



FloridaRealtors®

The Voice for Real Estate® in Florida

# Florida, a Global State with Boundless Opportunities

2016



# Major Topics

- Why Florida?
- Global Business in Florida
- Promoting Economic Development
- International Homebuyers
- Non immigrant visitors to Florida
- Resources from Florida Realtors® and NAR



# Why invest in Florida?

- Availability and affordability of real estate.
- Low mortgage interest.
- Economically sophisticated infrastructure
  - 19 commercial airports
  - 15 deep water seaports



# Why invest in Florida?

- Reliability and efficiency of utilities
- No individual state income tax
- Cost and Quality of Living
  - Beaches
  - Recreations activities



# Global Business in Florida

- 1,500 foreign affiliated companies with total holdings of \$32 billion
- Largest investors in Florida
  - Europe (46%)
  - Canada (21%)
  - Asia/Pacific (17%)
  - Latin America and Caribbean (11%)

Source: Enterprise Florida, Inc.



# Global Business in Florida

- Florida firms export goods and services to over 50 countries
- Industry share of foreign companies in Florida
  - Manufacturing (27.8%)
  - Retail trade (12.6%)
  - Information (5%)

Source: US Department of Commerce, Bureau of Economic Analysis



# Promoting Economic Development in Florida

Enterprise Florida has 15 international  
offices in 13 countries

– <http://www.enterpriseflorida.com>





# Promoting Economic Development in Florida

- World Trade Centers
  - <http://world.wtca.org>
- Local Chamber of Commerce
- Sister city programs
  - <http://www.sister-cities.org/>



# Non Immigrant visitors to Florida

- In 2013, a total of 8,089,139 non-immigrant aliens came to Florida.

They were:

- 7,694,487 temporary visitors for pleasure and business
- 158,389 temporary workers and family

Source: NAR Business data for engaging in international real estate transactions in Florida



# Non Immigrant visitors to Florida

- 93,064 foreign students and dependent families
- 17,039 diplomats

Source: NAR Business data for engaging in international real estate transactions in Florida



# International homebuyers in Florida

- Approximately 25 percent of foreign buyers in the US bought a home in Florida
- This number has increased drastically from a few years ago.

Source: NAR's 2015 Profile of International Homebuyers in Florida



# International homebuyers in Florida

- Sales to foreigners were estimated at \$ 23.7 billion.
- Foreign purchasers buy upper end homes – mean approximately \$538,600

Source: NAR's 2015 Profile of International Homebuyers in Florida



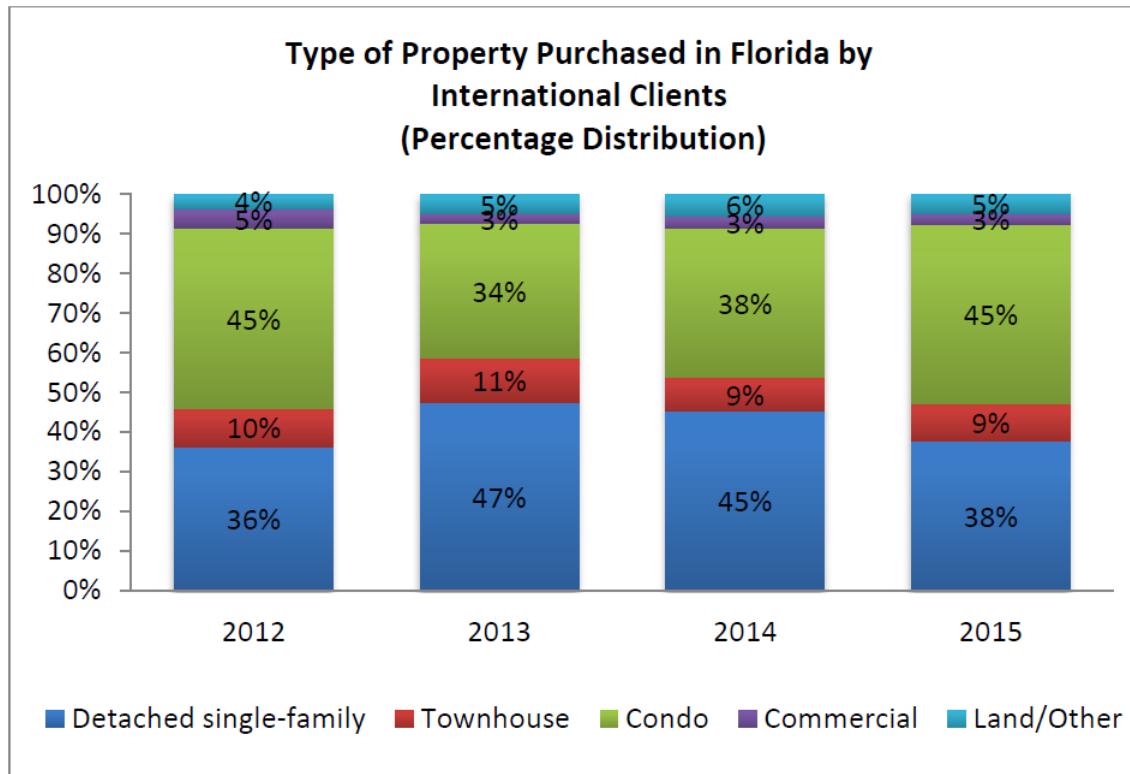
# Florida Realtors® and International homebuyers

