



“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

The GMA Concept

Olivier Mevellec is the co-founder & President of the **Global Marketing Real Estate Certification™**. Olivier is 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 for an unbeatable and competitive edge in today's real estate market. His main goal is to show you how to get more listings locally and co-market them to the world with the right agreements.

/ Become a true “Global Agent”!

Earn More Money Through Certification

- / Gain the global 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 three 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 include automated listing presentations, drip campaigns, automated global marketing agreements, teleconferences, support, and more.
- / Get certified at your own pace with online training.

What You Can Do as a GMA

The concept of the **Global Marketing Agent Certification™** is meant to break the traditional mindset that local agents are limited to local real estate. As a GMA, you will be

able to transition into real estate without boundaries. As an agent, you must be consistently remarkable to stand out 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. You will be able to facilitate your clients' needs, regardless of where they would like to buy or sell property.

By helping your clients with all their needs, you can keep them for life.

Selling

Common methods that agents use to sell a client's property include posting on MLS, on your website, your company's website, etc. Now you will be to offer two more types of packages to help your client sell their property. Expose them in North America and globally. Only GMA™ members can access these tools and offer these services, improving your ability to sell quickly.

Buying

Your client can remain your client, regardless of where they would like to purchase property! Your real estate license has laws and restrictions based on where you are located. Your GMA Certification™ enables you to extend beyond that in order to help your buyer outside of your area.



How It Works

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 of 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? As a Global Marketing Agent™, you would log in to our toolkit and use our directory to look for a certified agent located in Paris, letting them know what your client is looking for. You create an agreement (which we will provide you with), and the agent in Paris finds the right property for your client. Your client has the French home of their dreams, and you helped them find it! We will investigate the details and the different scenarios step by step in training videos to ensure that knowledge needed to act as a global agent.

How The GMA Helps Local Agents Make Money

So, what does the GMA Certification mean to your local market? The number one thing that you need to remember is that **results create value**. One of the most crucial things you can do to advance in your career is to find ways to set yourself apart from competitors. The ability to differentiate yourself and break out from the norm will do more for your career than almost any other factor. Most real estate companies tell agents that they can offer global exposure to your sellers, but the reality is that simply posting a property on a website often isn't enough

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 to find potential leads.

Why Certification Is So Valuable

■ ■ ■ ■ AS A GMA YOU CAN . . .

Book more appointments. Usually, your first challenge is getting a potential client to sit down with you one on one. When do 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 into 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. You help them market their properties, and they will help you market yours.

Be recognized. Get the recognition that truly makes a difference as it means something to your clients. Today's buyers or sellers have global marketing needs.

Gain hands-on experience. When you need help, we will walk with you through the different agreements you need.

Pay no extra cost. Market your properties at no extra cost through this system unique to GMA members. Receive monthly newsletters and other ways to promote your listings to other members through teleconferences and social networks.

Get trained. Receive an education like no other. Take advantage of the resources and tools provided to you, including crucial legal documents enabling you to expand beyond your local borders legally and safely. With all these tools, you will be able to get results and create value.



Learn More

Book a free consultation: <https://www.oliviermevellec.com/>

Email: info@oliviermevellec.com

Facebook and Instagram: [@OlivierMevellecCoaching](#)

