

## Prepackaged Sales Meeting Metric Conversion



## **Introduction to Prepackaged Sales Meeting**

### ***Module: Metric Conversions***

Dear Broker/Firm Trainer:

NAR research indicates that 1 in 5 REALTORS® has been involved in an international real estate transaction. If this surprises you, you might ask yourself if business opportunities are being lost because your agents do not understand the elements of an international real estate transaction. The bulk of “international” business takes place in local markets and sales agents need a base level of knowledge to help them attract (and keep) this business, which often comes about from a former client whose needs have expanded beyond the domestic level.

NAR has created a series of modules to help you provide an introduction to global market transaction elements. These modules are designed to be incorporated into your regular sales meetings; many of which can be expanded, based on the firm’s needs. They include resources for additional information for agents seeking a more in-depth understanding of the topic.

Keep in mind that these modules *will not* make your agents “international experts.” (NAR offers advanced training and certification for REALTORS® who work in markets where they will benefit from this.) Rather this information is designed to provide agents with enough basic information on a range of topics so that when the potential client walks through the door who:

- *is looking to buy a vacation home in Mexico,*
- *has recently immigrated to the U.S. and is unfamiliar with U.S. industry practices,*
- *has recently inherited a property in Europe,*
- *wants to invest in an London flat to house a child studying abroad for a year or, a U.S. flat for a student coming to the U.S.,*
- *is a U.S. military spouse from Iraq, Germany, Korea, or any number of countries where U.S. military personnel is based and may marry local citizens,*
- *received in inquiry from overseas about a new development, or*
- *a dozen other possible scenarios...*

...Your agents will be able to assure this potential client or customer that they can help with this transaction!

This module on converting square meters to square feet and square feet to square meters is an increasingly important part of doing business in the world of global real estate. Metric is the math of doing business globally. Knowing how to make this simple conversion will increase your professional appearance, allow you to put important information into the context most familiar to the client/customer, and ultimately help you make more money! An understanding of these basic principles is a must for assisting foreign buyers in the U.S., or for U.S. consumers wanting to buy abroad.

We hope you'll find this module useful in your sales agent training program, and we welcome your feedback. Questions or comments can be sent to [NARglobe@realtors.org](mailto:NARglobe@realtors.org). For information on other international training resources from NAR, visit our web site at [www.REALTOR.org/international](http://www.REALTOR.org/international), or contact Heidi Henning, Manager, International Education and Membership at [hhenning@realtors.org](mailto:hhenning@realtors.org) (800.874.6500; x8376).



# Broker/Trainer Instructions

**Time required:** 15 minutes without sample problems  
30 minutes with sample problems

**Optional supplies:** Ruler and meter stick

1. Cut out 1 foot square or draw on board.
2. Cut out 1 meter square or draw on board.
  - a) The cutouts may be of paper, plastic, cardboard or anything similar.
  - b) Show these at the beginning when discussing the size differences.
3. Read short scenario about Mr. Perez.
4. Review handouts on converting meters to feet and feet to meters. Highlighted language is for optional use by broker or trainer.
5. Have agents work through sample problems (optional; allow additional time for training session if used).
6. Distribute copies of formulas on last page of broker/trainer module (copy and cut on dotted line). Agent can slip one of these into their calculator for easy reference.

## Mr. Perez Comes to Town

You have received an inquiry on your website from Ferdinand Perez who will be arriving from Spain at the end of next week. He and his family are relocating to your area and they are looking for a residence about 300 square meters in size. He will contact you upon arrival and will be prepared to look at property at your earliest convenience.

So, how much is a square meter?

Metric is the business math of the world so we need to understand it and how to convert our measurements to square meters and vice versa.

We will start out easy. It's not rocket science!

