
2024 LIBOR TRADE MISSION

Valencia, Spain

June 17, 2024 - June 21, 2024





ABOUT THE TRIP

On June 17, 2024, a Long Island Board of REALTORS® (LIBOR) delegation traveled to Valencia, Spain, to attend SIRA's Annual Conference, Inmociónate.

Since 2018, LIBOR has partnered with SIRA, Spanish International Realty Alliance, through NAR's Ambassador Association Program. This program is designed to help enhance member connections to real estate opportunities and share association best practices worldwide by connecting NAR®s bi-lateral partners with a partner state or local REALTOR® association. The Ambassador Association works closely with NAR's Global Ambassador assigned to that country and NAR's Regional Coordinator for that part of the world. The program also allows members of the Ambassador Association to expand their global business networks and get involved in international real estate activities.

Inmociónate has been held since 2010 and brings together real estate professionals from Spain and around the world. Attendees come to Inmociónate to stay updated with the latest developments in the real estate industry, learn about trends, and improve their knowledge, all while strengthening their professional relationships and sharing experiences.

Inmociónate is a unique blend of professional development and enjoyment, ensuring that attendees are always engaged and interested. It's not just about receiving training from national and international experts, but also about interacting with other professionals in real estate and related sectors. The welcome reception on Thursday and the closing gala on Friday are perfect opportunities to celebrate and share the joy of the meeting.

This year, LIBOR proudly celebrated its 7th year of participation, a testament to our enduring commitment to global real estate. The group was honored by the presence of our esteemed 2024 LIBOR President, Kevin Leatherman.



JUNE 19 (AM) - EXPLORING VALENCIA

LIBOR's Global Business Liason Evan Smith, 2024 LIBOR President Kevin Leatherman, Global Committee Vice Chair Daniela Diaz, and Global Committee Members Isabel Zenocratti, Susana Dumas, Kewon Song, and Tanthony RaeShawkn Baker met in Valencia, Spain, where SIRA hosted Inmociónate 24. The group spent the morning touring the beautiful city before attending the official Inmociónate property tours with other international conference attendees.



Valencia, Spain is a vibrant city on the country's southeastern coast along the Mediterranean and enjoys a climate with mild winters and hot, dry summers. Its population is around 800,000, making it the third-largest city in Spain.

With its rich history influenced by Roman, Visigoth, and Moorish rule, Valencia is a city that proudly showcases its diverse cultural heritage through its architecture. From Gothic and Renaissance buildings to the modern City of Arts and Sciences, the city's structures are a testament to its vibrant past and present.

Valencia is an important economic center with a diverse economy that includes tourism, agriculture, and manufacturing. It is especially renowned for its sweet Valencia oranges, an essential agricultural product.

Tourists flock to see attractions like the Valencia Cathedral, La Lonja de la Seda, and the Torres de Serranos. Valencia is also the birthplace of paella, Spain's famous rice dish, and horchata, a traditional drink made from tiger nuts.





JUNE 19 (PM) - PROPERTY TOURS

That afternoon, the group had the opportunity to participate in a 3-hour property tour hosted by SIRA. The property tour comprised three properties currently on the market and had the chance to network with colleagues from different countries.

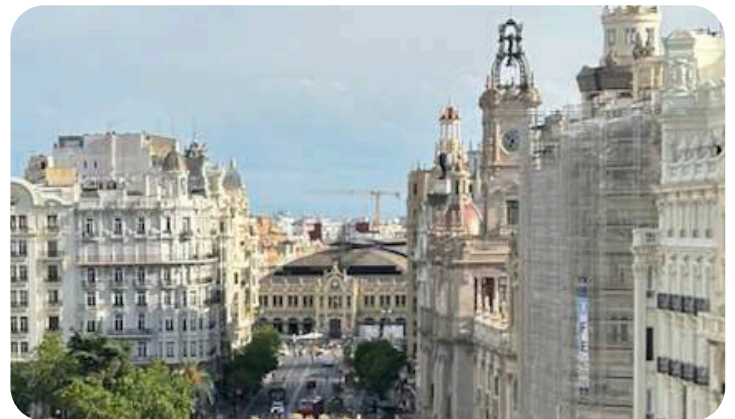
The first property toured was a detached villa in Montecañada, priced at 485,000 €. This 210 m² villa features a garden, swimming pool, barbecue, solarium area, spacious living-dining room, fireplace, fully equipped kitchen with porch access, primary bedroom with en-suite bathroom and private terrace, two double bedrooms with balcony access, a single bedroom, and another bathroom.



The following property was in the residential area of Rafelbunyol, known as "La Corona." Priced at 575,000 €, it is a 450m² house with five bedrooms, a private pool, terraces with views of the Sierra Calderona, and a 140m² semi-basement equipped for events with a barbecue, kitchen, space for over 30 guests, a separate well, and "trencajís" mosaics.



The last property was an apartment on the 7th floor of a building on Avda. Regne de Valencia, priced at 900,000 €. This property boasts four spacious bedrooms, 2.5 bathrooms and a living room with terraces that lead to a fantastic view of the downtown area.



The day concluded with a networking reception at the local Compracasa office, where the group had the pleasure of meeting local agents and enjoying an array of traditional Valencian snacks.

JUNE 20 - INMOCIÓNATE DAY 1

The Conference doors opened at 11 AM with the Market Place, where attendees explored exhibits from event sponsors. A coffee break, sponsored by RE/MAX Spain, offered refreshments.

