

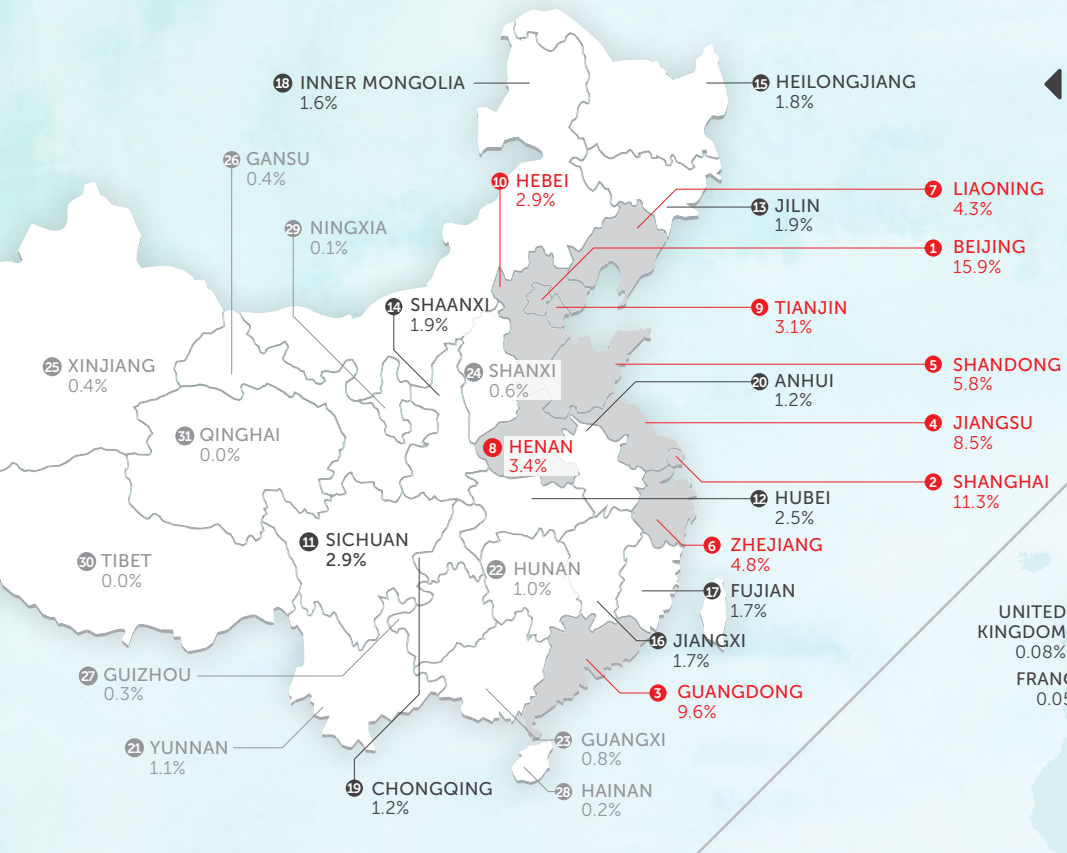
CHINESE PROPERTY INVESTMENT FOCUS: CANADA

中国人加拿大置业焦点

MAY 2018



Where are Chinese looking from for Canada property?



◀ 89% from 153 cities in **CHINA**



- CHINA
- CANADA
- UNITED STATES
- HONG KONG (SAR), CHINA
- TAIWAN, CHINA
- SOUTH KOREA
- PHILIPPINES
- JAPAN
- SINGAPORE
- AUSTRALIA
- BELGIUM

11% from 142 countries & regions
AROUND THE WORLD



Chinese top destination for Canada property

\$1.45B Canada property consumer enquiry value (USD)

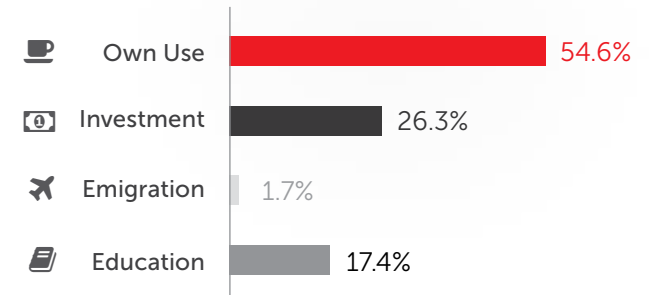
Top viewed cities by Chinese buyers

1. Toronto
2. Vancouver
3. Montreal
4. Calgary
5. Ottawa
6. Winnipeg
7. Victoria
8. Saskatoon
9. Surrey
10. Mississauga

Top enquired cities by Chinese buyers



Canada: Investment motivation



Source: Juwai IQ Data 2017

*Note: Consumers enquiring may be driven by more than one motivation.

