



## 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 medium-sized countries, and the growing population of upper-middle-class Chinese now also has their eyes set on international property.



Find out where Chinese are looking



[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



[Click Here for Les' Juwai Website](#)



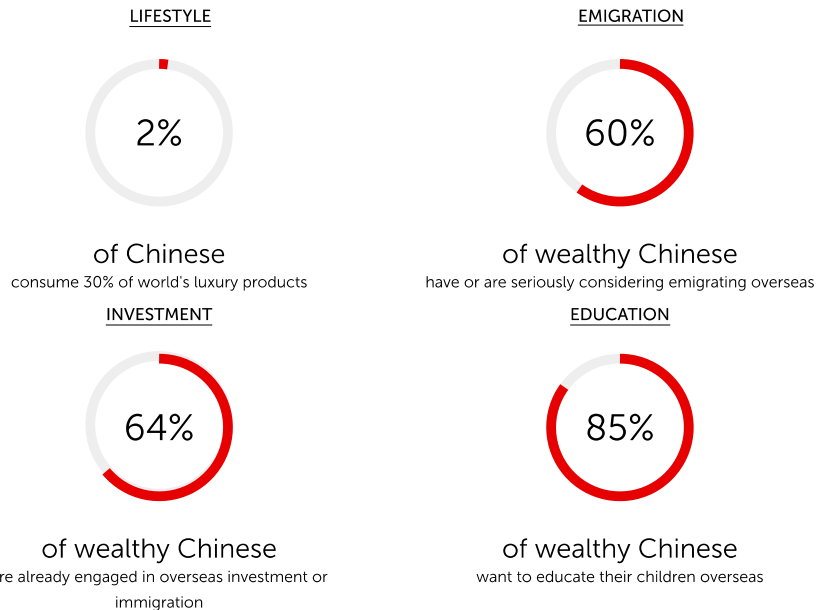
[Click Logo Above For Shaughnessy Properties](#)

# 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

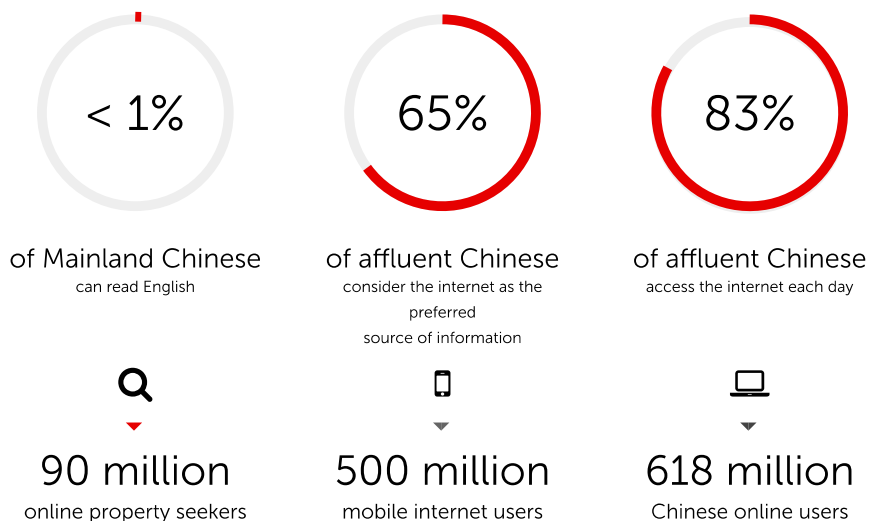
## Motivations for Chinese global property investment



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.



