



TM

**Juwai.com**

国际房产搜索引擎

*Where Chinese find international property*

# Juwai Overview

Berkshire Hathaway HomeServices

ABOUT JUWAI & CHINA

# Juwai.com: Largest Chinese International Property Platform

JUWAI.COM GLOBAL PROPERTY PLATFORM

**2 million**

Chinese consumers coming  
to Juwai.com each month

Chinese consumers from  
**165 countries &  
403 cities in China**

**2.5 million**

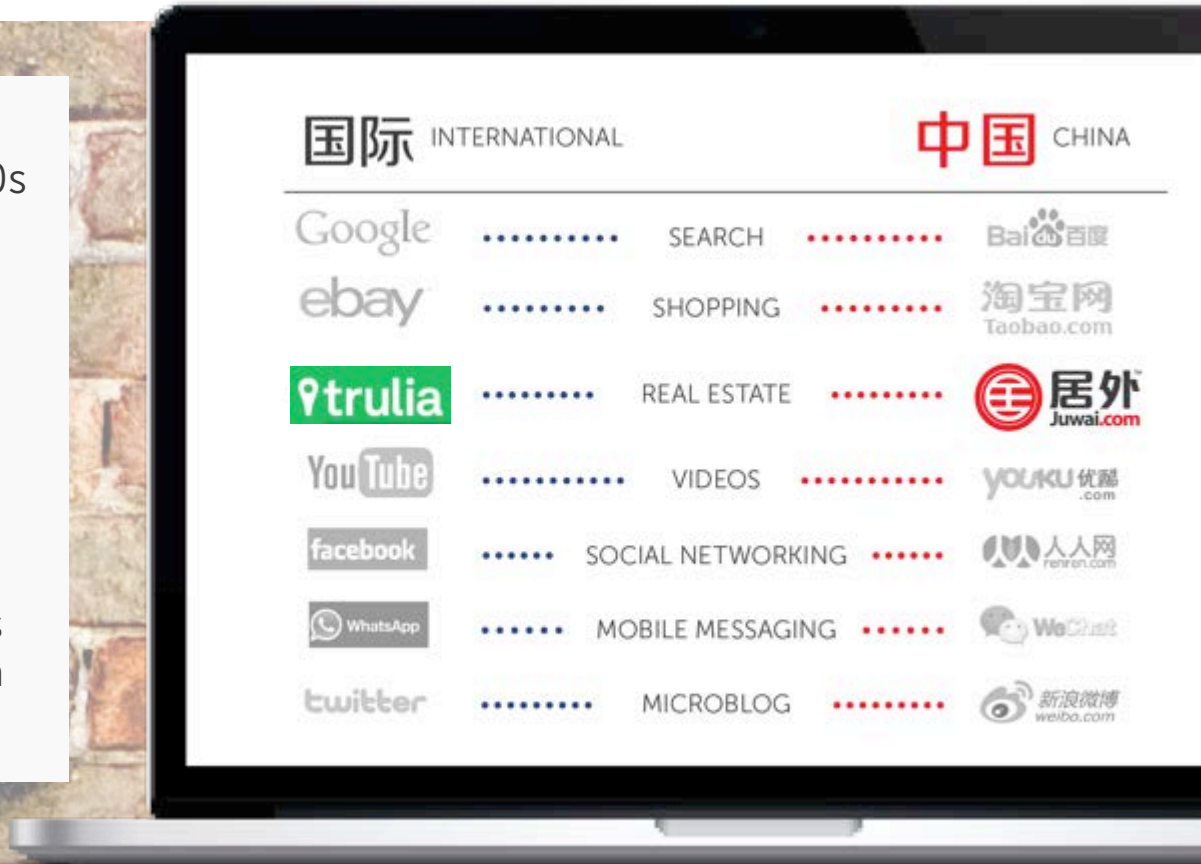
property listings from  
**89 countries**  
displayed on the site  
and mobile app



\* 2014 direct consumer enquiry based on property price through Juwai Call Centre and measured broker information provided online \*\* USD\$900,000 average property price

## We're hosted on both sides of China's Great Firewall

- Sites are blocked and/or 1990s internet slow
- No Facebook, Twitter, Instagram, YouTube, Google
- Only dual-hosted sites are visible inside and outside of China
- Even then, good relationships are key to everything in China



# Not just a website, Juwai spans multiple channels

1 PLATFORM, MULTIPLE CHANNELS, TO REACH CHINESE BUYERS

## Chinese Website

Over 2.5 million property listings spanning across 89 countries

## China Events & Expos

Exclusive invitations and events through our private networks

## Chinese Social Media

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

## Mobile

Fully integrated Juwai Chinese mobile site, and Chinese app for international residential property with GPS and WeChat social channel integration

## Specialty Online Channels

Dedicated special channels: Global New Developments and Juwai Luxe

## Email Direct Marketing (EDMs)

Ongoing direct marketing campaigns to our database of high-net-worth Chinese consumers

## Online Media Partners

Online content partners such as Chinese luxury e-commerce giant, VIP.com – with 70% of China's online shoes & apparel sales

## Offline Media Partners

Leading Chinese magazines that publish Juwai.com editorial and listings content



# Juwai Consumer Support & China Desk

Chinese need in-language support, in their time zone, catered to their unique needs.



# Chinese Demand for International Property

A LARGE AND GROWING MARKET

International residential property sales to Chinese buyers already significant

**US\$80 billion** (2015)

(US\$37bn in 2013, US\$52bn in 2014)

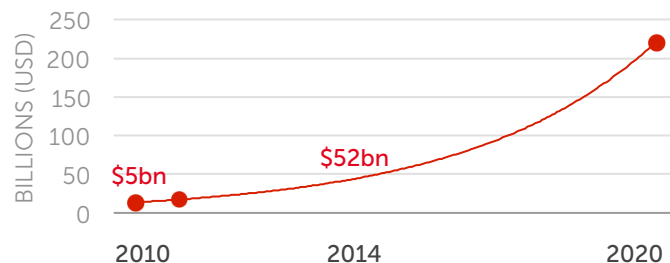
Heritage Foundation (2012 – 13), Juwai sources

**71%**

of international property purchases are made in cash

Source: NAR, March 2016 Report

Chinese Outbound Real Estate Investments



Sources: CBRE 2013

USA Chinese Property Purchases			
Year	2010 US\$bn	2015 US\$bn	%
Residential	11.2	28.6	155%
Commercial	<u>0.6</u>	<u>8.5</u>	<u>1316%</u>
	11.8	37.1	214%
Estimate 2016-20 – US\$218bn			

Source: Asia Society & Rosen Consulting, Breaking Ground: Chinese Investment in US Real Estate, May 2016

Australian Chinese Property Purchases			
Year	2010 A\$bn	2015 A\$bn	%
Residential & Commercial	14.5	24.3	68%
The total in 2015 was 33% of foreign buyer approvals			

Source Aust Gov. FIRB, Annual report 2014-15

- Chinese visitors to spend US\$1.89 billion/year in UK by 2017 (73% increase from US\$867 million in 2013). – *Barclays Research*
- US\$45.3 billion in Chinese investment in UK property by 2025 – *CBRE*

