

1st Quarter 2010

## State Committee

### Members:

**Robbie Fenn Co-Chair**  
RobbieFenn@hotmail.com

**Judy Ramella Co-Chair**  
JRamellaRealtor@bellsouth.net

**Diane Vespucci Vice-Chair**  
DianeVespucci@aol.com

**Candy Kelly State Liaison**  
Candy@CandyKelly.com

Gonzalo Mejia - Education  
Michelle Rojas - Int'l Articles  
Lisa Norton  
April Gausman  
Michele Schafer  
Bonnie Metviner  
Pamela Ward  
Donna Miller  
Annalisa Weller  
Cheryl Glover  
Pat Bieneman  
Rory Dubin  
Ervin Brown  
Kitty Taylor  
Stephan Mihacevich  
Missi Howell  
Eileen Scates

*If you will be attending the Florida REALTORS Convention in August and would like to attend our committee meeting please let us know so we can keep you up to date with information.*

**We invite you to join us!**

## Your Vision.....

My local association's newly installed President, and Women's Council member, Mary Anne Windes is using the theme this year, The Future's So Bright We've Gotta Wear Shades! As I sat to write this newsletter, Mary Anne, who was also named the Emerald Coast Women's Council Chapter's Entrepreneur of the Year, inspired me to use her theme.

For so many, working globally in real estate is merely an imaginative conception, but for others, it's a reality. I do believe that what we visualize often comes to be.

Taking the steps to set yourself apart as a professional who specializes in international transactions can be a benefit to your business. Deciding to get your Transnational Referral Certification (TRC) or your Certified International Property Specialist Designation (CIPS) are two ways you can kick off your goals to generate

business in a new direction.

Another venue for international real estate is the Resort & Second Home designation (RSPS) as it fits right with our global vision.

Also, don't forget to utilize the free information at your finger tips at REALTOR.org. Explore the site for useful tips.

There is a misconception about international real estate in that it means you are dealing with a client strictly living in another country. That is only one aspect. International real estate encompasses helping people who often live right here in the USA and understanding their customs, cultures and business practices. We don't all conduct business in the same manner and for many it's a matter of trust, how you shake their hand, and if you know how to first form the relationship.

I encourage you to take that

first step and work towards a certification or designation. I am confident you will find it worth your time and effort.

Wishing you a bright future,  
Robbie Fenn



## Need more information?

### CIPS Networks or Membership:

Bethsy Sachs  
Bsachs@realtors.org

### CIPS courses & applications:

Tamala Thomas  
Tthomas@realtors.org

### RSPS:

Colleen Loeffler

## Connect Internationally on Facebook

A few places to point you in the direction to also find global news and real estate agents. Copy, paste in your browser, and become a fan:

### CIPS:

<http://www.facebook.com/home.php?#!/pages/Certified-International-Property-Specialist-CIPS-Network/55297212877?ref=ts>



### WCR State Committee:

<http://www.facebook.com/pages/Womens-Council-of-REALTORS-Florida-Chapter-International-Committee/323549445823?v=wall&ref=ts#!/pages/Womens-Council-of-REALTORS-Florida-Chapter-International-Committee/323549445823?v=wall&ref=ts>



Nancy Macaluso is a REALTOR in Palm Beach Gardens and is a Women's Council State Past President .

A word from our own.....**NANCY MACALUSO**

There are over 67 international association partners from around the world with the National Association of Realtors. The worldwide prospective we now gain with this global participation in real estate and the economy brings the world together as one global real estate network to service the real estate purchasing public.

Through the International Consortium of Real Estate Associations Plenary meetings, we now have professionals who come together discussing the housing and economic needs of the foreign and domestic markets.

As the NAR's Presidential Liaison to South Africa, it was enlightening to discover how much Florida has in common with South Africa. We have ongoing import and export business interaction with their country, some of the seaports in Florida are designed following designs from South Africa's seaport. South Africa

is similar in climate with Florida, farming, large construction equipment, and a multitude of entities all working together with our state. Florida has more than 35,000 South African residents. You might discover hidden business in dealing with foreign nationals in both the residential and commercial real estate markets.



