
AN INTRO TO

Selling Houses

To The Hispanic Market

Understanding Hispanic Consumers in a
“New Real Estate World”

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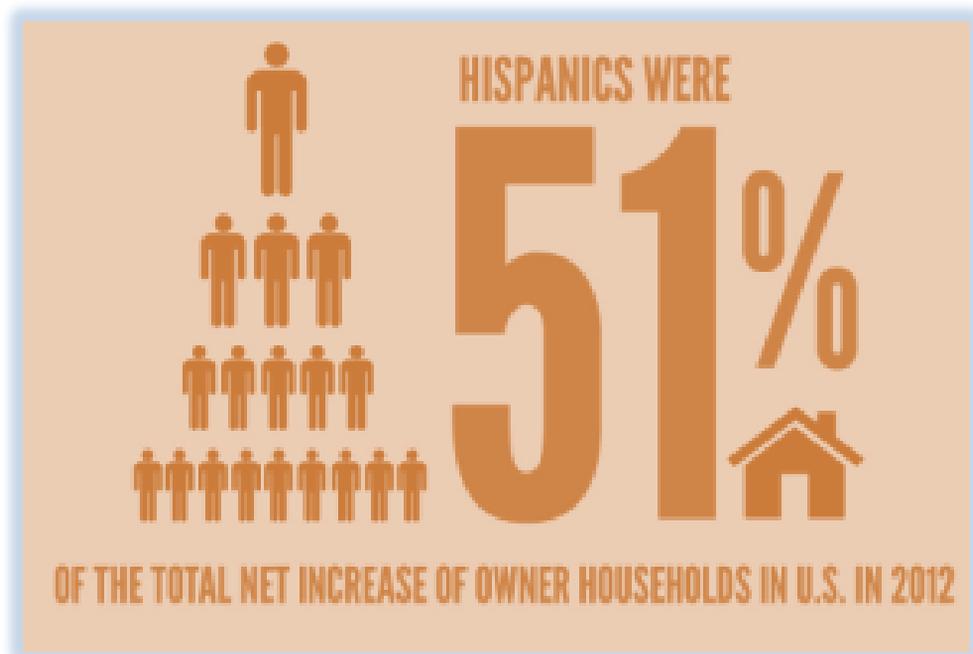
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“ Hispanics continue to lead the surge in US for homeownership.... **51% of net increase for the US** in 2012 alone came from Hispanic households ”

-NAHREP National Association of Hispanic Real Estate Professionals



INTRODUCTION

The Unites States of America was made what it is today . . .thanks to immigration

The entire country was built by immigrants from many locations all over the world.

Some cultures have moved to the US before others, but the Hispanic community is the one that has started a revolution of growth. . . .faster than any other minority in the entire country.

The truth of the matter is that people from Latin America are no longer just immigrants, but an integral part of the North American culture.

The Hispanic community is here to stay and this is why it's very important that we start seeing them as relevant and extremely important clients for your own Real Estate Market.

CHAPTER

1

It is clear from the latest census data and overall consensus among business in the US, The Hispanic market has become a dominant economic and political force in America. A fact that has been proven over in the last 2012 presidential election.

Hispanics are a consumer powerhouse that is reshaping the lives of all Americans as their population growth continues on a record journey.

You can easily see in any place you look, just how much influence the Latino culture has in all media.

The combination of economic and demographic trends points to a simple conclusion: The Hispanic community will be the force behind the revitalization and growth of the nation's economy for the foreseeable future and beyond.

CHAPTER 1

The Hispanic population in the U.S. is expected to continue to grow at a faster pace than the general population for the next several decades, dispelling the notion that this is only a temporary occurrence.

Hispanic household income is also trending upward as more Hispanics are attending college than ever before.

Hispanics are also a much younger demographic according to the latest Census Report. Consequently, the role that Hispanics will play a very active role in the direction of the housing market for years to come.



CHAPTER

2

“Today, 50,000 young Hispanics reach the age of 18 every single month....

A Hispanic youth turns 18 years old every 30 seconds.”

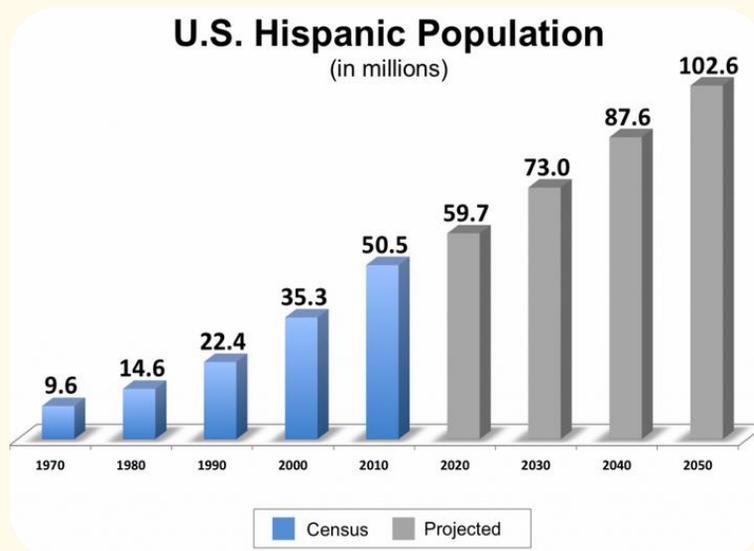


we buy casas. . .