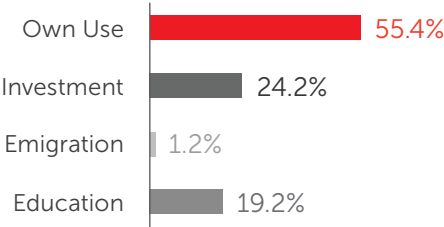


Chinese enquiries into Ontario property

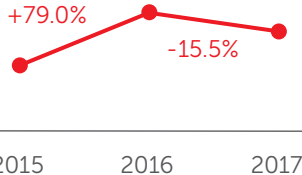


US\$500.7M Consumer enquiry value

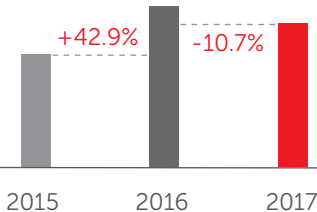
INVESTMENT MOTIVATION*



OF ENQUIRIES



AVG. MONTHLY VIEWS

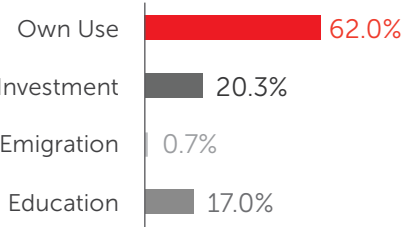


Chinese enquiries into British Columbia property

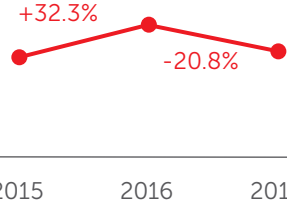


US\$327.7M Consumer enquiry value

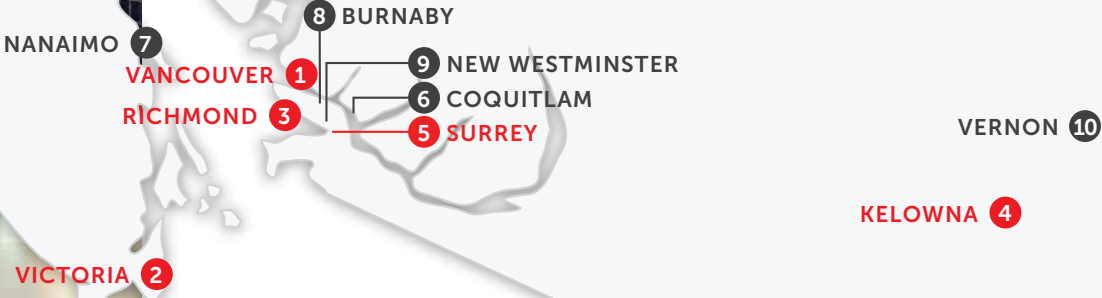
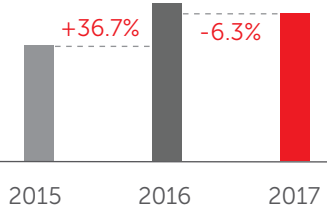
INVESTMENT MOTIVATION*



