



## Real Estate Brokers with a global presence really do exist!

Like us. But there's something else. In this part of our business profile, we gladly explain why.

### Real estate is always local. Customers, however, are increasingly international.

The most important thing about buying property is knowledge of the local market. Still, globalization doesn't stop just for companies like Ginesta Real Estate, which has been actively operating in the market since 1944. Many new globally active broker networks and franchise companies have been trying for years to get a toehold in the Swiss market. This begs the question: How does the future of a broker with a sterling reputation the best local market expertise fit into this new competitive situation?

Ginesta Real Estate is and remains a locally anchored company with a rich tradition. Independence, professionalism and quality have always been more important to us than membership in some association. In Leading Real Estate Companies of the World ([www.leadingRE.com](http://www.leadingRE.com)), we found the ideal partner who meets our high expectations, fully and completely.

The renowned real estate brokers network, with operations worldwide, was established in 1947 in Chicago. Today, with its 550 independent brokerage firms and

their 4,000 branch offices throughout the world, it is the largest independent network for residential real estate property. Collectively, 128,000 employees in 55 nations work for the network. Businesses on Leading RE conduct 1 million transactions annually at a total value of US\$ 350 billion. Through [www.luxuryportfolio.com](http://www.luxuryportfolio.com), Leading RE for luxury real estate has an electronic platform that offers more properties than all of its competitors.

### Why Leading Real Estate Companies of the World ([www.leadingRE.com](http://www.leadingRE.com))?

#### 1. A network, not a pyramid scheme.

In principle, one can differentiate between broker networks and franchise companies. With broker networks, a company stays independent, and profits from the local know-how of a partner firm. The network organizes the platforms for information and customer exchange, as well as continuing education. Franchise companies want to operate a brand within a market territory. In these kind of systems, licenses are sold for defined market territories (Switzerland, for instance). The holder of such a license might divide its market territory even further, and then sell these sub-regions (such as Graubünden) to new owners. These new owners, in turn, sell yet further sub-regions. These owners hire employees who are often selected without any consideration to technical expertise, education and reputation. The whole system can be looked at like a pyramid scheme. Commissions are split and must be passed to the owner of market territories and the franchisor.

*Leading*  
REAL ESTATE COMPANIES  
OF THE WORLD



## 2. Professional real estate brokerage firms with a proven track record

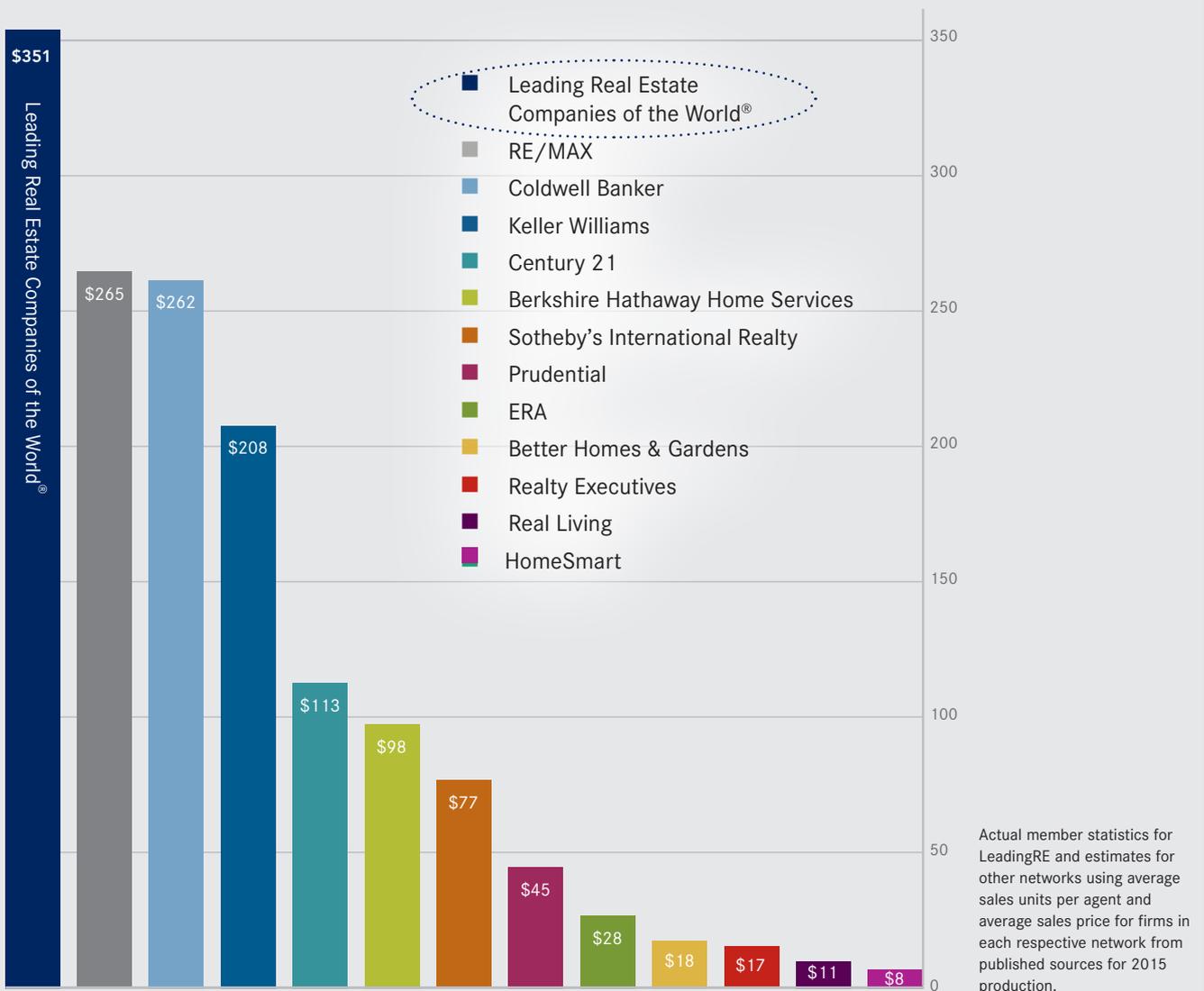
Only the best companies in a market territory can become a Leading member. Money is not a deciding factor. Instead, the track record in a local market territory. The network has specialists who arrive onsite and meticulously analyze the activities of the company, the market and competitors. Only the best firms in a market territory make it through the multi-stage vetting process to become members.

