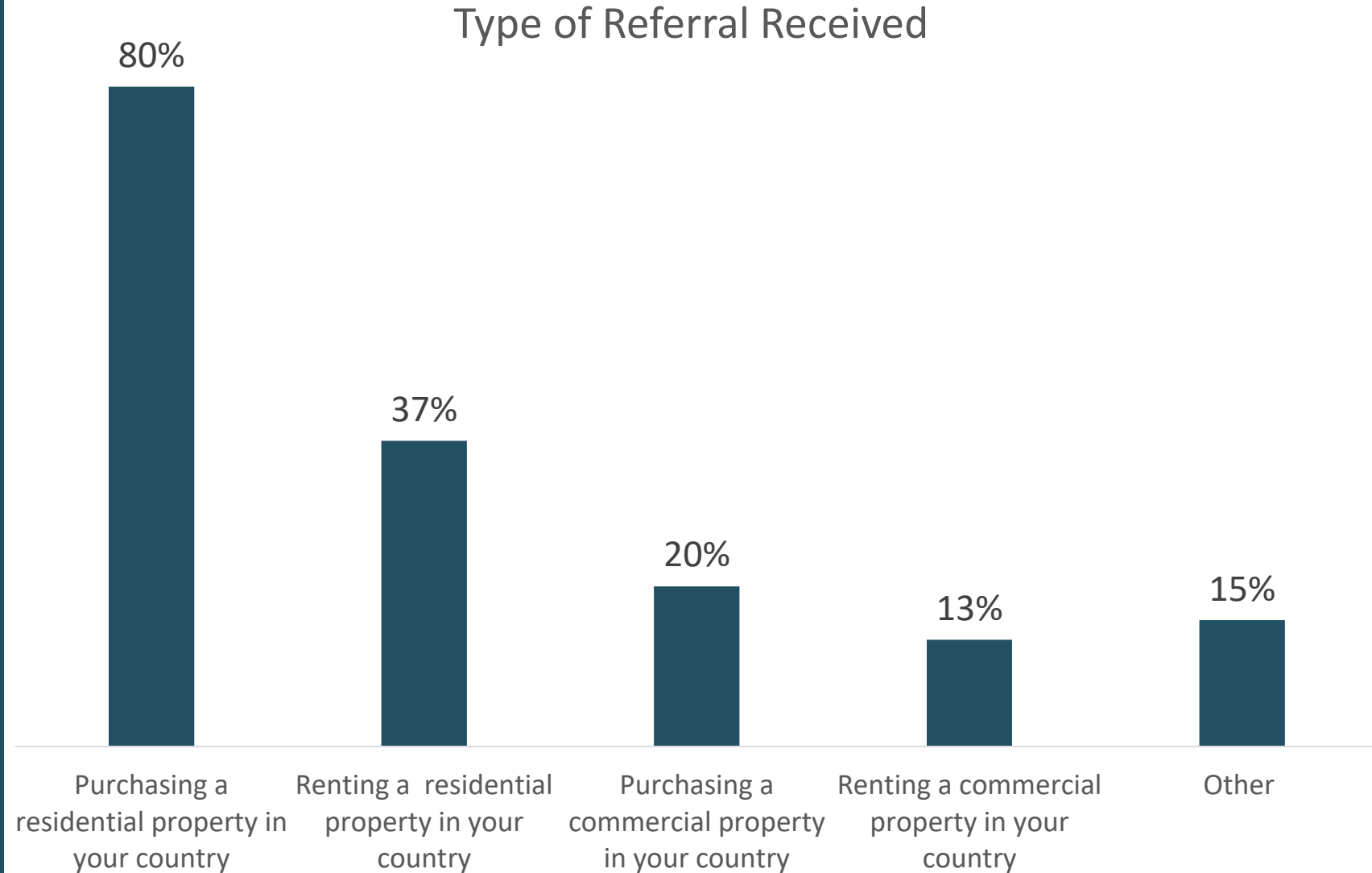
Distribution of Number of Referrals Received from Contacts Abroad



Most referrals were for a residential property purchase

n=169 respondents

The shares represent the fraction of respondents that reported these type of referrals. Respondents can report multiple types of referrals so the fractions won't sum up to 100 percent.

