

# Juwai.com

Reach Chinese overseas  
property buyers

直面海外房产华人买家



Reach them with Juwai.com

# Juwai.com – #1 Chinese International Property Portal

**2 million**

Chinese consumer visits  
to Juwai.com each month

**2.5 million**

property listings

Brokers and agents from

**89 countries**

list on Juwai.com & mobile app

# Your Chinese Marketing Partner

*As your Chinese marketing partner, Juwai.com provides innovative ways for you to reach new audiences and develop new opportunities. We overcome the barriers of language, distance, and culture – providing you instant access to our exclusive audience of high-net-worth Chinese buyers.*



## Here's what you can expect with Juwai.com:

### Get Behind the Great Firewall of China

Websites not hosted in China can either be blocked entirely or experience excessively slow page load times, which is not a good consumer experience. Juwai.com is the only portal hosted behind China's Great Firewall, as well as on Amazon's global cloud. We reach Chinese wherever they are located.

### Targeted Reach with Exclusive Audiences

As the #1 Chinese international property portal, Juwai.com – with 2 million Chinese consumer visits each month – puts you in front of our exclusive audience of high-net-worth Chinese looking to invest overseas. This audience has the means and desire to invest on international property.

### Manage Your China Campaign

With Juwai Admin, our English-language portal, you have all the tools you need to load your listings and track your campaign performance. Your active listings are supported by Juwai's national toll-free number in China, allowing Chinese buyers to place enquiries via phone or online.

### Chinese Mobile & Social Integration

Our Chinese mobile site and App, combined with Chinese social channel integration and online Chinese social media features, gives you unparalleled access and exposure to Chinese buyers on-the-go.

### Your Experts on the Ground in China

With our head office based in Shanghai and international operations located in Hong Kong, the Juwai Team is your partner on the ground in China. As experts, we know Chinese investors and immigration agencies as they are our neighbours, business partners, and consumers.

### Build Your Brand — Stand Out as the Leader

Position yourself at the top of your market with Juwai's brand building products and grow future revenue channels. Win more listings when you show potential vendors your presence on China's number one international property portal.

### The Right Language — Professional Translation

Let's face it, sometimes each of us has trouble communicating, but how is your Chinese? Juwai's editorial team is here to help you communicate by providing professional translation, putting your messages in the right tone and voice that appeals to Chinese buyers.

### International Account Management Team

You are never alone. The Juwai International Account Management Team helps with account enquiries, lead translation requests, and general support. Collectively, we speak 15 languages and dialects.



# Behind the Great Firewall

## It's a whole different internet in China

## 防火墙背后

### What is China's Great Firewall?

If you've ever visited China and tried going onto your usual websites, you would probably have encountered either of these scenarios: They're blocked completely or they load at a ridiculously slow speed – it's as if you're back in the 90's on a dial-up modem! There's also no Facebook, no Twitter, and no YouTube.

### How can the Chinese live with that?!

How can China's over 668 million internet users\* – which accounts for nearly half of China's population – live with that, you ask? It's not because Chinese consumers are apathetic about load speed, user experience or social media (they care) – they just simply see and use a different internet behind the Great Firewall.

### What websites do Chinese use instead?

If you stick to Chinese websites, you'll find that they load a lot faster and they just work. Not being able to access international websites really isn't an issue. As the screen on the next page shows, Chinese have domestic versions of virtually every digital and social media platform you can think of and use regularly.

### But many companies have Chinese websites...

That's true. What you need to ask is whether they're hosted in China. Meaning, do they have a physical presence and is their website hosted in China? Even if a company translates their website to Chinese, they can't guarantee that they're not being blocked or slowed down by China's Firewall. This is a unique and vital issue to overcome if you want to reach Chinese buyers online.

### How do I get behind China's Firewall?

Based in China, Juwai.com is the only international property portal hosted both behind China's Great Firewall AND on Amazon's global cloud, reaching Chinese wherever they are located – ALWAYS. This is a crucial point, as China's Great Firewall is constantly adapting and updated. An example is the move to block mirror sites from GreatFire.org, affecting hundreds of "non-threatening" sites of global brands, including Mercedes-Benz, Apple Mail, and Outlook.\*\*

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***If you're not on Juwai.com,  
Chinese buyers cannot find you.***

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\* Source: China Internet Network Center (CNNIC), Jan 2016; \*\* Gigaom.com, December 2014



国际 INTERNATIONAL

中国 CHINA

Google

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SEARCH

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Baidu 百度

ebay

.....

SHOPPING

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淘宝网  
Taobao.com

realestate.com

.....

REAL ESTATE

.....

居外  
Juwai.com

You Tube

.....

VIDEOS

.....

youku 优酷  
.com

facebook

.....

SOCIAL NETWORKING

.....

人人网  
renren.com

WhatsApp

.....

MOBILE MESSAGING

.....

WeChat

twitter

.....

MICROBLOG

.....

新浪微博  
weibo.com

#### DID YOU KNOW?

***China has more internet users than any other country.***

High-net-worth Chinese say the internet is their preferred source of information.

91%

are online every day

620

million mobile internet users in China

90%

Chinese get online via mobile devices

**91 million** Chinese search for property each month.

Sources: Hurun Report "The Chinese Luxury Consumer Survey 2015"; Hurun Report "The Chinese Luxury Traveller 2014"; China Internet Network Information Center (CNNIC), January 2016

Juwai.com



# Chinese love affair

with

## international real estate

***By 2020, Chinese overseas property transactions are predicted to hit US\$220 billion – making Chinese the largest and fastest-growing group of foreign international property investors.***

In the past few years, Chinese buyers have started to make their presence felt on the global property market, snapping up everything from luxurious trophy homes and vineyards, to more modest condominiums and investment opportunities. For many Chinese, global property investment is an emerging opportunity which

until recently was out of reach. China boasts some of the wealthiest people on the planet, most whose personal fortunes can dwarf treasuries of medium-sized countries – and the growing population of upper-middle-class Chinese now also has their eyes set on international property.

