

Marché International des Professionneis d'Immobilier

[MIPIM\(link is external\)](#), one of the largest commercial real estate conferences in the world, is happening in Cannes, France, March 12-15th, 2019. In 2018, the event drew more than 26,000 attendees from 100 countries, including 5,000 investors seeking opportunities.

For the past several years, the United States was ranked #1 for *safe and secure opportunities for investments* and as the *best opportunity for capital appreciation* by members of the Association of Foreign Investors in Real Estate.

NAR will return in 2019 to host the USA Pavilion, partnering with associations and agencies from across the country. Our goal is to increase awareness of markets in the U.S. with commercial and luxury development opportunities and to connect interested parties to NAR members. NAR has negotiated a significant discount on the registration fee for members who wish to attend the event.

The benefits of attending include the opportunity to expand your network and generate potential business. For general MIPIM information, visit <http://www.mipim.com/en/participate/> (link is external).

Why Attend MIPIM?

- Connect with the industry's key decision-makers and gain insight into the latest property trends
- Join for 4 days of innovative exhibitions, insightful conferences and intensive business networking
- Showcase your market and members to international audience
- Gain insight into the latest trends from leading industry experts and identify potential partners from 3,100 exhibiting companies
- Make new contacts year-round with access to the MIPIM online d

[Find a REALTOR®](#)

Becoming a USA Pavilion Partner

If you are a local/state association or economic development agency interested in representing your market area and the opportunity for real estate investment, please visit “ [For Exhibiting Partners](#) ” in the left-hand navigation of this webpage or contact Jan Hope, VP, Commercial & Global Services: jhope@realtors.org(link sends e-mail) or Jean Maday, Director, Commercial Development & Services: jmaday@realtors.org(link sends e-mail).

Cost & Registration

995 Euros using the NAR Member Discounted Rate when you register by January 21, 2019. The regular registration rate is 1800 Euros – that means you save nearly \$1000 US Dollars!

Commercial Tips

Developing new leads is crucial to expanding a successful real estate business. A wealth of information is available to you including several [toolkits from REALTOR® Magazine Online](#), [business letter templates](#) and relevant articles from various websites, plus books and eBooks from NAR's library (located in the References tab).

Your best opportunity to convert a lead into a client is through face-to-face interaction. While your print and online advertising communicate your marketing message powerfully, you can make a better case personally for your skills and ability to represent prospects. Remember not to forego community events or other neighborhood involvement — where you can meet prospects in person. Those activities are vital components of a business plan that puts you in front of potential customers. Make sure you balance your advertising efforts with a range of approaches.

Writing a Business Plan

7 Essential Components of a Real Estate Business Plan

Mission statement: Clearly define your purpose and the benefit you provide.

SWOT analysis: SWOT (Strengths, Weaknesses, Opportunities, and Threats) is an assessment of you as an agent and of the landscape where you practice.

Specific goals: Separate your goals into short-term and long-term to ensure that your short-term goals support the long-term.

Strategic plan: Determine what specific strategies you will use to achieve your goals. Your business plan should evolve as your business and abilities grow.

Time frame: Determine a time frame to achieve each of your goals and to help you stay accountable and focused.

Target audience: Define your audience and your market to help you refine your strategies.

Systems and processes: Have specific systems to achieve your goals. For example, use a customer relationship management system to keep track of clients and their needs.

Writing a business plan may seem a daunting task as there are so many moving parts and concepts to address. Take it one step at a time and be sure to schedule regular review (quarterly, semi-annually, or annually) of your plan to be sure you are on track to meet your goals.

Sales Tax on Services

As of April 2016, forty-four states¹ including the District of Columbia have a sales tax on some services. Typically, services taxed include entertainment, utilities, or telecommunications. However, to date most of the service taxes exclude real estate services or commissions. Many states have considered or are considering expanding the application of sales taxes of services to include a wide range of professional services such as real estate, legal assistance, accounting services, etc.

NAR opposes the application of state or local sales tax to rent real estate services and other professional services, including real estate broker commissions, title searches, appraisals, home inspections, property management services, and any other services related to the real estate transaction. NAR finds that the impact of such taxation places an undue burden on homeowners and other consumers of real estate services, falls disproportionately on the real estate sector, and is ultimately detrimental to state and local economies.

In November 2016, voters in Missouri approved a ballot measure to ban the state or local governments from expanding sales taxes on services not already taxed, effectively becoming the first state in the nation to prevent additional sales taxes on real estate services.

1. Arizona, Alabama, Arkansas, California, Colorado, Connecticut, District of Columbia, Florida, Georgia, Idaho, Illinois, Iowa, Indiana, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Nebraska, Nevada, New Jersey, New York, North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, Puerto Rico, Rhode Island, South Carolina, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, and Wyoming.

Drones in Real Estate *

Technological advances have made it efficient and cost effective to take pictures and videos from drones, aka Unmanned Aerial Systems (UAS). Real estate professionals working with residential, commercial and land parcels can all benefit from the images and information obtained from using UAS technology. This imagery is an incredible tool for potential homeowners moving to a different city, buying a second home, or trying to streamline the research process necessary to buy a new home. Many commercial properties or large parcels of land do not lend themselves well to traditional photography. Other UAS applications in real estate include insurance inspections, appraisals, building management, and heat-loss imaging.

The Federal Aviation Administration (FAA) small drone rule became effective August 29,

2016. This rule eased the restrictions on UAS use for businesses by creating an FAA-issued "UAS Operator Certificate" which does not require a pilots license.

- Each Municipality has Rules and Restriction on use. Check with each town.