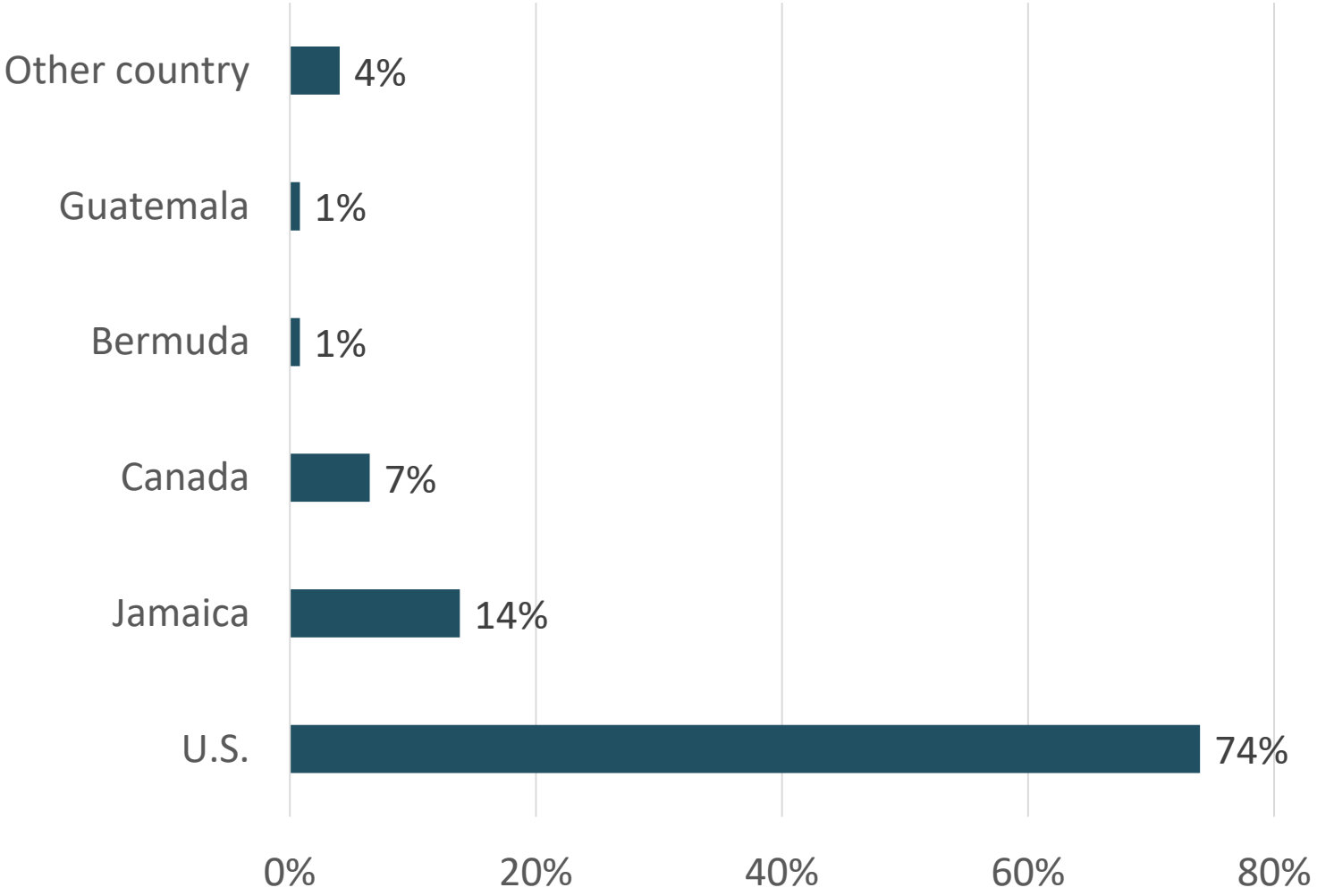


Most Jamaican inbound referrals were from U.S. contacts



n=123 respondents

Referrals Received by Jamaican Respondents

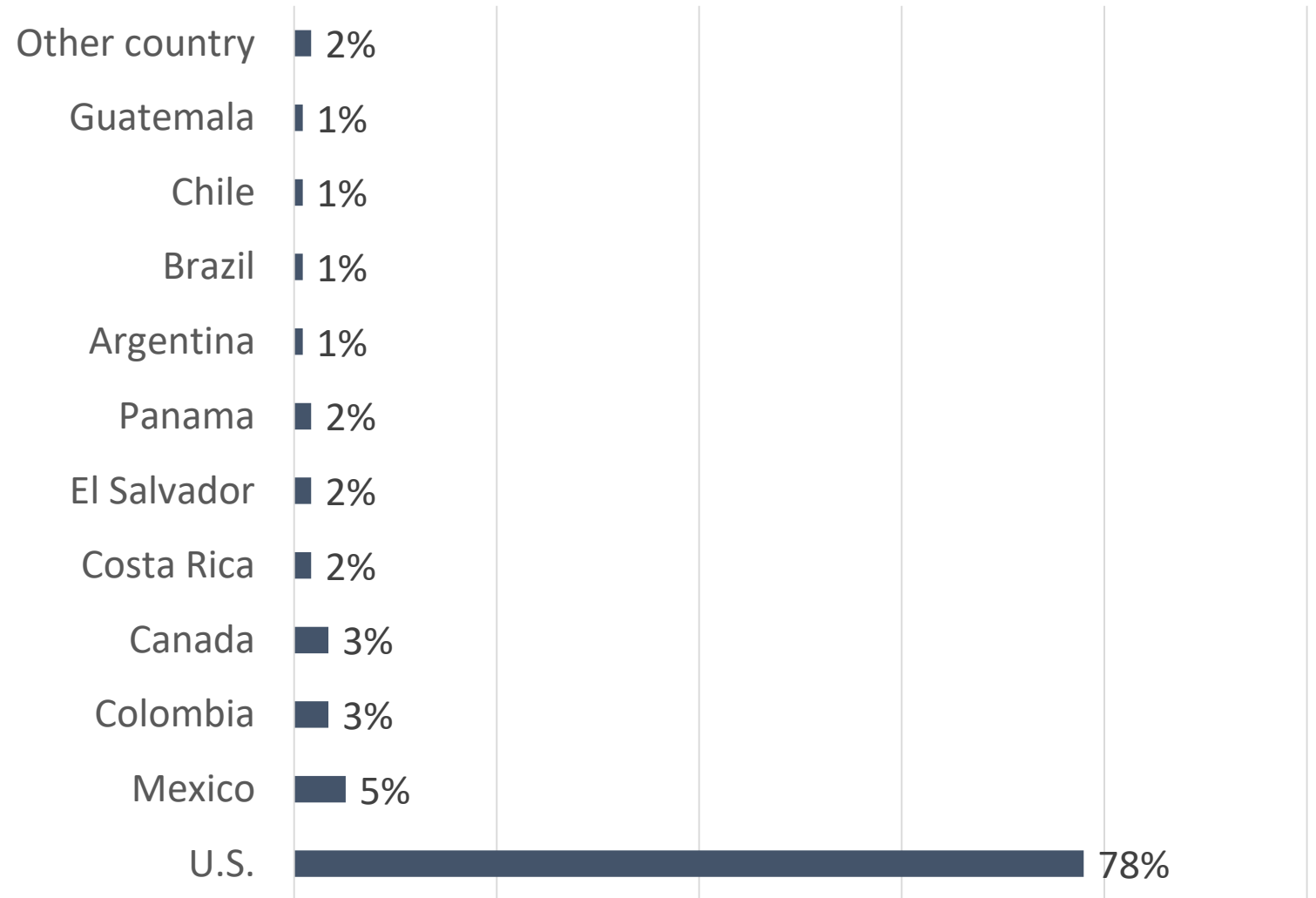


Most Mexican inbound referrals were from U.S. contacts



n=118 respondents

Referrals Received by Mexican Respondents



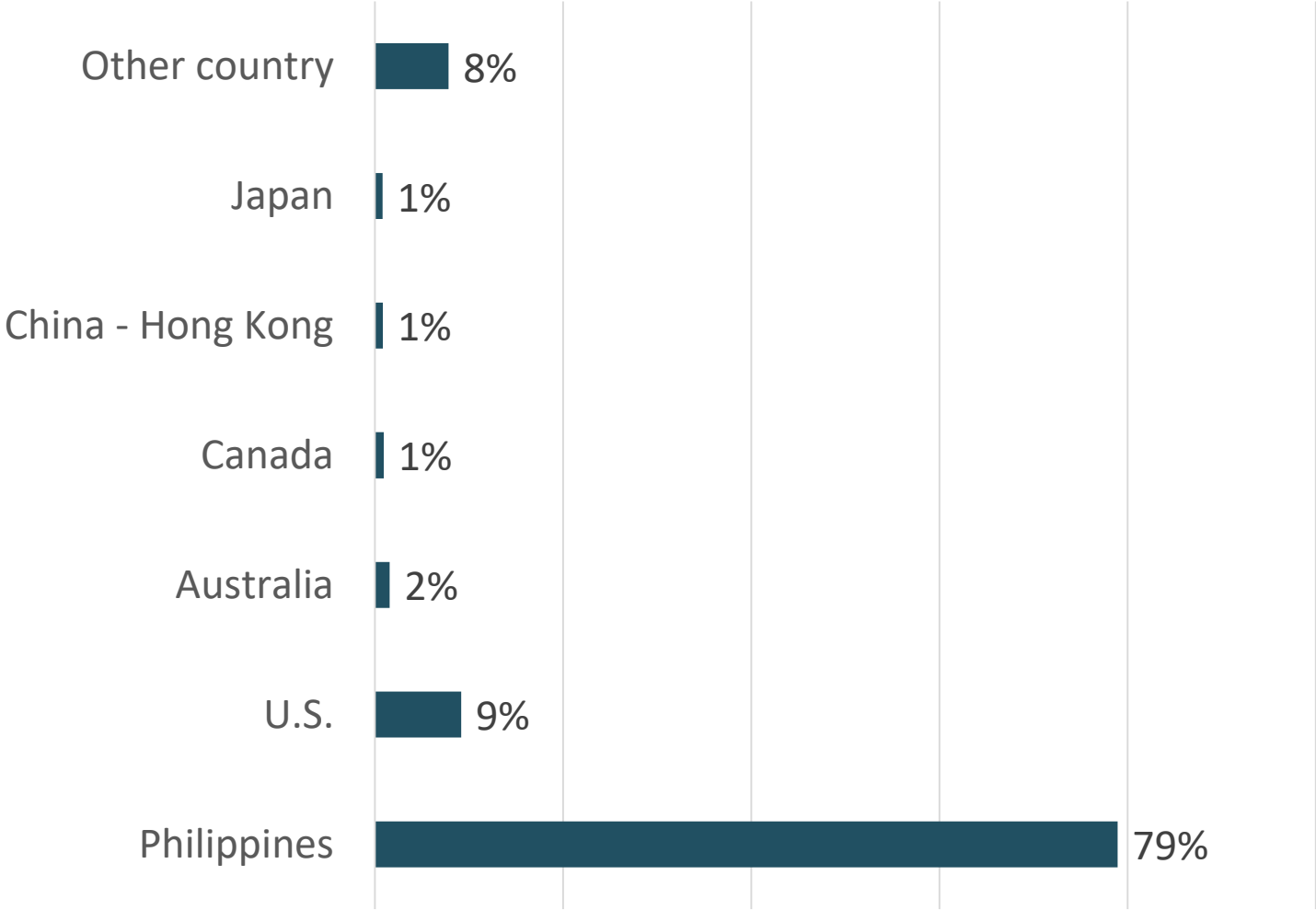


Most Philippine inbound referrals were also from Philippine contacts



n=2,831 respondents

Referrals Received by Philippine Respondents



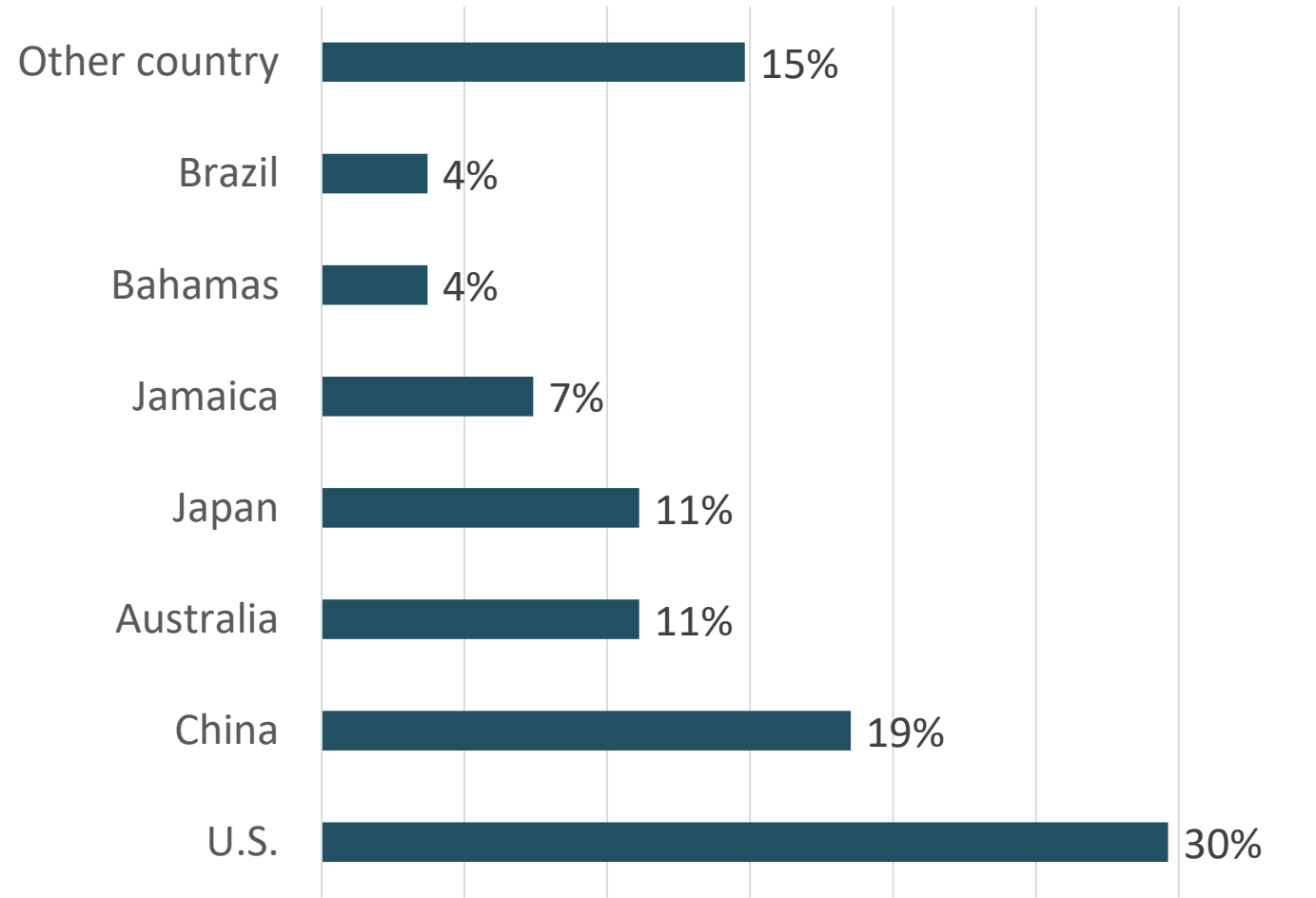


Canadian respondents received a mix of referrals from contacts abroad



