

Juwai China Desk

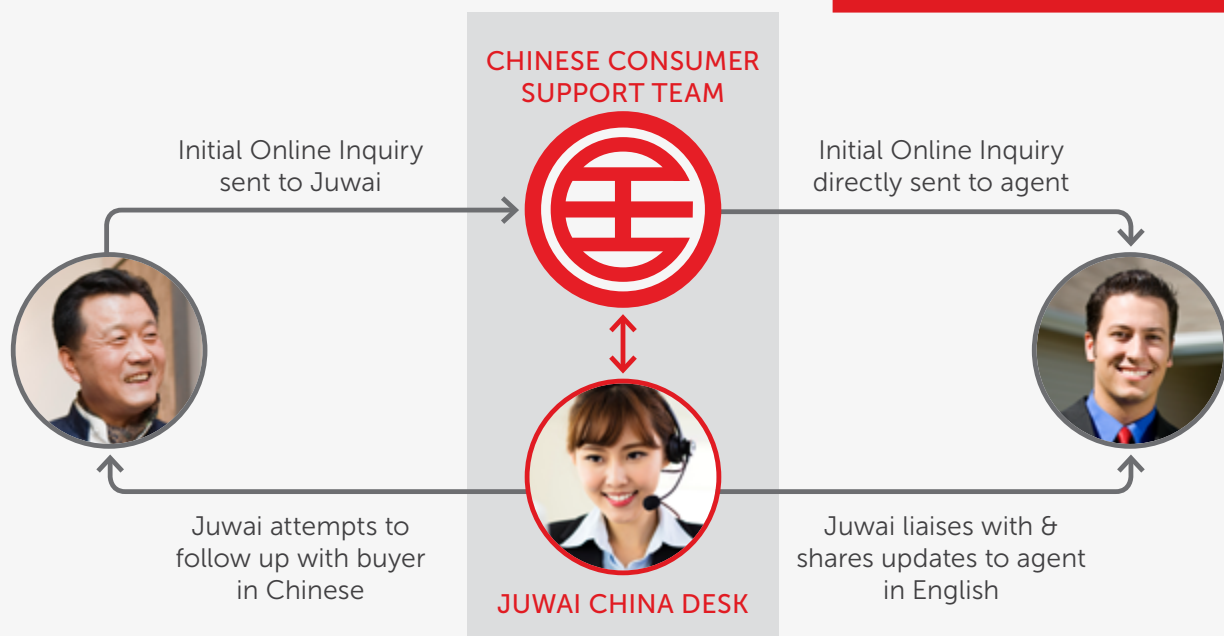
Juwai China Desk helps facilitate communication between you and Chinese buyers. Our professional service acts as a conduit – liaising with you in English and the buyer in Chinese.



-  Engage with your Chinese buyer leads generated from Juwai
-  Learn about your brand, property, and destination to serve buyer leads better
-  Follow up in China time zone to reach leads in more timely fashion
-  Communicate with you regularly to obtain information needed to answer queries from Chinese buyer leads
-  Assist buyer leads with questions & needs in Chinese language
-  A monthly report will be provided on the 10th of each month

Juwai Consumer Support & Juwai China Desk

***Don't speak Chinese?
We've got you covered.***



Reach your China Desk Representative directly

✉ Support-ChinaDesk@juwai.com ☎ +86 21 6015 9000 (Ext: 2021)

Learn more about China Desk Service: ☎ +852 2850 5083

Working hours:

Standard China business hours
9am to 5pm Shanghai

JUWAI CHINA DESK PURPOSE

The Juwai China Desk service is designed for international clients who don't have the Chinese language capacity to engage with Chinese buyer leads generated from the online campaign with Juwai. Therefore, this service functions as the bridge between the Chinese buyer lead and the international client.

JUWAI CHINA DESK ROLE

Consumer-facing Tasks

- Engage with Chinese buyer leads ("buyer leads") generated from the online campaign with Juwai, with the objective to find the most suitable agent or property for the buyer lead and help propel the lead towards the final contracting.
- The China Desk will try its best to keep Chinese buyer leads warm, by means of answering queries and providing assistance to buyer leads in a timely manner.
- Follow up with Chinese buyer leads on a regular basis to see if they have been provided with the information they need. If not, the China Desk will further liaise with the agent or find another agent to serve the buyer lead.
- Work with the Chinese buyer leads to identify their needs and motivation for purchasing.
 - Does the buyer lead have a defined market that they are interested in?
 - Have they determined their budget?
 - Would they prefer a new home, resale home or condominium?
 - What is their timeframe for making a decision?
 - Reason for the purchase: Education for children, immigration, investment, own use
 - Do they have friends/family in the US that are assisting them in their property search?
 - If yes, offer to engage that person as well, so we are working with all decision makers?
 - If not, may we provide the buyer leads with a few options for homes or condominiums that meet their search criteria?
- When there is difficulty to connect with the Chinese buyer leads, multiple attempts will be made.
 - A minimum of 3 attempts will be made to connect with buyer leads.
- Attempt to verify Chinese buyer lead's level of interest and eagerness to purchase, classifying buyer leads under 3 categories of interest level:
 - Level A: Serious buyer lead, almost ready to buy.
 - Level B: Interested & potentially interested in the next 3-6 months.
 - Level C: Potentially interested to buy in 1 year, if the right property comes their way.

Requirement: Although the China Desk's duty is NOT to sell the property, they do require adequate knowledge transfer about the client's offering, competitive advantages, value proposition, and services provided in order to engage with buyer leads professionally and intelligently. This will require the client to provide proper materials and training to the assigned China Desk.

Client-facing Tasks

- Communicate with the client regularly to obtain the information needed to answer queries raised by the Chinese buyer lead.
- Identify the most appropriate agent under the franchise to provide the information or service needed by the buyer lead.
- Provide a bi-weekly report to the client on the progress of Chinese buyer leads.
- The China Desk will have bilingual capability to communicate between the Chinese-speaking buyer lead and the English-speaking agent(s).
- In order to facilitate the communication between the parties, the China Desk is required to sometimes translate emails or the exchanges. However, additional translation of property brochures or other marketing collateral requires a separate translation quotation and cost.

Disclaimers: While the Juwai China Desk will perform to their best ability to keep Chinese buyer leads warm, some leads will inevitably drop off and not progress to transaction in the end.