





REFER A
FRIEND



EXPANDING YOUR GLOBAL REACH

An Action Plan for Building Your Global Business

by Neal Oates, Jr.

Neal Oates, Jr. is the broker of World Renowned Real Estate, a boutique firm specializing in professionally marketing high-end, single family homes to the world and getting them sold. Neal utilizes proven, practical approaches to build solid relationships with international and affluent clientele. A consistent commitment to excellence has positioned Neal and World Renowned Real Estate as THE experts in the international and high-end real estate niches.

PROXIO

An Online Network to Reach a Global Audience of Buyers and Investors

More than just a referral network

REAL ESTATE BUSINESS MAGAZINE APRIL 2016

When Neal Oates learned that he would be shorting people who speak Spanish, he didn't worry that he didn't speak their language. He went to Proxio.com, global real estate network, and printed out two copies of each listing that they would visit—one in Spanish for the couple and another in English for himself. "They were amazed at the effort I made for them," says Oates, broker-owner of World Renowned Real Estate in Miami. "I was perceived as an expert, but everything was translated with the click of a button." He sold the couple a house, and they referred their family and friends. "I had 11 [transactions] in 13 months directly from printing out six listings from Proxio in Spanish."

Proxio's real estate platform provides global marketing and networking services that allow agents to market themselves and their listings worldwide, in 19 languages and 55 currencies. Standard membership costs about \$9.99 monthly and is provided by Oates' local association; however, he decided to upgrade to the Global Agent Package for \$749 annually. "I chose the [upgrade] because it allows you to showcase 10 listings at once."

Here's how Oates uses Proxio:

Tool I Can't Live Without: The smartphone

My Favorite App: Realtor Property Manager (RPM)

Biggest Tech Challenge: Finding out which apps make me most efficient and not just different

Favorite Website: realtor.com

COMPETING SERVICES

Global
proxio.com
international
realtor.com



"I had 11 [transactions] in 13 months directly from printing out six listings from Proxio in Spanish."

—Neal Oates, broker-owner of World Renowned Real Estate, Proxio, Miami

tations, and links to his website and social media. He estimates that 95 percent of his business comes from referrals. "Nobody will come to my site if you have an incomplete profile," he says. "The more information you provide, the more easily you will be found."

1. NETWORK WITH AGENTS WORLDWIDE

Proxio's agent-to-agent referral network lets Oates connect with real estate professionals in other countries who may have buyers interested in South Florida properties. "If I want to target Brazil, I go into the referral network and choose all the agents in Brazil or type in a designation," he says. "I can directly target those agents and send them my listings in Portuguese. If I know my association is taking a mission trip overseas, I find agents in that country and build a relationship online first. I can reach one Spanish agent working with 30

Spanish-speaking buyers much more easily than I can spend marketing dollars trying to reach the 30 buyers on my own." He also uses Google Analytics on his website. "If I see that Venezuela is doing a lot of searches from my site, for example, I will go into my Proxio Referral and target every Venezuelan agent I can."

2. ACCOMMODATE BUYERS

Buyers from different nationalities will contact Oates after viewing his listings in their native language. "If they say they saw my listing in Hebrew, Spanish or Chinese, I know the lead is from Proxio because that's the only source I'm using to translate my property information. When they realize I don't speak their language they always say it's OK, because I made the effort to meet them halfway. 40 percent of my business is international."

3. MAKE A HIT AT LISTING PRESENTATIONS

Sellers are impressed, Oates says, when he tells them their home will be featured in 19 different languages. "When I give them examples of all the languages their listing is being translated into, they are going to go back [to their friends] and say, 'My agent translates into 19 different languages. Would you like to see it?' That separates me from other agents who have access but aren't using it, and it gets me more referrals."



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While Proxio is known as a referral network, Neal Oates, broker-owner of World Renowned Real Estate in Miami, uses its translation and other features to connect with prospects in 19 languages.



got loyalty?

KEEP
IT

SIMPLE




















EXPERTISE

- CONSULTING
- RESEARCH
- KNOWLEDGE





IT'S TIME

FOR A

NEW JOB!





SOLUTION



HELP
ASSISTANCE
RESPONSIBILITY



QUALITY

care-SERVICE SATISFACTION

GUIDE



RELATIONSHIP



SUPPORT









MLS
Multiple
Listing Service

- ✓ Website
- ✓ Content
- ✓ Share

WWW.

Search

Target



AFFILIATE MARKETING



Analysis



Feedback



Content





WHY
YOU



CREDIBILITY

INFLUENCE

SOCIAL PROOF

REPUTATION

PARTNERSHIP

AUTHORITY





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Turning Owners Into Leaders

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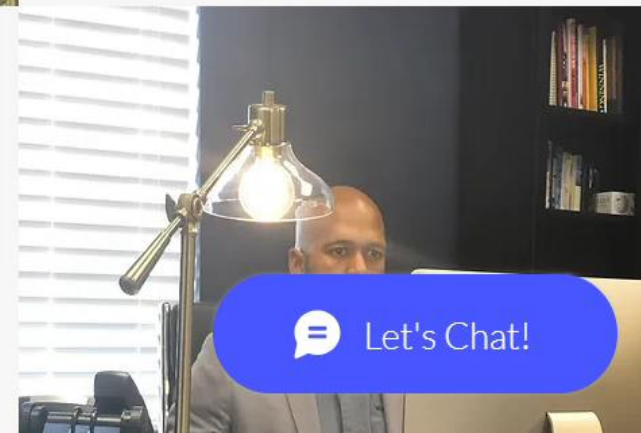
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