n=27 respondents

Referrals Received by Canadian Respondents

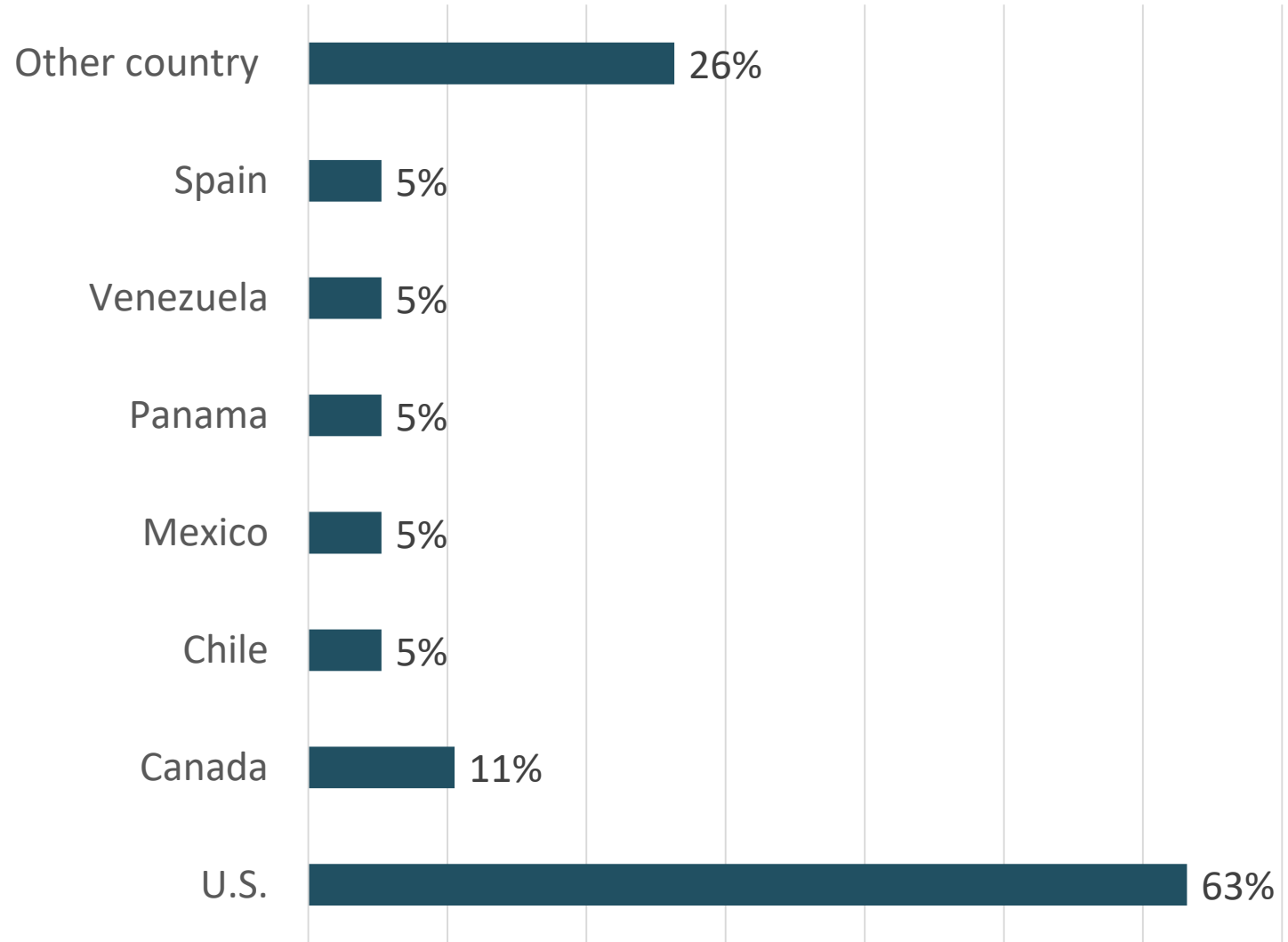


Most Colombian inbound referrals were from U.S. contacts



n=19 respondents

Referrals Received by Colombian Respondents

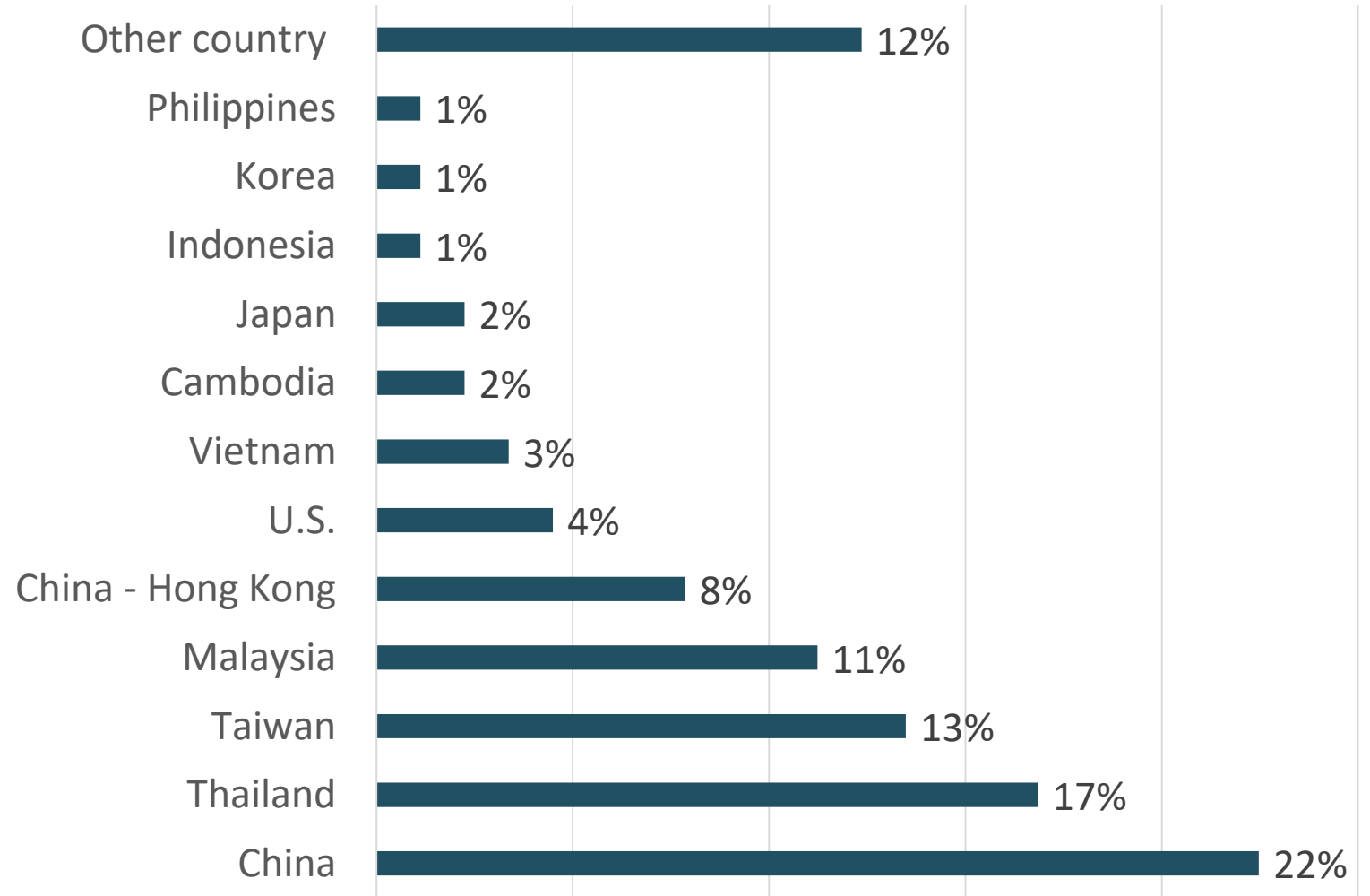


Thai respondents received a mix of inbound referrals, mainly from Asian contacts



n=89 respondents

Referrals Received by Thai Respondents

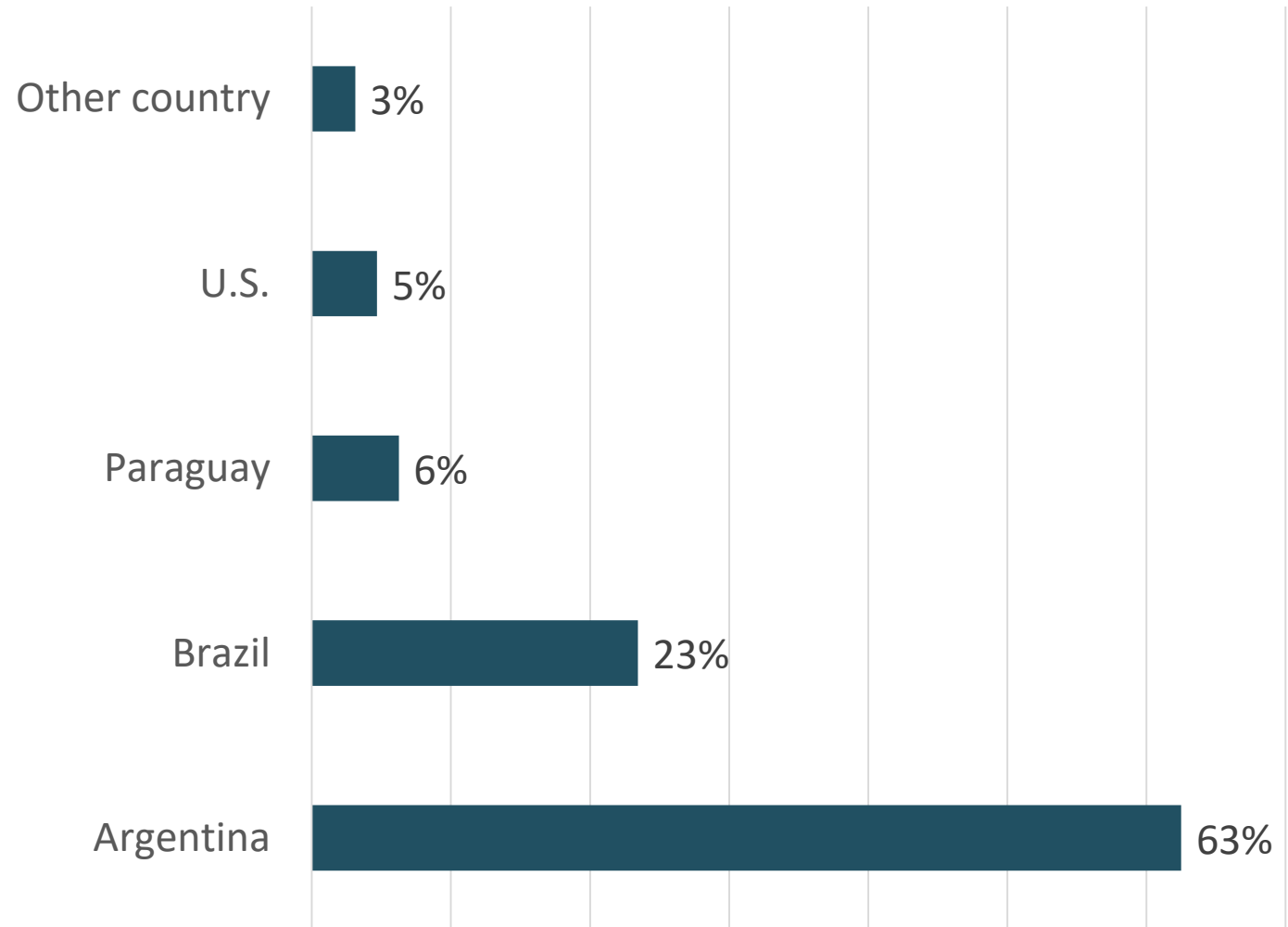


Most Brazilian inbound referrals were from Argentinian contacts



n=64 respondents

Referrals Received by Brazilian Respondents

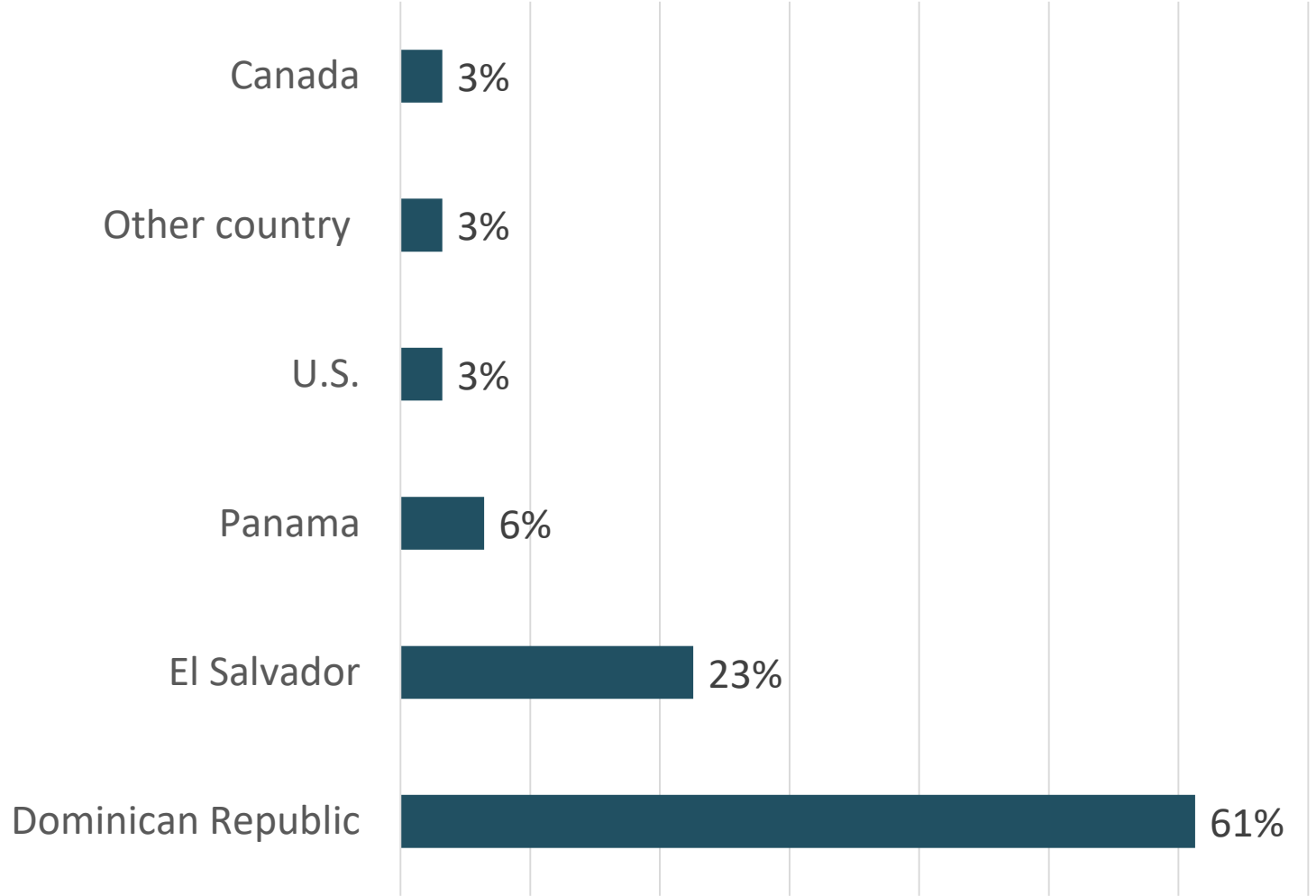


Most Panamanian inbound referrals were from Dominican Republic contacts



n=31 respondents

Referrals Received by Panamanian Respondents







# Residential Purchase Referrals

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80% of respondents reported a residential property purchase referral

42% of residential buyer referrals were for a condo purchase

n=97 respondents (type of property)



Condos, 42%



Detached, single-family, 35%



Townhomes, 10%



Land, 7%; Other 7%



74% of referred buyers intended to use residential property for vacation and/or investment rental

n=114 respondents (intended use)