### WHY CHINESE INVEST IN OVERSEAS PROPERTY



#### Education

Obtaining quality education for their children is a key driver for international real estate investment

*83% of wealthy Chinese intend to educate their children overseas – 2015 alone saw 523,700 Chinese students head abroad, a 14% y-o-y increase*



#### Investment

Globally diversifying their investments, while seeking better yields in underpriced markets

*36% of China's HNWIs have already bought property abroad, and 41% intend to invest within next 3 years – 66% who plan to invest in residential properties*



#### Emigration

Many Chinese, in their quest to be a global citizen, are already living or want to live overseas for business or immigration opportunities

*64% of wealthy Chinese have or are seriously considering emigrating overseas*



#### Lifestyle

A growing desire to enjoy an attractive lifestyle with improved quality of living

*Chinese spent \$116.8 billion on luxury goods in 2015, buying up 46% of the world's luxury products – 78% of which was bought overseas*

Sources: Juwai Research 2015; China Ministry of Education Statistics (March 2016); Hurun Report "2015 Annual Chinese HNWIs Asset Allocation White Paper"; Hurun Report "Immigration and the Chinese HNWIs 2015"; Fortune Character Institute "2015 China Luxury Report"

# 华人投资热选国家

## TOP COUNTRIES FOR CHINESE BUYERS



Source: Juwai IQ Data 2016.



## Ms. He

*considers herself a savvy and discerning property investor.*

She favours real estate in the US, and has a total budget of US\$300 million. Currently, she is interested in acquiring a 4,500sqm Beverly Hill mansion at a budget of US\$10 million – US\$50 million, as well as a five-acre land by the sea in Greenwich, Connecticut.

LOCATION • SHENZHEN    LANGUAGE • MANDARIN

# Juwai.com, targeted reach with the right language & channels

What if we told you that you could reach the world's largest property buying force through a mix of online and offline channels, right from the comfort of your own home (or office) – and in your own language?

**When you market with Juwai.com, that's exactly what you get.**

独家  
客群

## JUWAI PLATFORM

**All listings are supported by Juwai's multilingual support teams :**

Agents will find Juwai.com the most integrated platform for connecting with Chinese looking to buy international property. We list more properties, have more Chinese users, and provide more services than any other. We are the only real estate portal with a support centre and professional translators on staff. That makes it easier for you to close transactions.

Our multiple channels also allow you to place your listings in the right environment. Your luxury properties will get better results in Juwai Luxe, and your new developments will reach a more targeted audience in our Global New Developments channel.

International Account Management Team



Chinese buyer

Enquiry to Juwai



Translated and  
sent to you



International agent

Chinese Consumer Support Centre





# Juwai's Team



## Chinese Consumer Support Centre

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Our Chinese Consumer Support Centre consists of a local team of experts who assist Chinese buyers with questions about buying overseas properties, and answer related questions regarding investment, immigration, education, and more. They also field enquiries received via

a toll-free 400 number, online forms, email, as well as through our mobile and Chinese social media channels.

For enquiries received about your specific properties, the team will translate and then send the enquiry in English to you through email.



## International Account Management Team

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Our multilingual team based in Hong Kong is here to support international agents with questions about uploading and managing properties on Juwai Admin and Juwai.com.

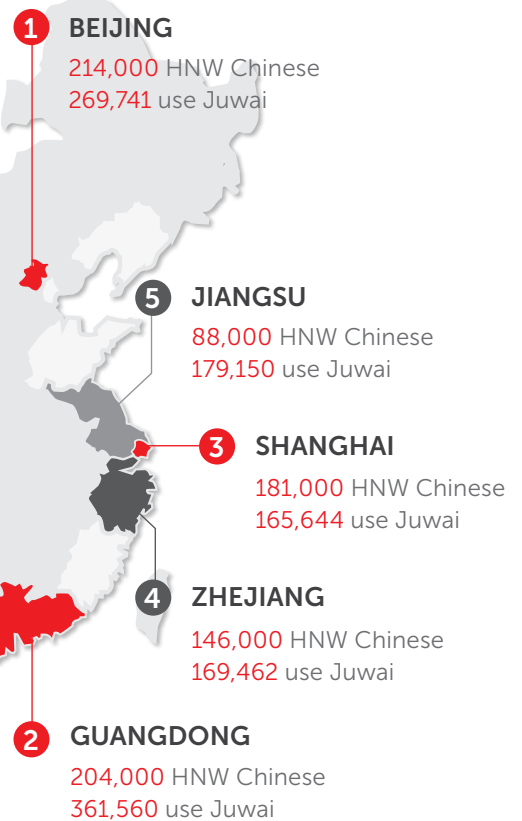
Our team in Hong Kong is constructed specifically to meet the needs of international agents looking to market to Chinese consumers.

# Juwai.com Reach

Juwai.com has a monthly reach of over 2 million, and an exclusive database of high-net-worth Chinese. Each day, tens of thousands of Chinese consumers from 403 cities in China and 165 countries go on Juwai.com to search and browse listings, read up on news, and learn about investing overseas.

We offer more than 18,000 pieces of editorial, market analysis, buying guides, and emigration and investment works – all the information that Chinese buyers need to make informed decisions about purchasing property overseas.

*Approximately 34.8% of site views are from top 5 provinces where 68.6% of Chinese wealth resides.*



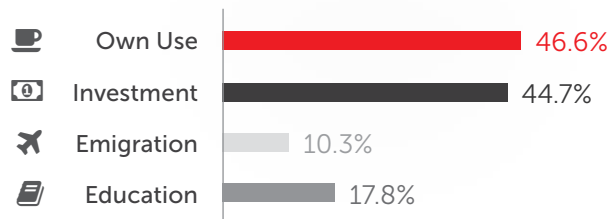
Sources: Hurun Report "2015 Annual Chinese HNWI's Asset Allocation White Paper"; Average monthly sessions on Juwai.com in 2015



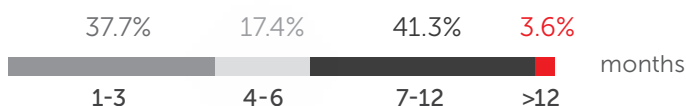
## Global Property Index Report & US/UK Buyers Guides