# 3 Key Chinese Consumer Segments



Mainland Chinese buyers

## MAINLAND CHINESE BUYERS

- Living in mainland China
- Looking at properties overseas
- E.g.: Chinese buyer in Qingdao looking at property in US



International Chinese buyers

## INTERNATIONAL CHINESE BUYERS

- Living outside of mainland China
- Looking at international properties located outside the country they're living in
- E.g.: Chinese buyer in Australia looking at property in Italy



Domestic Chinese buyers

## DOMESTIC CHINESE BUYERS

- Living outside of mainland China
- Looking at domestic properties located in the country they're living in
- E.g.: Chinese buyer in UK looking at property in UK



# Juwai Chinese Consumers


BASED ON 30,000 INTERVIEWS WITH CHINESE BUYERS

**2 million**

Chinese consumer visits monthly

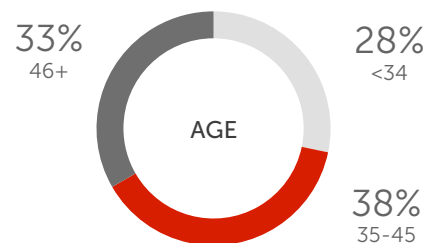
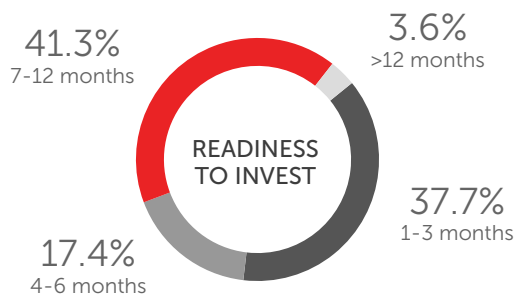
**\$700,000**

Average Budget

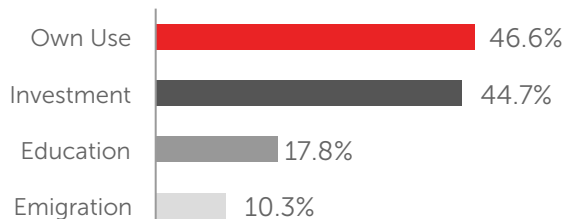
 **51%** female

 **49%** male

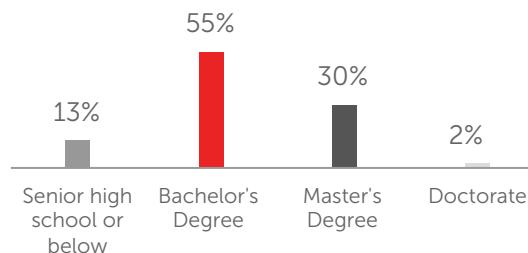
 **88%** have kids



## PURPOSE FOR OVERSEAS PROPERTY INVESTMENT



## EDUCATION



Savvy Investors

Prolific Shoppers

Mobile Savvy

Intrepid Travellers

Lifestyle-focused

\* Consumers may be driven by more than one motivation Sources: Juwai Consumer Enquiry Data 2015; Hurun Report "Immigration and the Chinese HNWI 2014" & "Immigration and the Chinese HNWI 2015"

# Berkshire Hathaway HomeServices and Chinese Marketing 2017

CHINA CAMPAIGNS & OFFERINGS

# Marketing to Chinese through Juwai.com

*Berkshire Hathaway HomeServices is now working with Juwai.com to help get you exposure and reach with the Chinese property buying market.*



## CORPORATE BRANDING

- Corporate will work to build brand awareness on behalf of the network
- Webinars will be held to educate the Berkshire Hathaway HomeServices network on the Chinese market and buyers
- Corporate Page, Banner Ads, PR, E-books, Editorial

## NETWORK'S LISTINGS

- Residential for-sale listings will all appear on Juwai.com through corporate feed
- Listings will include machine translation of property description

## CHINA DESK SUPPORT

- Designated Chinese language support rep from Juwai to represent Berkshire Hathaway HomeServices
- Assists Chinese with Berkshire Hathaway HomeServices listings
- Language and communication support and liaises with Berkshire Hathaway HomeServices network in English

## EXCLUSIVE UPGRADES

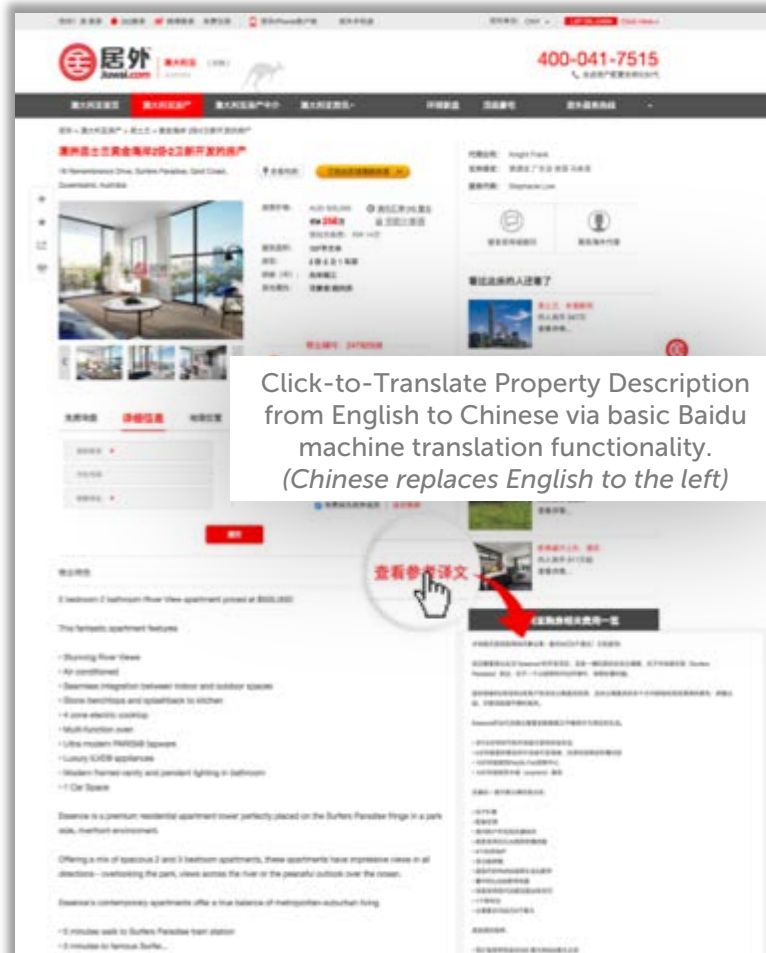
- Special offer for Berkshire Hathaway HomeServices network to upgrade selected listings for better exposure
- Higher search ranking
- Special pricing at \$11/Listing (compared with \$30/Listing)
- Access to monthly reporting via a free Juwai account

# Listing Details Page – *CLICK-TO-TRANSLATE LISTING*

***Berkshire Hathaway HomeServices Click-to-Translate feature on Juwai.com listing allows consumers to get a basic idea of property description. It also has a higher search ranking than many other products.***