CHAPTER 2

As a young population group, Hispanics are directing themselves into the suburbs or into counties near major metropolitan areas in search of lower costs of living and better job opportunities.

Because of their mobility, Hispanics have been revitalizing economically-distressed areas, reviving decaying commercial districts, and rejuvenating rundown neighborhoods, small towns, and rural areas.



313.9 Million
US Population Today

CHAPTER

3

“How To Sell Real Estate to Hispanics?”

Many Hispanics are still comfortable with Spanish as the language of choice within their circles.

Most likely their grandparents may still speak Spanish exclusively inside the household. . while their children may be bilingual

The younger generation may speak primarily English while still being fluent in Spanish.

Family is so important to Latinos as they often prefer to have their entire family involved in any business transaction. . .

CHAPTER 3

“How To Sell Real Estate to Hispanics?”

The direction of your approach should not be . . .
that real estate is a **great investment** . . .
rather . . .

This a benefit that could be valuable **for their children** specifically –

This approach is something that is more attractive
for a Latino parent.

It's not about money.. It's about “ **Mi Familia**”



My Family

CHAPTER 3

“How To Sell Real Estate to Hispanics?”

Although communication in Spanish Is not required, . . . At least is a sign of respect that could be important to initially create trust.

To be successful with Hispanic consumers, real estate agents should show respect for the values, needs and diversity of the nation's Hispanic population.

The biggest misconception from salespersons reaching the Latino market is assuming that “ALL” Latinos come from the same place. .



CHAPTER 3

“How To Sell Real Estate to Hispanics?”

There's a big difference among Latino communities, There's Cubans, Mexicans, Nicaraguans, Salvadorians, Hondureños, Bolivians, Argentinians, Peruvians.. and a host of other countries not even mentioned here

In some cases, as different as Americans vs the British.

What one segment of Hispanics love. . .others may be indifferent because of its origin

Assuming that all Hispanics are from Mexico is an insult to most Latinos. .specially the ones that come from South America.

What would you say if someone assumes that you must like “cullen skink” (British soup) as much as you love apple pie on a fourth of July?

Exactly!

CHAPTER

4

“Hispanic marketers all around say that there's only one way to understand this market. 'You have to live it, feel it and breathe it.

You can't no longer afford to ignore them. .

Hispanics are more relationship-oriented and less transactional when it comes to buying and selling homes

They need guiding more than selling”

Fernando Herboso Broker for Maxus Realty Group~

CHAPTER 4

“How To Sell Real Estate to Hispanics?”



Hispanics are dominating the First-Time Home Buyer Markets in the US

Despite a difficult economic environment, immigration problems and the tight mortgage market, **Latinos are still making gains far and above than other segments on our society.**

Imagine the bonanza that could benefit your business after a comprehensive immigration reform is passed with unemployment below 6%

Their biggest obstacle now coming into the market is the credit crunch that will eventually will have to be facilitated despite the current Government red tape and political positioning coming from Washington DC

CONCLUSION

“The Hispanic Dream is not to become tenants the rest of their lives. .. I can assure you of that!”

Fernando Herboso~



CONCLUSION

The best thing about the Hispanic community and their climb into the American society and culture is that they have become successful enough to be able to buy property for their families instead of becoming tenants.

Now that more and more Latinos are going to college, getting good jobs and maintaining them with efficiency, the Hispanic community is no longer poor and unemployed. . . .

They now have a lot of buying power and should not be taken as a small percentage of what constitutes a potential buyer.



CONCLUSION

The selling process we follow:

This is also applied for all our clients . . . but it is more critical when you are dealing with Hispanic families and meeting their needs.

- **Obtain** their contact information
- **Call them** to discuss their needs and have a meaningful conversation
- **Offer them** your services
- **Have** an appointment
- **Qualify them** and/or HELP THEM in the process
- **Give** presentation about your unique qualities as a real estate agent or broker qualified to help.
- **Sign up** an agreement
- When fully qualified **show them** candidate properties
- **Help them** formulate a fair offer
- **Protect them** with home inspections and contingencies as such
- **Protect them** when signing the documents of homeownership at the closing table
- **Key exchange**

“MUY HAPPY FAMILIA!”

CONCLUSION

AMIGOS FOR LIFE:

Remember, you are selling a house to a **WHOLE FAMILY** and the whole family would be appreciative of your excellent services.

The potential of repeat business for you is more apparent when you make a lot more people happy.

They are happier because homeownership is a tremendous accomplishment for them.

The more you realize this as a real estate agent. . . .

The more success you will be able to have when selling homes to the Hispanic consumer.



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Buying or selling your next home or real estate property is possibly the most important transaction in your life. . Hispanic or not. . It is important that you choose to work with someone who has the experience, the understanding, the professional expertise and the integrity to make your next real estate transaction pleasurable and stress-free. This is why you should choose **Fernando Herboso** with Maxus Realty Group. .

BUYING AND SELLING IN TWO LANGUAGES

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Gracias,
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