

# ALL-RUSSIAN HOUSING CONGRESS

## SUCCESSFUL EXPERIENCE OF REAL ESTATE PROFESSIONALS' INTERNATIONAL COOPERATION

KIRKOR AJDERHANYAN

PRESIDENT OF FIABCI WORLD COUNCIL OF BROKERS

PRESIDENT OF INTERNATIONAL RELATIONS COMMITTEE FNAIM  
FRENCH RIVIERA

GENERAL COORDINATOR OF GLOBAL REAL ESTATE THINK TANK

BROKER/OWNER OF 107 PROMENADE

INTERNATIONAL REAL ESTATE NICE FRANCE

4 OCTOBER, 2013



ST PETERSBURG, RUSSIA

# BUSINESS IS CHANGING - YOU MUST HAVE *VISION* AND *PERSPECTIVE*

- Implement a business plan
- Define target audience and marketing strategies
- Vision must reflect global trends and market realities
- Niche market expertise – makes you strong globally
- Be a “geo-strategist”: Pursue new markets with a global strategy based on understanding of world events
- Internet and social media play key role in networking

***The chess (strategy) rules stay the same; only players change***



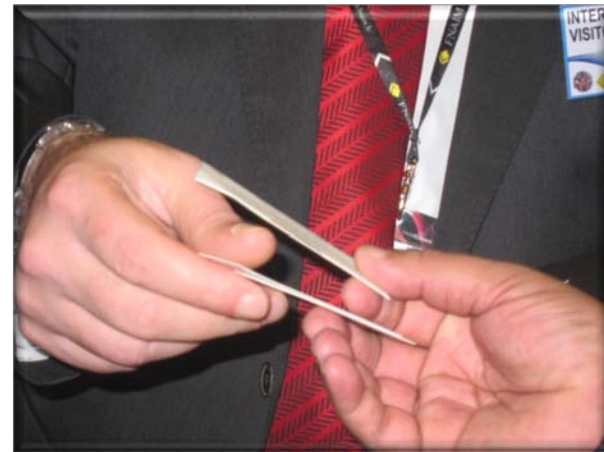
# REFERRALS: THE WAY FORWARD

**Increase revenue from referrals**

**As business becomes more global → revenue from referrals will increase as % of total revenue**

**Grow referral business by building brand loyalty**

- Offer “one-stop” shopping client services
  - Financing
  - Legal
  - Document services
  - Etc.
- Develop strong interpersonal relationships



# INTERPERSONAL RELATIONSHIPS

- Real estate remains a people business - local or global
- Personal relationship opens doors - surround yourself with the best people to get to the best doors
- Participate in industry events around the world
  - Learn about other markets
  - Meet brokers in those markets
  - Build a global network to support referral business
- ***Be a broker of relationships!***



# MINIMIZING RISK THROUGH FIABCI

- **High opportunity/high risk markets need broad, reliable network**
- **Benefits of a network that connects brokers, developers, managers, experts and others**
- **Brokers play central role**
- **FIABCI-Russia with our Principal Members are important members of FIABCI**
- **Win-Win proposition for greater involvement by Russian professionals in FIABCI World Council of Brokers**
  - Win for Russian professionals!
  - Win for FIABCI World Council of Brokers!



# FIABCI WORLD COUNCILS



**2010-2011 World Councils:**  
Created under World President **Enrico Campagnoli**



**2011-2012 World Councils:** Election of Mgmt. Team; launching of Action Plans under World President **Alexander Romanenko**