## PROPERTY LISTING FEATURES

- Your logo and contact details
- Your key property details and Property Key Features in Chinese
- Chinese Consumer Support Centre
- Price in RMB and your currency
- Interior and exterior area in sq.m
- Click-to-Translate feature to see machine translated description information
- Up to 20 photos and two floor plans



## RANKING ORDER

### Luxe Listings

### China Professional Listings

### Click-to-Translate Listings

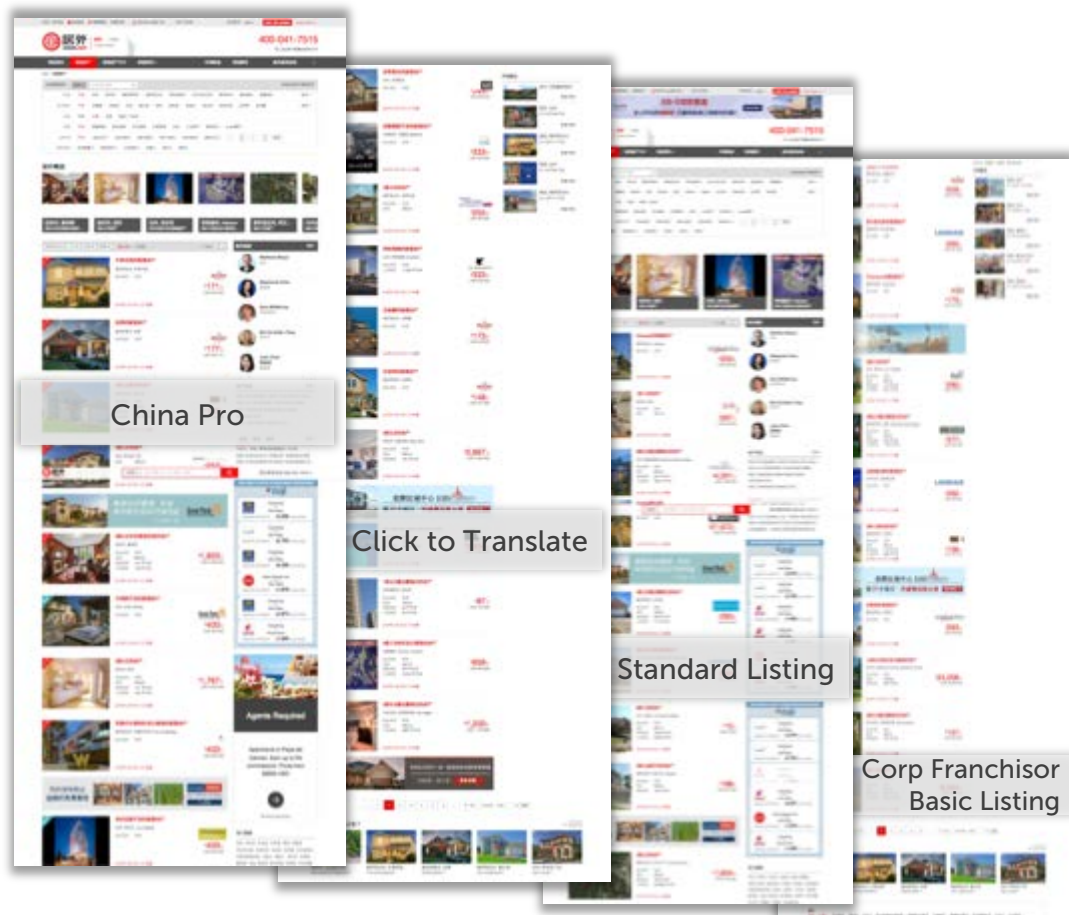
### Standard Listings

### Corp Franchisor SIR Basic Listings

# Search Rank: China Pro vs. Click to Translate Listings

Product Package Level Impacts Ranking

China Professional	Click-to-Translate
Rank above all other main channel multiple listing packages.	Rank below China Professional, but above standard listings.
Professionally translated property descriptions	Click to translate button for machine translated property descriptions
Key details, pricing, street address and area in Simplified Chinese	Key details, pricing, street address and area in Simplified Chinese
Consumers can inquire directly to agents	Consumers can inquire directly to agents
Juwai Consumer Support Team Assistance	Juwai Consumer Support Team Assistance



# How Chinese finds listings on Juwai.com

## BAIDU SEARCH ENGINE



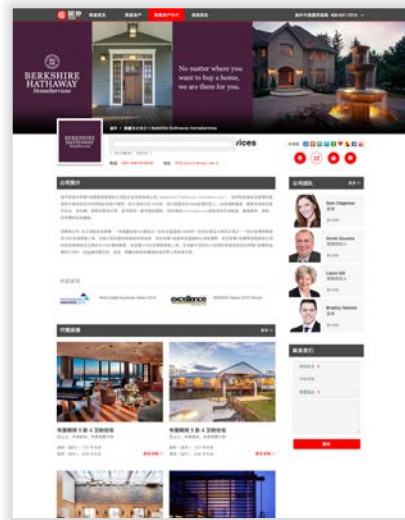
Chinese can search for property online – often on China's largest search engine Baidu – and find Juwai.com.

## JUWAI GLOBAL PAGE



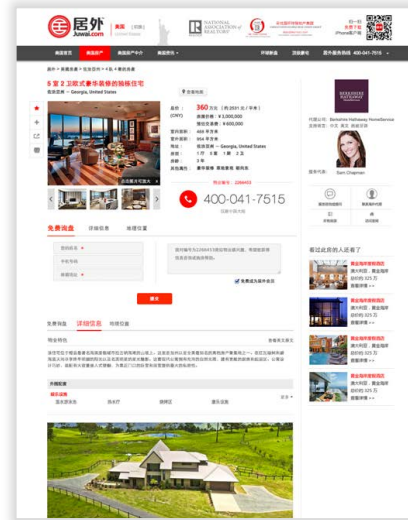
They can access Juwai.com direct. From there, they browse for information (editorial articles) or properties directly.

## BRAND / COMPANY PAGE



They can find a Chinese Company Page (has unique URL), which promotes the brand, and provides quick access to its agents and listings in one place.

## PROPERTY DETAILS PAGE



Chinese can find a Property Listing Details Page through the Country search page, or a Brand/Company Page (if you have one).