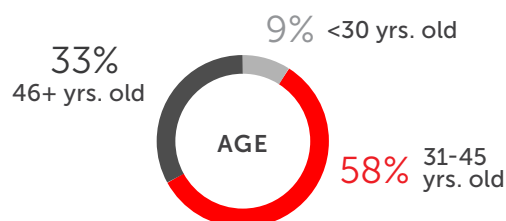
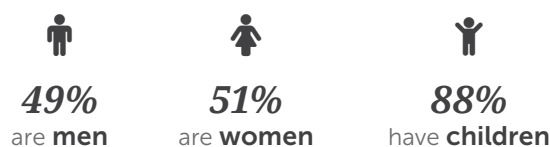
## OVERSEAS PROPERTY INVESTMENT PURPOSE\*



## READINESS TO INVEST



## CHINESE BUYER DEMOGRAPHICS



**2 million** CHINESE CONSUMER VISITS MONTHLY

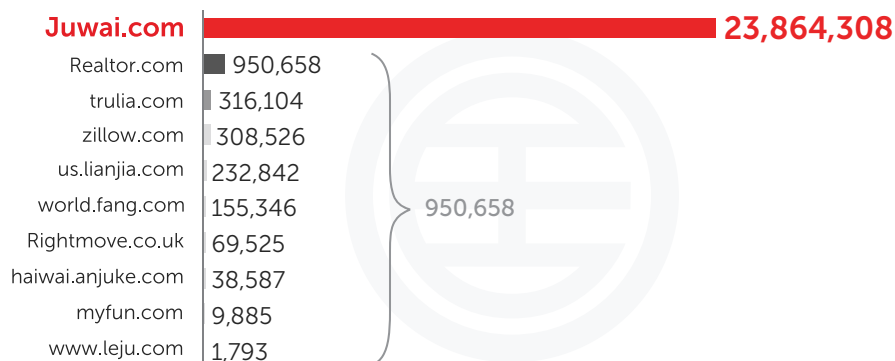
**\$700,000** AVERAGE BUDGET

\* Consumers may be driven by more than one motivation



Reaching more Chinese buyers  
than all other sites combined

## BAIDU INDEXED PAGES



China's 2014 "Most Influential Overseas Property Portal" Winner

China's 2015 "Most Exciting International Portal to Watch" Winner

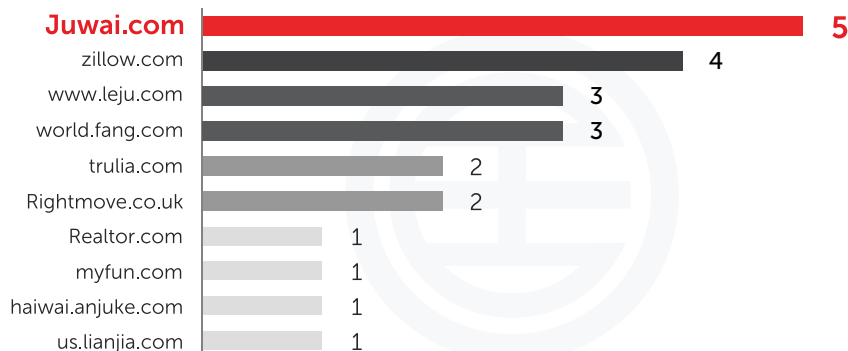


2015 Red Herring 100 Global Award



Juwai.com is ranked #1 by China internet ranking firm CNZZ.

## BAIDU PAGE RANK



Sources: Juwai Consumer Enquiry Data 2016; Hurun Report "Immigration and the Chinese HNWI 2014" & "Immigration and the Chinese HNWI 2015"; Baidu.com data, 6 January 2017

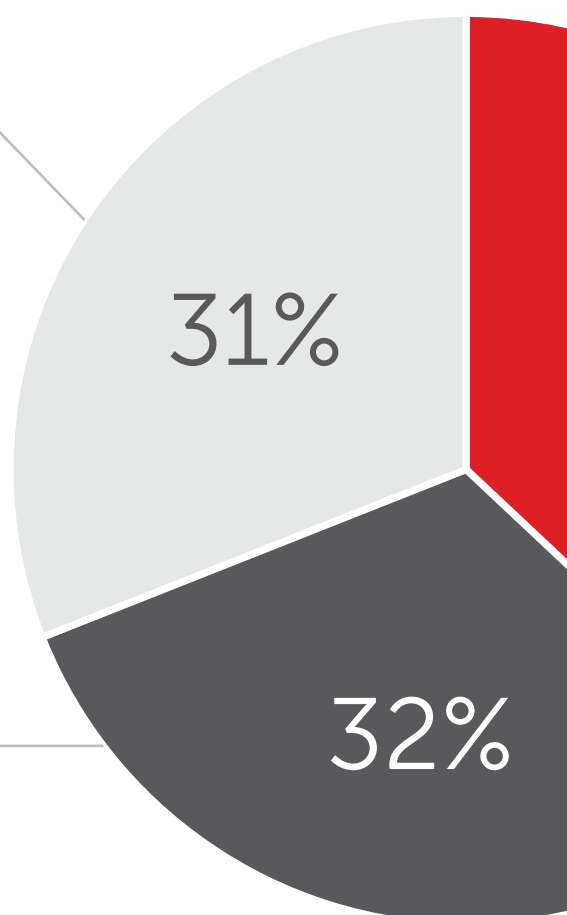
# How Chinese buyers make contact

## THROUGH FAMILY & FRIENDS IN COUNTRY

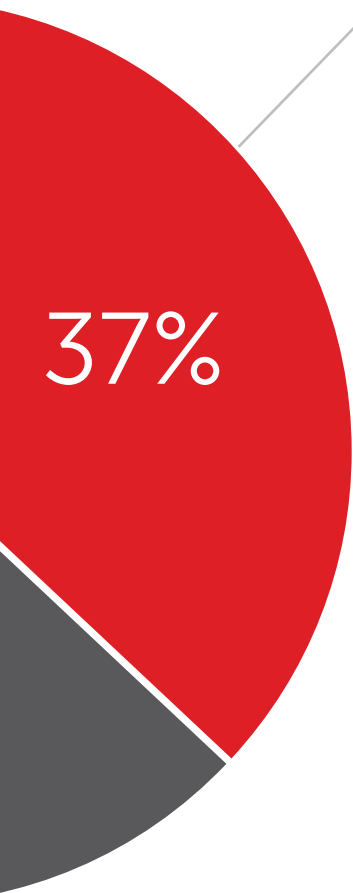
- 1 Browse Juwai.com:**  
Chinese buyer browses for property on Juwai.com.
- 2 View Online Listing Information:**  
They inspect the Property Details pages and Chinese Company Pages to assess properties of interest and the sellers' credentials.
- 3 Send Local Family & Friends:**  
They pass the information to someone they trust – like family or friends living there – to investigate further on their behalf.
- 4 Contact Broker:**  
Chinese buyer's family or friend makes contact to ask about or inspect a property on the buyer's behalf.