Both residential rental or vacation home, 30%



Vacation home only, 16%



Residential rental only, 22%



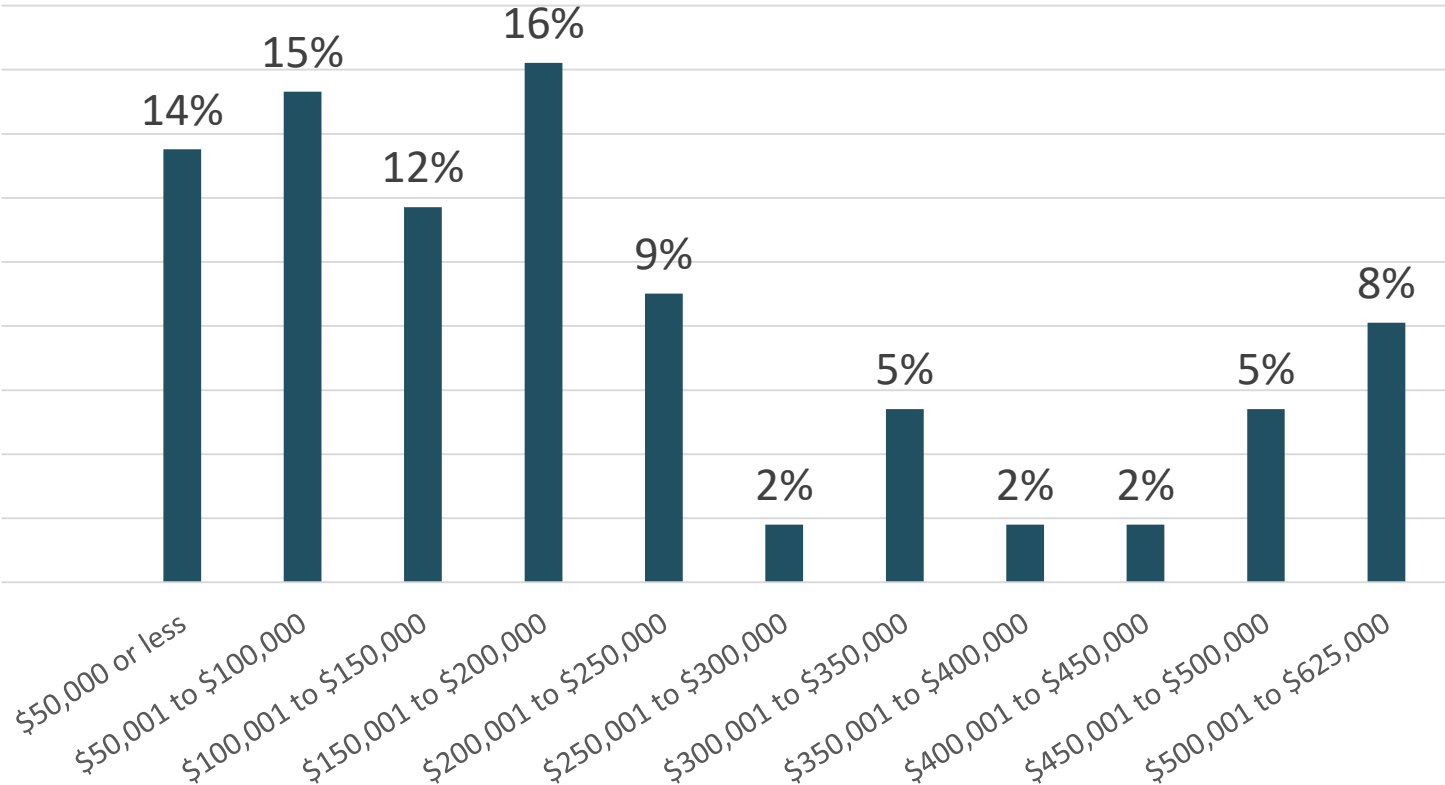
Primary residence only, 26%

Other 2%; Don't know 4%

Median residential  
buyer search price :  
\$155,000

n=94 respondents  
n=36 (Philippines)  
n= 19 (Jamaica)  
n=17 (Mexico)

Price Range of Referred Buyer



\$75,000



\$175,000



\$325,000

# 50% of referred buyers intended to use mortgage financing



Mortgage, 50%



Cash, 38%



Other, 3%



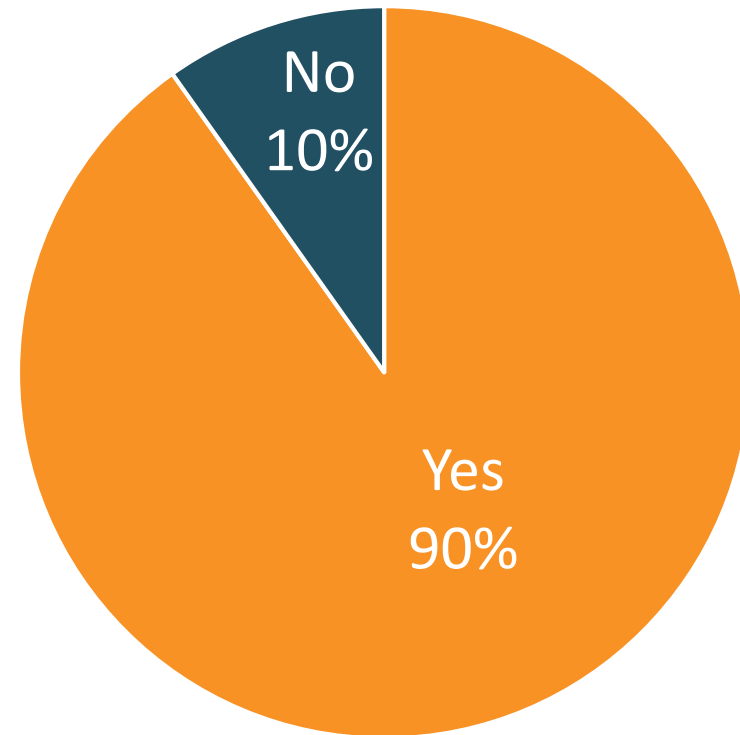
Don't know, 9%

n=112 respondents



90% of respondents reported they were able to help the referred residential buyer

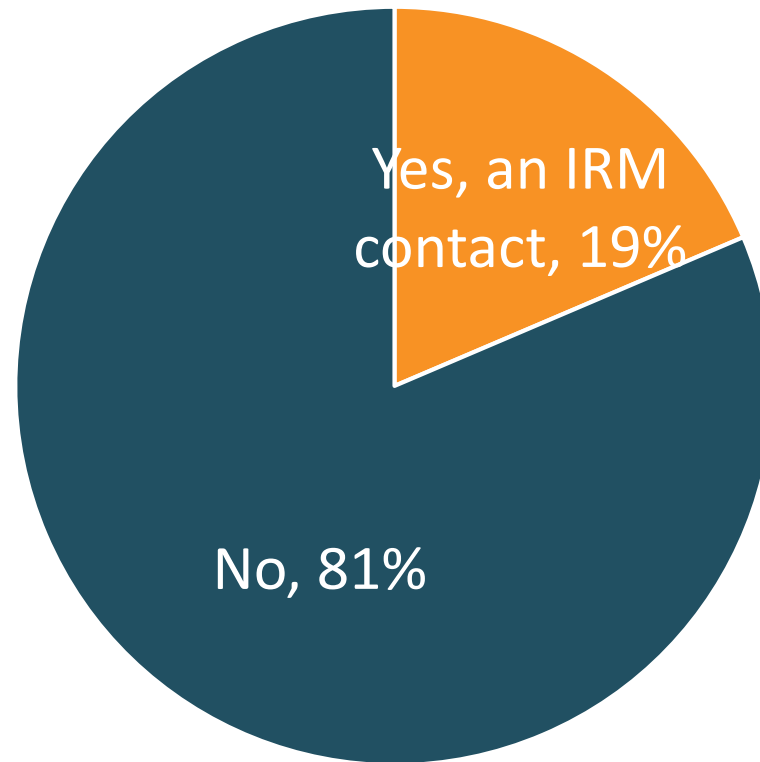
Were You Able to Help The Referred Residential Buyer?



n = 113 respondents

19% of respondents reported the residential buyer referral was from an IRM contact

Was This Person Referred by an IRM Contact?



n = 113 respondents



# Residential Lease Referrals

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37% of respondents reported a residential rental referral

Median monthly rent: \$1,500

n=63 respondents (type of property to be leased)



Condos, 35%



Apartments, 27%



Townhomes, 10%

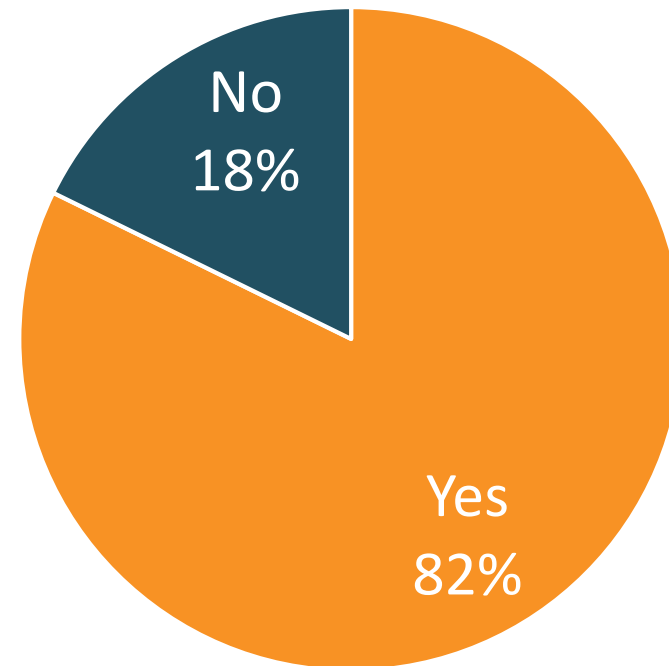
Other, 2%



Detached, single-family, 27%

82% of respondents reported they were able to help the person seeking to rent residential property

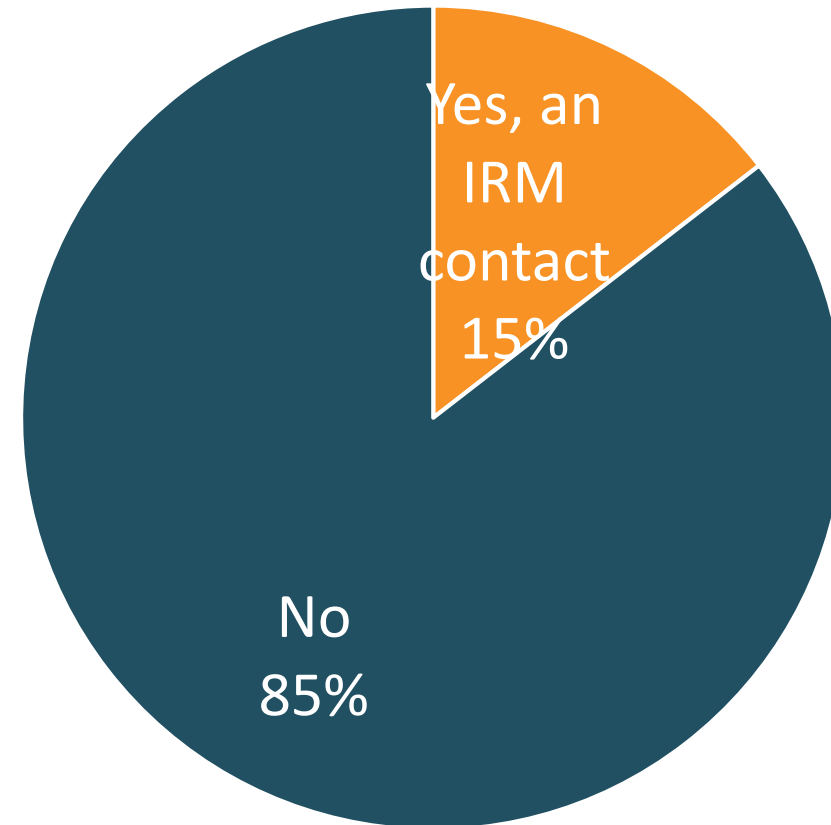
Where You Able to Help This Person Seeking to Rent Residential Property?