## 3. Represented internationally by the local professionals

Do you need real estate services in Tessin, in western Switzerland, or in another country? We would be happy to procure a professional contact partner for you world-wide. It's logical for you to work with a broker who has an internationally-recognized seal of approval, and has a solid grasp on his trade.

PRODUCING ONE-THIRD MORE U.S. HOME SALES VOLUME IN 2015 THAN OUR CLOSEST COMPETITOR

Volume shown in billions of dollars



Sources: REAL Trends National Network 2015 Totals Final Report. REALTOR® Magazine 2015 Franchise Report.

#### 4. Training and exchanging experiences

We have already participated twice in network events in Rome and Las Vegas. The transfer of know-how from different regions and different countries is fascinating. You get to understand the buyers and the markets much better, and learn about new trends for sales and service approaches that perhaps may still be unfamiliar in Switzerland.

#### 5. Largest market place in the world for luxury properties above \$1 million (see table, page 1)

Leading has the largest marketplace for real estate over \$1 million. To us, the marketplace is an international gateway for national properties. Moreover, we can present the properties in English, and with excellent animations. Switzerland is already home to many foreigners who need to obtain the information in English. Regrettably, Swiss marketplaces - like homegate.ch - do not offer any kind of multilingual option.

#### Author: Claude Ginesta



Claude A. Ginesta is a federally licensed real estate fiduciary (registered with the SVIT, the Swiss Federation of Real Estate Fiduciaries) and owner and CEO of Ginesta Real Estate AG. The company was founded in 1944 and specializes in the sale of properties in the Zurich and Grisons markets. With offices in Küsnacht, Horgen and Chur, the company operates as real estate broker throughout Switzerland for properties located across the country.

#### Publisher of the "Illusions" series

Ginesta Real Estate AG, [www.ginesta.ch](http://www.ginesta.ch)

#### How ready is Ginesta Real Estate for globalization?

- All of our employees speak fluent English. We do not hire employees who possess no foreign language skills.
- Upon request, we handle all correspondence and estimates in English or French.
- Documentation are always presented in bilingual format.
- Any property with a sales value in excess of CHF 1.0 million is inserted into the world's largest English-language marketplace for luxury real estate ([www.luxuryportfolio.com](http://www.luxuryportfolio.com)).
- For buyers and lessees, we offer search services like Home Hunting (for real estate purchases) and Relocation Services (locating lease/rental properties), which are typically anchored in Anglo-Saxon territories.
- We have entered an independent network of brokers of tremendous global significance; the network represents an international association of first class brokers.