## IN PERSON IN COUNTRY

- 1 Browse Juwai.com:**  
Chinese buyer browses for property on Juwai.com.
- 2 View Online Listing Information:**  
They inspect the Property Details pages and Chinese Company Pages to assess properties of interest and the sellers' credentials.
- 3 Collect Research & Fly to Country:**  
They compile research and contact information from the Chinese Company Pages and Property Details Pages in preparation for a trip to that country.
- 4 Contact Broker:**  
The Chinese buyer contacts the broker upon arrival to the country, or just before they fly over. Alternatively, they may just show up at the office location!







#### THROUGH JUWAI CHINESE CONSUMER SUPPORT CENTRE IN CHINA

- 1 Browse Juwai.com:**  
Chinese buyer browses for property on Juwai.com, and may also spend time researching how to buy overseas property.
- 2 Juwai Chinese Consumer Support Centre:**  
Then they call the Juwai Chinese Consumer Support Centre – our team in Shanghai which speaks with the buyer and translates the enquiry to English.
- 3 Contact Broker:**  
Chinese buyer and their translated enquiry will be sent to you.

If you are not on Juwai.com,  
Chinese buyers cannot see you.

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# Juwai.com Channels

居外  
渠道

In addition to site access and quality content, it is equally important to reach your audience on the right channels. High-net-worth Chinese choose internet as their top source of news, are heavy users of social media, and are always connected on-the-go through their iPads and iPhones. Targeted reach can also be done via email marketing, and offline through private networks and events.

Juwai.com allows you to have a fully integrated China strategy – reaching Chinese buyers online through Juwai.com, offline at China events and expos, through Chinese social media, and on mobile via our Juwai Mobile App and mobile site.

## HOW JUWAI.COM REACHES CHINESE BUYERS

### Chinese Website

*Over 2.5 million property listings spanning across 89 countries*

### Juwai Admin

*Multilanguage website to manage your property listings*

### Event Services

*Exclusive invitations and events through our private networks*



### Enhancement Products

*Email Direct Marketing (EDMs), Banner Ads, and more to get more exposure for your company and listings*

### Social Media

*We attract the largest Chinese social media community focused on international property*



### Mobile Integration

*First Chinese iPhone app for international residential property*

### Market Analysis, News & Editorial

*We publish information that Chinese buyers need to make informed purchasing decisions*



### Strength of Partnerships

*Extended exposure through our media partners*

# Can't speak Chinese?

Don't worry, let us do the talking (and translations).



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***With Juwai.com, you have the only website you need to market your properties to Chinese buyers – in Chinese.***

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## Local professional translators

Less than 1% of Mainland Chinese speak English. If you want to reach and engage Chinese buyers, you must present your brand and listings in the right language – Mandarin and Simplified Chinese. Don't worry if you don't speak the language – Juwai.com's team of experts on the ground in China includes degree-educated journalists and editorial staff who professionally translate your listings, company profiles, and leads.

## Juwai Admin

This simple-to-use English language portal makes it easy for you to upload your property data, photos, and descriptions – which are then translated to Chinese to appear on our Chinese consumer site, Juwai.com.

## When machine translation fails

A word to the wise: Don't ever use machine translation! Machine translation tools cannot understand or effectively translate idioms, nuances, local terms, popular phrases or anything that's not been fed into the system. They are also built to be literal and word for word, turning sentences into stilted and awkward phrases. Best case, you sound silly. Worst case, you lose your credibility!

## Chinese Consumer Support Centre

Based in China, our dedicated Chinese Consumer Support Centre helps field and translate any enquiries you get, and then passes them to you.



# Juwai Products & Packages

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## HOW IT WORKS :

- 1 Select a Listing Package
- 2 Access Enhancement Products & Services
- 3 Reach Chinese buyers & win more listings



# Chinese Company Page – Professional

Your very own Chinese Company Page – with unique URL – hosted behind China's Great Firewall to market to Chinese buyers.

## YOUR CHINESE COMPANY PAGE IS FEATURED ON :

- All your Property Listing Pages
- The Agent Search Page
- Juwai.com mobile site

Your logo, company name, contact information & link to your website\*

Your company intro with your expertise & key selling points fully translated (150 English words)

Your awards & recognition

## ENQUIRY FORM

All online & Chinese Consumer Support Centre enquiries will be translated and emailed to you

## ONLY YOUR PROPERTY LISTINGS SHOWN

Buyers can scroll through all your company's property listings from one place

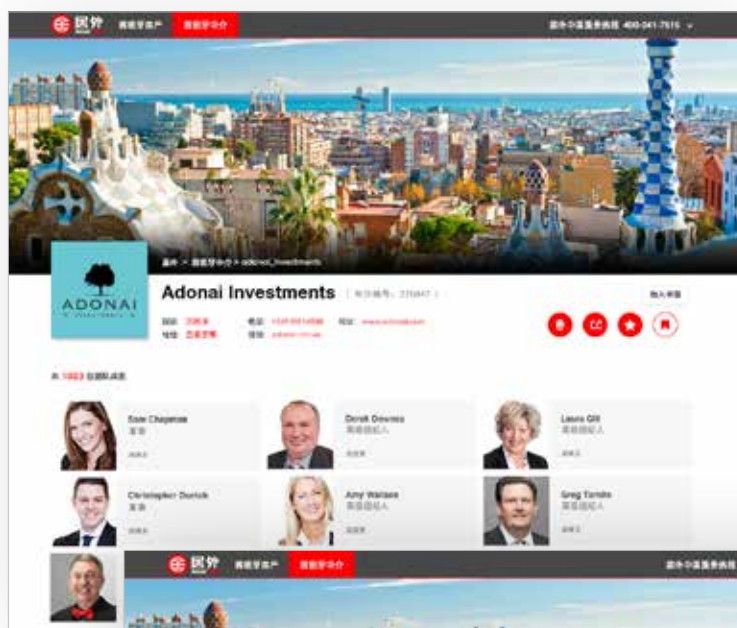
\* The Chinese Company Page - Professional version is fully-featured with your own mobile site, sub-agent profile pages and management tools & functionality. Included in premium listing packages only.

