



 **REAL ESTATE**  
WITHOUT BORDERS

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ASK HOW YOU CAN BE  
CERTIFIED ONLINE

## Business is no longer bound by borders

The Global Marketing Agent certification provides the training, tools and agreements that are the catalyst to globalizing your reach, your name and your brand. This self-paced certification offers digital courses that guide you through proprietary learning around collaborating with like-minded agents. You will learn how to:



**COLLABORATE WITH OTHER GLOBAL ELITE AGENTS**



**SERVE BUYERS & SELLERS ANYWHERE IN THE WORLD**



**EARN MORE REVENUE BY CLOSING LOCAL & GLOBAL DEALS**



**GAIN GLOBAL EXPOSURE FOR YOUR BRAND**



**BUILD CLIENT-AGENT AND AGENT-AGENT RELATIONSHIPS**

## How it works



### 1 TAKE THE COURSE

Simple, self-paced and easy to understand video lessons and tutorials around building your global brand and real estate business.



### 2 TAKE THE TEST

The exam consists of 40 questions based on the courseware we provide. There is no time-limit to the test.



### 3 YOU'RE CERTIFIED!

Upon passing the exam, you will receive your certification, access various on-line tools and a directory of Global Marketing Agents and Global Listing Posting!

## Advantages of certification

- / Accelerate growth with access to Global real estate listings.
- / Attract top producing agents with Global Marketing Agent Strategies for global credibility and dominance.
- / Have access to the Global Marketing Agent platform for agents to communicate, connect, share and earn more referrals globally.

INCREASE YOUR  
UNIQUE VALUE

## What is the Global Marketing Agent Certification?

Global Marketing Agent certification formerly known as I.R.E.S. (International Real Estate Specialist) was founded in 2007 and since that time more than 7,500 real estate agents have been certified. The most unique feature of this network provides agents an advantage to break the ordinary real estate limitations, allowing the opportunity to transition from a local real estate agent into a global real estate agent. With this training, real estate agents can work purposefully and within legal boundaries on a global basis and earn revenue. **Visit [www.globalmarketingagent.com](http://www.globalmarketingagent.com).**

GMA provides the agents with exclusive material which allows them to expand their business to the next level by:

- / Building a global portfolio of properties which has been proven to produce more referrals for agents
- / Co-marketing YOUR listings through the network to reach more buyers
- / Marketing luxury properties
- / Following a step-by-step process to securing listings outside of the agents' jurisdiction

## What is CASTLES & ESTATES?

CASTLES AND ESTATES is your digital marketing presence for global marketing. Global Marketing Agents receive a significant discount in advertising. Your properties will be seen around the globe and marketed to top agents and their sphere of influence! The magazine features articles on lifestyle, culture, and the arts. Concierge advertising for premier products and properties! Furthermore, you receive a digital copy of the magazine that will build your international portfolio and presence. You have now entered a much bigger marketplace, increasing your strategic value proposition to your clients and community.

## Global Marketing Agent benefits

- / Get the tools to beat local competitors by getting more listings, learn how to leverage properties to create global credibility, and earn more money by learning how to work together with other agents to close cross-border sales.
- / Make clients and themselves more money! Secure listings outside of your local market. You will be provided with global marketing agreements and all the forms needed to work globally.
- / Dominate competitors with this certification and by co-marketing luxury properties with global marketing agreements available only to those who have completed the GMA certification process.



### **TINA ZEILANI**

**Dallas, TX**

The GMA certification is such a great tool to have as a realtor. It truly allows you to distinguish yourself from other realtors and gives you that edge. The GMA course was very informative, straight to the point, and the examples given were easily relatable to real life scenarios as a realtor. I have gone back through content because that's how informative it was. I highly recommend it.



### **CHRIS LEFEBVRE**

**New Hampshire, ME**

I absolutely feel like the GMA certification will help me on all future listing consultations with local sellers in New England, especially for higher end properties. The reason is with the huge number of local competitors and with everyone trying to win the same listings, I feel that it is absolutely critical to present a new opportunity to home sellers or otherwise risk just being lost in the crowd of other agents offering the same old solutions like professional photos, multimedia tours, posting in the MLS and on websites, putting a for sale sign up and hoping that the property sells. Although these types of marketing solutions are important to sellers, almost everyone is offering similar solutions.



### **MICHAEL STRALEY**

**STAFFORD, VA**

When looking for answers to rise above the competition without breaking the bank I am turning to Global Elite and have found my clients are now transformed into my personal cheerleaders establishing stronger life-long business relationships.

### **AUDREE MEVELLEC** DALLAS, TX & FRANCE

[The GMA Certification is] a true global real estate [program] with all the tools needed to securely help my clients buy and sell anywhere they need.

### **ANTILLA FAGAN** PALM COAST, FL

...I can now attract REALTORS® from [global] markets and [am] able to network and increase my referral opportunities.

### **SHONNA KING** HOUSTON, TX

The international reach for potential client[s] and networking with agents [through the GMA certification] will present a strong referral stream for me.

### **MARK DIEZ** VISTA, CA

The opportunity to co-market anywhere in the world means my services are wherever my clients do business, live, and vacation.