

2023 INTERNATIONAL CONSUMER SURVEY





METHODOLOGY

Research was conducted by Censuswide with 1,202 people with a household income of \$1m+ who would consider purchasing a luxury home (worth \$1m+) from the UK, France, Italy, Portugal, Turkey, UAE, Argentina, Canada, Spain, Costa Rica, USA and Mexico between January 6th, 2023 - January 25th, 2023. Censuswide abides by and employs members of the Market Research Society, which is based on the ESOMAR principles.

DREAMS, DESIRES AND DESTINATIONS - WHAT ARE INTERNATIONAL BUYERS LOOKING FOR IN 2023?



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"Real estate has long been seen as a way for affluent individuals to diversify their portfolios and build long-term wealth, and U.S. real estate is considered a safe haven for many that are dreaming of their next international real estate purchase. This survey underscores what wealthy buyers are desiring for their next luxurious abode and just how far they are willing to look!"

EXECUTIVE SUMMARY



Do you own residential real estate outside of your home country?

84%

Over 4 in 5 (84%) respondents said they own residential real estate outside of their home country.

- Italy (90%), Turkey (87%), Costa Rica (87%), the U.K. (86%), France (85%), the U.A.E. (84%), Spain (84%) and Canada (83%) closely follow respondents from the U.S. who are most likely to own residential real estate outside of their home country.
- 4 in 5 (80%) respondents from Argentina said they own residential real estate outside of their home country, trailed by just over three quarters (77%) of respondents from Mexico.
- Just over 9 in 10 (91%) respondents with a household income of \$4m – \$4.99m said they own residential real estate property outside of their home country, this is compared to under three quarters (72%) of respondents with a household income of \$1m – \$1.99m who said the same.

Over 9 in 10 (91%) respondents from the United States said they are most likely to own residential real estate outside of their home country

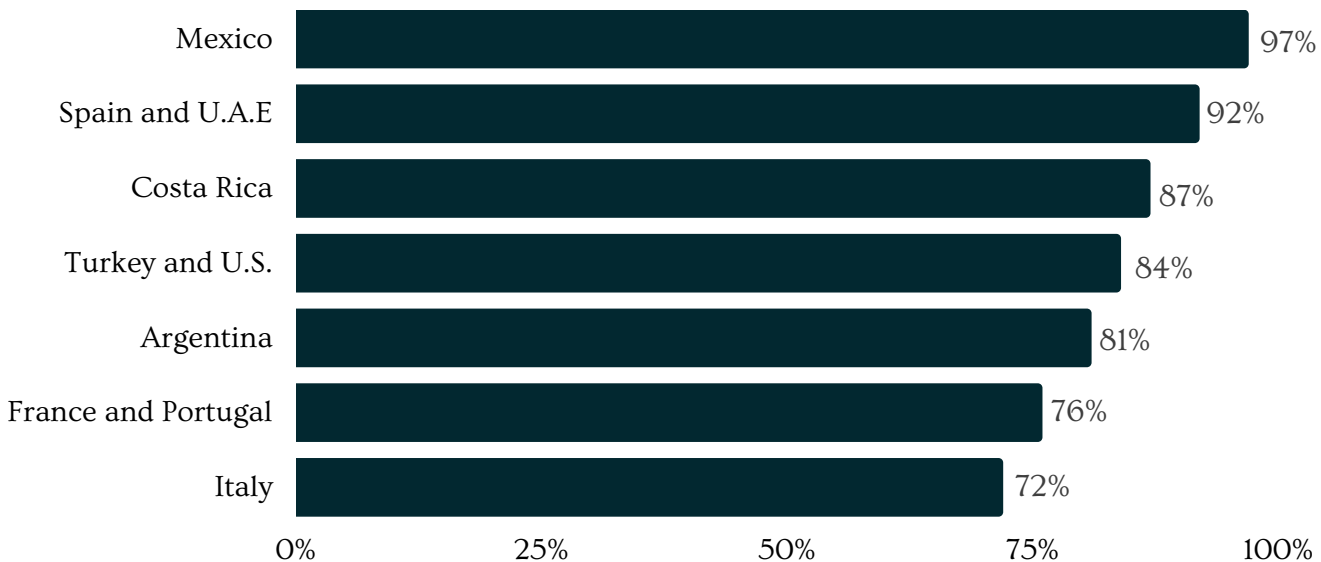
EXECUTIVE SUMMARY



80%

4 in 5 (80%) respondents believe purchasing real estate in the United States is a safe investment