At 12 PM, the 3rd Residential Real Estate Forum kicked off with a lively gathering of attendees from large brokerages in Spain. The session was not just a series of lectures, but a platform for interactive learning. Vicenç Hernández Reche, PhD, President of Asociación Nacional de Agentes Inmobiliarios de España (ANAI-API España), discussed global issues and AI technology, inviting the audience to share their perspectives. Roberto Colomer, the 2024 Chairman of the European Mortgage Federation (EMF), addressed European housing market concerns, sparking a dynamic exchange of ideas. Pedro Megre, CEO of Unión de Créditos Inmobiliarios (UCI), presented survey results highlighting the importance of business specialization, encouraging the audience to reflect on their own practices. The session concluded with a vibrant open discussion with brokers and agents from across Spain, ensuring everyone had a voice.



The official start of Inmociónate 24 was at 4PM, marked by a warm welcome from Pedro Egre. The afternoon was then filled with a diverse range of breakout sessions, each catering to the different interests and needs of the attendees. These sessions covered real estate prospecting, social media strategies, and improving access to housing in Spain. A notable highlight was Daniela Diaz's participation in a Panel led by Alex Escudero, where they discussed NAR's Ambassador Association Program and other Global Opportunities.



The day concluded with a thought-provoking keynote by Carlos Mascías, PhD, who drew parallels between real estate agents and healthcare professionals. Francis Fernández, CE of SIRA, delivered closing remarks, and the event culminated in a vibrant Welcome Party sponsored by Fotocasa Pro. This celebration was a great way to end the day, featuring a live marching band.





JUNE 21 - INMOCIÓNATE DAY 2

The second day began with doors opening at 8:30 AM. At 9 AM, the Inmociónate 24 Innovation Awards were presented by Gerard Duelo, President for COAPI of Spain, allowing attendees to view videos submitted by brokerages and vote on their favorite. Following, Inés Hegedus, 2023 President for Miami Association of REALTORS®, discussed the use of artificial intelligence in the real estate sector, and Tricia Nekota, 2024 RRC President, highlighted the importance of being a CRS in the residential market. Francisco Loscos spoke on new talent codes in uncertain contexts, and Christel Silver, NAR Global Coordinator for Western Europe, presented a study on REALTORS® in the USA.

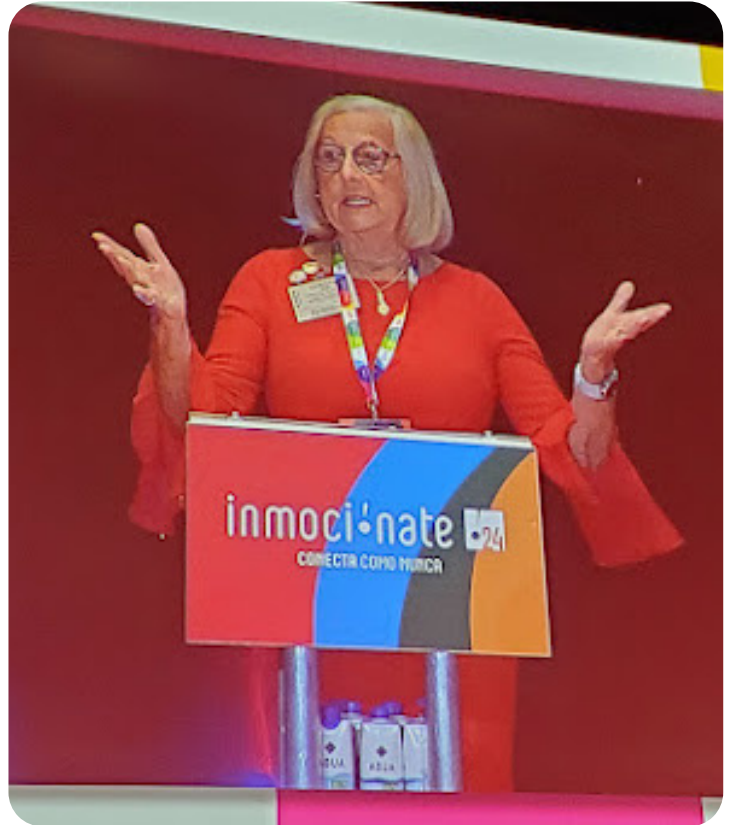
After another networking/coffee break, simultaneous breakout sessions began, covering a wide range of topics, including talks on real estate productivity, social media content creation, sports leadership, urban planning, and the impact of AI in real estate.

Speakers such as Rocío G. Gasque, Griselda Varela Mascarell, Sandra Larraz, and Natalia Soto provided dynamic and practical presentations. These sessions were not just informative, but also equipped the audience with actionable insights and strategies that they could immediately apply in their respective roles in the real estate industry.



The day continued with lunch at 2 PM, with a choice of attending themed table discussion rooms or a networking buffet meal. Afternoon highlights included a presentation by Juan Manuel Vizquete Calafell on communication and leadership, the introduction of Inmosolidarios 24, a competition where event attendees get to vote on different humanitarian campaigns, and Alejandro Escudero, who spoke about the NAR litigations and updates in the USA. After a coffee break, the Marketing 24 Awards were presented, followed by a lighthearted and entertaining improv show by Planeta Impro, providing a relaxing and enjoyable end to the day's events.

The event concluded with Francis Fernández's farewell, and attendees prepared for the infamous Inmociónate Gala Dinner.



JUNE 21 - INMOCIÓNATE GALA DINNER

The Inmocionate Gala Reception is something you certainly don't want to miss, regardless of how tired you are or how late it may run. This year's gala was held at the FIRA de Valencia, and like previous years, was from 10 PM to 4 AM.

As usual, the event began with an enthusiastic welcome from the house band, which set the mood and energy for the rest of the night. The group celebrated the end of a fantastic event with colleagues from new friends made while overseas and other US REALTORS® who were present.



JOIN US NEXT YEAR!!

We are so honored to have this relationship with SIRA and for the Inmociónate experience.
We are excited to return in 2025.



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