\* The Chinese Company Page - Starter version does not include sub-agent management tools and functionality, nor appear on mobile.

CHINESE COMPANY PAGE - MAIN PAGE

# Your Sub-Agent Pages & Listings

## CHINESE COMPANY PAGE - COMPANY SUB-AGENTS



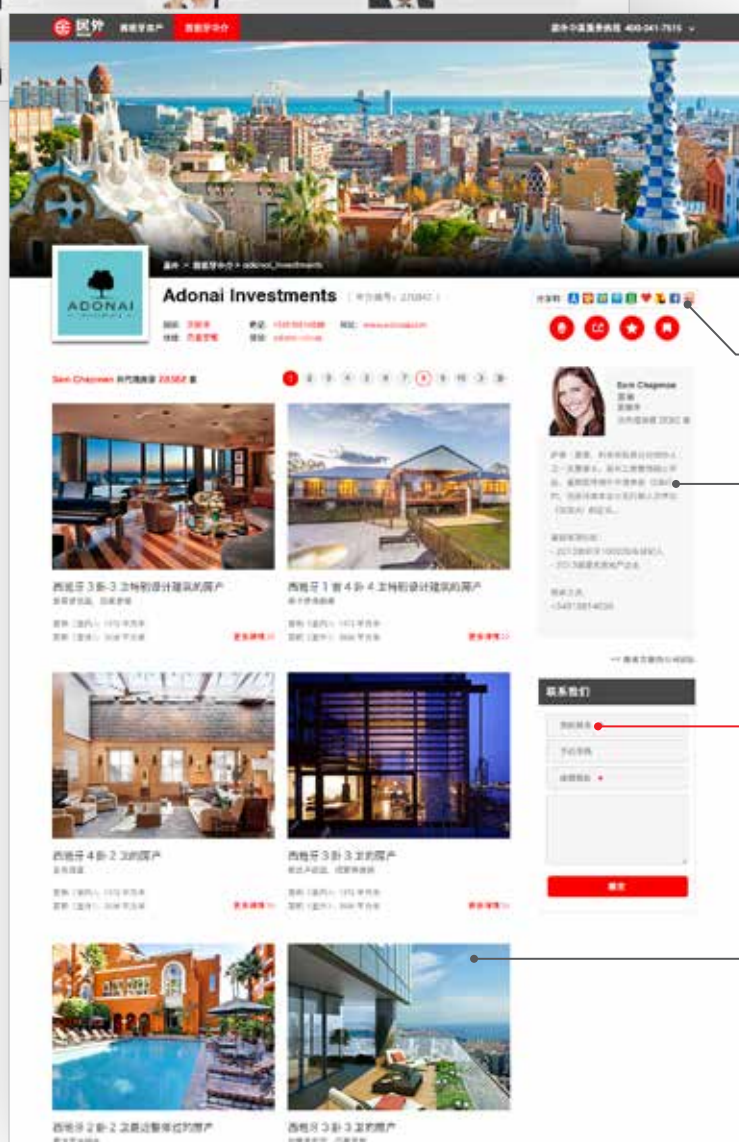
Manage and assign properties to your team on your Chinese Company Page – *Professional*.

## Add up to 15 sub-agents

- Add agent profiles and contact information
- Assign your properties to agents to manage

## Agent Profile Pages

- Each agent gets their own webpage
- Displays only their assigned property listings
- Enquires will be sent to assigned agent by our Chinese Consumer Support Centre



Chinese & Western social media sharing

### SUB-AGENT PROFILE & CONTACT

Sub-agent profile and contact details (150 English words translated)

### ENQUIRY FORM

Online & Chinese consumer enquiries for sub-agent properties will be sent to your assigned sub-agent

### ONLY YOUR PROPERTY LISTINGS SHOWN

Buyers can view all listings assigned to a particular agent under the account

## CHINESE COMPANY PAGE - SUB-AGENT'S PAGE & LISTINGS



# Your Chinese Mobile Site

Your Chinese Company Page – *Professional* now appears both online and on mobile.

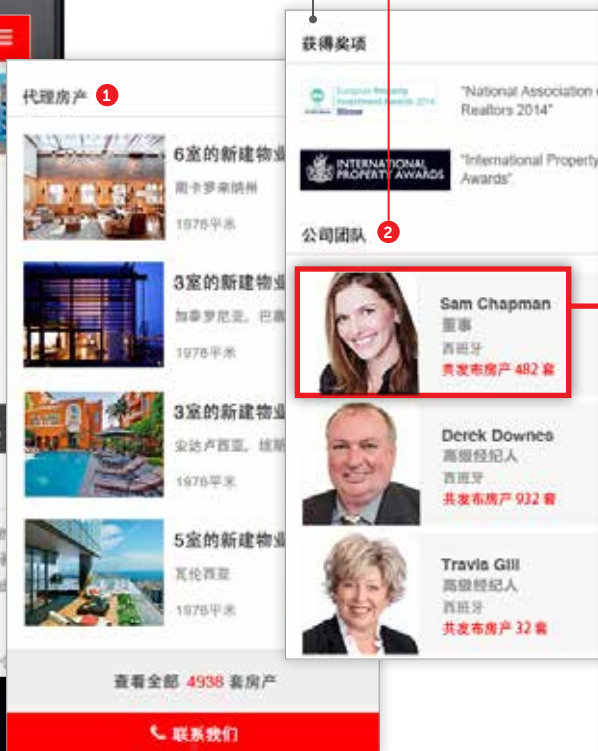
Fully optimised for mobile viewing, making your company, brand, and properties easily viewable by Chinese buyers – wherever they happen to be.