## Square Feet vs. Square Meter

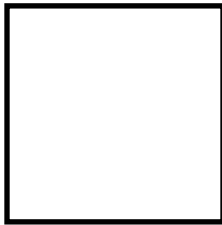
1 foot = 12" \_\_\_\_\_

1 meter = 39" \_\_\_\_\_

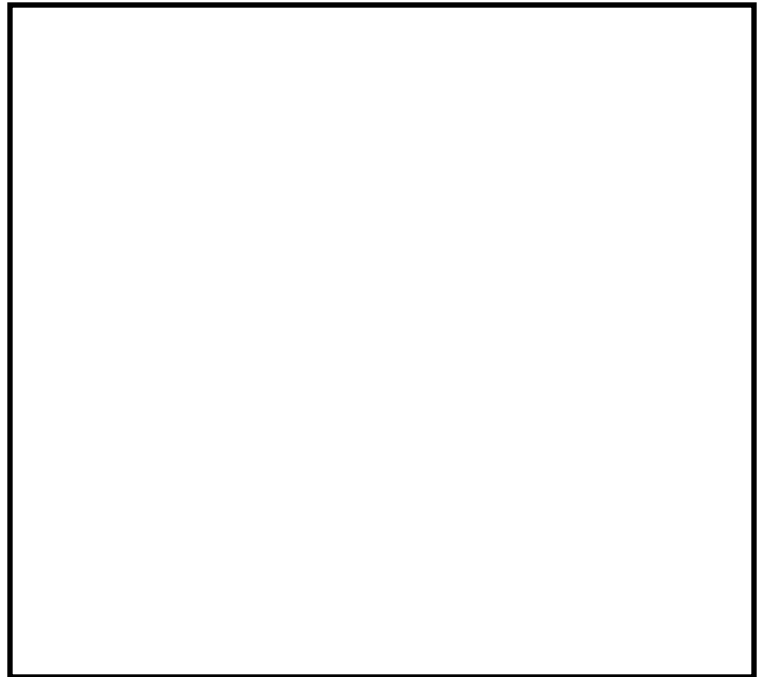
**Question:** Which is longer? One foot or one meter?

**Answer:** One meter (See, I told you it was easy)

**Question:** Which is larger one square foot or one square meter? (Show visual)



(Boxes to scale though not actual size)



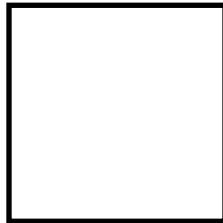
**Answer:** One Square Meter

**See! It really is easy!**

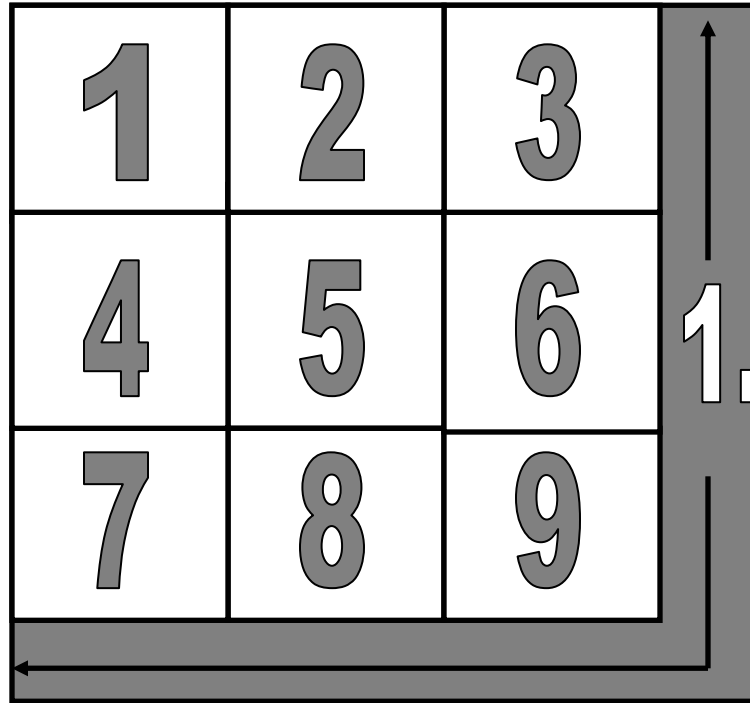
## The Magic Number

**10.7639**

There are **10.7639** square feet in 1 square meter.



