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Welcome back, **Janet Choynowski**.

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Job of the week

## PR ACCOUNT EXECUTIVE

**Location:** Richmond

**Salary:** On Application

**Company:** ThreeSixtyDegrees

**Job type:** Permanent

**Description:** Specialist property PR consultancy is looking for a talented account executive.

Ideally you'll be working within the media with strong writing skill...

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Friday, 18th July 108, 11:17:50

## US PROPERTY PORTALS GO MULTI-LINGUAL TO BOOST SALES

[US](#), [portals](#), [multi-lingual](#)

An increasing number of US portals are 'internationalising' their content by adding new languages to their website to appeal to as many international buyer markets as possible.

The latest example of this trend is Florida-based Prudential Palms Realty (PPR), which recently launched an international division in April with the specific goal of attracting non-national investors into the country to shift the thousands of excess properties in the state.

As part of this effort, PPR has updated its different sites into 12 different languages covering the majority of the world's most active buyer markets.

"This service is important to me as an international property specialist for not only can my clients view properties in the language of their choice but they can also read my biography in this language as well," said Carla Rayman, director of international business development for the company in an interview with OPP. "This is a great tool to use with both buyers and sellers prior to meeting them so they understand a little about you. Some words cannot be translated but it gives them a general idea of who you are and what you do."

Commenting on the launch of the international division, Rayman added: "It was an opportune time to do this for a number of reasons – the currency fluctuations and the interest for prospects to venture outside their own markets. International is never easy and is consistently a challenge. The process is ever-evolving and you have to be up-to-date on new trends; what is happening where, where is the next emerging market, how do you best reach your clients and for us this is the simplest way."

PPR is just one of the many US firms to have taken this approach in the last six months. The Houston Association of Realtors has also entered the world of multi-language listings by updating its site into Spanish, Chinese, Vietnamese, French, German and Italian.

In addition to this, one of the world's biggest property portals, Properazzi.com which recorded over one million visitors to its portal in June, launched six new languages on its website this month as the industry takes a more global approach to the overseas property sector.

A big driver of the internationalisation of US portals is immobil.com, a translation company specialising in the real estate sector. So far the company has translated listings data for over 500,000 property professionals in the US alone, accounting for 25% of all realtors active in the US market. Its clients include Coldwell Banker, Century 21, Prudential, ReMax, several state run realtor associations and the Parisian branch of FNAIM, the French Real Estate Association.

Janet Choynowski, CEO, Immobil.com, told OPP that to give an English language portal the best chance of competing in a global marketplace, multi-lingual services are a must.

"A point to consider is that search engines in foreign languages (there are 162 Google search engines, each confined to searching in one language and or geographic location ) do not 'see' non-conforming web sites," she said. "A search on Google.com for example, will not return web sites in French language. Whereas a search on Google.fr is hardly likely to return websites in English language. Unless a property agent wants to be effectively invisible to all foreign language clients, they need foreign language content on their website."

Immobil supported languages are: Spanish, Brazilian Portuguese, Italian, French, German, Polish, Russian, Chinese Traditional, Chinese Simplified, Korean, Vietnamese and Japanese and can reciprocate by translating the languages above into English.

**What do you think? If you have an opinion about the issues raised in this news report, email it the [web editor](#) now.**

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