## 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.





## Les Twarog在居外做广告，居外是一个将加拿大房产展示给中国大陆客户的门户网站。

近几年来，中国投资人在世界房地产市场异军突起，在全球各地，无论是奢华房产，高级酒庄抑或是普通公寓和一般的投资标的，都是他们追逐的对象。对于很多中国人来说，全球资产投资是一个很具有吸引力的商机。

中国投资人拥有仅次于美国的国际购买力，他们对于全球卖家都展示了超强的经济实力。CBRE估计中国买家在全球房产投资将达到1800亿美金。然而大量的商机同时也带来了沟通与交流方面的挑战。

### 中国消费群体的崛起

中国拥有为数不少的排名世界前列的富豪，其中一部分人个人拥有的资产总值不亚于一些中等规模国家的富人财富之和。一些富裕的中国中产阶级也开始将目光转向国际资产。



Find out where Chinese are looking



[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



[Click Here for Les' Juwai Website](#)



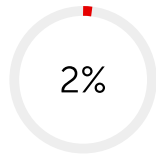
[Click Logo Above For Shaughnessy Properties](#)

# 房产是投资首选 - 房产作为稳定的投资可以彰显投资人的财富与地位

2013年中 国买家在全球花费370亿美金购置房产，其中 70%是现金付款。

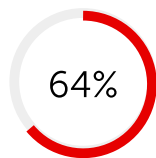
为什么要投资全球房产

生活方式



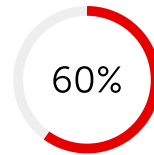
2%的中国人消费了全世界30%的奢侈品

投资



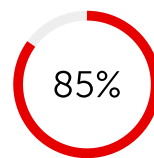
64%的中国有钱阶层在海外有投资或者移民

移民



60%的中国有钱阶层已经或准备移民

教育

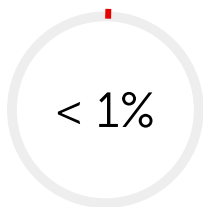


85%的有钱阶层想让后代接受海外教育

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

## 中国人如何搜索海外资产

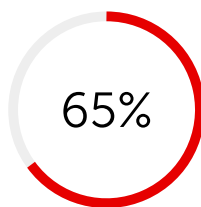
对于海外投资，中国买家会对标的资产做最详尽的了解，包括代理公司，资产所在国法律，移民要求，教育水准和其他众多客观条件。他们偏爱著名（中国或西方），专业而且声誉良好的公司。他们会和家人在线上或线下商讨购买计划，所以非中文的信息在他们看来难以接受。一些中国买家会尽早与代理公司取得联系，其他的则会对代理公司进行一些研究后再联系。对于很多中国人来说，他们会等待自己的旅行签证批准后在机场打电话联系代理公司。



少于1%的大陆中国人可以阅读英语



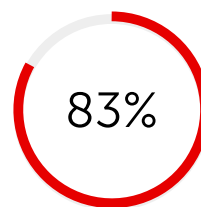
9000万在互联网上搜索房产



65%的有钱人将互联网作为获取信息的主要来源



五亿移动互联网用户



83%的有钱人每天上网



6亿一千八百万互联网用户

# 中国式防火墙

在中国境外的网站可以 被完全封锁或者载入速度极慢。如果你的网站要花很久才能打开，中国买家 将转向其他的网站。每一个社交媒体都有一个相对应的中国版本。

居外是唯一一个在中国防火墙 内外都拥有服务器的国际房地产门户。



## 什么是中国式防火墙

中国拥有世界上最大的互联网用户群。13亿人口意味着在不久的将来用户数还可以再翻倍。

有钱的中国人将互联网作为最大信息来源，65%将其作为主要信息资源，83%的人每天都上网。

这就是为什么中国式防火墙会出现。与其交予世界，中国更倾向于管理自己的网络。无可厚非在这 点上他们是成功的。

除了确保广泛的访问，他们还建立了庞大的以中文 内容为主的网络。中文的网站占据了互联网的半壁江山。

”中国式防火墙“ 是一个很有意思的名字，它包含了电缆，交换机，服务器和一些不为人知的硬件设施。它唯一的功能就是扫描和过滤位于中国外部的网站 信息以防中国用户看到。

政府过滤令人反感的内容。即使是一个被列入 黑名单的关键字也可能使得你的网站在中国访问受限。而且，这样的关键字 并没有一个确凿的版本，它可以随时改变，完全依赖于中国的近况。