OF ENQUIRIES



AVG. MONTHLY VIEWS



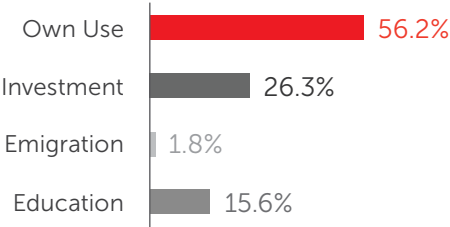


Chinese enquiries into Quebec property

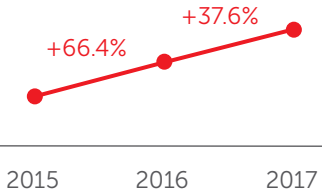


US\$111.9M Consumer enquiry value

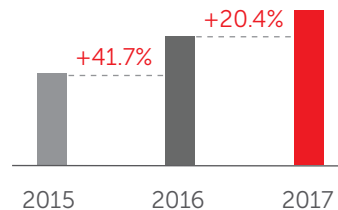
INVESTMENT MOTIVATION*



OF ENQUIRIES



AVG. MONTHLY VIEWS



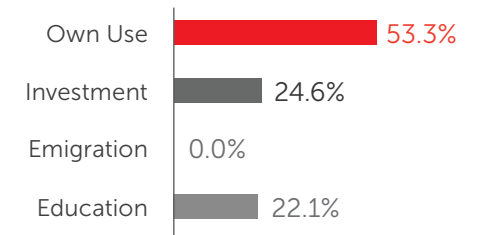


Chinese enquiries into Alberta property

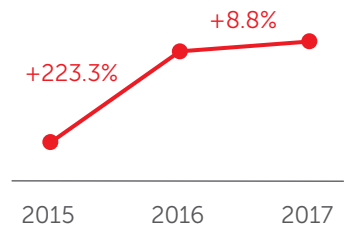


US\$56.4M Consumer enquiry value

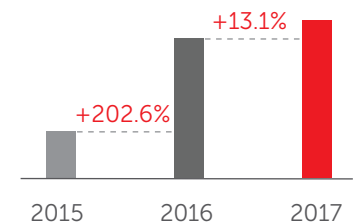
INVESTMENT MOTIVATION*



OF ENQUIRIES



AVG. MONTHLY VIEWS





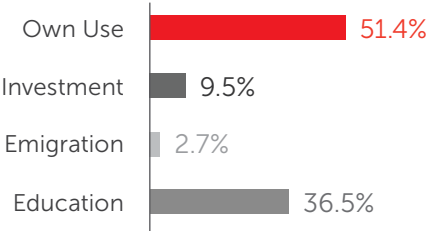
Chinese enquiries into Manitoba property



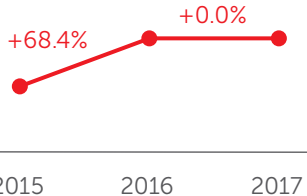
US\$11.0M Consumer enquiry value



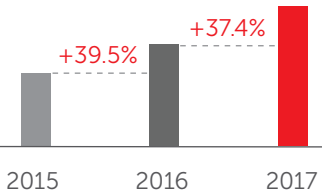
INVESTMENT MOTIVATION*



OF ENQUIRIES



AVG. MONTHLY VIEWS



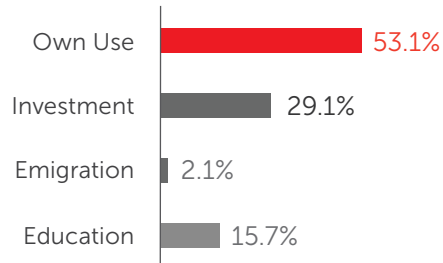
Top 3 enquired cities in Canada



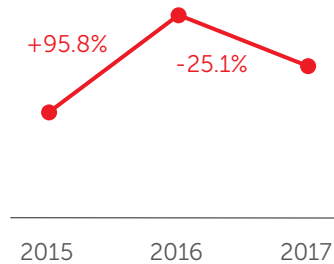
1 Toronto

Consumer enquiry value
US\$371.1M

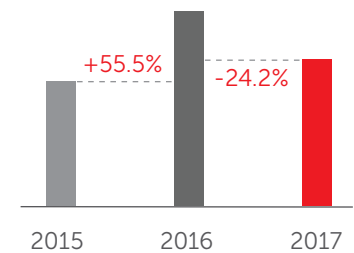
INVESTMENT MOTIVATION*



OF ENQUIRIES

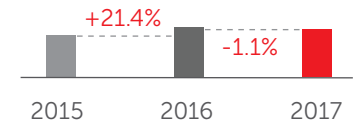
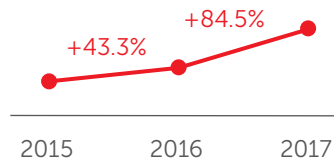
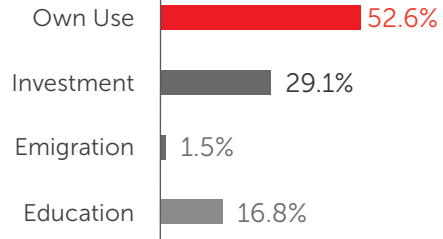


