

## The GMA Concept

Olivier Mevellec is the co-founder & President of the **Global Marketing real estate certification™**. Olivier is considered to be one of the top experts in the field of global real estate and teaches real estate agents throughout the world “How to be the local Agent of Choice... but globally connected”. Olivier will give you unique strategies to give YOU an unbeatable & competitive edge in today’s real estate market. His main goal is to show you how to get more listings locally & co-market them to the world with the right agreements & become a true “Global Agent”!

*“We live and do business in a global economy, it is now time for your agents to become global agents, NOT just local agents!” -Olivier Mevellec Co-founder & President*

Local Expert, GLOBALLY CONNECTED By becoming certified, you will learn how to earn more money.

- Gain the “Global” perception and credibility you want, regardless of how established you are.
- Learn how to build your own global listing portfolio from other Global Marketing Agents and market them as your own.
- Co-market your sellers’ properties across the globe by offering 3 listing presentation packages.
- Gain a competitive edge over your competitors.
- Full use of **Certified Global Marketing Agent™**
- Market listings anywhere around the world.
- Tap into the luxury and expired markets.
- Take advantage of the GMA™ tools which includes automated listing presentations, drip campaigns, automated global marketing agreements, teleconferences, support, and more...
- Take advantage of the online training, complete the certification at your own pace.

The concept of the **Global Marketing Agent™** certification is quite simple, it is meant to break the traditional mindset that as an agent, you are only limited to local real estate. With the **GMA certificate**, you will now be able to transition from a local agent into a global agent. It truly is real estate without boundaries. As an agent, you consistently have to find ways to be remarkable and stand out, especially to your clients. By the end of this training, you will be equipped with the tools and information to provide both yourself and your clients the opportunity to buy and sell real estate anywhere and everywhere. What you will be able to do? You will be able to help facilitate your clients’ needs, regardless of where they would like to buy or sell their property. Whether your client is looking to purchase or to sell their property, you will be able to work with your client, helping them with all their needs, giving you the ability to keep your client for life.

**Selling:** Traditionally, if your client wanted to sell their property, as an agent you will use the common methods which includes posting the property on MLS, posting it on your website, your company’s website, etc. Now, you will be able to take the services you provide a few steps further. In addition to the original local listing, you will be able to offer 2 more types of packages to help your client sell their property. You can offer them a North American exposure as well as global exposure. These are services and tools that only GMA™ members are able to provide and use, which gives you the advantage you need to possibly help sell the property quickly by offering with more potential clients from around North America or even global exposure.

**Buying:** Your client can still remain your client, regardless of where they would like to purchase property. Your real estate license has laws and restrictions where you are located. Your **GMA certification™** will allow you to extend beyond that and still allow you to help your buyer outside of your area.

### **I know you may be wondering, how exactly does this work?**

We have real estate agents who are **GMA certified** around the world. You will have access to these agents around the globe to help you meet your client needs, regardless if they are looking to sell or buy a property. For example, if your client would like to purchase a vacation home in Paris, how would they usually do it? How much involvement would you, as a local agent, have in this type of scenario? Now you will have the ability to help your client, you would log on to **Global Marketing agent™**, look for a certified agent located in Paris from our directory and let them know what your client is looking for. You create an agreement (which we will provide you with), the agent in Paris finds the right property for your client, and if your client agrees, they now have purchased their property in France and you are still helping your client. We will look into the details and the different scenarios step by step in the next videos to ensure that you understand and gain the knowledge needed when you act as a global agent. So what does the GMA certification mean to your local market?

### **As an agent, what would this tool mean to you and your local market? Why & how you will make more money with the GMA certification™?**

The number one thing that you remember is that results is what creates the value. One of the most crucial things you can do for yourself to be able to advance, is to find ways to set yourself apart from others. The ability to differentiate yourself and break out from the norm. It will do more for yourself and your career than almost any other factor. Another very important fact is that most real estate companies around the world will teach agents that they can offer global exposure to your sellers, but in reality it is not entirely true as posting a property on a website does not mean that you will get leads unless someone is specifically searching for your name or property. Through our unique system we teach you on how to be proactive in creating exposure which will create potential leads.

### **So why is the GMA certification™ so valuable and what can you do with it?**

- **Book more appointments:** Usually, your first challenge is getting a potential client to sit down with you one on one. When you do have the opportunity to speak to a client, be sure to mention your designation and why you are different from any other real estate agent that they have spoken to. Use the language of the **GMA certification™** and let them know that as a global agent, you will be able to do more for them than anyone else. Widen your vocabulary when talking to clients about their property to include the different options and services you can provide them. Intrigue your clients to want to sit with you one on one so you can explain the different options and how it works.

- **Stand out:** When you are in front of a client, set yourself apart from other agents by not only providing the basic local marketing strategies, but to expand this nationally and internationally as well. Triple the reasons as to why a potential client should chose you to represent them by offering three different listing presentation packages. This is definitely a unique concept that most clients have not heard of or been given this option before. Take advantage of this, a unique service translates into a unique agent.

- **Gain Credibility:** Think about when you first started in the real estate. How hard was it for you to get your first listing? As a new agent, how did you break the barrier of having clients trust you? How hard did

you have to work to change your perception into the real estate agent you want to be? Have you achieved that yet? A great feature the **GMA certification™** allows you to take advantage of building a global listing portfolio. Whether you are aiming to gain the perception of having many listings as your own or want the perception as an agent that works exclusively with luxury properties, you will be able to create your ideal perception and credibility in just a few minutes. Many agents work hard, spend money on advertising and try to market themselves to clients. However, the one motivating factor that clients have when choosing an agent is their perception of the agent. Clients want an agent that have experience, have dealt with more expensive listings and are aware of the market around them. What type of agent do your clients currently view you as?

- **Capture expired listings:** Expired listings can usually be a result of many different factors. One of the main reasons is due to the lack of market exposure or even incorrect exposure. When you speak to a client who has listed their home and was unable to sell, you will be able to provide them limitless exposure by offering local, national and international market exposure for their property.
- **Double your income:** What do you think one of the best ways of doubling your income is? One of the best ways of doubling your income is by doubling the house prices that you are working with. By taking the **GMA certification™**, you are allowing yourself the opportunity to tap into the luxury and global real estate market and are not limited to just the average or median price of the house prices in your local market. By using the method of building your own global listing portfolio, you will be able to tap it the luxury real estate market, giving yourself the perception and credibility of a luxury real estate agent. You have heard the saying before, birds of a feather flock together, and this is true. So when a client who has a luxury home is looking to sell their property, they would most likely choose an agent who has had experience in this market or currently has luxury listings themselves.
- **Get support:** You will receive the support from other GMA™ members as you will help them market their properties and they will market yours
- **Be recognized:** Get the recognition that truly makes a difference as it means something to your clients; Buyers or sellers will recognize true global marketing needs of today's real estate.
- **Hands-on experience:** Gain the hands-on experience when you need help, we will walk with you through the different agreements you need.
- **No extra cost:** Market your properties at no extra cost through this system unique to GMA members and receive monthly newsletters and other ways to promote your listings to other members through teleconferences and social network.
- **Get trained:** Receive a training and designation like no other. Take advantage of the resources and tools provided to you, including crucial legal documents constructed specifically to allow you to legally and safely take advantage of expanding beyond your local borders. You also need to remember, that all these options and tools are available for you to use, and the results you receive is what creates the value in anything that you do.