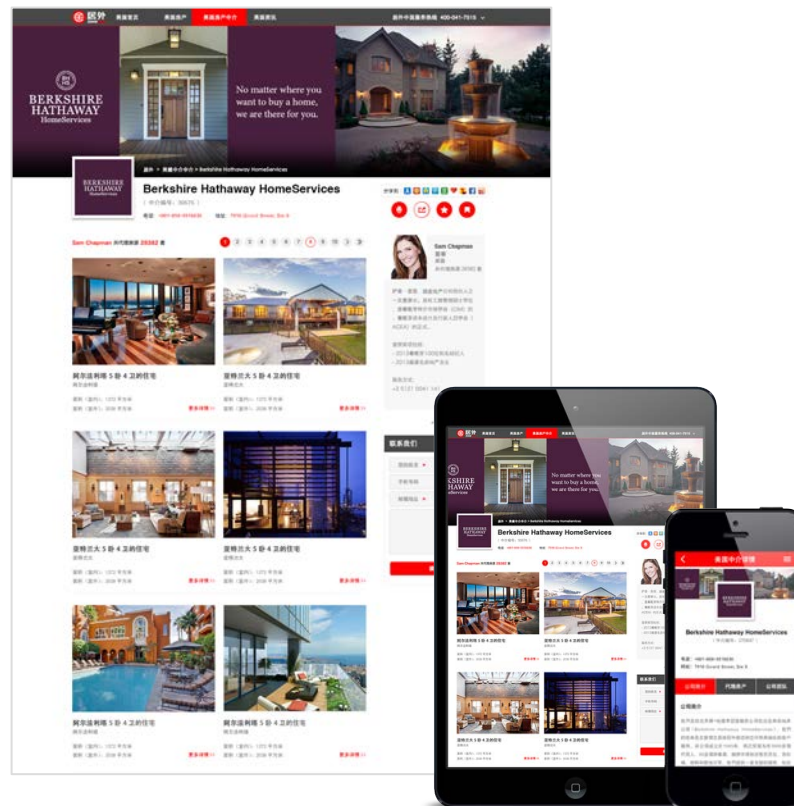


# Sample of Chinese Company Page



## LISTING PAGE

<http://www.juwai.com/YourListing>



CHINESE CORPORATE BERKSHIRE HATHAWAY HOMESERVICES PAGE  
<http://www.juwai.com/YourCompany>

# How Chinese Inquires on Your Listing

**居外 Juwai.com** [美国] [乔治亚州]

**5室2卫欧式豪华装修的独栋住宅**  
乔治亚州 - Georgia, United States

总价: **360 万** (约 2511 元 / 平米)  
(CNY)  
单价: \$1,500,000  
总价: \$1,500,000

室内面积: 468 平方英尺  
室外面积: 854 平方英尺  
地址: 乔治亚州 - Georgia, United States  
楼层: 1 楼 + 地下室 + 2 楼  
房龄: 3 年  
其他属性: 豪华装修 豪华厨房 豪华浴室

房产编号: 2266453

**400-041-7515**

**免费询盘** 详细资讯 地理位置

您的姓名 \*  
手机号码  
邮箱地址 \*

我对编号为2266453类似物业感兴趣, 希望能获得  
信息咨询或购房帮助。

☐ 免费成为海外会员

**提交**

**免费询盘** 详细资讯 地理位置

物业特色

该住宅位于乔治亚州最著名的城市之一的乔治亚州, 这里拥有以全美最著名的房地产市场之一, 享有国际声誉和  
高质量生活水准, 享受阳光和蓝天以及北美洲的建筑艺术。这里拥有以美国南部的自然美景, 建有宽敞的庭院和花园, 公园设  
计巧妙, 景观优美, 是度假和休闲的最佳选择。为最佳门口的住宅和度假胜地提供最大的私密性。

**开放配置**

豪华泳池 高尔夫 休闲区 豪华浴室 更多

平面图

By Phone: 400 China Toll-Free Number

Online Inquiry Form: Sent through to you

Free Inquiry Detail Location

**免费询盘** 详细信息 地理位置

您的姓名 \* Name

手机号码 Mobile Phone

邮箱地址 \* Email

我对编号为2266453类似物业感兴趣, 希望能获得  
信息咨询或购房帮助。

☒ 免费成为海外会员

**提交** Submit

**Sign up free**

LISTING PAGE – <http://www.juwai.com/YourListing>



# Juwai China Desk

*Assists Berkshire Hathaway HomeServices network in liaising with Chinese buyers*

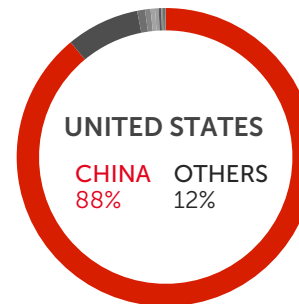
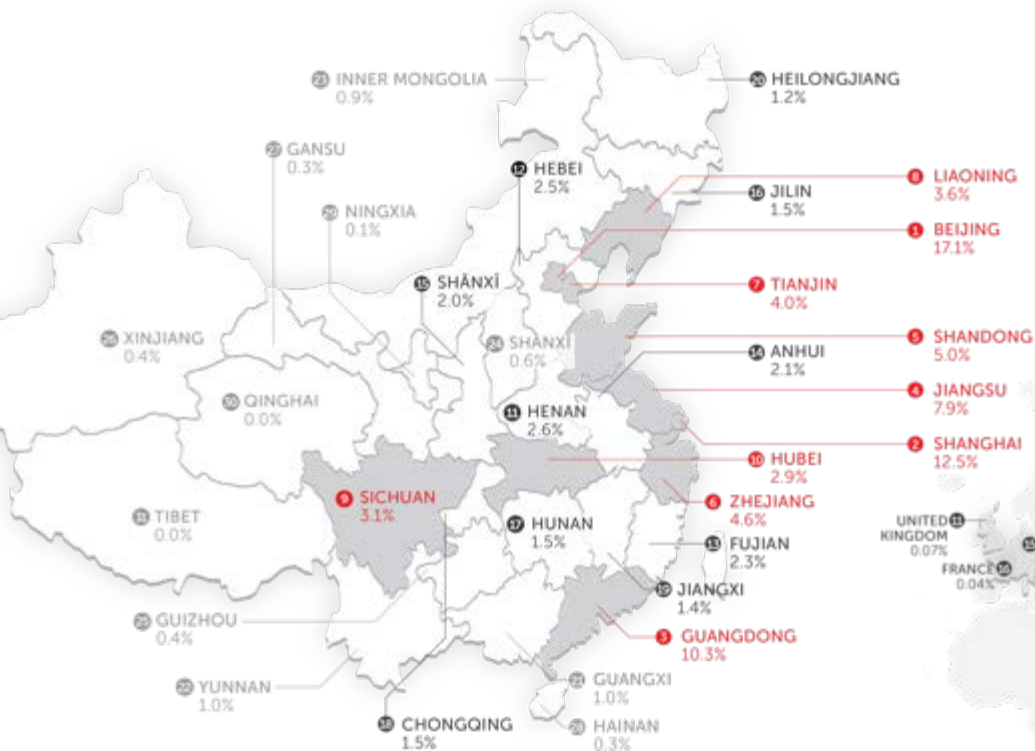


# JUWAI IQ DATA

Chinese Property Buyers data on Juwai.com

# The Provinces from which Chinese Make U.S. Inquiries

ACCESSING UNITED STATES THROUGHOUT CHINA – BY PROVINCE



- China
- United States
- Hong Kong
- Canada
- Taiwan
- Philippines
- Japan
- Australia
- South Korea
- Singapore
- Thailand



**88%** Viewers from China

Source: Juwai IQ data, 2016 Juwai.com Consumer views & enquiries (Consumer motivations are based on enquiries)

