

# 10 tips to better success with Chinese buyers

Chinese property investors are the biggest and fastest-growing market in the world – how are you addressing this market? We share 10 tips to start you off on the right foot with Chinese buyers.



## 1 Respond quickly

- Call or email them right away – the sooner you respond, the higher your chances are.
- In a different time zone than China? Time shift and work part Asia hours or have someone on the ground respond.



## 6 Focus on their needs

- Provide useful information relevant to their key motivations:
  - Education offerings
  - Existing Chinese community
  - Investment opportunities/yields
  - Emigration or visa updates



## 2 Use their Chinese name

- In email, copy/paste their name in Chinese. If calling, address them by surname (e.g. Mr. Chen) if you don't speak Mandarin.
- Hire a Mandarin speaker (even if he/she is a college intern) – smoothes the initial process.



## 7 Personalise your service

- Invite them to visit you – lets them understand your city & country, and builds your *guanxi* and trust.
- Take them out to eat at a Chinese restaurant or try local cuisine.
- Show them your office – shows you're legitimate.



## 3 Make your intentions clear

- When reaching out, clearly state where you obtained their information from, e.g. through their listing enquiry on Juwai.com – this removes confusion, and adds credibility.



## 8 Connect them with locals

- Introduce them to local Chinese you know – breeds a sense of familiarity.
- Connect them with contacts offering services they need.



## 4 Use WeChat social media app

- Ask them to add you on WeChat – first way Chinese connect, and your most effective communication route.
- If they are comfortable enough to add you, they may be more receptive to your pitch.



## 9 Visit China

- Observe firsthand Chinese environment and market – helps you understand Chinese better.
- Opportunity to invite them for personal meet-up in their city.



## 5 Persistence is key

- Follow-up continuously and regularly – stamina and tenacity is needed to push your message across to them.
- Whenever possible, small talk is good to build *guanxi* with them.



## 10 Think long-term

- Success with Chinese buyers cannot be rushed – continue to work your leads, provide them useful updates, and soon you will reap the fruits of your diligence.

Read the full article [here](#) or [sign up](#) for more tips from Juwai.