

# 2018 CE - Pat Tan & Carla Rayman-Kidd



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## About the instructors:

Carla Rayman-Kidd and Patricia Tan are experienced international business people and Realtors®. They are CIPS instructors and full time real estate agents/international practitioners. They have built a successful real estate busi-

ness where 70% of their revenues come from transactions that involve an overseas buyer or seller. They are active in global markets on a daily basis and this gives them a unique insight into the latest trends and challenges which may be encountered by agents working in the international arena.

Carla and Patricia are from very different backgrounds and often “team teach” classes. This gives students the benefit of two instructors’ insight and experience. Carla was born and raised in U.S.A. and has spent much of her real estate career working in the Americas with an emphasis on Canada, Panama and Brazil. Patricia is from U.K. and has worked in several European and Asian countries. Their real estate team operates through a global network of professionals in immigration, real estate law and taxes, and they travel extensively speaking, exhibiting, and educating on international real estate and how to buy property in the U.S.A.

Carla and Patricia regularly contribute articles to U.S. and overseas magazines, and are involved with international activities of the Sarasota, Florida and National Associations of Realtors®. They have organized and been involved with the annual Sarasota International Real Estate Congress since its inception in 2007. Patricia served as the NAR President’s Liaison to the United Kingdom and Carla served as the President’s Liaison to Panama. Carla is now the NAR Regional Coordinator to North America Central American and the Caribbean.

## Go Global: Jumpstart Your International Business

This program is a step-by-step guide and ‘how-to’ for both beginning and veteran Realtors who are looking to expand their business and bottom line. These are tried and true techniques and strategies developed by the instructors themselves and proven successful over time. **3 hours CE credit.**

## Go Global: Risk Management for the International Practitioner

International buyers and sellers have played an increasingly important role in the U.S.A. real estate market over recent years. As a result, more and more Realtors® are working with customers from other countries. There is rising affluence throughout the world, and buyers come from a wide variety of countries to purchase U.S. real estate, drawn by “bargain-priced” homes, desirable lifestyle, favorable currency exchange rates or finding a safe haven for themselves and their money. More Realtors® than ever have now worked with an overseas buyer or seller. They are attractive as customers because: The majority of sales are cash purchases and Foreign purchasers typically buy higher priced homes. Pat and Carla will guide you through the maze of working with International Buyers and expanding your business, all while reducing your risk. **3 hours CE credit.**

## Getting Results with Canadian Buyers

## Doing Business in the Hispanic Workplace

## How to Find and Close British Buyers

## Other programs by Carla and Pat

### Programs through Florida Realtors:

- Intro to Social Media – Carla
- Industry Data and Analysis – Pat
- Stats in a Flash – Pat
- GRI 3 International Real Estate – Pat
- Essentials of Single Family and Multi-family Investing - Pat

## Programs through NAR:

CIPS series— Carla and Pat

TRC Designation—Carla and Pat

*Carla and Pat also provide custom presentations on social media, International Marketing, Culture and Protocol.*