

## REALTORS' FORUM EXPLAINS HOW TO WORK WITH FOREIGN BUYERS

By REW Staff | SEPTEMBER 28, 2012

The world may seem a bit smaller for New York City Realtors following next month's "Global Connectivity" real estate symposium in Manhattan.

The daylong event, designed to clarify the process of selling to international buyers, is presented by the Manhattan Association of Realtors (MANAR), in partnership with the Asian Real Estate Association of America (AREAA) and International Real Estate Federation (FIABCI).

The conference will take place on Oct. 17, from 9 a.m. to 4:30 p.m., at the headquarters of Citibank, N.A., 399 Park Ave., at 54th Street. Registration and breakfast will begin at 8:30 a.m. Cost of admission is \$25 for MANAR members; \$50 for non-members.

"There are huge opportunities in the international arena," said Rick Wohlfarth, president of MANAR. "Many Realtors want to expand the scope of their local businesses by entering the global marketplace for the first time, or building upon the success of foreign transactions they've already experienced."

The "Global Connectivity" conference, he said, "will provide the essential tools needed to get them to the next step."

An early morning "United States Economic Overview" presentation will begin with a keynote address from Desmond P. Smith, managing director, Citibank, N.A.

An array of topics and guest speakers will be featured during the day, such as: "NYC Residential Overview" presented by Gregory Heym, executive vice president and chief economist for TerraHoldings; "NYC Commercial Overview," Robert Knakal, chairman of Massey Knakal, and "New Development in NYC," Gordon Hoppe, Corcoran Sunshine Group.

"Why Invest in the U.S. Now?" will be discussed by economist Flavio Gonzaga Nunes, FIABCI president-elect; attorney Bruce Feffer, Esq., Ballon Stoll Bader & Nadler, and Calvin Lindberg, past president, Canadian Real Estate Association.

A panel discussion focusing on "Who is Buying in Manhattan?" will be moderated by Danielle Grossenbacher, senior vice president of Brown Harris Stevens, and president of the Professional Division of FIABCI. Panel members will include Kathy Korte, CEO of Sotheby's International; MANAR President Rick Wohlfarth, president of Wohlfarth & Associates; Ilan Bracha, chairman of Keller Williams NYC; and Shang Dai, Esq., a partner in the firm of Dai & Associates.

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The afternoon subject matter and speakers will include: "The Power of Social Media in Reaching International Clients," presented by Matthew Ferrara, Matthew Ferrara & Co.; "Realtor.com International WebSite," Brenda Carnegie, Realtor.com; "Broker Tech Tools & Apps," John Mayfield, The Business Tech Guy; "Assembling a Team for the Foreign Buyer," Jacky Teplitzky, managing director, Prudential Douglas Elliman; "Legal and Tax Considerations for the Foreign Buyer," Al Fazio, Esq., Capuder Fazio Giacoia LLP, and "Financing for Foreign Buyers," Philip Robles, senior lending specialist, Citibank, N.A.

In addition, a presentation on the "Designation of Certified International Property Specialist (CIPS)" will be given by Susan Greenfield, managing director and senior vice president, Brown Harris Stevens.

Other speakers will include Bill Endsley, secretary-general, FIABCI-USA, and Kathy Tsao, Prudential Douglas Elliman Real Estate, 2012 chair of the Asian Real Estate Association of America (AREAA).

Following Global Connectivity, AREAA's ticketed cocktail reception will take place from 5 to 7 p.m., at The Vermilion restaurant, 480 Lexington Ave., Manhattan.

To register, or for additional information about the conference, visit the Manhattan Association of Realtors online at <http://manarrealtor.com>, or call the organization at 212-594-2233.