- Nearly 69 percent of Florida Realtors® members worked with at least one international buyer in 2014-2015
- A typical Realtor® worked with 5 international clients within that year

Source: NAR's 2015 Profile of International Homebuyers in Florida



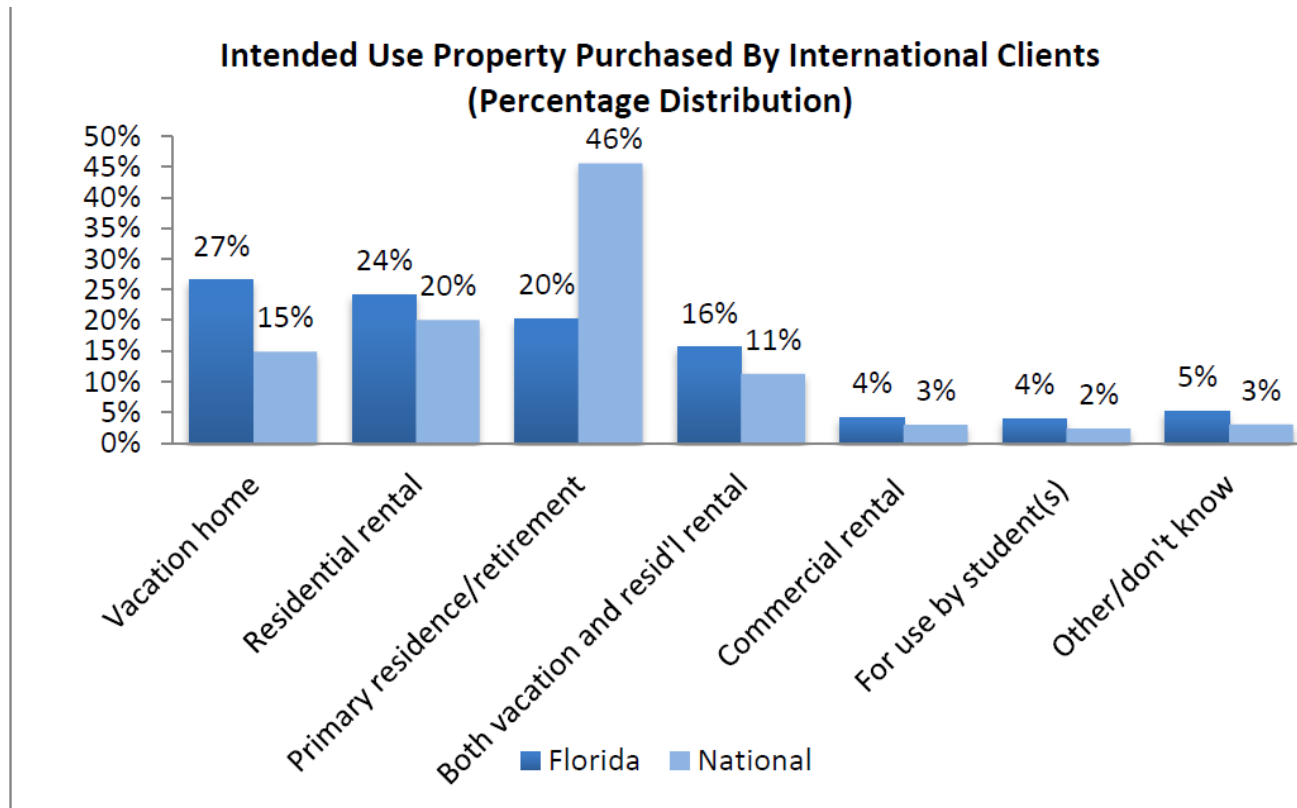
# Characteristics of Intern'l Buyers in Florida