AVG. MONTHLY VIEWS



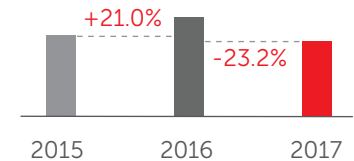
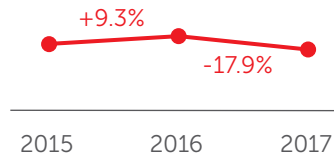
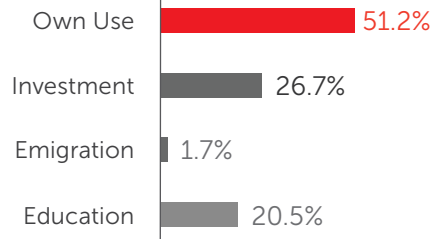
2 Montreal

Consumer enquiry value
US\$97.9M



3 Vancouver

Consumer enquiry value
US\$235.6M



Juwai top 3 sources of leads in Canada



Search Origin

displays the locations where Chinese consumers are viewing properties from



- | | |
|---|---|
| CHINA
88% | OTHERS
12% |
| <ul style="list-style-type: none"> ■ CHINA ■ CANADA ■ HONG KONG (SAR), CHINA ■ UNITED STATES ■ BELGIUM | <ul style="list-style-type: none"> ■ TAIWAN, CHINA ■ SOUTH KOREA ■ PHILIPPINES ■ THAILAND |

- | | |
|---|--|
| CHINA
89% | OTHERS
11% |
| <ul style="list-style-type: none"> ■ CHINA ■ CANADA ■ UNITED STATES ■ HONG KONG (SAR), CHINA ■ TAIWAN, CHINA | <ul style="list-style-type: none"> ■ AUSTRALIA ■ SOUTH KOREA ■ JAPAN ■ SINGAPORE |

- | | |
|---|---|
| CHINA
88% | OTHERS
12% |
| <ul style="list-style-type: none"> ■ CHINA ■ CANADA ■ UNITED STATES ■ HONG KONG (SAR), CHINA ■ TAIWAN, CHINA | <ul style="list-style-type: none"> ■ SOUTH KOREA ■ FRANCE ■ BANGLADESH ■ DOMINICAN REPUBLIC |