# Chinese Interest in US Property

## Top inquired cities by Chinese buyers

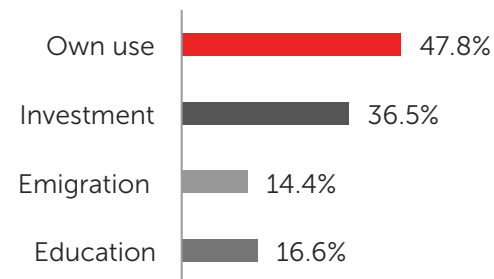


**\$14.7B** US consumer inquiry value (USD)

## Top 10 States – By Inquires

1. California	6. Massachusetts
2. Florida	7. New Jersey
3. Texas	8. Hawaii
4. New York	9. Illinois
5. Washington	10. Pennsylvania

## CONSUMER MOTIVATIONS



# Chinese Inquiries to California

Top 10 Cities – By Inquiry	
1.	Los Angeles
2.	Irvine
3.	San Francisco
4.	San Diego
5.	San Jose
6.	Sacramento
7.	Anaheim
8.	Beverly Hills
9.	Camarillo
10.	La Quinta



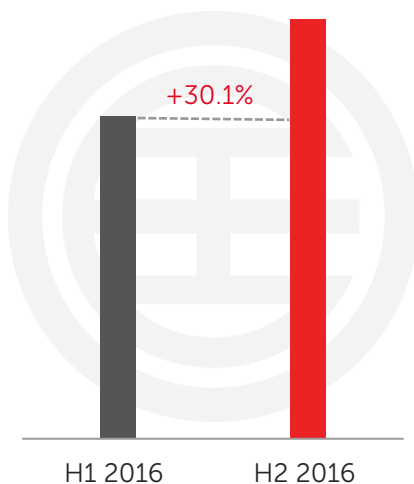
# Chinese Inquiries to California

**\$14.7B** US consumer inquiry value (USD)

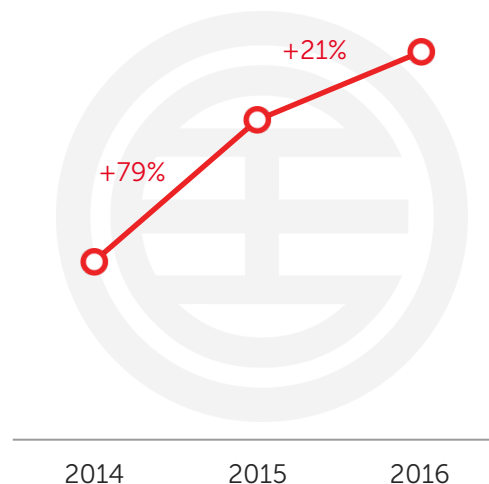
**\$7.40B** California consumer inquiry value (USD)

**\$550,000** California median inquiry price (USD)

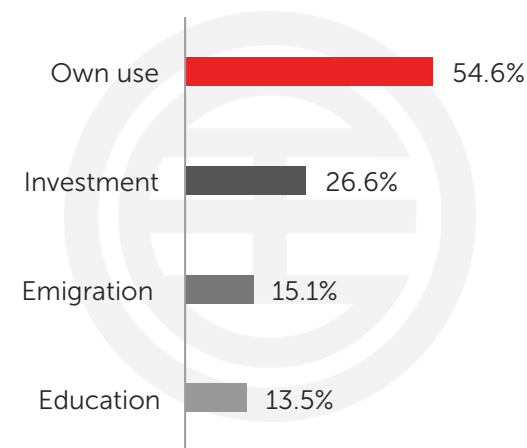
AVG. MONTHLY VIEWS



INQUIRIES



CONSUMER MOTIVATIONS



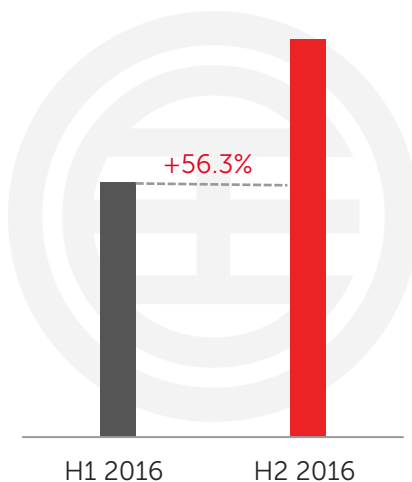
Note: Consumers inquiring about California may be driven by more than one motivation.

# Chinese Inquiries to Los Angeles, CA

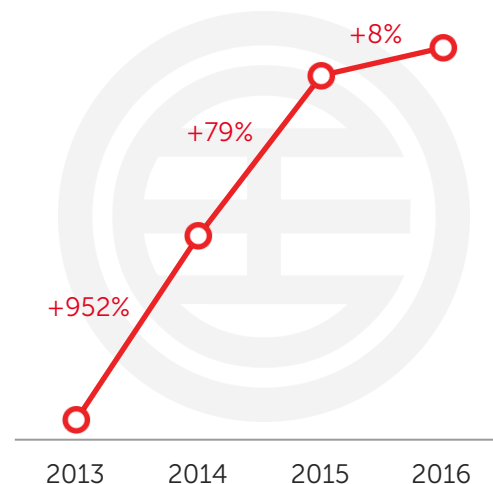
**\$14.7B** US consumer inquiry value (USD)

**\$1.18B** Los Angeles consumer inquiry value (USD)

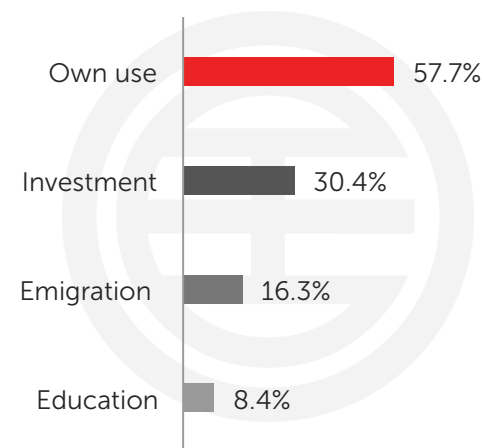
AVG. MONTHLY VIEWS



INQUIRIES



CONSUMER MOTIVATIONS



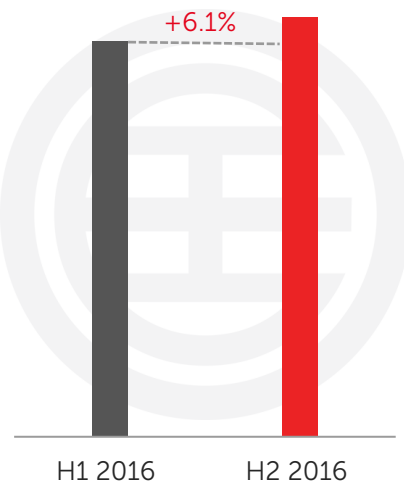
Note: Consumers inquiring about Los Angeles may be driven by more than one motivation.

