

# Consider hosting inbound trade missions

## Events aimed at identifying new clients, building new connections

**H**ave you ever wondered how to capitalize on the trade-shows and conventions that visit our state annually? One way is to host an Inbound Trade Mission.



REALTOR® Perspective  
**Evi Paolillo**

In simple terms, organize a real estate tour of your local area and highlight property you believe the participants would appreciate - and potentially think highly enough of that they'd consider relocating. For our local and state Global Business Committees, inbound and outbound trade missions are paramount to learning about all kinds of real estate opportunities.

Planning a trade mission is easier than you may think. Here is a brief outline of the GLVAR process but of course, you can customize and scale this to your specific situation, organization or business. The first step is to create work groups by asking committee members who may be interested in participating. Completing an interest form is an easy way to identify these. Secondly, once all interest forms are submitted, a date and time is established for the work groups to meet. From there, planning can begin.

To identify potential inbound trade mission participants, group members review major local international real estate expo/convention/forums. Group members should then decide which of these events would meet the committee's purpose of promoting their city/state to foreign investors. A business plan is created to detail the costs of the event, including but not limited to tradeshow space, bus rental, meals, gift bags, pamphlets/flyers, and

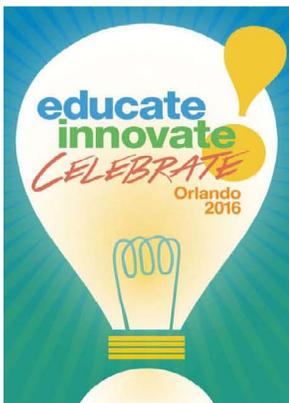


**Well organized Inbound Trade Missions** will help REALTORS® expand their network of potential clients and cultivate new business.

other marketing collateral. Other business plan details could include a marketing timeline, potential partners to defray the costs and who will be the MC of the event/tour. Members on the planning committee will each work on one aspect of the planning and the chairperson will approve each step in the process and evaluate for the administrative team any necessary expenditures.

You don't need to have a formal committee to run an inbound trade mission. For example, if you are passionate about model trains, and a model train convention comes to town, you can connect with the event organizer and offer to tour some attendees and show them retail areas where model train stores may be successful. Maybe you're a fashion junkie so you offer to tour clothing line owners and show them distribution or manufacturing space. The possibilities are endless and so are the potential connections you will make with the effort. Good luck!

*Evi Paolillo is a Las Vegas-area REALTOR® and a member of NVAR's 2016 Global Business Committee*



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