



Why a Mayfair International Affiliate Agent and Broker can make all the difference

Choosing a Realtor is such an important decision. The right Realtor will positively affect the sale of your home.

Here are a few key points to explain why agents and brokers affiliated with Mayfair International can give your home an influence in the international market like no other.

- Mayfair International is a London office for real estate agents and brokers. This boots-on-the-ground approach is unique in international real estate. It means that our affiliate agents can reach out to buyers rather than waiting for buyers to reach out to them.
- The London office has an influence in the international market that would be difficult to achieve from elsewhere in the world. The very nature of the media in the UK means that it reaches deep into the important markets of Southeast Asia, the Middle East, Europe and Russia. Newspapers such as The Times, The Telegraph and in particular the Financial Times have a vast global readership – unlike national press in languages other than English. Using long and well-established contacts we can add another layer of marketing opportunity beyond that even of agents' own countries.
- The real estate market is now an international one. In many places it has become difficult to predict where in the world a buyer will come from. Reaching out to these international buyers is important. Buyers might come looking for a vacation home, through a business or work related move or for investment. But many will be unaware of national or regional systems of doing things and it is here that the London office can be of enormous assistance.
- London is a global real estate capital. More languages are spoken in the UK's capital than in any other city, making London a pre-eminent multi-cultural centre of real estate influence. London is also the centre of time. It is on the meridian, making it the bridge between East and West and therefore ideal as a major banking centre. London is a currency safe haven for global investors. Such vast wealth is invested through London that, with New York, it is the foremost global financial centre. Plus, of course, London influences global fashion, style and taste, and all this makes London the perfect city for an international office.
- The team in London are skilled in various disciplines in real estate marketing. They excel in editorial influence and advertising. They have global contacts. They also understand the requirements of the huge numbers of expats returning home each year. Most importantly they understand your area and its local market conditions which adds further to their influence with buyers.
- The internet is important. But just having property on the internet is no longer enough. Buyers have to be attracted using other methods as well. Today Real Estate is still sold most successfully by brokers with a wealth of experience and a talent to match people with property. Linking with a Mayfair International agent and broker brings that wealth to sellers.



Mayfair International – moving mountains to help move homes