



Les Twarog Advertises on Juwai, A Portal to Mainland Chinese Buyers To Canadian Sellers

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.

Second only to the US in terms of international buying power, Chinese buyers represent a tremendous new market opportunity for property sellers around the world. CBRE estimates wealthy Chinese will invest as much as \$180 billion on international property. Yet, new opportunity brings new challenges in reaching, communicating and engaging this new market.



Find out where Chinese are looking globally



[Click Logo Above for Juwai Website](#)

RE/MAX VANCOUVER, WeChat:

- ▶ 63 million upper-middle-class Chinese
- ▶ 2.8 million high-net-worth Chinese
- ▶ 220 million affluent Chinese by 2022

Great rise of the Chinese consumer

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.



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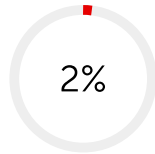
Property is investment of choice – a stable investment exemplifying wealth & status

Chinese buyers spent US\$37 billion on international residential property in 2013

70% pay cash for property purchases

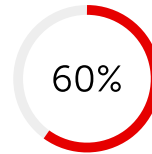
Motivations for Chinese global property investment

LIFESTYLE



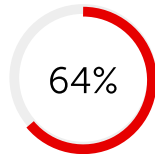
2% of Chinese
consume 30% of world's luxury products

EMIGRATION



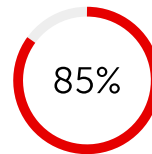
60% of wealthy Chinese
have or are seriously considering emigrating overseas

INVESTMENT



64% of wealthy Chinese
are already engaged in overseas investment or
immigration

EDUCATION



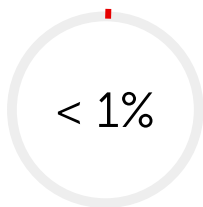
85% of wealthy Chinese
want to educate their children overseas

Sources: Hurun 2013 Wealth Report, Hurun Luxury Consumer Survey 2014, AT Kearny, NAR 2013, Juwai.com Research

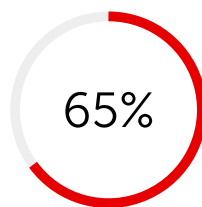
How Chinese search for property

For international purchases, Chinese buyers conduct as much research as possible about a property listing, the company selling the property, the country property laws, immigration requirements, education standards, and many other personal criteria each individual may have. They favour famous brands (Chinese or Western), or companies that can display their professionalism and good reputation. Most confer

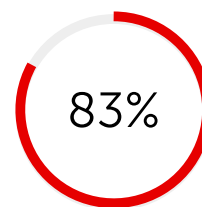
with family both offline and online via Chinese social media, and naturally, information not in Chinese is difficult to consider. Some Chinese buyers will establish early contact about a property, whilst others will take the time to research your company before making contact. For many Chinese, they often wait for their China travel visa approval and will call about the listing from the airport.



< 1% of Mainland Chinese
can read English



65% of affluent Chinese
consider the internet as the
preferred
source of information



83% of affluent Chinese
access the internet each day



90 million
online property seekers



500 million
mobile internet users



618 million
Chinese online users

The Great Firewall of China

Websites hosted outside of China can either be blocked entirely or experience page load times of over 2 minutes - today's consumers expect better. If your page doesn't load, Chinese buyers can go elsewhere to access a wealth of information. For every international social media site, there's a Chinese version that's wildly popular and easily within reach.

Juwai.com is the only international property portal hosted on both sides of China's Great Firewall.



What is the Great Firewall of China?

China has more than twice as many internet users as any other country. And its population of 1.3 billion means its number of internet users could more than double in the years to come.

Wealthy Chinese in particular turn to the internet as their number one source of information. 65% call it their "preferred" source of information and 83% use it every single day.

And this is where the Great Firewall comes in. Rather than leave it to international institutions, China has preferred to manage its own internet. It's hard to argue with their success.

Besides ensuring wide access, they have enabled a system that creates huge amounts of online content. Today there are nearly as many pages online in Chinese as in any other language.

The "Great Firewall of China" is a cute name for a massive amount of ugly cables, switches, servers and who-knows-what-other hardware. Its one and only job is to scan and sometimes block webpages from outside of China, before web users can see them inside of China.

The government is looking for objectionable content. The presence of just a single black-listed keyword can cause your site to be blocked in China. The thing is, no list of keywords to avoid is publicly available. Furthermore, the list of keywords changes constantly depending on what is happening in China.

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居外 > 关于我们

关于我们

JUWAI LIMITED旗下网站-居外网于2011年11月正式上线。它是针对国内买家需求度身订造的一个专业全球国际房产中文网络搜索引擎及资讯平台。

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作为一个不依附任何地产经纪行的独立网站，居外网以环球视野提供即时准确、不偏不倚的房产讯息。网站上的房源类别多元化，无论是价格低廉的止贖房还是独一无二的超级豪宅，农场土地还是最新发展项目，小型商铺还是大型工商物业，适合各种投资需求。

投资须知

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居外网搜索功能齐全。它是首个以中文标注国际地图的网站。用户更可订阅搜房条件，定时以电邮接收符合这些条件的最新房源。

居外网以网络作为平台，协助买家梳清投资脉络，从文化习俗、法律政策、房产走势等方面对陌生的海外市场构建一个全面的认知，进而做出明智的投资决定。居外网也开通了微博专区，时刻紧贴各国房市最新状况。

居外网也设立客服热线 400-041-7515，助您详细了解理想房源。您也可以通过网上咨询随时提出疑问，我们会有专人为您解答。

居外网不收取买家任何咨询或中介费用。

居外网隶属于宏居网络技术（上海）有限公司

居外网荣获2014中国电子商务行业门户大会“最具影响力海外房产门户大奖”。[相关新闻](#) | [大会实况](#)

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	埃及



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英国房产投资	投资移民美国	

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