15% of respondents reported the residential lease referral was from an IRM contact

## Was This Person Seeking to Rent Referred by an IRM Contact?



An aerial photograph of a city, likely São Paulo, showing a mix of high-rise apartment buildings and lower-density residential areas with red-tiled roofs. A large, semi-transparent white circle is overlaid on the right side of the image, containing the text 'Commercial Purchase Referrals'.

# Commercial Purchase Referrals

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# 20% of respondents received commercial purchase referrals

n=46 respondents (type of property)



Land, 30%



Office, 24%



Industrial, 17%



Retail, 9%



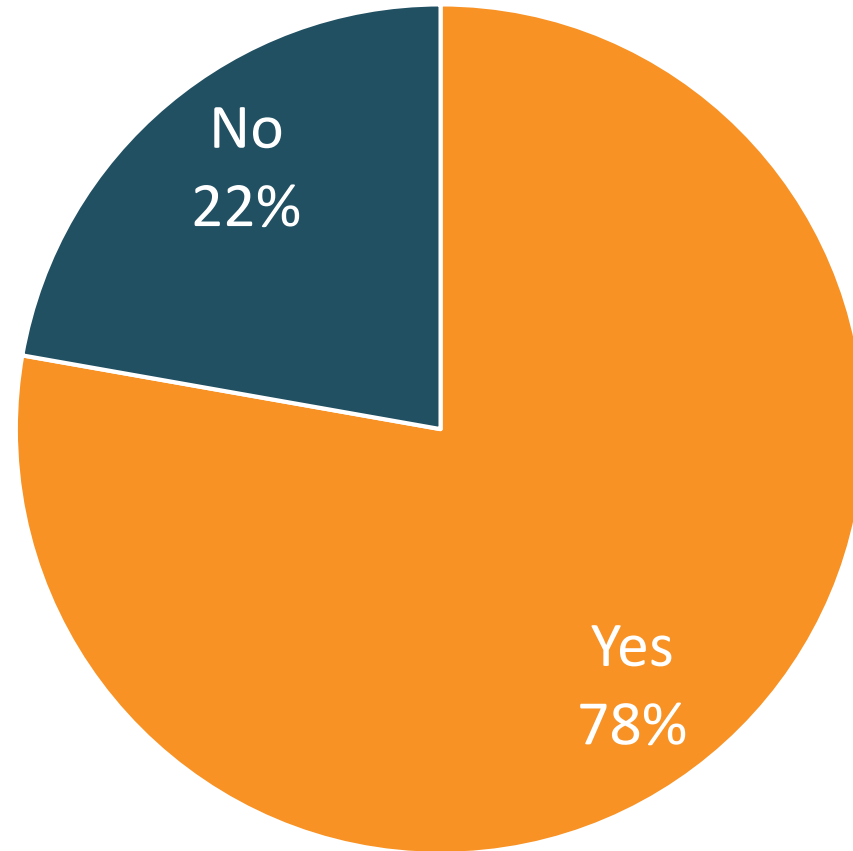
Multi-family, 4%



Other, 15%

78% of respondents reported they were able to help the referred commercial buyer

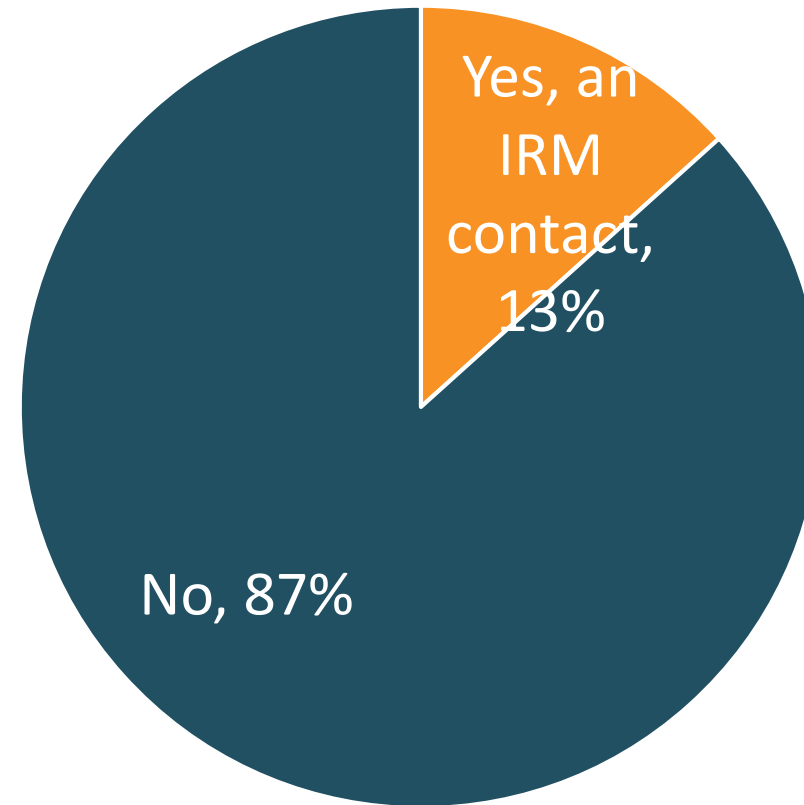
Were You Able to Help This Referred Commercial Buyer?



n = 45 respondents

13% of respondents reported the commercial buyer referral was from an IRM contact

Was This Commercial Buyer Referred by an IRM Contact?



n = 45 respondents





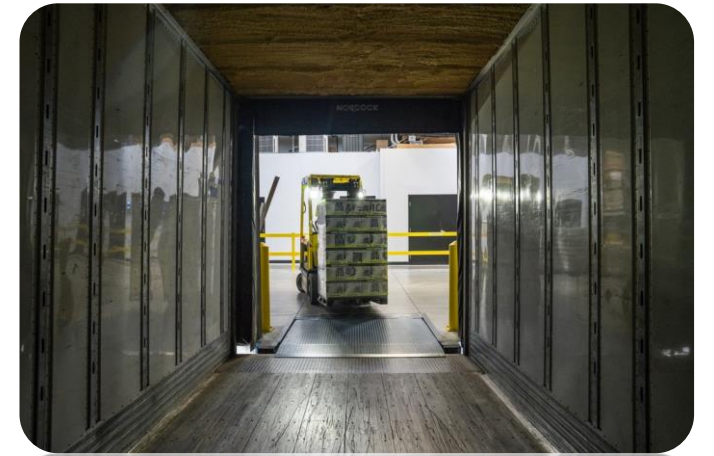
Commercial Lease  
Referrals

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# 13% of respondents received commercial space rental referrals



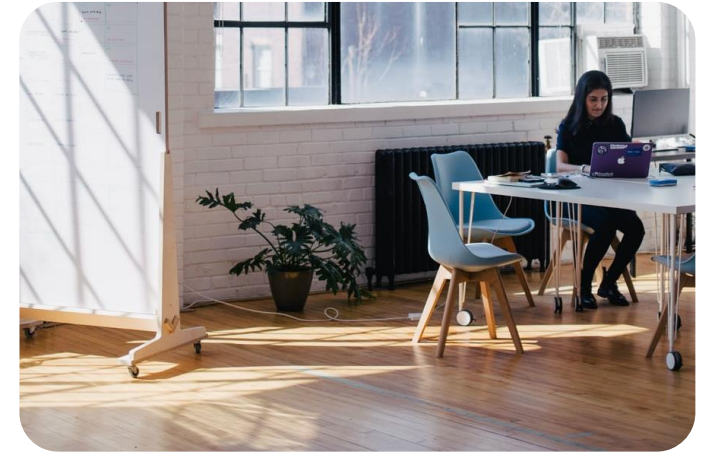
Office, 50%



Industrial, 18%



Retail, 18%

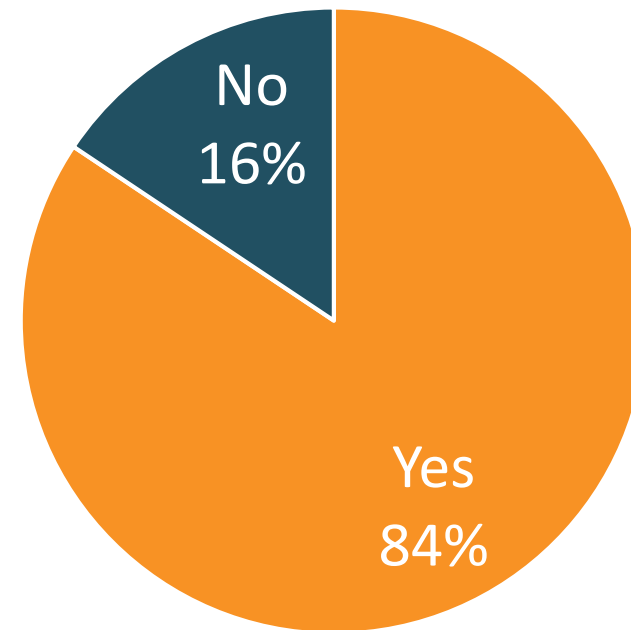


Other, 14%

n=32 respondents (type of property)