Source: 2015 Profile of International Buyers in Florida



# Use of Florida Property by international buyers

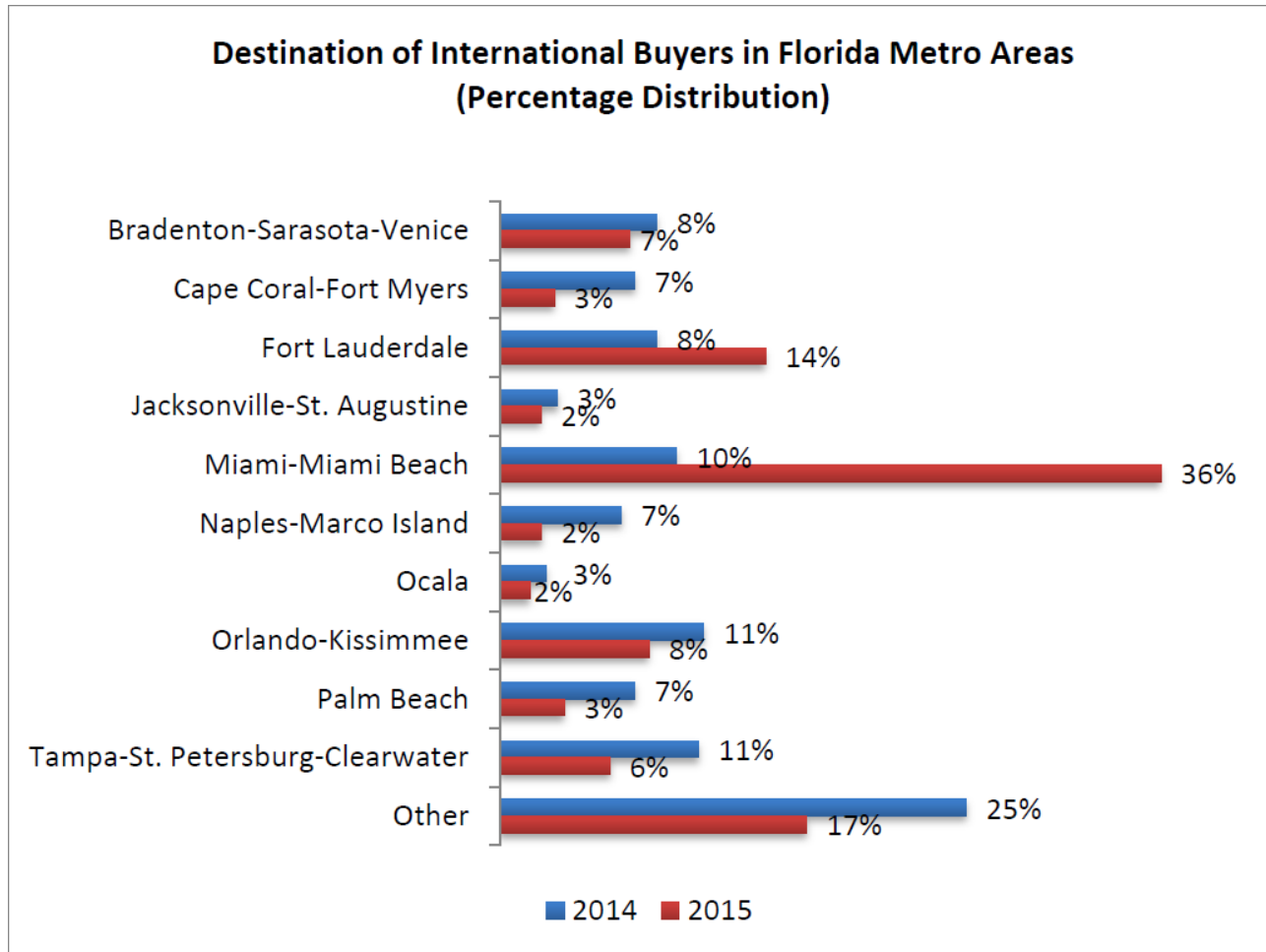


Source: 2015 Profile of International Buyers in Florida





# Where are they buying?

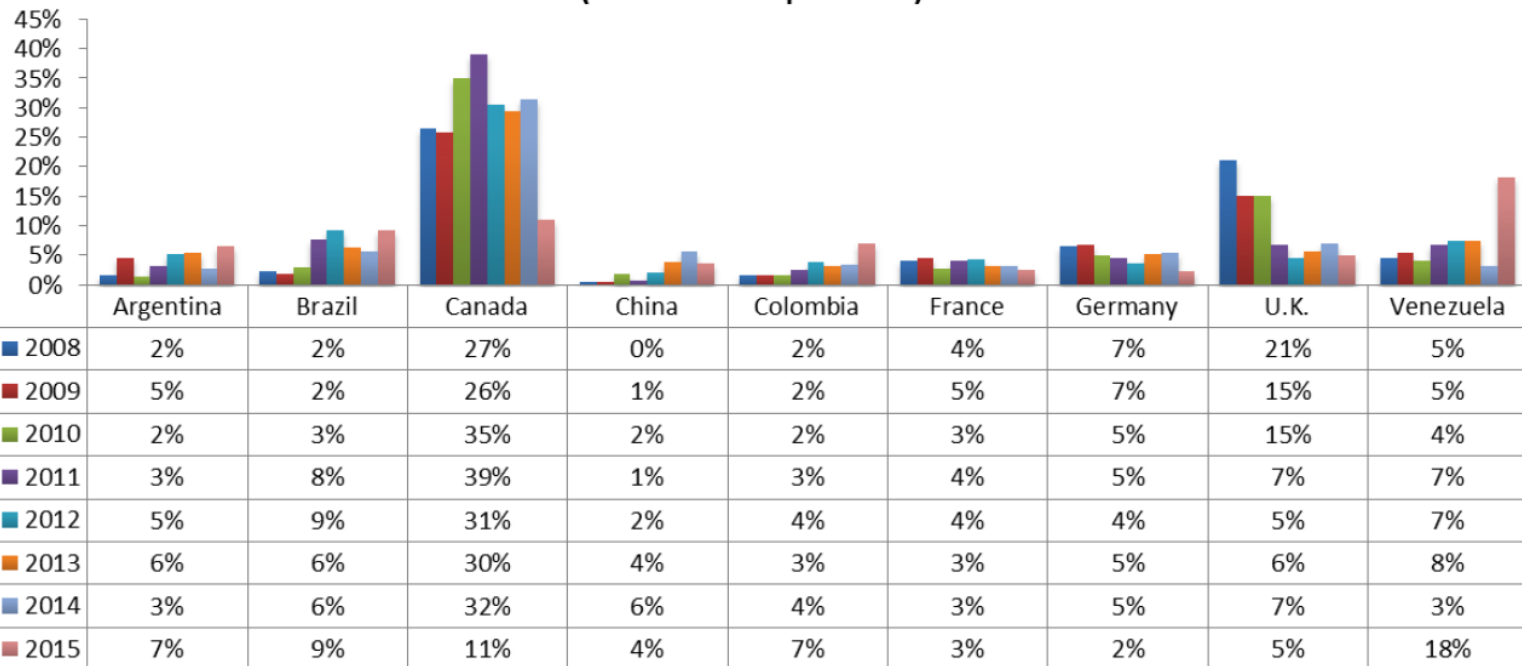


Source: 2015 Profile of International Buyers in Florida



# Countries of Origin of International Buyers

Florida: Major Foreign Buyers in Past Twelve Months Ending June of Respective Year  
(Percent of Respondents)



Source: 2015 Profile of International Buyers in Florida



# Resources available from Florida Realtors®

- Studies on international homebuyers in Florida
- Contracts in German, Spanish and Portuguese
- Calendar of international events (trade shows, trade missions etc.) on Florida Realtors® website



- Opportunity to become a member of Florida Realtors Global Business Committee and Global Networking Forum
- Networking opportunities at Florida Realtors® meetings and other events
- Opportunity to use Florida Realtors®' booth at various events
- List of NAR Ambassador Associations and President Liaisons in Florida



# Education for Realtors®

- Certified International Property Specialist (CIPS)
  - prepares REALTORS® to service the growing international market in their local community by focusing on culture, exchange rates, investment trends, and legal issues
  - Over 800 CIPS designees in Florida



# NAR Programs

## [www.realtor.org/global](http://www.realtor.org/global)

- President Liaisons and Ambassador Associations
- Market to market programs
- Finding an International Property Specialist
- International Education



For more information on

Florida Realtors®,

please visit

<http://www.floridarealtors.org/global>

Thank you