Top 10 most viewed property listings in Canada



C\$18.8 million

- 🏠 Vancouver, British Columbia
- 🏠 Residential
- 📏 1,052 sq m
- 🕒 2 years old



C\$8.98 million

- 🏠 Vancouver, British Columbia
- 🏠 Residential
- 📏 618 sq m
- 🕒 3 years old



C\$190,000 – 500,000

- 🏠 Calgary, Alberta
- 🏠 Residential
- 📏 60 – 230 sq m
- 🕒 Under construction



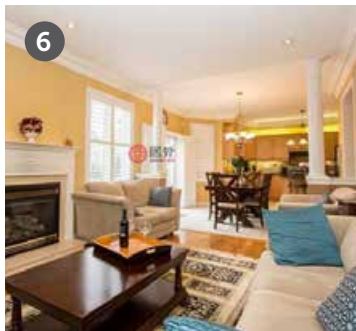
C\$6.78 million

- 🏠 Toronto, Ontario
- 🏠 Residential
- 📏 603 sq m
- 🕒 0 year old



C\$450,000

- 🏠 Toronto, Ontario
- 🏠 Residential
- 📏 83 sq m
- 🕒 1 year old



C\$799,000

- 🏠 Toronto, Ontario
- 🏠 Residential
- 📏 186 sq m
- 🕒 –



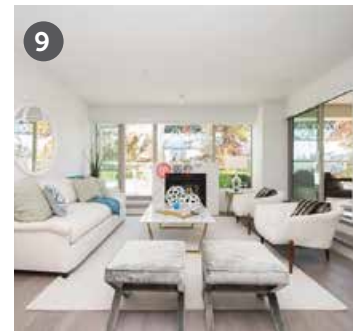
C\$29.8 million

- 🏠 Vancouver, British Columbia
- 🏠 Residential
- 📏 785 sq m
- 🕒 118 years old



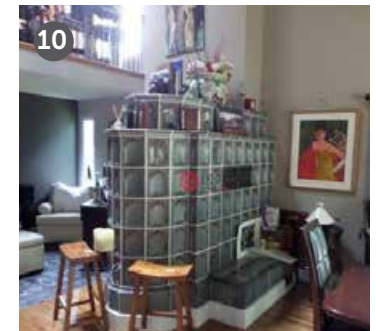
C\$429,000

- 🏠 Toronto, Ontario
- 🏠 Residential
- 📏 1,800 sq m
- 🕒 16 years old



C\$2.70 million

- 🏠 Vancouver, British Columbia
- 🏠 Residential
- 📏 141 sq m
- 🕒 –



C\$610,000

- 🏠 Calgary, Alberta
- 🏠 Residential
- 📏 274 sq m
- 🕒 33 years old

Juwai Chinese consumers

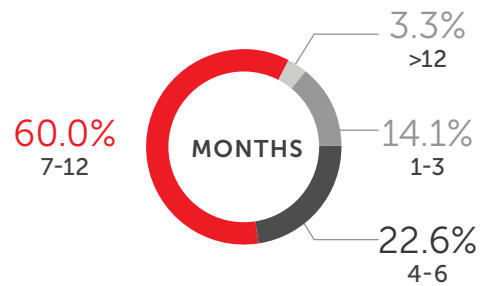
2.4 million

Chinese consumer
visit monthly

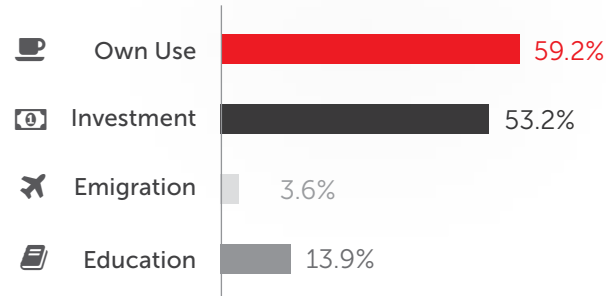
\$289,000

Average budget

READINESS TO INVEST

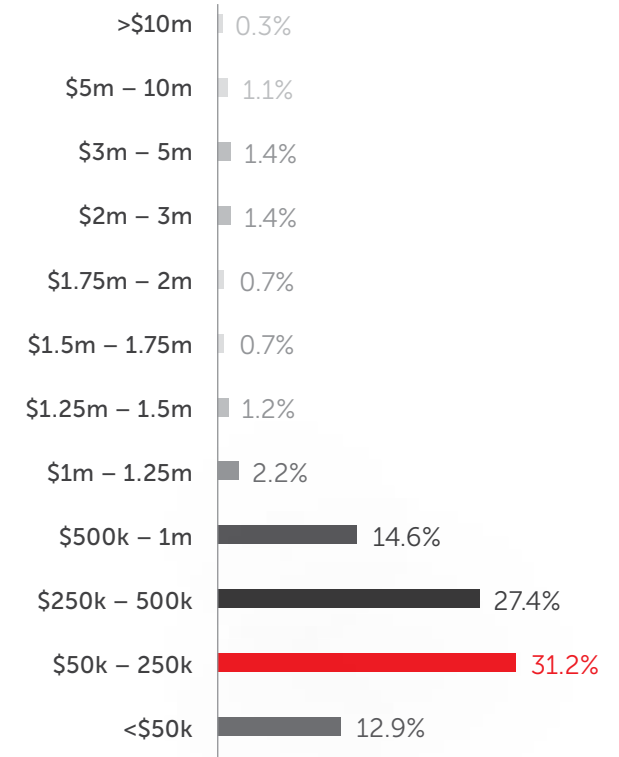


INVESTMENT MOTIVATION*



*Consumers enquiring may be driven by more than one motivation.

PRICE RANGE (USD)**

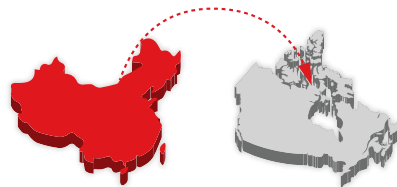


**Price range based on global enquiries on Juwai.com.



Key Chinese consumer segments

1

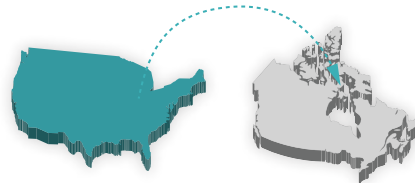


Mainland Chinese Buyers

- Living in mainland China
- Looking at properties overseas

Example: Chinese buyer in Harbin city looking at property in Canada

2

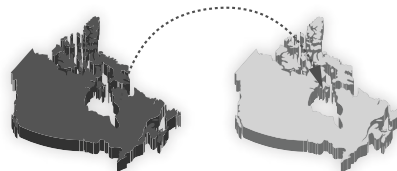


International Chinese Buyers

- Living outside mainland China
- Looking at international properties located outside the country they're living in

