

BREVET DE TECHNICIEN SUPÉRIEUR
PROFESSIONS IMMOBILIERES

EPREUVE E2 : ANGLAIS

SESSION 2016

Durée : 2 heures

Coefficient : 2

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IMPORTANT

Ce sujet comporte 3 pages numérotées de 1/3 à 3/3.

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de la salle qui vous en remettra un autre exemplaire**

3 steps to working with Chinese homebuyers

The magic number is \$28 billion — what Chinese spent in the U.S. real estate market in 2014. And this sum is just the beginning.

5 It's often difficult for U.S.-based agents to fully understand why the Chinese are interested in the U.S. real estate market.

As a team based in China, we are meeting almost 24 hours a day with Chinese citizens who are interested in buying U.S. houses.

10 The main reasons for purchasing a house in the US remain: investment, education, and immigration. Let's focus on how the process works for an overseas Chinese looking to buy a place in the U.S. and what role you can play in it.

Step 1: Chinese use connections.

As in many countries all over the world, having the right connections pays off. It goes a step further. Connections are about the only thing that will work effectively.

15 **Step 2: Chinese start the purchasing process of a U.S. property early.**

Anyone looking to buy a house will think carefully about the different options, size, price, market and schools before making a decision.

The Chinese are no different, and they will look at many aspects. They tend to start early because prospective homes are a 12- to 15-hour flight away.

20 Mrs. Zhu from Shanghai was interested in buying a house in the U.S. for her child, who was going to study in America. To our surprise, the mother told us that she was only two months pregnant, but she wanted to start looking at options to buy a place.

Step 3: Build and maintain the relationship once the client arrives in the U.S.

25 The agent needs to make a good first impression when the client arrives to look at prospective homes.

Some clients prefer to be picked up at the airport. The agent should be on time (it's probably better to be early), dressed appropriately, prepared with a car to show them around and equipped with a well-outlined schedule.

30 The schedule should be translated in "Simplified Chinese", and throughout the viewings, it will be vital to share information about the city and, most importantly, the schools.

Education is and remains one of the key aspects within a Chinese family. Knowledge about high schools, and universities will make an excellent impression.

Mrs. Xu and her husband just returned from viewings in Los Angeles last month. She said, "I could not believe that I was able to meet such a professional and knowledgeable agent!"

35 This agent had provided almost more insights on the schools in Irvine than the actual houses and the client loved it.

So, U.S. agents face a major challenge. Building a personal connection is almost impossible to do if you live across the planet from your client.

40 Working with a team in China that has similar goals to your own can help ease the challenge of connecting with buyers. This will enable you to close deals in a cost-effective way and get a piece of the \$28 billion (-plus) market.

Sam Van Horebeek, *Inman.com*, Jun 24, 2015 (502 mots)

I – Compréhension (10 points)

Après avoir lu attentivement l'article ci-dessus, vous en ferez une synthèse en dégagant les idées essentielles **en français**. (180 mots +/- 10%)
Toute présentation sous forme de notes sera pénalisée.

II – Expression (10 points)

Vous traiterez le sujet suivant **en anglais**.
Vous rédigerez votre réponse en 200 mots (+/- 10%).

As a real estate agent in France, you want to attract English-speaking clients.
Write an article for a property magazine presenting the advantages of investing in your area, as well as the specific services you can offer.