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## 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.

### Great rise of the Chinese consumer

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



RE/MAX VANCOUVER  
WeChat: a4445566

▶ 63 million  
upper-middle-class Chinese

▶ 2.8 million  
high-net-worth Chinese

▶ 63 million  
affluent Chinese by 2020



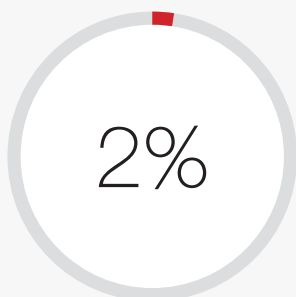
## Property is investment of choice — a stable investment exemplifying wealth and status

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

70% pay cash for property purchases

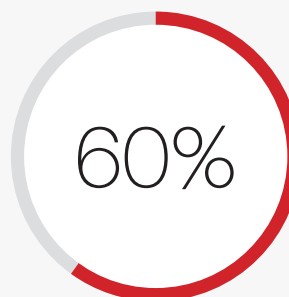
### Motivations for Chinese global property investment

#### LIFESTYLE



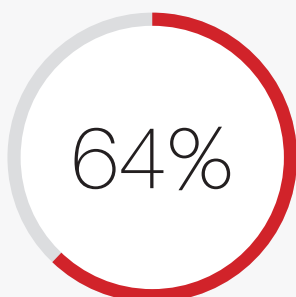
of Chinese consume 30% of world's luxury products

#### EMIGRATION



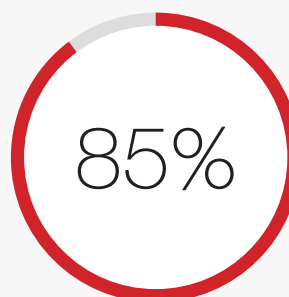
of wealthy Chinese have or are seriously considering emigrating overseas

#### INVESTMENT



of wealthy Chinese are already engaged in overseas investment or immigration

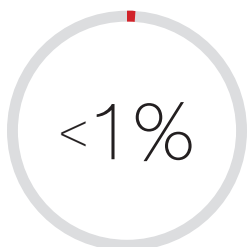
#### EDUCATION



of Wealthy Chinese want to educate their children overseas

### 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



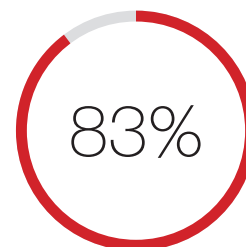
90 million online property seekers



of affluent Chinese consider the internet preferred source of information



500 million mobile internet users



of affluent Chinese access the internet each day



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.