**2012-2013 World Councils:** Begin active role in global real estate industry under World President **Judy Shenfield**



**2013-2014 World Councils:** Business oriented focus under World President **Flávio Gonzaga Nunes**

**FIABCI Secretary General**  
Patricia Delaney

**Professional Division,**  
Danielle Grossenbacher, Chair



**WORLD COUNCILS**

**MANAGERS**

Michael von Hauff,  
President

**OFFICE BUILDINGS**

**CONDOS**

**RENTAL BUILDINGS**

**RETAIL**

**INDUSTRIAL**

**ASSETS**

**BROKERS**

Kirkor Ajderhanyan,  
President

**RESIDENTIAL**

**OFFICE**

**INDUSTRIAL**

**RETAIL**

**LEISURE**

**LAND**

**FARM**

**DEVELOPERS / INVESTORS**

João Crestana,  
President

**BUILDERS**

**FUNDS**

**FINANCIAL INSTITUTIONS**

**PROMOTERS**

**EXPERTS**

Terry Dunkin,  
President

**ARCHITECTS**

**VALUERS**

**LAWYERS**

**ENGINEERS**

**SURVEYORS**

**CONSULTANTS**

**TITLE COMPANIES**

**EDUCATORS**

# WORLD COUNCIL OF BROKERS ELECTED OFFICIALS



**Kirkor Ajderhanyan**  
President WCB



**Farook Mahmood**  
Vice President WCB



**Maria Davies**  
Vice President WCB

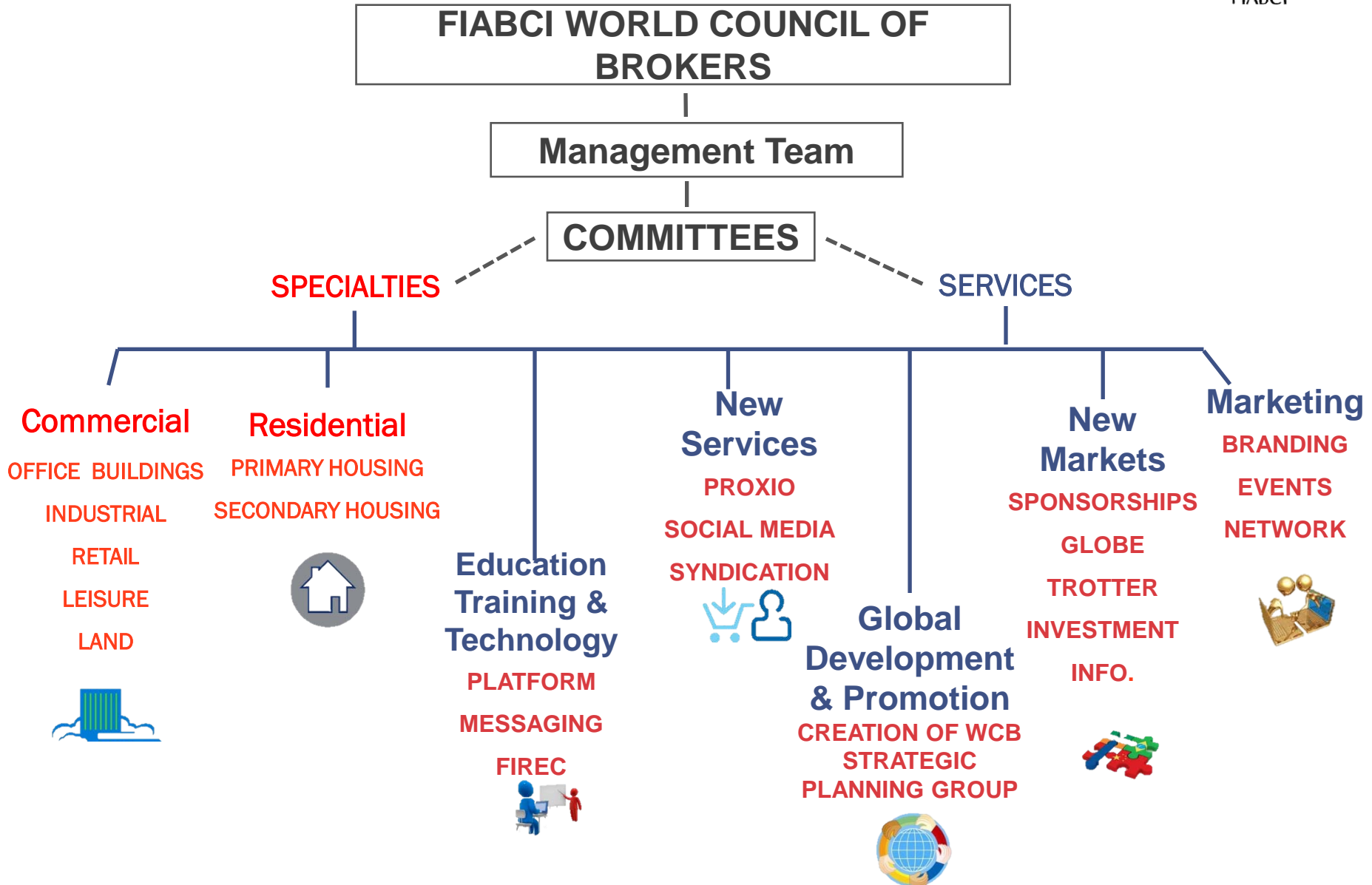


**Hendrik Nelde**  
Vice President WCB



**Philippe Wernert**  
Secretary General

# FIABCI WCB – WHO WE ARE





# FIABCI WCB GOALS

- ❑ **To provide tailored services to FIABCI brokers**
  - Education sessions at events and online
  - Network with like-minded professionals
  - Exchange of best practices
  - Share country-specific industry business information
- ❑ **Increase global awareness and recognition of FIABCI brokers**



# 2013-2014 FIABCI WCB INITIATIVES



- ❖ **Trade Missions**
- ❖ **Economic Development Agencies**
- ❖ **Mentoring Program/Young Professionals Network**
- ❖ **Emissary Program**
- ❖ **Monthly Educational Webinars**



# TRADE MISSIONS

## Develop trade mission protocols and guidelines for FIABCI Chapters/PMs

- Opportunities for networking with local brokers/FIABCI professionals
- Using information from economic development agencies
- Soliciting sponsorships
- Coordinating with Global Calendar

## Outcomes:

- Chapters/PM have tools to facilitate good planning and coordination
- Assistance with global promotion



# ECONOMIC DEVELOPMENT AGENCIES



**Establish and leverage alliances between economic development agencies and FIABCI**

## **Outcomes:**

- Source of market data (for FIABCI Library)
- Supports trade mission activities
- Two-way information sharing; economic agencies benefit from global brokerage expertise



# MENTORING PROGRAM/YOUNG PROFESSIONALS NETWORK



**Develop guidelines to establish a mentoring relationship with an industry university student or young professional**

## **Outcomes:**

- Sharing of best practices
- Encourage bridges to link world cultures and traditions
- Grow FIABCI WCB young professional membership/future leaders



# EMISSARY PROGRAM

**Identify FIABCI members to serve as emissaries to promote FIABCI and its WCB in markets where:**

- FIABCI has no established presence (or to support a newly established presence)
- Brokerage industry is not yet developed

**Outcomes:**

- Promotes growth & organization of brokerage profession aligned with FIABCI best practices
- Supports recognition of FIABCI WCB brand by global brokerage community



# EDUCATIONAL WEBINARS

**Organize online informational/training sessions for FIABCI WCB members (open to any FIABCI member) on industry topics**

**Outcomes:**

- FIABCI members have access to information on timely industry topics
- Enhances benefits of FIABCI membership



# CROSS-COUNCIL COOPERATION

- All initiatives can be adapted for other Councils
- Some initiatives being developed with the goal of multi-Council cooperation
- FIABCI WCB 2013- 2014 agenda shared with all FIABCI World Council presidents





THANK YOU!

СПАСИБО!

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