PROPTECH SOLUTIONS

Tech Checklist

How to Prosper in International Real Estate

Your ability to prosper in international real estate depends heavily on the strength and adaptability of your tech and the expertise of your tech provider. The unique challenges of international real estate require careful consideration in order to effectively scale your business operations, equip your network with the tools needed to succeed, and deliver an optimal client experience.

For more than two decades, PropTech Solutions has been providing the world's largest real estate brands in over 60 countries with proven technology to help accelerate their growth internationally. The following is a list of tech essentials in order to prosper in international real estate.

Learn More

Visit **proptech-solutions.com** for more information.

① Lead-to-Close Platform

Maintain control at every stage of a real estate transaction with lead-to-close technology.

Without an MLS in international real estate, an all-in-one technology platform allows you to manage your business from end-to-end while maintaining control and visibility at every stage to gain valuable insights. It's important that your provider can scale with your business and effectively generate and nurture leads.

② Cooperation Tools

Leverage technology that encourages and facilitates cooperation to generate new business.

Internationally, real estate professionals don't often cooperate to create mutually beneficial opportunities. As such, local software solutions don't typically provide ways for agents to promote each other's listings. By leveraging easy to use tools that facilitate cooperation, agents benefit from increased listing exposure, referral opportunities and more.

③ Multilingual & Multicurrency

Support the languages, dialects and currencies in all markets with which you could do business.

Optimize the online property search experience and all agent-to-consumer and agent-to-agent engagements by ensuring your tech supports all relevant currencies and languages, including local dialects. A culturally appropriate technology solution is vital to maximize agent adoption of its tools and drive results.

④ Local Law Compliance

Know the laws governing real estate in your target markets and ensure your tech complies.

Although international real estate is largely unregulated, where laws do exist, it is essential that your technology complies to minimize risk, build trust and protect your brand. For example, GDPR requires the collection and use of private information in a specific manner to protect the privacy of EU citizens. By using an adaptable platform with a track record of compliance, you can operate confidently.

⑤ Retain Portal Listing Value

Implement a tech solution to retain portal listing leads data and web traffic.

Real estate portals dominate many international markets with strong consumer demand, quickly monopolizing and exhausting listing marketing budgets and creating competition for leads and web views. Leverage technology that syndicates listings data to portals so agents need to only enter listings once, and reroutes portal leads back into your CRM to inform lead nurture activities and support the SEO of your website.