1 sq. ft.



1 square meter = 10.7639 square

### Solving for Square Feet

**More = Multiply (Square Meters X 10.7639)**

### Solving for Square Meters

**Less = Divide (Square Feet ÷ 10.7639)**

## Converting Square Meters to Square Feet

**Question:** When converting square meters to square feet, will you have more or less square feet?

**Answer:** MORE (because they are smaller)

**Question:** Will you multiply or divide?

**Answer:** Multiply  
(square meters being converted (X) 10.7639)

### Example

**Question:** How many square feet in a 300 square meter house?

**Answer:**  
**300** (sq. meters being converted)(X)**10.7639** = **3229.17 Sq. Ft.**

We now know Mr. Perez is looking for a home in the 3200 square foot range.

## Converting Square Feet to Square Meters

Because your properties are identified in square feet, you need to know how to convert the square feet into square meters so the numbers will be familiar to Mr. Perez.

**Question:** When converting square feet to square meters, will you have more or less square meters?

**Answer:** LESS (square meters are larger than square feet)

**Question:** Will you multiply or divide?

**Answer:** DIVIDE

(square feet being converted ( $\div$ ) 10.7639)

### Example

**Question:** How many square meters in a 2400 square foot house?

**Problem:** Sq. Ft. ( $\div$ ) 10.7639 = Sq. Meters

**Answer:**  $2400 \div 10.7639 = 222.97$  square meters

You can now convert the square footage into square meters of each home you show Mr. Perez. Doing this ahead of time for each property will make him more comfortable and add to your professionalism.

**Hot Tip: Always list property showing square feet and square meters. That way both you and your customer will be comfortable.**

### SAMPLE PROBLEMS AND ANSWERS

These are the first four properties you have to show Mr. Perez. Convert the square feet to square meters.

Address	Square Feet	Square Meters
123 Elm Street	2250	<b>209.30</b>
1413 Robin St.	2840	<b>263.84</b>
109 Iroquois Rd.	3300	<b>306.58</b>
184 Hickory Dr.	4220	<b>392.05</b>

**(Round square meters for working ease)**

Here are some homes with the size given in square meters. Convert them to square feet.

Address	Square Feet	Square Meters
203 Choctaw	<b>3552.09</b>	330
1614 Anderson	<b>2690.98</b>	250
1212 White Rd.	<b>1345.49</b>	125
8485 Leslie Rd.	<b>4574.66</b>	425