YOUR CHINESE MOBILE SITE



Your awards & recognition

Company sub-agents



Buyers can directly call our Chinese Consumer Support Centre

SUB-AGENT'S PAGE & LISTINGS



\* Available only with the Chinese Company Page – Professional version



**620 million** mobile internet users in China

**90%** of Chinese get online via mobile devices

**64%** of China's mobile internet population make payments via mobile devices

**96%** of Chinese HNWIs use mobile apps for financial transactions and information

Property Listings also appear on **JUWAI APP**



Sources: China Internet Network Information Center (CNNIC), January 2016; MyPrivateBanking "Global Survey of Mobile Disruption in Wealth Management 2014"



# Property Listing Page

Juwai.com is the #1 Chinese international property portal, with over 2 million Chinese visits each month.

## PROPERTY LISTING FEATURES

- Your logo and contact details
- Your key property details & **Property Key Features** in Chinese
- Chinese Consumer Support Centre
- Prices in RMB & your currency
- Interior & exterior area in sq.m

## PHOTO GALLERY

Upload up to 20 expandable photos

## ENQUIRY FORM

All online & Chinese Consumer Support Centre enquiries will be translated & emailed to you

Property description  
(translation included in select packages) ➤

**PROPERTY KEY FEATURES**  
Amenities & facilities fully translated ➤

Expanded property photos ➤

## FLOOR PLANS

Upload up to 2 floor plans per property (Developer Packages offer up to 20 floor plans)

## MANDARIN MAPPING

Highlights local amenities such as nearby schools, grocery stores, & more

The screenshot displays a property listing on the Juwai.com website. At the top, the header includes the Juwai.com logo, navigation links, and a QR code. The main listing is for a 5-bedroom, 2-bathroom house in Mayra, 64. It features a large photo of the interior, a detailed description in Chinese, and a list of key features. Below the description is a section for 'Property Key Features' with a list of amenities. The bottom section shows 'Expanded property photos' and 'Floor Plans'. The right sidebar contains 'Contact Information' including the company logo, profile image, enquiry forms, telephone number, and links to the Chinese company page and website.

# Juwai.com

## Main Channel

These basic Listing Packages get your property listings on the main Juwai.com channel, giving you the basic exposure needed to reach our Chinese consumer audience.



	SINGLE PROPERTY	PREMIER PROPERTY	CHINA PROFESSIONAL
Campaign Duration	3 months	3 months	12 months
No. of Listings	1	1	300
Property Translation	1	1	300
English Word Count	150	250	250
Property Photos / Property	20	20	20
Floor Plans / Property	2	2	2
Your Contact Details	✓	✓	✓
Fully Branded	✓	✓	✓
Featured Property	3-month	3-month	2
Hot Property		3-month	
Advertorial (800 words)		1	
Chinese Company Page			Professional
Company Profile Fully Translated			1
English Word Count			150
Agent Profile Pages			15
Personal Profile Translation			15
English Word Count			150
Chinese Company Mobile Site			✓
Link to External Site			✓
Juwai A2A Event Discounts			✓

# Global New Developments

环球  
新盘

Our GND channel focuses specifically on new projects and developers. GND listings appear both on this dedicated channel and the main Juwai.com channel.



	ELITE	SHOWCASE
Campaign Duration	4 months	6 months
No. of Listings	1	1
Property Translation <i>English Word Count</i>	1 400	1 500
Property Photos / Property	20	20
Floor Plans / Property	10	20
Listing Rotation	Standard	Priority
Your Contact Details	✓	✓
Fully Branded	✓	✓
Featured Property	2-month	6-month
Chinese Company Page	Professional	Professional
Company Profile Fully Translated <i>English Word Count</i>	1 400	1 400
Agent Profile Pages	15	15
Personal Profile Translation <i>English Word Count</i>	1 150	1 150
Chinese Company Mobile Site	✓	✓
Link to External Site	✓	✓
PDF Brochure (700 English Words Translated)	1	1
Juwai A2A Event Discounts	✓	✓
Advertorial		2
Banner Ad		1 (25% SOV)
EDM		1 (25,000 Sends)

# Juwai Luxe Channel

顶级  
豪宅



Leveraging Juwai.com's exclusive audience, this premier Chinese luxury property & lifestyle channel showcases the world's most exquisite properties.

Juwai Luxe features highly targeted content for the luxury consumer, exploring seasonal influences impacting consumers year-round. Listings appear on the Juwai Luxe and Juwai.com channels.

	LUXURY PROPERTY	LUXURY SPECIALIST
Campaign Duration	Until sold (1 year max.)	Until sold (1 year max.)
No. of Listings	1	10
Property Translation <i>English Word Count</i>	1 300	10 300
Property Photos / Property	20	20
Floor Plans / Property	3	5
Your Contact Details	✓	✓
Fully Branded	✓	✓
Featured Property	1	1
Advertorial	✓	
Chinese Company Page		Professional
Company Profile Fully Translated <i>English Word Count</i>		1 150
Agent Profile Pages		15
Personal Profile Translation <i>English Word Count</i>		1 150
Chinese Company Mobile Site		✓
Link to External Site		✓
Juwai A2A Event Discounts		✓



# Enhancement Products

We have a range of products you can add to your listing package to help boost your exposure and drive more traffic.

*\*Available only after a listing package is purchased, and can improve your reach and results.*



## FEATURED PROPERTY

Get up to 39.9x more traffic with a boost to your listing, getting you higher listing status in search results.



## HOT PROPERTY

Drive up to 90.8x more traffic to your listing with special placement at the top of your Country Home Page.



## JUWAI RECOMMENDS

Get up to 8.4x more traffic with this special placement on the Country Home Page and Property Search Page.



## ADVERTORIAL

Drive traffic to your listing and build your brand with a professionally written Chinese advertorial.



## EMAIL DIRECT MARKETING

Drive traffic to your listing and build your brand with email marketing sent directly to HNW Chinese.



## BANNER ADS

Targeted exposure to drive traffic to your company & listings.



# Juwai Event Services 展会服务

We leverage our local market expertise to give you greater access to Chinese buyers to the best events and expos across China.

We regularly host our Juwai China Agent Summits and Global Developer Summits, which bring both international and Chinese developers and agents together in China to network, learn about marketing international properties to Chinese buyers, and explore new sales channels to reach Chinese investors.

## 2016 JUWAI EVENTS 居外会展

### Juwai China Summits\*:

Our Juwai China Summits are an industry first to bring international agents to meet with local Chinese agents, network and extend their reach into China. Seating at these events are limited and reserved on a first come, first served basis. Contact us early to reserve your spot for upcoming Juwai Events.