# Chinese Inquiries to San Diego, CA

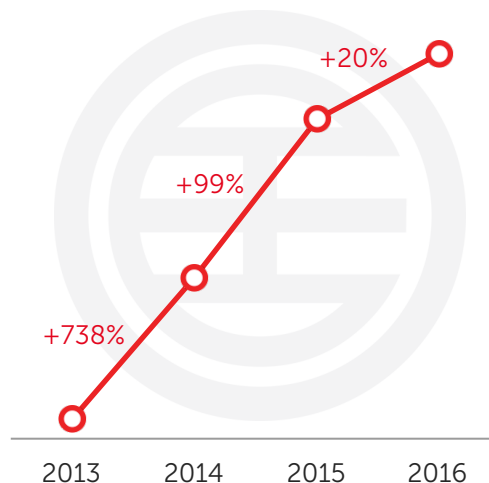
**\$14.7B** US consumer inquiry value (USD)

**\$265.9M** San Diego consumer inquiry value (USD)

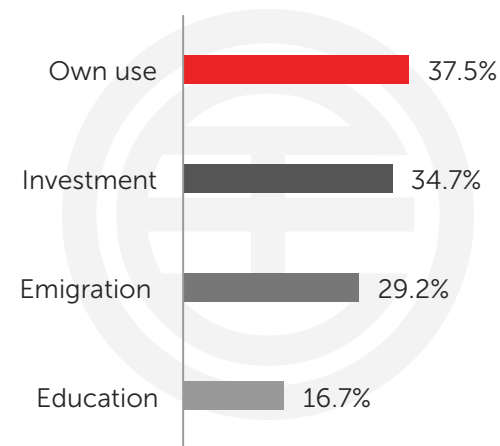
AVG. MONTHLY VIEWS



INQUIRIES



CONSUMER MOTIVATIONS



Note: Consumers inquiring about San Diego may be driven by more than one motivation.

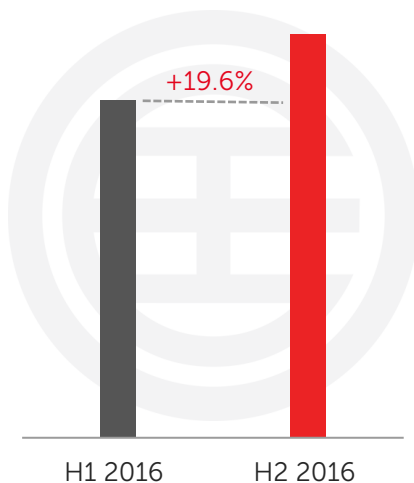


# Chinese Inquiries to San Francisco, CA

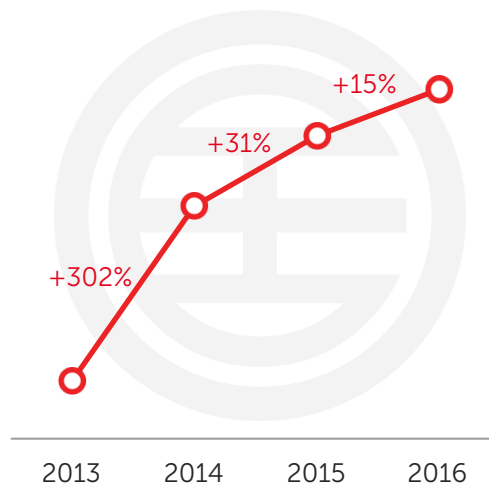
**\$14.7B** US consumer inquiry value (USD)

**\$419.2M** San Francisco consumer inquiry value (USD)

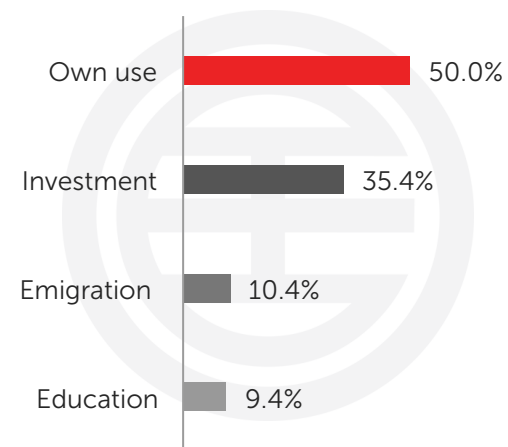
AVG. MONTHLY VIEWS



INQUIRIES



CONSUMER MOTIVATIONS



Note: Consumers inquiring about San Francisco may be driven by more than one motivation

# Chinese Inquiries to Florida

## Top 10 Cities – By Inquiry

1. Orlando
2. Fort Lauderdale
3. Miami
4. Longwood
5. Cape Coral
6. Tampa
7. Aberdeen
8. Palm Bay
9. Daytona Beach
10. Naples Manor



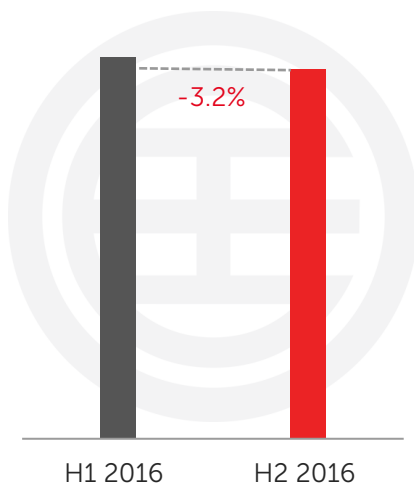
# Chinese Inquiries to Florida

**\$14.7B** US consumer inquiry value (USD)

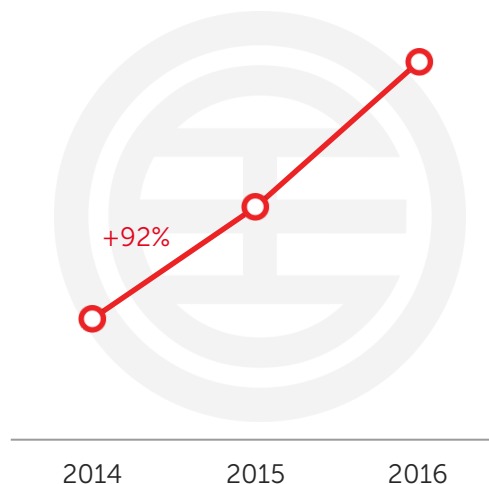
**\$1.38B** Florida consumer inquiry value (USD)

**\$339,990** Florida median inquiry price (USD)

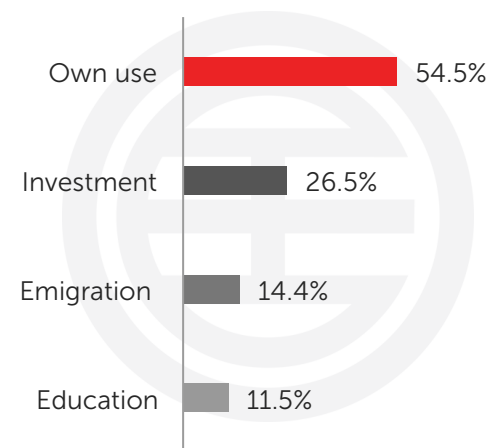
AVG. MONTHLY VIEWS



INQUIRIES



CONSUMER MOTIVATIONS



Note: Consumers inquiring about Florida may be driven by more than one motivation.