*Nancy in South Africa with Lions*

Receiving the NAR Presidential Liaison of the Year was exhilarating. Having had the privilege to represent NAR and work hand and hand with the South African leadership for the past 4 years, visiting their members,

seeing first hand how they work and discussing challenges they are facing in their market economy I felt like an NAR ambassador. Offering what assistance NAR can give was welcomed by them. Discussing and meeting educational needs, sharing licensing laws



*in San Diego at NAR receiving her award*

and ideas, demonstrating benefits of using an MLS and so much more. Their staff are professional and administrative offices are ready to serve their members.

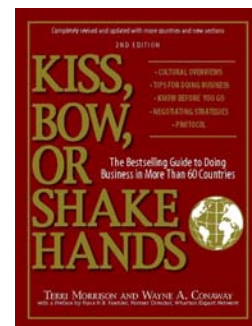
I thank NAR and Institute of Estate Agents of South Africa for the privilege.

*Nancy*

**? Did You Know.....You Need to Understand How to Shake Hands**

With a few exceptions, business people around the world use the handshake for meeting and greeting. However, the American style handshake with a firm grip, two quick pumps, eye contact and a smile is not universal. Variations in handshakes are based on cultural differences, not on personality or values. The Japanese give a light handshake. Germans offer a firm shake with one pump, and the French grip is light with a quick pump. Middle Eastern people will continue shaking your hand throughout the greeting. Don't be surprised if you are occasionally met with a kiss, a hug, or a bow somewhere along the way.

Pick up the book, Kiss, Bow, or Shake Hands. It's great to refer too when dealing with international customers. I use it all the time!





## An Interview with *Bonnie Metwiner, CIPS*



### What got you interested in International Real Estate?

I believe in thinking out of the box. I am Relocation Certified through Coldwell Banker Residential Real Estate and have worked with many international Buyers and Renters. I find it very interesting to work with people from all over. Also, growing up in New York, which is considered the melting pot, I've always mingled with people from all over the world. I would love to travel and discover the world. We have a lot of buyers from different areas of the world and becoming an International Realtor gives me more opportunity for business.

### What is the most important thing you learned in CIPS classes?

Do not treat people from different cultures the same. Different countries have different cultures and you should be aware of their customs and cultures before working with people from various areas so you treat them appropriately.

### What was your favorite class?

At Home With Diversity

### Where would you want to own a 2nd home?

Israel. My mother took me to Israel last year for a 2 week tour of the country. I am Jewish. I was able to put together all the history and everything I learned about growing when I attended Hebrew School. It was such an amazingly beautiful country. I came back in AWE! I met a Realtor at a NAR Convention the previous year in Las Vegas, and have kept in touch since. One day we will refer each other business.

### What is your #1 Goal for 2010?

To obtain a large amount of listings. Listings are the bread and butter of our business. I know it will help my business continue to grow.



### What made you become interested in International Real Estate?

I've always been interested in international travel and have traveled extensively since studying abroad while attending the London Program at Florida State University. I got my first taste of international real estate ownership when my father bought a home along the Pacific Coast in Puerto Escondido, Mexico. Years later when a friend was looking for a retirement home I accompanied him to San Miguel de Allende, Mexico and helped him find a real estate agent. It was a great experience to be part of the house hunt and learn how real estate transactions are done in Mexico.

### How did you find out about the CIPS Network?

I joined the International Council at the Emerald Coast Association of Realtors and the Chair & Co-Chair were huge proponents of the international classes and earning the CIPS designation.

### What is the most important thing you learned in your CIPS courses and how will you apply it to your business?

Buyers and Sellers of international real estate don't necessarily have the same motivations as our typical buyer or



## An Interview with *Kitty Taylor, TRC*

seller. The important thing is to listen. Since completing my classes I have dealt with international buyers and it was less stressful knowing how to deal with various customs.

### What is your #1 business goal for 2010?

To work with more international buyers and develop a strong network of referrals with other CIPS Realtors.

### What advice would you give an agent who is thinking about starting the CIPS courses?

GO FOT IT! Even if you don't have international influenced transactions, they will come.

