



Opportunity Knocks Again...in London

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During the week of May 18-24, 2004, the Realtors® Association of the Palm Beaches, in partnership with Enterprise Florida, led their 3rd successful Real Estate Trade Mission to the UK.



Fifteen travelers from Palm Beach County, Orlando and the Bahamas went armed with the objectives to meet with Real Estate Professionals, Governmental Officials and Business Leaders to promote the advantages of property ownership and investment in Florida, USA; as well as to discuss cooperative referral fees with the Estate Agents. To accomplish these goals, the itinerary included a Networking Event at the historical Browns Courtrooms; a trip to the National Association of Estate Agent's (NAEA) Headquarters in Warwick for Education and Round Table Discussions; a U.S. Embassy Briefing; Participation at the Homes Overseas Trade Show at Earls Court and Office Visits. Many seasoned Realtors® also made appointments on their own – to make use of every single minute!



The first event, a business mixer at Browns Courtrooms, yielded many leads. There were attorneys, financiers, estate agents, and magazine publishers exchanging business cards and information with our travelers. One London Attorney revealed that he refers thousands of clients to professionals in South Florida alone. The number was staggering! A special thank you is well deserved and goes out to the

staff of Enterprise Florida London – Cheryl Jones and Tracy Smith. They helped with the location, the catering, and the invitations – all to enhance our trade mission.



At the National Association of Estate Agents Headquarters (NAEA) our group met with Estate Agents from all over England. The NAEA was well represented by Past President Julie Westby, current President-Elect Christopher Hass, Ian Tonge FNAEA Honored Treasurer, and International Committee Members. The NAEA Chief Executive, Peter Bolton-King, and the NAEA participants generously hosted a wonderful luncheon to further the member-to-member networking opportunity. RAPB was also well represented with Immediate Past President and current International Vice Chairman, Tim Kinzler, CIPS, CRS, e-PRO, GRI, and two IOC Past Chairman, John Mike, CIPS, CRS, GRI, and Timothy Harris, ABR, CIPS.



What were the hot topics of discussion? Subjects included referral relationships and future prospects; internet marketing; licensing laws; NAEA's Homelink and RAPB's International Business Council Membership; Increased income through referrals; capturing the UK Public's wave of investment in Florida; Homeland Security and Visa issues/concerns; future networking opportunities - to name a few. Of course new friendships were forged and past acquaintances were renewed!



The Home Link Committee of NAEA works diligently to create a comprehensive referral network to help buyers and sellers relocate. Many of our Realtors® signed up on the spot to start showcasing their services and Florida properties to the UK buyers. It was reiterated that Florida is still the number one US destination of the UK buyers – for second homes. Most of our participants saw the value in placing their Florida Properties on this site.



Plans are underway to meet up again this November in Orlando– as many UK Agents will attend the National Association of Realtors® Annual Convention. Our participants will follow up with the UK counterparts, and continue the efforts that were reaffirmed in May. The Realtors® Association of the Palm Beaches will contact the Estate Agents, and work on solidifying our members’ relationship – so that the UK buyers can receive wonderful service from our International Specialists.



To conclude the mission, our entire group attended the Homes Overseas Exhibition at Earls Court. Our members took turns discussing the benefits of purchasing Florida properties to the UK public and investors. The trade show stand was decorated with Florida properties and Florida scenes – very eye-catching!

To have the enormous opportunity to go to the UK for the third time and meet with industry and other affiliated business leaders, showcase properties to the public, and to spread the word that Florida is a great place in which to live and invest – has been a continuous and prosperous initiative of RAPB’s International Committee. The travelers predict an estimated \$9,000,000 in future sales. RAPB’s relationship with Enterprise Florida is a major ingredient in this memberships’ success formula!

The overseas networking events and business meetings foster relationships for future real estate, legal and financial transactions - the participants give it maximum impact!

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