NEXT SUMMIT:

**11 APRIL 2017**  
**BEIJING**  
Agent-to-Agent

*\*Dates are tentative and subject to change.*



# CHINA EXPOS

## FEATURES & BENEFITS: 亮点优势



### Guidance navigating the market

With our years of experience with China property shows, we can help you identify which events will get you the right kind of exposure for your properties.



### We research & filter for the best

We partner with the best, and constantly research new events to stay on top of the market. Not all events are right for international exhibitors. We do the heavy lifting to bring you top events across China.



### Ease & convenience

We take care of details from participation to working with vendors, design, production, and installation of exhibition stand artwork.



### Overcome language barriers

We provide material translation and localisation, and can coordinate on-site interpreters.



### Premium booth locations

Be seen in high-traffic locations on-site. We leverage our network to pre-negotiate and reserve premium space for you.



### Exclusive access to China events

We leverage our local industry contacts and relationships to give you exclusive access to the best shows across China, many of which include invitation-only events available only through Juwai.



### International Account Management Support

We're with you every step of the way, and our International Account Management Support Team is here for added support – whenever you need it.

## JUWAI AT CHINA EXPOS:

### Shanghai Expo

Richard Simeon, of Sydney Luxury Property, provides information on exclusive properties in Mosman, Sydney.



### Xiamen Expo

Glenn Leet, of Integrity New Homes, discusses Australian homes with prospective Chinese buyers.



### Beijing Expo

Chinese buyers storm the conference aisles in search of overseas property investments opportunities.



### Shanghai Expo

Peter Crowther and Roxanne Liu, of LJ Hooker-Sunnybank Hills, present projects from Brisbane and Queensland to Chinese investors.



### Dalian Expo

Crowds of Chinese visitors fill expo halls in search of overseas real estate investment opportunities.





# Juwai Customer SOUND BITES



**Joel Goodrich**

Realtor, TRI Coldwell Banker, United States

Many of my sellers ask me about international marketing, and especially China. I expect San Francisco to have the same Chinese effect here as New York now has with European buyers.

I have a couple of Mainland Chinese buyers who Juwai.com connected me with just this month. One is looking for a condo in the \$1 million to \$2 million range, and the other is looking for an apartment over \$10 million. Without Juwai.com, I absolutely would not have connected with these buyers.



**Dominic Ng**

Huttons Singapore, Singapore

I find there is huge potential in the Chinese market. After a fair bit of research, I found that with regards to Internet marketing, Juwai has quite a fair bit of presence in Singapore.

It would be hard for me as a foreigner to penetrate into China without knowing or having the proper platform, and Juwai paved the way for me. In less than a month, I've gotten 3 leads through Juwai.com.

If you're trying to reach out to Chinese buyers, Juwai would be an excellent platform.

## JUWAI CUSTOMERS & PARTNERS :





**“ The ability for Juwai to identify buyer trends across the global Chinese community is second to none.**

– Graham Mirabito, Chief Executive Officer, RP Data CoreLogic



### **Veronica Manrique**

Director, Ciudadgolf, Spain

In the last few months, we have received several offers from Chinese investors, so we saw they had an interest in Spain and in our specific product. We are advertising on Juwai.com, and really like how it works. We are also starting a campaign on Baidu, and we translated our website into Chinese.

We attended our first property fair with Juwai.com and may go to the Shanghai Luxury Properties Show in December. You really need to have a Chinese partner. At Ciudadgolf, we have found that is really important.



### **Peter Barzukas**

Sales Consultant, LJ Hooker Logan City, Australia

I sold two properties to the first customer Juwai.com referred to me.

Over the 25 years I've been doing real estate, I've dealt with probably maybe 20 Asians. But now with Juwai.com, we are targeting that market.

I saw the potential when I was in China. You don't have to be Einstein to work out that there is a tremendous amount of people over there looking to buy property.

#### **JUWAI CUSTOMERS & PARTNERS :**



**Ray White**



**Raine&Horne**

# International Press



BBC  
6 April 2016

## Juwai.com explains where the Chinese are buying property

"Chinese buyers spent more than £35bn (\$52bn) on foreign property last year," says Sue Jong, COO & Head of International Industry Marketing at Juwai.com.



CNBC  
18 January 2016

## Chinese still buying property like there's no tomorrow

"Property is still very affordable around the world compared to Shanghai or Beijing," says Juwai.com.

THE WALL STREET JOURNAL The Wall Street Journal  
10 April 2016

## Chinese investment in Australian real estate doubles

"China's share has risen from less than one-tenth to more than one-quarter of all of foreign real-estate investment in Australia since 2012," says Juwai.com CEO Charles Pittar.



Bloomberg  
14 November 2016

## The Chinese home-buying frenzy's coming to a city near you

According to Juwai.com, this year's purchases could be just be the tip of the iceberg, and Chinese holdings of global real estate (including commercial properties) will probably swell from \$80 billion in 2015 to \$220 billion by 2020.



Forbes  
24 June 2016

## Weaker U.K. pound makes Chinese house hunters happy

"If the fall in the pound persists and if local buyers continue to sit on their hands to some degree, that will create a more appealing environment for international investors," says Juwai.com CEO Charles Pittar.



Reuters  
24 July 2016

## More Chinese buyers enquire about UK property after Brexit vote

"With politics stabilising and a competent new government in place, the UK looks like the same old safe haven as ever – but cheaper," says Bernie Morris, President of the UK, Europe, and Middle East for Juwai.com.



Los Angeles Times  
6 July 2016

## Online services put Mandarin at fingertips of China's prospective real estate buyers

Juwai.com internal metrics show that translated property listings in Southern California are viewed 87 times more than English listings on Juwai.com. They also generate 40 times more enquiries.



Financial Times  
10 April 2016

## Chinese seek to boost investment in Australia property

"China's pent-up demand for international property is driving this trend. [Those] who claimed Chinese investment was falling are badly informed," says Juwai.com CEO Charles Pittar.



The Economist  
18 June 2016

## A roaring trade: Chinese tiger mums start a college-town housing boom

According to Matthew Moore, President of the Americas of Juwai.com, roughly 70% of enquiries from Chinese indicate education as their chief motive.