# Education Calendar

- Mar 8-12 Miami, FL**  
CIPS Institute (Local Markets, Europe, Asia, Americas)  
Contact 305-468-7070 or [loliver@miamire.com](mailto:loliver@miamire.com)
- Mar 15-16 Miami, FL**  
CIPS Institute Finance  
Contact 305-468-7070 or [loliver@miamire.com](mailto:loliver@miamire.com)
- Mar 16-19 Cannes, France**  
MIMPIM 2010  
<http://www.mipim2010.com>
- Mar 25-26 Bunnell, FL**  
CIPS Institute International Real Estate for Local Markets  
Contact 386-437-0095 or [education@FlaglerCountyRealtors.com](mailto:education@FlaglerCountyRealtors.com)
- Mar 29 Fairfax, VA**  
CIPS Institute (Asia, Americas, Finance, Europe)  
Contact 703-207-3207 or [msteele@nvar.com](mailto:msteele@nvar.com)
- April 7-10 Madrid, Spain**  
SIMA 2010
- Apr 14-15 Jacksonville, FL**  
CIPS International Real Estate for Local Markets  
Contact: 904-394-9494 ext 1218  
[education@nefar.org](mailto:education@nefar.org)
- April 15-17 London, England**  
Property Investor Show  
[www.propertyinvestor.co.uk](http://www.propertyinvestor.co.uk)
- May 10 Washington, D.C.**  
CIPS Local Markets (new one-day format)  
Contact: [tthomas@realtors.org](mailto:tthomas@realtors.org)
- May 11 Washington, D.C.**  
CIPS Financial Concepts (new one-day format)  
Contact: [tthomas@realtors.org](mailto:tthomas@realtors.org)
- Jun 9-11 Clearwater, FL**  
CIPS Institute (Local Markets, Financial Concepts, Asia/Pacific)  
Contact: [dbennet@tampabayrealtor.com](mailto:dbennet@tampabayrealtor.com)
- Jun 17-18 Clearwater, FL**  
CIPS Institute (Europe, Americas)  
Contact: [dbennet@tampabayrealtor.com](mailto:dbennet@tampabayrealtor.com)
- Jun 14-19 Berlin, Germany (in English)**  
CIPS Institute (Local Markets, Europe, Asia, Americas, Finance)  
Contact: ++49(0)30 / 27 57 26-0 [info@ivd.net](mailto:info@ivd.net)
- Jul 6-12 Torrance, CA**  
CIPS Institute (Local Markets, Europe, Finance, Middle East, Asia, Americas)  
Contact: 310-326-3010 or [Ernie@southbayaor.com](mailto:Ernie@southbayaor.com)
- Aug 18-23 Redondo Beach, CA**  
CIPS Institute (Local Markets, Finance, Europe, Asia, Middle East, Americas)  
Contact: 888-338-3396 [info@cipscalifornia.org](mailto:info@cipscalifornia.org)
- Aug 21 Miami, FL**  
CIPS Local Markets (new one-day format)  
Contact: [floridatour@realtors.org](mailto:floridatour@realtors.org)
- Aug 21 Naples, FL**  
CIPS Local Markets (new one-day format)  
Contact: [floridatour@realtors.org](mailto:floridatour@realtors.org)
- Aug 25 Orlando, FL**  
CIPS Americas  
Contact: [floridatour@realtors.org](mailto:floridatour@realtors.org)
- Oct 14-16 London, England**  
Property Investor Show  
[www.propertyinvestor.co.uk](http://www.propertyinvestor.co.uk)



## Exchanging business cards

The key to giving out business cards in any culture is to show respect for the other person. Present your card so that the other person does not have to turn it over to read your information. Use both hands to present your card to visitors from Japan, China, Singapore, or Hong Kong. When you receive someone else's business card, always look at it and acknowledge it. When you put it away, place it carefully in your card case or with your business documents. Sticking it haphazardly in your pocket is demeaning to the giver. In most cases, wait until you have been introduced to give someone your card.

*We wish each of you a bright future filled with global success! We are always an e-mail away if you need anything.*

*Sincerely,  
Diane, Judy and Robbie*