



Aria on the Bay, a glamorous enclave of grand residences in a 53-story tower in Miami

Real Stories from the Trenches

# HOW PROXIO, AREAA, and DEVELOPERS DO GLOBAL BUSINESS

BY JOHN PERETZ

The synergy is there, and the results are remarkable. It's no secret that Proxio and AREAA attract the best agents in the industry, especially when it comes to leading the way in international business and luxury transactions.

It certainly fits that this year's luxury summit is in Miami. That's because Miami, and most of Florida, has led its own kind of revolution in attracting the upscale, luxury buyer. But that wasn't always the case.

Ms. Teresa Kinney, CEO of the Miami Association of Realtors, and her counterpart, Ms. Deborah Boza-Valledor, COO and CMO, recognized the trend long before most others did. At the time, a lot of people thought they were crazy for going big into the international market, especially South America. But now, they're far ahead of the curve. You just have to take a look at the makeup of their membership. They have members from all over the world, and Miami is now the international gateway from Latin America.

But it's not just Latin American buyers who have taken notice. Asian buyers are making a real impact in the market as well. Mr. Gary Kenny, CEO of the Feltrim Group and the developer of several large developments in the Orlando area, says his business is growing from international buyers. "We attract a lot of buyers from the U.K., China, and South America, but the Chinese buyers are really coming on strong. They're attracted to the lower price points that they might not find in some West Coast destinations, and already know Orlando because of the theme parks," Kenny states. "We're seeing a lot of business not only from Beijing, Shanghai, and Guangzhou, but lately, we're getting traction in some of the second-tier cities like Xian, Chengdu and Shenzhen."

And Proxio and AREAA are in the center of a lot of those transactions. "We've found that the leads that come in from Proxio and AREAA members are of a lot better quality," Kenny explains. He's been on the latest Chinese trade mission with AREAA, augmenting the AREAA meetings with ones of his own. And so far, he's gotten a couple of buyers from the trip. Mr. Kenny was on this way to Vietnam for a business trip when *a|r|e magazine* caught up with him.

Mr. Jesse Ottley, president of the Development Division of Cervera Real Estate, loves what Proxio and AREAA bring together. "It's a natural fit as we



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Balmoral At Water's Edge, a luxury resort and community in Central Florida



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It's not just the developers and builders who love what's happening. Of course, AREAA agents are front and center throughout the entire process. Mr. Neal Oates is a great example of the synergy between organizations. "I had 11 transactions in 13 months, directly from Proxio." And he was well aware that his Proxio member benefit was the direct result of his affiliation with the Miami Association of Realtors.

Mr. Aaron Rice, a key AREAA member in the Wash-

ington, D.C., area, completely agrees. "I don't just like Proxio and AREAA, I love them. When I go out on a listing presentation, I make sure my sellers know that I have 2,380 Proxio connections, No. 7 in the world. And I show them how I'll market their home, with a dedicated, mobile-friendly website with translations and currency conversions." Mr. Rice, who does an average of 40 to 50 transactions a year, states, "I've

never lost a listing presentation when I've shown my connections and the website they'll get from Proxio." Of course, Proxio is a benefit available to all AREAA members.

AREAA members can use Proxio to make crucial local and global connections, translate listings into 19 languages and 55 currencies, and have commission opportunities with new developments in the U.S. and a growing international base. Through Proxio Showcase, AREAA members can select the specific developments to follow, and send clients beautiful HTML emails with property information, all with the agent's branding. Agents can also post to social media with a few clicks, and all leads come back directly through you.

Mr. Juan Jose Aguero sold several Cervera developments, including ARIA on the Bay, to international clients as well. "My clients love the big pictures and information I send them," Mr. Aguero has stated.

And AREAA member Mr. Bill Hunt uses Proxio not only in his daily business practices as a KW GPS agent but also in his KW master franchise that he co-owns in Costa Rica. "Proxio provides the technology platform that our master franchise runs on, and it helps us do significantly more business. It's at the forefront of our local and international transactions," Mr. Hunt explains.

So, what's on the horizon for international business? Expect to see a growing number of borderless transactions, both from resident-foreigners already in the U.S., and other coming from abroad. And, with the dollar at near-record highs against other world currencies, you could also expect to see people taking the profits from their U.S. real estate and moving back to their native countries.

With Proxio and AREAA, you can (and should be) at the center of more international transactions. **a|r|e**