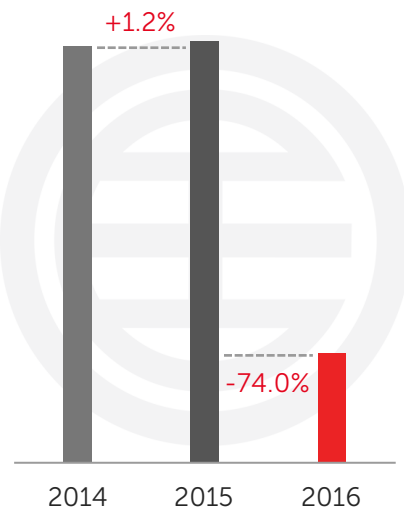
# Chinese Inquiries to Georgia

**\$14.7B** US consumer inquiry value (USD)

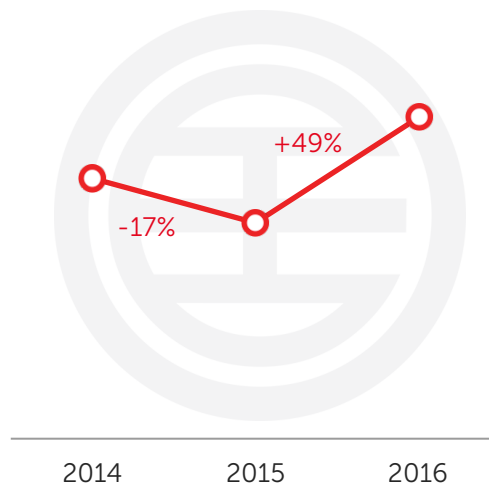
**\$108.4M** Georgia consumer inquiry value (USD)

**\$183,700** Georgia median inquiry price (USD)

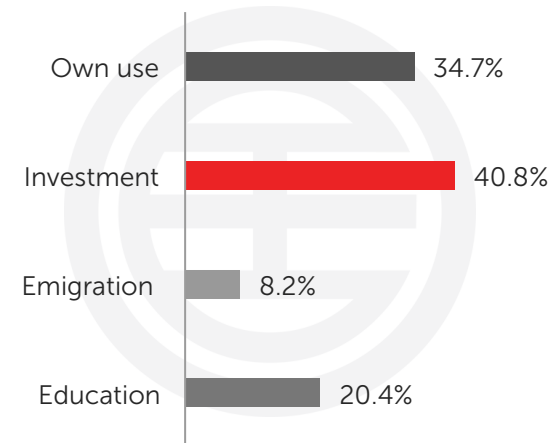
AVG. MONTHLY VIEWS



INQUIRIES



CONSUMER MOTIVATIONS



Note: Consumers inquiring about Georgia may be driven by more than one motivation.

# Chinese Inquiries to New Jersey

Top 10 Cities – By Inquiry	
1.	Jersey City
2.	Moorestown
3.	Piscataway
4.	Cherry Hill
5.	Princeton
6.	Voorhees
7.	Elizabeth
8.	Fort Lee
8.	Hoboken
8.	Toms River
8.	Edison



Source: Juwai IQ data, 2016 Juwai.com Consumer views & enquiries (Consumer motivations are based on enquiries)

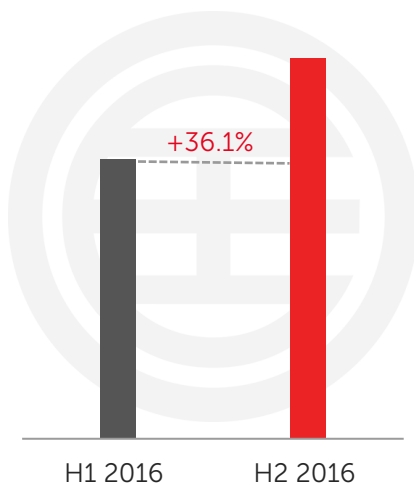
# Chinese Inquiries to New Jersey

**\$14.7B** US consumer inquiry value (USD)

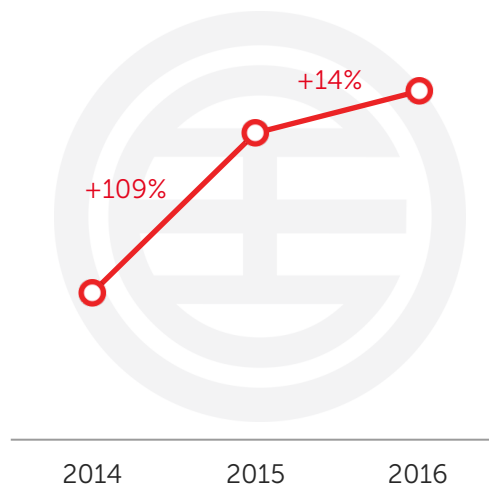
**\$219.4M** New Jersey consumer inquiry value (USD)

**\$379,000** New Jersey median inquiry price (USD)

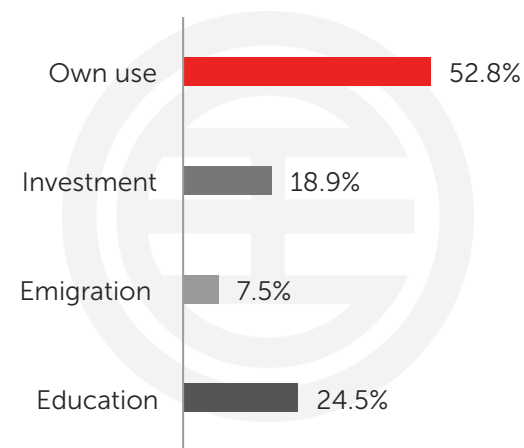
AVG. MONTHLY VIEWS



INQUIRIES



CONSUMER MOTIVATIONS



Note: Consumers inquiring about New Jersey may be driven by more than one motivation.

# Chinese Inquiries to New York

Top 10 Cities – By Inquiry	
1.	New York City
2.	Manhattan
3.	Buffalo
4.	Rochester
5.	Forest Hills
6.	Great River
7.	Tarrytown
8.	Great Neck
9.	Syracuse
9.	Yonkers



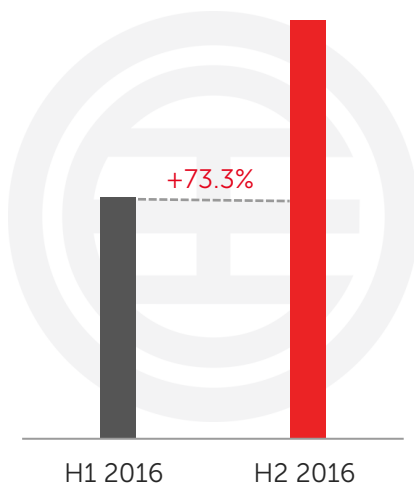
# Chinese Inquiries to New York

**\$14.7B** US consumer inquiry value (USD)

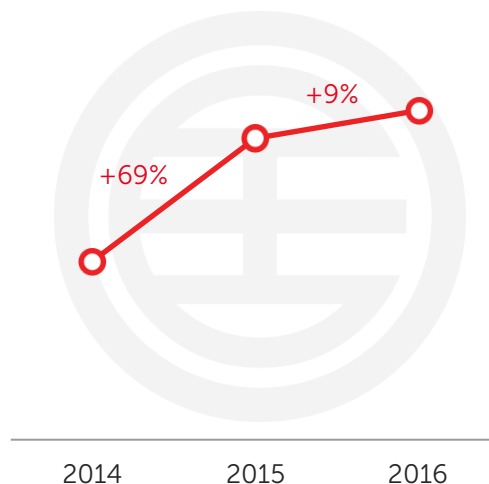
**\$1.74B** New York consumer inquiry value (USD)

