



Insight: Bring Your Hispanic/Latino Customers Into Focus

Agenda and Learning Objectives

The information on this CD will help you increase your home sales to Hispanic/Latino buyers by answering four questions:

How does culture directly influence a consumer's purchase decisions and interactions?

First, you will analyze Hispanic/Latino culture by:

1. Defining and understanding "culture."
2. Describing how Hispanic/Latino culture differs from Anglo culture.
3. Examining the impact of values on behavior.
4. Applying knowledge of the Hispanic/Latino culture to specific expectations and buying behaviors.

What are the rules for interacting with Hispanic/Latino homebuyers?

Second, you will identify ways to be communicate effectively with your Hispanic/Latino clients by:

1. Gauging current levels of satisfaction among your Hispanic/Latino clients.
2. Exploring tools to enhance interactions with Hispanic/Latino clients.
3. Determining best practices to increase customer satisfaction and profitability.

How do you attract and connect with Hispanic/Latino homebuyers?

Third, you will build a marketing plan to reach the Hispanic/Latino market by:

- Examining Hispanic/Latino purchasing trends, research and metrics.
- Analyzing the demographics and the impact on your business.
- Exploring how to target advertising dollars to reach multicultural customers more effectively.
- Identifying the best practices for reaching multicultural homebuyers in your geographic area.

What tools do you need to communicate the basics of buying a home to your Hispanic/Latino clients?

Fourth, you will formulate a plan to present the home buying process to Hispanic/Latino clients by:

- Examining how Hispanic/Latinos may approach purchasing a home differently than Anglo-Americans.
- Exploring general strategies to increase your success when working with Hispanic/Latino homebuyers.
- Preparing for your initial conversation with a Hispanic/Latino homebuyer.
- Communicating the buying process to your Hispanic/Latino clients.

Where can you find the information you need to go further?

Finally, you will investigate the many resources for working with Hispanic/Latino homebuyers that are included on this CD and build an action plan.

- Over a dozen real estate forms that have been translated into Spanish.
- Links to relevant web sites.
- Bibliography for further study