The top countries where respondents believe purchasing real estate in the United States is a safe investment:



Nearly all (97%) respondents from Mexico believe purchasing real estate in the U.S. is a safe investment, making them the most likely country surveyed to believe this is a safe investment.

EXECUTIVE SUMMARY



Top motivations driving international property purchases in the U.S. market:

36%	Frequent work/business trips to U.S. cities
34%	A movie or television series based in the U.S.
34%	A recent vacation to a U.S. city
34%	Investment opportunity
33%	Social media
32%	Dual citizenship / Golden passport

- Over 2 in 5 respondents from Mexico (43%), Argentina (43%) and the U.S. (42%) said frequent work/business trips to U.S. cities would be their top motivation to purchase property in the United States. Over a third (37%) of respondents from Portugal also said the same.
- Nearly half (45%) of respondents from the U.A.E said an investment opportunity would be their top motivation to purchase property in the U.S., as did over 2 in 5 (42%) respondents from Turkey and just under 2 in 5 (39%) of respondents from Canada.
- Just under 2 in 5 respondents from the U.K. (39%) and France (38%) said dual citizenship / golden passport would be their top motivation to purchase property in the U.S.
- Just under 2 in 5 (39%) of respondents from Italy said a recent vacation to a U.S. city would be their top motivation to purchase property in the United States.
- Just under 2 in 5 (39%) of respondents from Spain said social media would be their top motivation to purchase property in the U.S.

EXECUTIVE SUMMARY



What are the top five locations international buyers are dreaming of purchasing in the U.S.?

Argentina

Cultural diversity and prominent architecture like **Chicago**

Spain Mexico

In the hustle and bustle of a major city like **New York**

Costa Rica

A waterfront property with breathtaking views like **Miami**

Portugal

Warm weather with sprawling homes among the glamorous elite like **Los Angeles**

France

A luxurious resort town in the mountains like **Aspen**

- Respondents from Costa Rica (20%), the U.K. (19%), the U.A.E (18%), as well as Italy (17%) and Canada (17%) also all said, 'Cultural diversity and prominent architecture like Chicago', best describes their dream location to own a home in the United States.
- 1 in 6 (16%) respondents from Turkey said, 'Warm weather with sprawling homes among the glamorous elite like Los Angeles', best describes their dream location to own a home in the United States.
- The same percentage (16%) of respondents from Turkey said, 'A waterfront property with breathtaking views like Miami', best describes their dream location to own a home in the United States.

EXECUTIVE SUMMARY



The top five overall most important amenities respondents desire in an international home purchase:

1

Latest smart home technology

2

Eco-friendly and sustainable design features

3

State-of-the-art security system

4

A home with breathtaking views

5

Privacy

The most important amenity per country

Latest smart home technology

U.A.E (32%)
U.K. (25%)

Eco-friendly and sustainable design features

Argentina (32%)
Costa Rica (23%)

Wine room / cellar

Canada (27%)

Privacy

Mexico (26%)

Garage space

U.S. (26%)

State-of-the-art fitness center

Turkey (25%)

A home with breathtaking views

Italy (24%)

Resort-like pool and jacuzzi

Portugal (25%)
France (22%)

EXECUTIVE SUMMARY



What would you most likely use a home you would consider purchasing for?



Who is interested in purchasing these home types?