Vice  
17 October 2016

## New Zealand house prices are still blowing up faster than anywhere in the world

According to the Juwai.com, New Zealand homes prices increased 10.43% during Q2 2016 to reign as the strongest performer. Chinese enquiries for New Zealand also grew 50 percent in September 2016.



SBS  
4 October 2016

## Overseas property interest in Australia stays strong

"We've seen a significant increase. Certainly, the trend over the last few years has been increasing, but, even in the last 12 months, we've seen an increase of around 15% of inquiries into Australia," says Juwai.com CEO Charles Pittar.



International Business Times  
02 July 2016

## Asian investors are not deserting London property. But will a credit squeeze hold back new buyers?

Prior to the vote, the Chinese property website Juwai surveyed buyers on their views of Brexit; 71% said there would be either no change or more demand for UK property.



News.com.au  
16 June 2016

## The Chinese real estate agent boom

"You do not have to be Chinese to succeed with Chinese buyers," says Gavin Norris, Juwai.com Head of Australia. Chinese enquiries for Australia grew 61% y-o-y on Juwai.com in Q1 2016.



Nine Network  
6 January 2016

## Foreign buyers boom

"Every apartment bought off-the-plan by a Chinese enables another three more to be built. That could add another A\$75bn to real estate investment in Australia over the medium term," says Juwai.com CEO Charles Pittar.



Nikkei Asian Review  
6 May 2016

## Charles Pittar – Chinese families will keep buying Japanese property

According to Juwai.com CEO Charles Pittar, Chinese buyer enquiries for Japanese property surged by 191% y-o-y in 2015 from 2014.



Khaleej Times  
25 October 2016

## Chinese investors keen to snap up Dubai

According to Juwai.com, enquiries on properties in the UAE for the first half of 2016 have risen 40 percent. The search hits for Dubai properties were recorded at 85.3 percent higher over the past 12 months compared to the previous year.



The Globe and Mail  
2 November 2016

## Sotheby's hopes Chinese partnership will boost Vancouver real estate sales

"Many Chinese buyers feel that Vancouver has become overpriced and lacks good inventory. We know that Vancouver for the long term will remain appealing to international buyers," says Matthew Moore, President of the Americas at Juwai.com.



Stuff.co.nz  
22 May 2016

## Agent woos house sellers with Chinese demand

"It's the urban dream...the kind of thing that for New Zealanders, Aussies and Americans, it's normal. But in China only the most wealthy can afford a house on its own land anything near a major city. And even when they buy it, they don't own the land," says Dave Platter, Juwai.com Global PR & Communications Director.

# Chinese Press



China National Tourism  
Administration  
15 April 2016

Overseas travel destination diverge between  
average and wealthy



Caixin  
20 January 2016

中国买家青睐洛杉矶千万美元级豪宅  
Chinese buyers favour Los Angeles luxury  
mansions worth US\$10 million



China Daily  
3 March 2016

中国人精挑细选投资海外房产  
Picky Chinese invest smartly in overseas  
residential units



Youku  
23 November 2016

海外房产报道之专题系列:《世界青年说》  
嘉宾起底 韩冰“娘娘”身家亿万

Global real estate market report special series:  
'A Bright World' guest Han Bing reveals



Sina News  
8 November 2016

英媒: 英镑下跌促使更多中国买家购买  
伦敦高端住宅

British Media: Pound's depreciation drives more  
Chinese property investors to buy high-end  
London homes



Tencent Finance (finance.qq.com)  
2 November 2016

脱欧中的英国楼市: 英镑闪崩是抄底机会  
还是高位接盘

UK property market post-Brexit: Is the pound's  
depreciation an opportunity for bargain hunters  
or buying at a high price



Yicai  
11 March 2016

外汇局辟谣外汇管制  
中国人海外买房持续升温

Chinese overseas property buying spree heats  
up, as China foreign investment authority  
denies outbound investment cash control



SinoVision  
1 February 2016

中国买家来美购房数据面观  
纽约房产均价达500万美元列榜首

Data on Chinese buying US property: New York  
reigns as most expensive property market in the  
US with average housing price of US\$5 million



Jiemian News  
31 December 2016

【界面预言家2017】不可思议 这四个地方  
将成中国人海外投资房产新宠

Jiemian Forecast 2017: Incredible that these  
four places will become the new darlings of  
Chinese overseas property investment



Reference News  
30 September 2016

美媒称中国人涌入泰国买房: 房价便宜  
适合养老

US media: Property bargains for retirement  
leads Chinese buyer influx into Thailand



China Business Journal  
27 February 2017

中国买家瞄准英国亿元豪宅

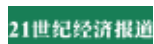
Chinese buyers target billion-dollar luxury  
mansions in the UK



Xinhua News  
15 April 2016

中国神秘女富豪拟豪掷超6亿元  
购买巴拿马一岛屿

Mysterious Chinese female billionaire buys island  
in Panama for over 600 million yuan



21<sup>st</sup> Century News Group  
30 September 2016

离得近、价格比国内低 中国购房团、  
开发商纷纷赴东南亚

Close proximity and lower priced than domestic  
property, Chinese developers expands towards  
Southeast Asia



Jinri Toutiao  
1 August 2016

英镑贬值致楼价下跌 中国买家入市  
青睐“学区房”

Pound's devaluation causes property price  
plunge; Chinese buyers favour school districts  
in the UK



Southcn.com  
9 August 2016

西媒: 中国人瞄准西班牙房产  
“黄金签证”吸引力大

Western media: 'Golden Visa' lures chinese  
buyers to target Spanish property



eastday.com  
10 November 2016

中国投资者成伦敦楼市救星

Chinese property investors become London  
property market saviours



Mansion Global  
1 February 2016

中国管控资金外流 美高端房产激起涟漪

China controls outbound investment cash  
outflow: rippling effect on US luxury real estate



Noblesse  
10 January 2017

海外置業, 理性先行

Invest with reason in the overseas homes

# His parents are looking to buy...now.

83% of high-net-worth Chinese send their children to study abroad

List your properties on the #1 international  
property portal for Chinese buyers



The Courier Mail: Units near universities  
bought before kids even born – 28 Nov 2015



Get started on [list.juwai.com](http://list.juwai.com)