**\$500,000** New York median inquiry price (USD)

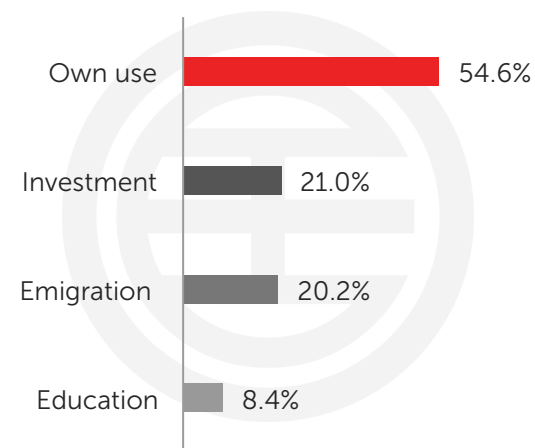
AVG. MONTHLY VIEWS



INQUIRIES



CONSUMER MOTIVATIONS



Note: Consumers inquiring about New York may be driven by more than one motivation.



# Chinese Inquiries to Texas

## Top 10 Cities – By Inquiry

- |     |             |
|-----|-------------|
| 1.  | Houston     |
| 2.  | Dallas      |
| 3.  | Austin      |
| 4.  | San Antonio |
| 5.  | Katy        |
| 6.  | Fort Worth  |
| 7.  | Garland     |
| 8.  | Humble      |
| 9.  | Frisco      |
| 10. | Plano       |



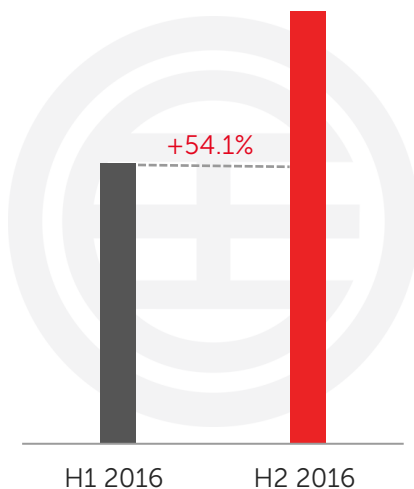
# Chinese Inquiries to Texas

**\$14.7B** US consumer inquiry value (USD)

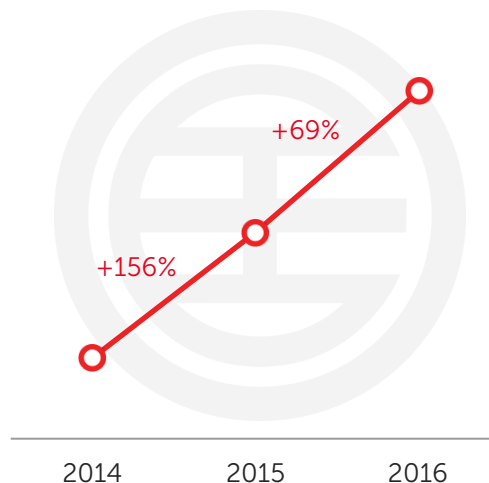
**\$555.7M** Texas consumer inquiry value (USD)

**\$227,990** Texas median inquiry price (USD)

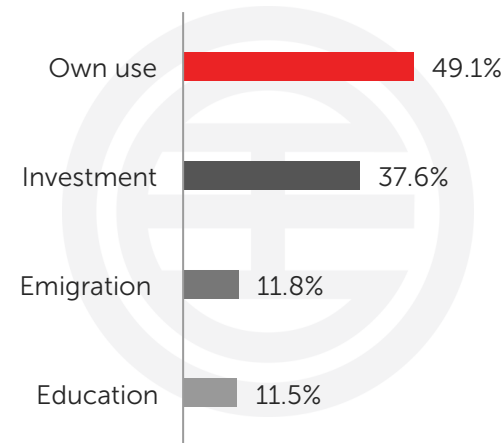
AVG. MONTHLY VIEWS



INQUIRIES



CONSUMER MOTIVATIONS



Note: Consumers inquiring about Texas may be driven by more than one motivation.

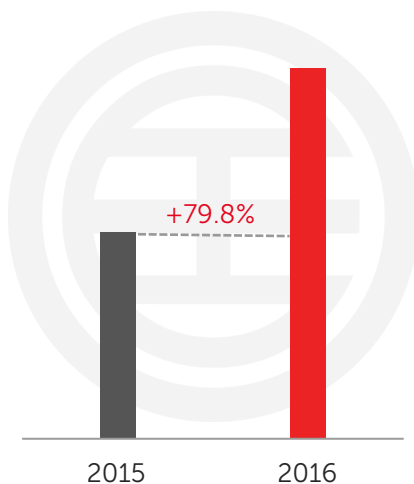
# Chinese Inquiries to Austin, TX

**\$14.7B** US consumer inquiry value (USD)

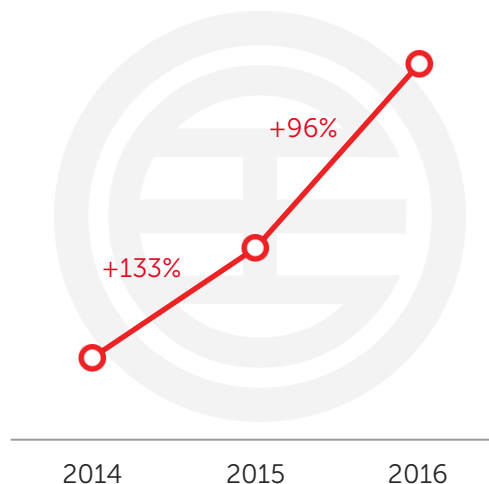
**\$92.2M** Austin consumer inquiry value (USD)

**\$419,000** Austin median inquiry price (USD)

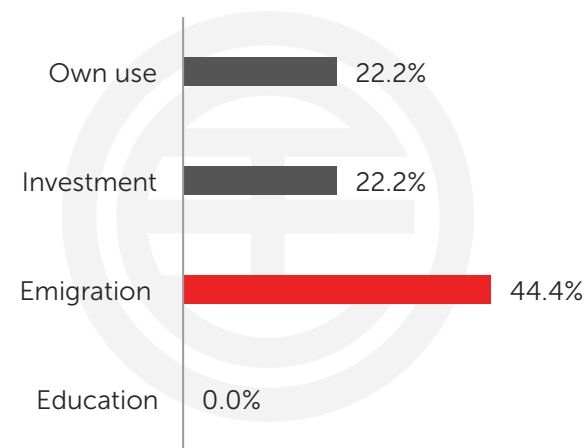
AVG. MONTHLY VIEWS



INQUIRIES



CONSUMER MOTIVATIONS



Note: Consumers inquiring about Austin may be driven by more than one motivation.

谢谢

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Thank you!