**(Round square feet for working ease)**

**Solving for Square Feet**

**More = Multiply (Square Meters X 10.7639)**

**Solving for Square Meters**

**Less = Divide (Square Feet ÷ 10.7639)**

---

**Solving for Square Feet**

**More = Multiply (Square Meters X 10.7639)**

**Solving for Square Meters**

**Less = Divide (Square Feet ÷ 10.7639)**

---

**Solving for Square Feet**

**More = Multiply (Square Meters X 10.7639)**

**Solving for Square Meters**

**Less = Divide (Square Feet ÷ 10.7639)**

---

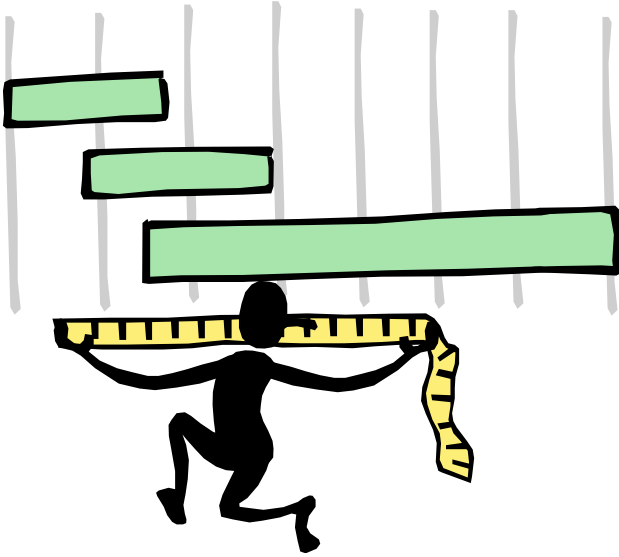
**Solving for Square Feet**

**More = Multiply (Square Meters X 10.7639)**

**Solving for Square Meters**

**Less = Divide (Square Feet ÷ 10.7639)**

---



# Metric Conversion

## Participant Handout

## Mr. Perez Comes to Town

You have received an inquiry on your website from Ferdinand Perez who will be arriving from Spain at the end of next week. He and his family are relocating to your area and they are looking for a residence about 300 square meters in size. He will contact you upon arrival and will be prepared to look at property at your earliest convenience.

So, how much is a square meter?

## Square Feet vs. Square Meter

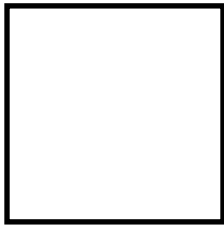
1 foot = 12" \_\_\_\_\_

1 meter = 39" \_\_\_\_\_

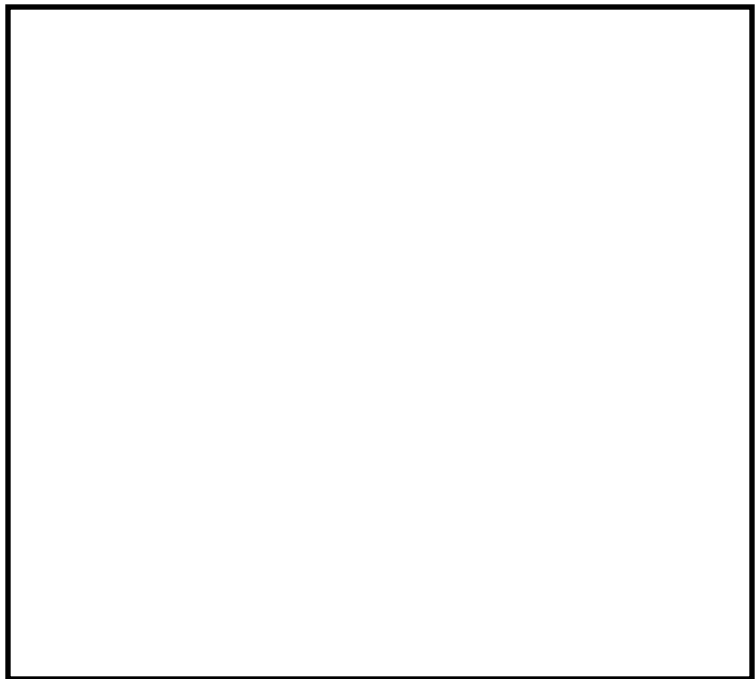
**Question:** Which is longer? One foot or one meter?

**Answer:** \_\_\_\_\_

**Question:** Which is larger one **square foot** or one **square meter**?



(Boxes to scale though  
not actual size)