Example: Chinese buyer in Australia looking at property in Canada

3



Domestic Chinese Buyers

- Living outside mainland China
- Looking at domestic properties located in the country they're living in

Example: Chinese buyer in Canada looking at property in Canada

4 key motivations for investing overseas



Whilst the world thinks of China as an emerging market, Chinese view the world as an **emerging opportunity**.



Education

Chinese parents often buy property for children studying overseas, and Canada is a top education destination – Chinese students in Canada hit a record 138,467 in 2017, accounting for 28% of its international student population.¹



Emigration

64% of wealthy Chinese have either migrated or are planning to move overseas³, and Canada is the #2 most popular emigration destination for China's HNWIs – especially Vancouver and Toronto.²



Investment

60% of China's HNWIs intend to buy overseas property over the next three years.³ Ability to own freehold property is attractive to Chinese buyers, and international property is the most popular form of overseas investment for Chinese.³



Own Use

43% of rich Chinese buy property abroad to live in.³ Property purchase grows as Chinese become more sophisticated and increasingly desire an improved quality of life – something Canada is extremely famed for.⁴

Sources: 1. Canadian Bureau for International Education 2. Hurun Report "Chinese Luxury Consumer Survey 2017"; 3. Hurun Report "Immigration and the Chinese HNWI 2016"; 4. The Economist Intelligence Unit: Global Liveability Ranking 2017

Not all Chinese are the same

Different budgets, locations, and motivations



Mrs. Hao

US\$2.17 million

My child is doing his Master's degree in Wellington. He already has Australian permanent residency, but wants to settle in New Zealand instead. He wants a property in a good neighbourhood with a convenient location, and with a garden for flowers & vegetables. A resale property is also ok.

🏠 Location:

Dalian, Liaoning Province

📍 Interested Location:

Wellington, New Zealand

🏠 Property Type:

Convenient location and good neighbourhood

💰 Budget:

US\$2.17 million*

🎯 Purpose:

Education & Lifestyle



Mr. Fang

US\$6.03 million

I'm a permanent resident of Australia and ready to purchase a property in Melbourne for self-occupancy.

🏠 Location:

Tianjin, Tianjin Municipality

📍 Interested Location:

Melbourne, Australia

🏠 Property Type:

Property for residence

💰 Budget:

US\$6.03 million*

🎯 Purpose:

Lifestyle



Ms. Xiang

US\$1.91 million

I'd like to buy three apartments worth €250,000 each (US\$318,909) or a three- or four-bedroom villa with a budget of €750,000 (US\$956,850) in Glyfada, Greece under the investment immigration programme. The property must be conveniently located with great amenities.

🏠 Location:

Changzhou, Jiangsu Province

📍 Interested Location:

Glyfada, Greece

🏠 Property Type:

Villa or 3 apartments, convenient location and great amenities

💰 Budget:

US\$956,850/ US\$318,909 x3

🎯 Purpose:

Investment, Lifestyle & Immigration



Mr. Zhang

US\$900,584

I'm seeking a house or an apartment in Vancouver for investment. It must have at least two bedrooms and be easy to rent out. My budget is C\$1 million (US\$900,584).

🏠 Location:

Shanghai, Shanghai Municipality

📍 Interested Location:

Vancouver, Canada

🏠 Property Type:

House or apartment to let

💰 Budget:

US\$900,584

🎯 Purpose:

Investment



Ms. He

US\$300 million

I'd like to buy a Beverly Hills mansion with an internal size of 4500sqm and a budget of US\$10-50 million. Additionally, I also want to purchase a five-acre land near the seaside in Greenwich, Connecticut. My total budget is US\$300 million.

🏠 Location:

Shenzhen, Guangdong Province

📍 Interested Location:

Beverly Hills, CA, USA

🏠 Property Type:

Beverly Hills mansion + 5 acre land by sea

💰 Budget:

US\$300 million

🎯 Purpose:

Lifestyle



Mr. Zhao

US\$1.89 million

I want to retire in Japan and am looking for a property there.