Primary Residence

- Mexico (32%)
- U.A.E (29%)
- U.K. (25%)
- Portugal (24%)



Investment Property

- Costa Rica (30%)
- U.S. (28%)
- Italy (25%)
- Spain (24%)

Just under a quarter (24%) of respondents from France said they are most likely to use a home they would consider purchasing as a secondary residence.

24%

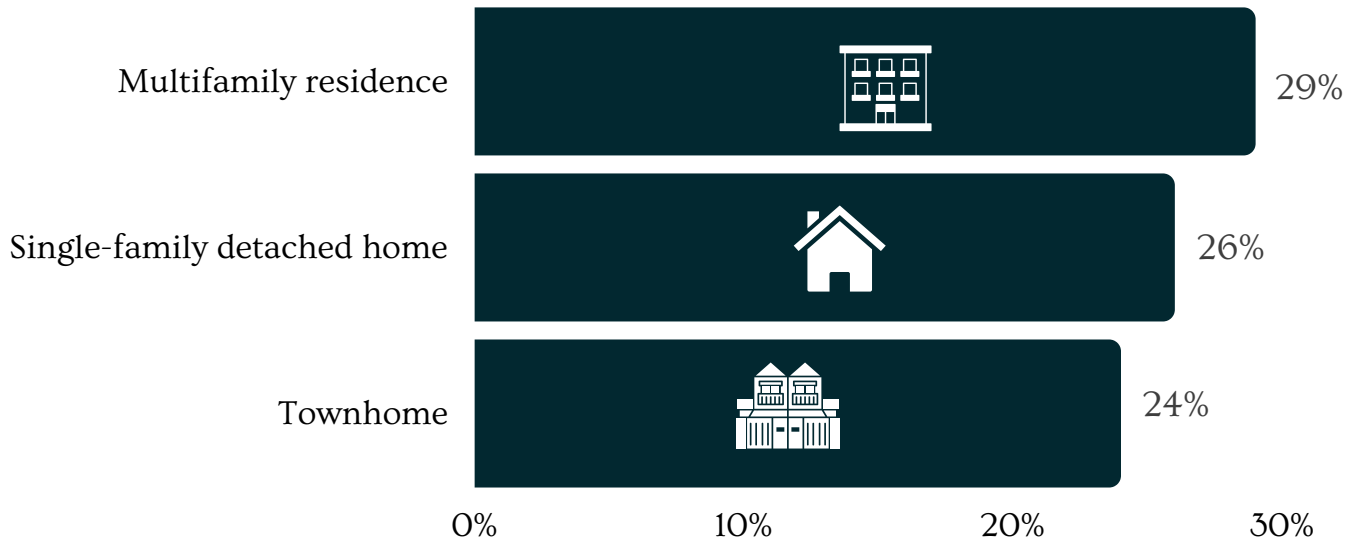
Just under a quarter (24%) of respondents from Canada said they are most likely to use a home they would consider purchasing as a rental property.

EXECUTIVE SUMMARY



What type of home would you be most likely to consider purchasing in the U.S.?

The top three types of homes that respondents would be most likely to consider purchasing in the United States are:



Who is interested in purchasing these home types?



Multifamily residence

- Mexico (49%)
- Costa Rica (35%)
- Italy (31%)
- Canada (30%)
- U.A.E (26%)
- U.S. (26%)



Single-family detached home

- Turkey (35%)
- Spain (34%)
- Argentina (33%)
- Portugal (29%)

EXECUTIVE SUMMARY



How would you rate the current market conditions in the United States to purchase a home?

Just over three quarters (76%) of respondents rate the current market conditions in the United States to purchase a home as excellent/good.

How different countries rate current market conditions in the United States as excellent and/or good:

- U.A.E (91%)
- Canada (84%)
- Argentina (83%)
- Mexico (80%)
- Costa Rica (79%)
- Turkey (77%)
- Spain (76%)
- Italy (75%)
- U.K. (72%)

How likely would you be to use a real estate agent for an international home purchase?

88%

Just under 9 in 10 (88%) respondents are likely to use a real estate agent for an international home purchase.