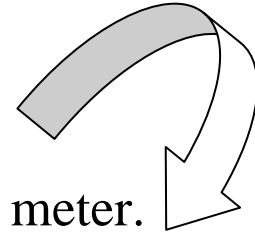


**Answer:** \_\_\_\_\_

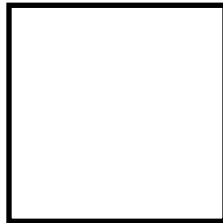
**See! It really is easy!**

## The Magic Number

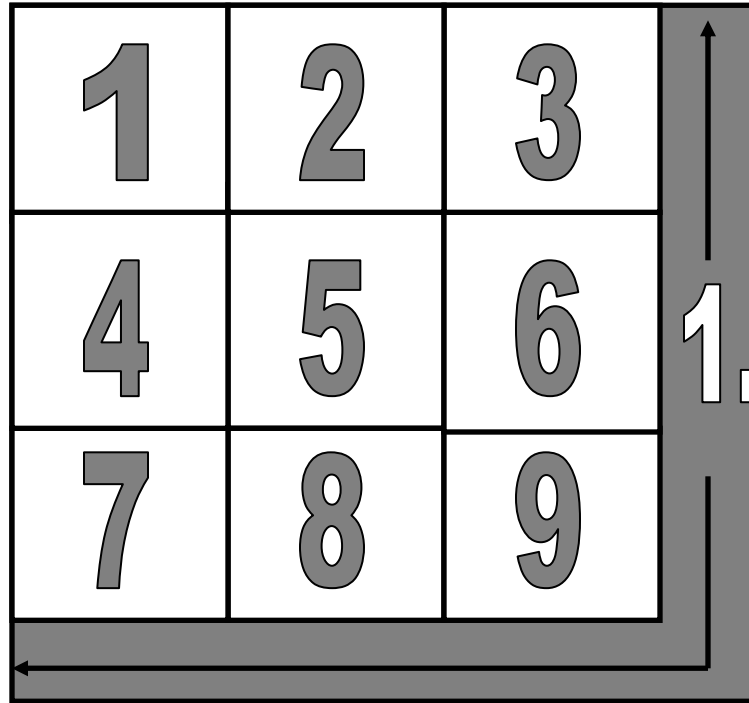
**10.7639**



There are **10.7639** square feet in 1 square meter.



1 sq. ft.



1.7639

**1 square meter = 10.7639 square feet**

When Solving for Square Feet

**More = Multiply (Square Meters (X) 10.7639)**

When Solving for Square Meters

**Less = Divide (Square Feet (÷) 10.7639)**

## Converting Square Meters to Square Feet

**Question:** When converting square meters to square feet, will you have more or less square feet?

**Answer:** \_\_\_\_\_

**Question:** Will you multiply or divide?

**Answer:** \_\_\_\_\_

### Example

**Question:** How many square feet in a 300 square meter house?

**Answer:**

---

We now know Mr. Perez is looking for a home in the \_\_\_\_\_ square foot range.

## Converting Square Feet to Square Meters

Because your properties are identified in square feet, you need to convert the square feet into square meters so the numbers will be familiar to Mr. Perez.

**Question:** When converting square feet to square meters, will you have more or less square meters?

**Answer:** \_\_\_\_\_

**Question:** Will you multiply or divide?

**Answer:** \_\_\_\_\_

### Example

**Question:** How many square meters in a 2400 square foot house?

**Problem:** Sq. Ft. ( $\div$ ) 10.7639 = Sq. Meters

**Answer:** \_\_\_\_\_

You can now convert the square footage into square meters of each home you show Mr. Perez. Doing this ahead of time for each property will make him more comfortable and add to your professionalism.

## SAMPLE PROBLEMS

These are the first four properties you have to show Mr. Perez. Convert the square feet to square meters.

<b>Address</b>	<b>Square Feet</b>	<b>Square Meters</b>
123 Elm Street	2250	
1413 Robin St.	2840	
109 Iroquois Rd.	3300	
184 Hickory Dr.	4220	

Here are some other homes with the size given in square meters. Convert them to square feet.

<b>Address</b>	<b>Square Feet</b>	<b>Square Meters</b>
203 Choctaw		330
1614 Anderson		250
1212 White Rd.		125
8485 Leslie Rd.		425

**Hot Tip: Always list property showing square feet and square meters. That way both you and your customer will be comfortable.**