🏠 Location:

Guangzhou, Guangdong Province

📍 Interested Location:

Japan

🏠 Property Type:

Property for retirement

💰 Budget:

US\$1.89 million*

🎯 Purpose:

Lifestyle

How Chinese make contact

THROUGH FAMILY & FRIENDS IN COUNTRY

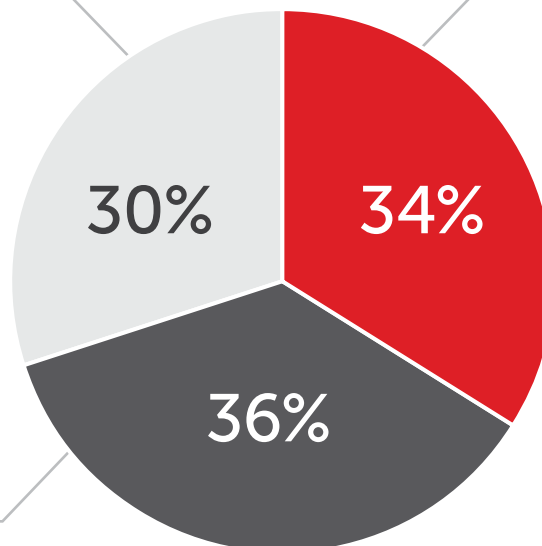
- 1 Browse Juwai.com:**
Chinese buyer browses for property on Juwai.com.
- 2 View Online Listing Information:**
They inspect the Property Details pages and Chinese Company Pages to assess properties of interest and the sellers' credentials.
- 3 Send Local Family & Friends:**
They pass the information to someone they trust – like family or friends living there – to investigate further on their behalf.
- 4 Contact Broker:**
Chinese buyer's family or friend makes contact to ask about or inspect a property on the buyer's behalf.

IN PERSON IN COUNTRY

- 1 Browse Juwai.com:**
Chinese buyer browses for property on Juwai.com.
- 2 View Online Listing Information:**
They inspect the Property Details pages and Chinese Company Pages to assess properties of interest and the sellers' credentials.
- 3 Collect Research:**
They compile research and contact information from the Chinese Company Pages and Property Details Pages in preparation for a trip to that country.
- 4 Contact Broker:**
The Chinese buyer contacts the broker upon arrival to the country, or just before they fly over. Or, they may just show up at the office location!

THROUGH JUWAI CONSUMER SUPPORT CENTRE IN CHINA

- 1 Browse Juwai.com:**
Chinese buyer browses for property on Juwai.com, and may also spend time researching how to buy property.
- 2 Juwai Chinese Consumer Support Centre:**
Through online enquiry, email, phone or WeChat, they then contact the Juwai Chinese Consumer Support Centre – our team in Shanghai – which speaks with the buyer and translates the enquiry to English.
- 3 Contact Broker:**
Chinese buyer and their translated enquiry are sent to you.



If you are not on Juwai.com,
Chinese buyers cannot see you.



10 tips to better success with Chinese buyers



Respond quickly

Call or email right away. If you're not in China's time zone, shift your hours a bit or have someone on the ground respond for you.



Focus on their needs

Provide useful information relevant to key motivations:
1) Education offerings, 2) Local Chinese community, 3) Investment yields, 4) Emigration/visa updates



Use their Chinese name

Copy/paste their name in Chinese in email, or address them by surname over the phone (e.g. Mr. Chen). Even better, hire a Mandarin speaking intern.



Personalise your service

Invite them to visit you – builds trust & guanxi, and familiarizes them with your city. Eat at a local Chinese restaurant or local cuisine, show them your office.



Make your intentions clear

Clearly state where you got their information from (their enquiry on Juwai.com) to remove confusion and add credibility.



Connect them with locals

Introduce them to local Chinese you know – breeds a sense of familiarity – and connect them with contacts offering services they need.



Use WeChat social media app

Create an account and ask them to add you on WeChat – first way Chinese connect, and your most effective communication route.



Visit China

See China firsthand to understand Chinese better. It's also a chance to invite buyers for personal meet-up in their city.



Persistence is key

Follow-up regularly – stamina and tenacity is needed to push your message across. Some small talk helps build guanxi.



Think long-term

Success with Chinese buyers can't be rushed – work your leads, provide useful updates, and you'll reap the fruits of your diligence.



Please contact contact-ca@juwai.com
for more details.