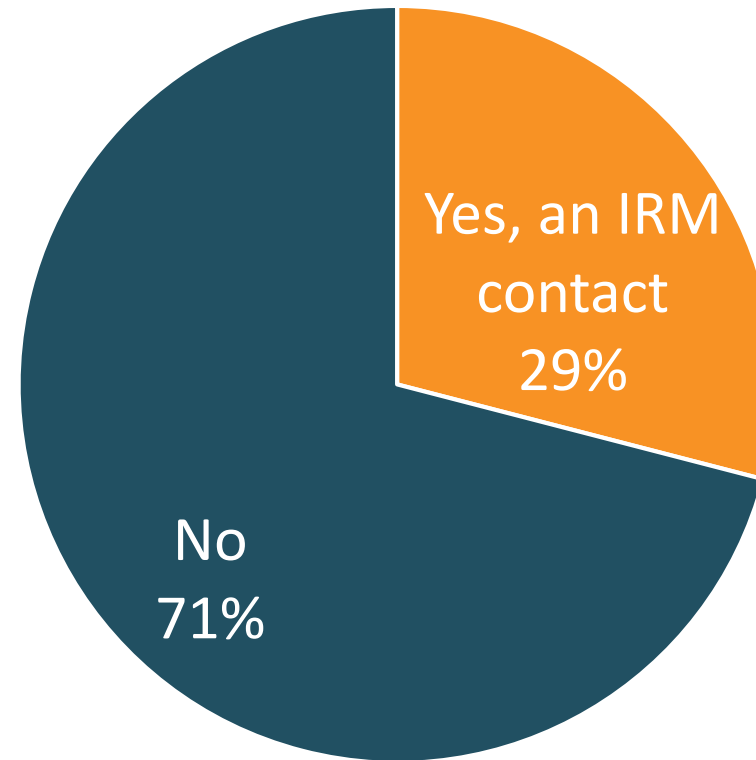
84% of respondents reported they were able to help the person seeking to rent commercial property

Were You Able to Help the Person Seeking to Rent Commercial Property?



29% of respondents reported the commercial rental referral from an IRM contact

Was this Person Referred by an IRM Contact?



n = 31 respondents





# Growing the Referral Business

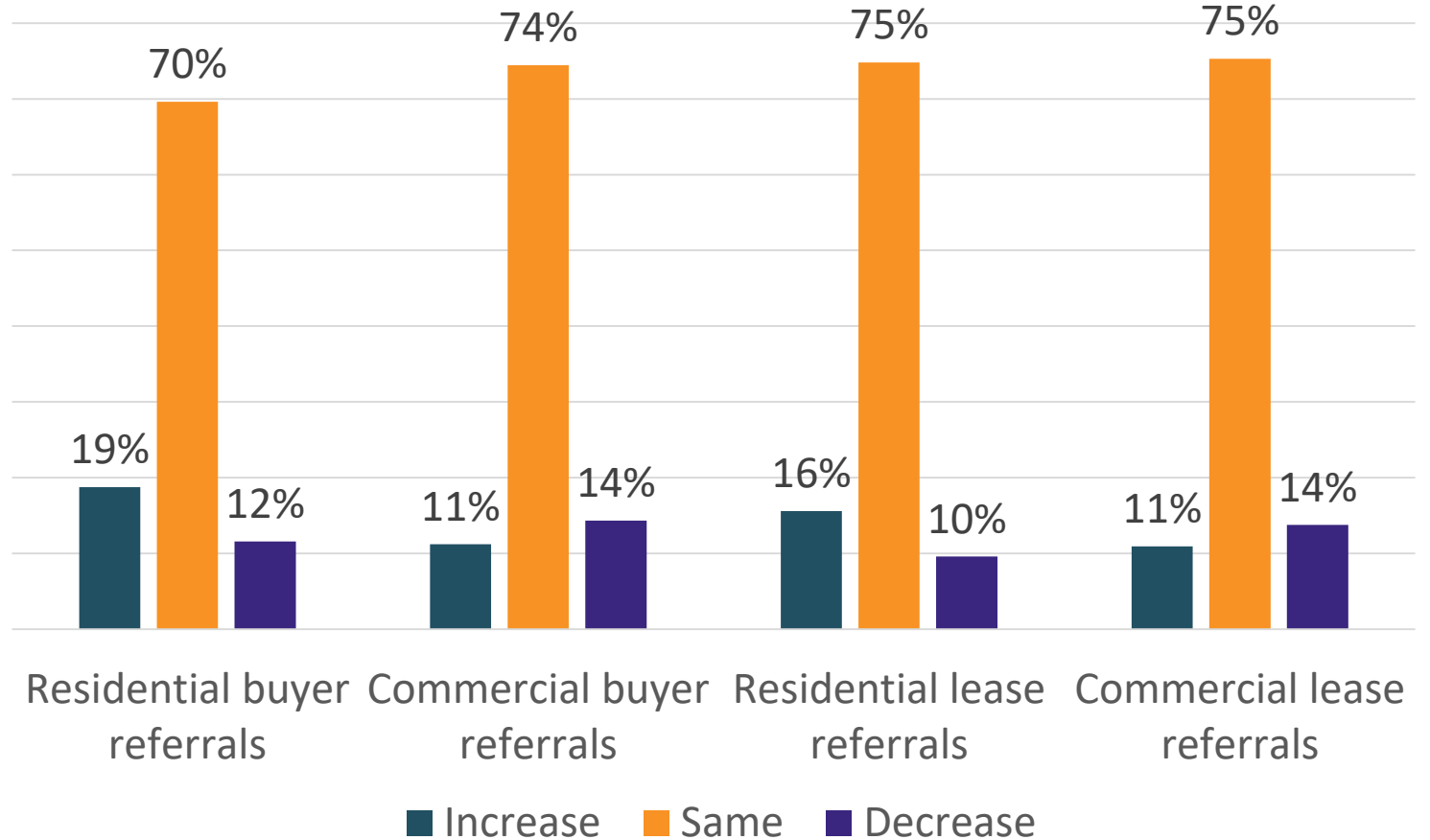
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11% to 19%  
reported an  
increase in inbound  
referrals  
during July  
2018–June 2019  
compared to one  
year ago

n=293 , residential buyer  
n= 258, commercial buyer  
n=250, residential lease  
n=247, commercial lease

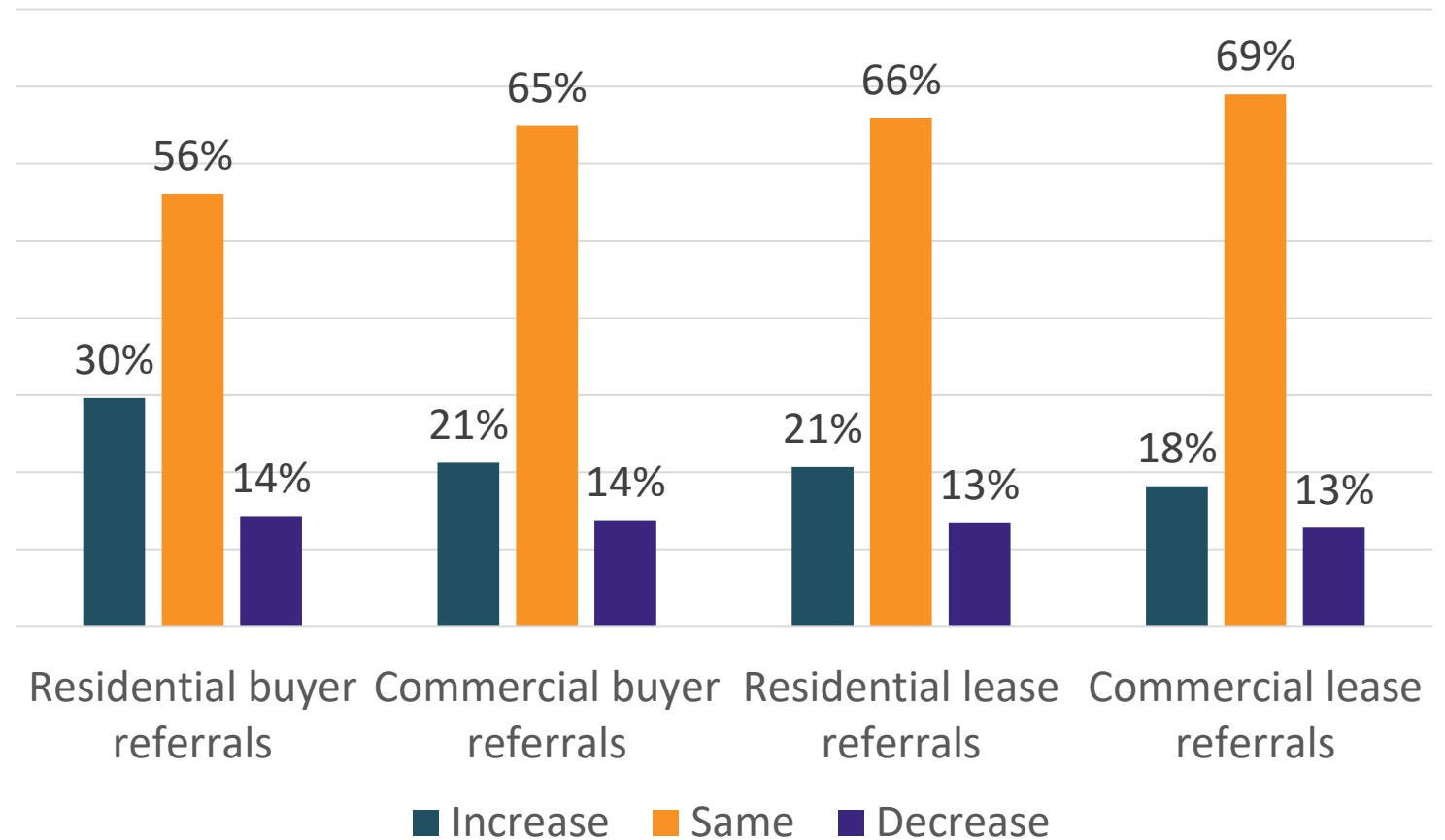
Change in Referral Business Compared to One Year Ago



15% to 30% reported an increase in inbound referrals during July 2018 – June 2019 compared to five years ago

n=177 , residential buyer  
n= 162, commercial buyer  
n=152, residential lease  
n=151, commercial lease

Change in Referral Business Compared to Five Years Ago



# Resources Needed to Expand International Business

More than half of respondents need support to expand business



63% want networking events



58% need training materials on growing international business




53% need information and research data on international clients



62% need networking tools and applications

n=487 respondents



Appendix:  
Study Objective and  
Method



## Survey Objective & Method

The National Association of REALTORS® (NAR) connects real estate agents from all over the world to assist them in growing their referral business and share best practices under a code of ethics that secures the trust and confidence of international clients.

