

**Global Real Estate: Local Markets
Timed Outline (2018)**

Suggested Schedule

Introduction	8:30 am – 8:45 am
Chapter 1. How the Global Economy Shapes Your Market	8:45 am – 9:40 am
Chapter 2. Your Hometown Global Market	9:35 am – 10:00 am
Break	10:00 am -10:15 am
Chapter 2. Your Hometown Global Market, cont'd	10:15 am – 10:45 am
Chapter 3. Cultural Literacy for Business	10:45 am – 11:55 pm
Lunch Break	11:55 pm – 12:45 pm
Chapter 3. Cultural Literacy for Business, cont'd.	12:45 pm – 1:05 pm
Chapter 4. Serving the Global Market	1:05 pm – 2:00 pm
Chapter 5. Networking Power	2:00 pm – 2:15 pm
Break	2:15 pm – 2:30 pm

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Chapter 5. Networking Power, cont'd. **2:30 pm – 3:30 pm**

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Chapter 6. Planning > Action > Results **3:30 pm – 4:15 pm**

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Exam **4:15 pm – 5:00 pm**

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Introduction		
Course Learning Goal	15	Minutes
Activities and Class Procedures		
Earning the CIPS Designation		
Self-Assessment: Are You Global?		
TOTAL	15	Minutes

Chapter 1. How the Global Economy Shapes Your Market		
Global Economy, Local Markets	5	Minutes
Some Viewpoints on Globalization	5	Minutes
A Shrinking World?	10	Minutes
Capital—What Flows?	10	Minutes
Influences on Capital Flow	10	Minutes
Monitoring Trends and Indicators	5	Minutes
Case Study: NAR Local Market Assessment—Arizona	5	Minutes
Key Point Review	5	Minutes
TOTAL	55	Minutes

Chapter 2. Your Hometown Global Market		
Gateway Cities and Beyond	10	Minutes
Working with Foreign Buyers	10	Minutes
Prospecting “Glocally “	10	Minutes
Tap into REALTOR® Association Resources	5	Minutes
Three-Step Brainstorming Exercise: Market Outreach	10	Minutes
Lawful Target Marketing	5	Minutes
Key Point Review	5	Minutes
TOTAL	55	Minutes

Chapter 3. Cultural Literacy for Business		
High-Context and Low-Context Cultures	10	Minutes
Cross-Cultural Business Skills	10	Minutes
Negotiations and Decision Making	10	Minutes
Gender Issues	5	Minutes
Religious Traditions in Business	5	Minutes
Active Listening	10	Minutes
Cultural Snapshots	20	Minutes

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Article: ¿Habras 'Hispanic Consumers'?	5	Minutes
Exercise: Where in the World is...? (Geography Exercise)	10	Minutes
Key Point Review	5	Minutes
TOTAL	90	Minutes

Chapter 4. Serving the Global Market		
Adapting Your Core Real Estate Skills	15	Minutes
Qualifying Foreign Prospects	10	Minutes
Checklist for Qualifying an International Client		Minutes
Real Estate Practices Around the World	10	Minutes
Does It Have to Be in Writing?	10	Minutes
Exercise: Are We Speaking the Same Language?	5	Minutes
Key Point Review	5	Minutes
TOTAL	55	Minutes

Chapter 5. Networking Power		
Networking as a Business Strategy	5	Minutes
Finding and Making Contacts	10	Minutes
Start a Business Roundtable and Build Your Team	3	Minutes
A Networking Information System	5	Minutes
Social Media—Connecting to Your Sphere's Spheres	10	Minutes
Global Perspectives: Building a Better Website	5	Minutes
Referral Networks	2	Minutes
Best Practices for Making a Referral	5	Minutes
Best Practices for Receiving a Referral	5	Minutes
Will Local Business Lead You Abroad? U.S. Expatriates	5	Minutes
Purposeful Travel	3	Minutes
Trade Shows and Expositions	5	Minutes
Trade Missions	5	Minutes
Case Study: Reaching Across the Globe	2	Minutes
Key Point Review	5	Minutes
TOTAL	75	Minutes

Chapter 6. Planning > Action > Results		
Planning Builds Business Confidence	5	Minutes
Identify Your Market Niche	5	Minutes
Setting Goals	5	Minutes
Tapping REALTOR® Association Resources and Tools	5	Minutes
Promoting a Property Globally	5	Minutes

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Business Planning—Quick Start	5	Minutes
Measuring Results	5	Minutes
Exercise: What Will You Do Next?	5	Minutes
Key Point Review	5	Minutes
TOTAL	45	Minutes

Exam	45	Minutes
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