



SAN DIEGO MARKET TO BE PROMOTED AT MIPIM, THE WORLD'S PROPERTY MARKET CONFERENCE

Greater San Diego Association of REALTORS® to Showcase Area Markets at Conference in
Cannes, France, March 15-18

San Diego, CA – MIPIM, the world's leading global real estate market, business conference and networking event, will welcome the Greater San Diego Association of REALTORS® (SDAR) this year in Cannes, France. SDAR will be part of the growing USA pavilion, hosted by the National Association of REALTORS® (NAR), the United States' largest real estate trade organization.

"SDAR is honored and excited to showcase San Diego on this world stage," said Cory Shepard, SDAR's 2016 Board President. "Real estate is a very vital sector of healthy economic activity. People build and develop properties where economic opportunity is on the upswing and where quality lifestyles flourish. That's San Diego."

This is the second year of NAR's expanded presence, providing local and regional U.S. markets the ability to showcase opportunities for foreign investment. "The U.S. is consistently among the top-ranked markets for real estate investors," said NAR President Tom Salomone, broker-owner of Real Estate II Inc. in Coral Springs, Florida. Events in other global markets, including the slowdown in China and the recession in Brazil, further strengthen the U.S. position as the safest place to put money and see strong returns for both domestic and international investors."

Industry research reveals foreign buyers plan to invest more cash in U.S. real estate in 2016 than in 2015, which saw massive inflows of foreign capital to the U.S. market. Sixty-four percent of foreign investors surveyed by the industry association AFIRE plan to increase U.S. property investments in 2016.

"We're selling San Diego. We have a great story to tell. When people hear San Diego's story they're going to want to be a part of it," said Erik Caldwell, City of San Diego's Economic Development Director, who is attending MIPIM with SDAR along with members of the San Diego Regional Economic Development Corporation.

In addition to San Diego, U.S. markets featured in the USA pavilion include the states of Florida, Illinois, Missouri and Nevada, and the metro areas of Miami, Las Vegas and Scottsdale, Ariz. The CCIM Institute and the Institute of Real Estate Management will also be featured in the USA pavilion, both affiliated commercial industry groups of NAR.

Some 21,000 leading real estate executives from 89 countries, including more than 4,800 investors, are set to travel to Cannes, for the four-day annual gathering of the global real estate industry. The event brings together investors, developers, occupiers, architects, hotel groups, public authorities, city mayors and property associations from around the world.

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About SDAR

With more than 12,500 members, the [Greater San Diego Association of REALTORS®](#) is the largest trade association in the county. We help our members, who adhere to a code of ethics and professional standards, sell more homes. We also help people realize the dream of home ownership, and we are dedicated to protecting private property rights.

About National Association of REALTORS®

The National Association of REALTORS®, “The Voice for Real Estate,” is America’s largest trade association. NAR’s 1.1 million members, including NAR’s institutes, societies and councils, are involved in all aspects of the residential and commercial real estate industries.

About MIPIM

MIPIM, the world’s leading property market, brings together all the key actors of the real estate business. Investors, developers, end-users, architects, hotel groups, public authorities and property associations gather in Cannes for four intensive days of networking, matchmaking and development of international business relations. MIPIM has established itself as an essential meeting place for city administrations who attend in order to both promote inward investment opportunities and discuss major key policy issues that urban conglomerations are facing around the world. Learn more at www.mipim.com.