**Objective:** To gather information on the referrals International Realtor® Members (IRMs) receive from their contacts abroad and the challenges and opportunities regarding the international referral business

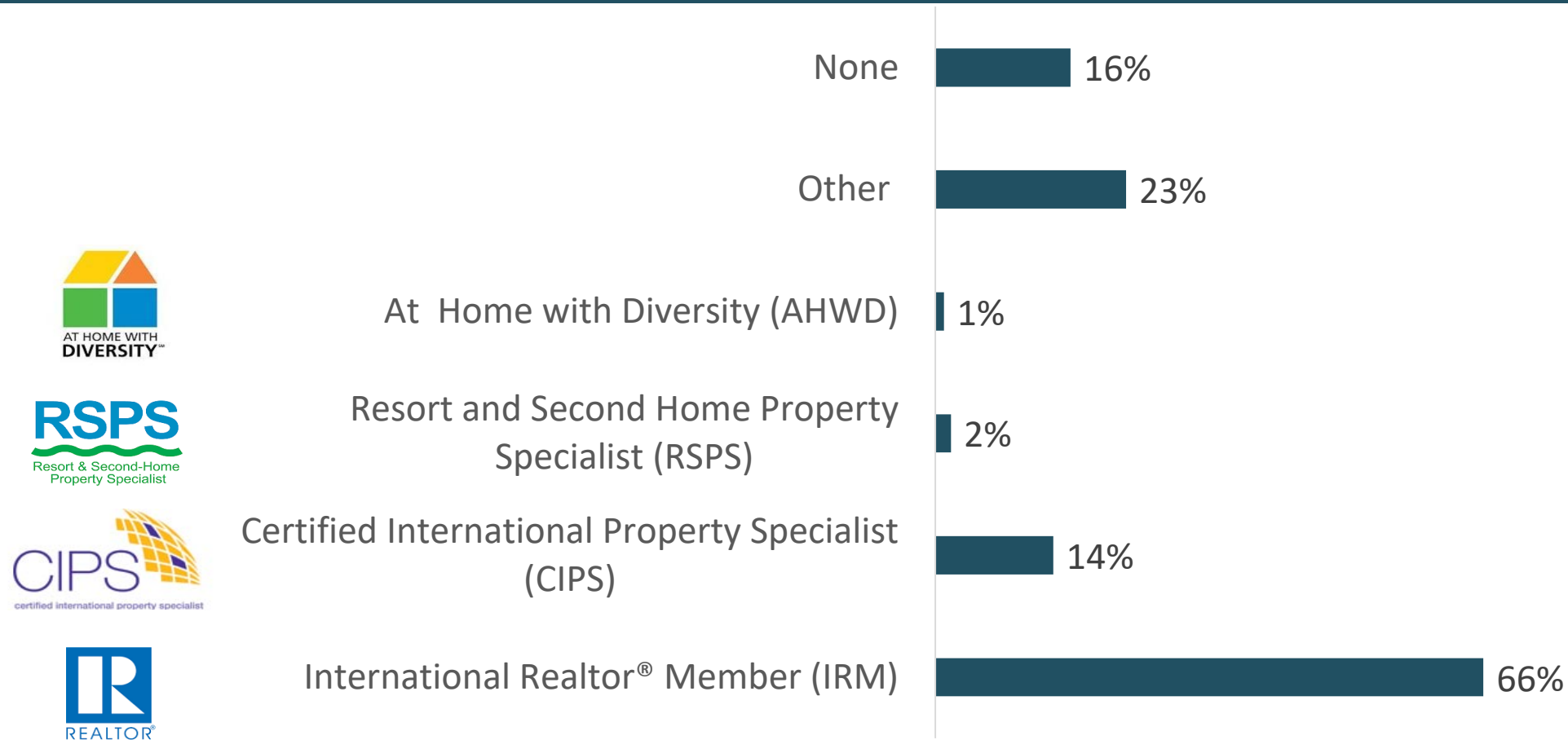
**Methodology:** NAR's Research Group and the Member Experience, Engagement, & Legal Group conducted English and Spanish online surveys of the inbound referral business of real estate agent members of NAR's cooperating associations (IRM and non-IRM) in Latin America and Asia during July 15–August 7, 2019. The survey was sent to all members of cooperating associations. Respondents were asked about their transactions during July 2018–June 2019.

**Responses:** The surveys were conducted during July 15–August 7, 2019 and received 645 respondents (385 English version; 130 Spanish version). Due to the small response for most questions, the results should be viewed as indicative of the magnitude of the underlying values.



# Designation of Respondents

66% of respondents were IRMs

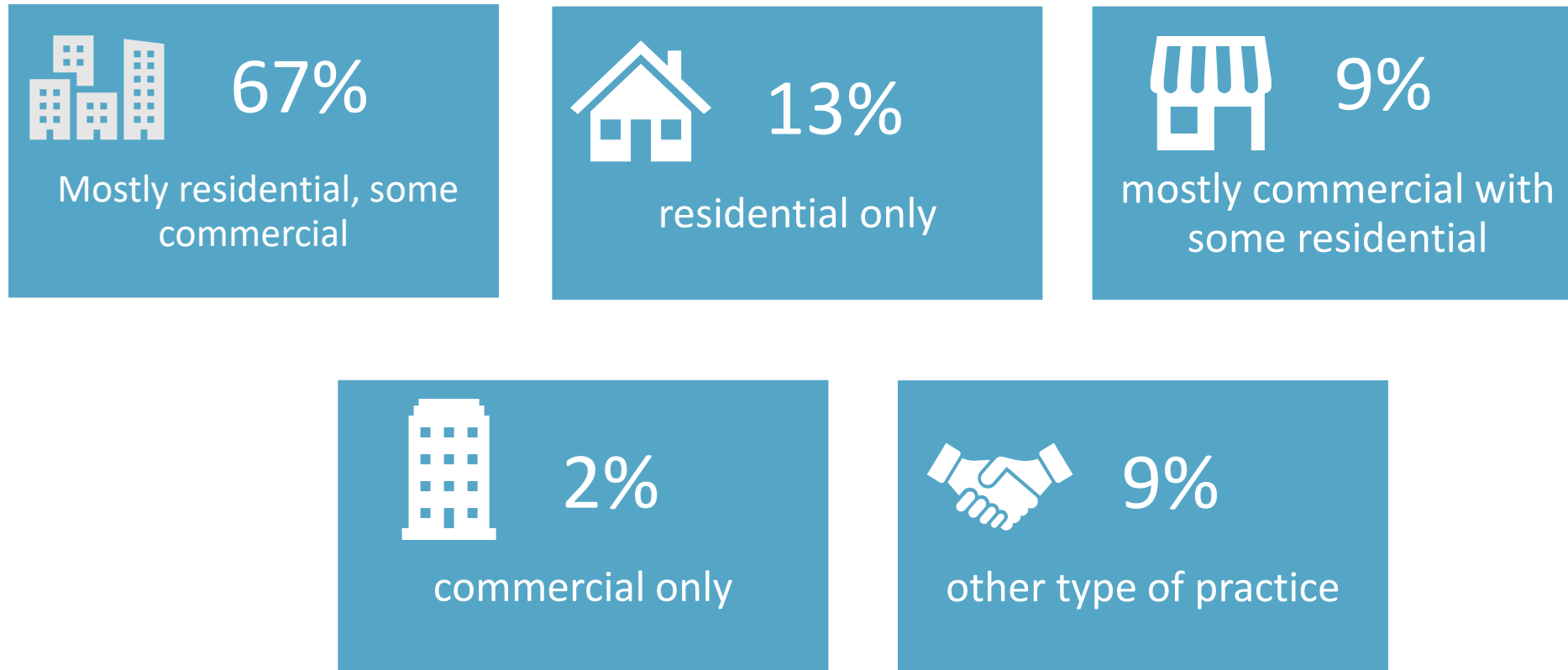


n=482 respondents. The shares correspond to the fraction of respondents who identified these designations. Multiple responses are allowed so the fractions won't sum to 100 percent.



# Real Estate Practice

55% of respondents were engaged in residential practice



n=487 respondents

# 2019 Survey on Inbound Referral Business of International Realtor® Members Study Team

## Member Experience, Engagement, & Legal

Joseph Schneider, Director of Engagement & Global Strategy

Cynthia Fauth, Director, Marketing and Promotions

## Research Group

Lawrence Yun, PhD, Chief Economist & Senior Vice President, Research

Jessica Lautz, Doctor of Real Estate, Vice President, Demographics and Behavioral Insights

Gay Cororaton, Senior Economist & Director, Housing & Commercial Research

Lisa Herceg, Director, Business Insights

Anna Schnerre, Research Assistant

Meredith Dunn, Manager, Research

# 2019 Survey on Inbound Referral Business of International Realtor® Members Cooperating Associations

List them here.