



GLOBAL

MARKETING AGENT

Global Marketing Agent Certification

Mission Statement:

Empowering real estate agents to excel in local, national, and international markets—building lasting client relationships and ensuring long-term success.

Vision Statement:

To be the premier certification for real estate agents who aspire to be “True” **Global Agents**,
Not Just Local Agents.

GMA Program Overview

- **GMA Certification:** Comprehensive training, bi-monthly Zoom meetings, and exclusive groups.
- **Branded Magazine:** A customized version of GMA's magazine with eXp Luxury branding.
- **Listing Access:** Agents can showcase their listings on GMA's website, gaining increased exposure and access to co-marketing opportunities.
- **Luxury Listing Benefits:** Two free pages in GMA's magazine for high-end listings.

GMA Certification: A Game-Changer for Agents

What is the Global Marketing Agent (GMA) Certification?

- The **Global Marketing Agent (GMA) Certification** equips real estate professionals with the expertise to market properties worldwide, navigate international transactions, and build a powerful global network. Since its establishment in 2006, GMA has trained over **9,000 agents globally**, helping them expand their reach, increase referrals, and differentiate themselves in the industry. This certification provides a **distinct competitive advantage**, enabling agents to offer a unique marketing value proposition to sellers and retain clients for life—no matter their real estate needs across the globe.

Key Features of GMA Certification

- **Global Portfolio:** Access exclusive listings from certified agents to attract more opportunities locally & globally.
- **Worldwide Reach:** Co-market globally using real-time migration trends to grow your buyer base.
- **Enhanced Services:** Offer premium listing packages to secure more local listings.
- **Seamless Transactions:** Simplify international deals with global marketing agreements.
- **Access New Markets:** Tap into luxury & expired markets to boost earnings.
- **Career Advancement:** Elevate your profile with GMA certification for higher income and a competitive edge.

Engaging your SOI



- We teach agents to effectively engage their sphere of influence (SOI) through impactful social media posts, driving both local and global opportunities.
- Fact: Every agent has had clients purchase real estate outside their jurisdiction, often without realizing agents can help them buy or sell globally.

Marketing Examples



Feature your home in the next issue of Castles and Estates magazine...for free



Contact our office for more details:
☎ 832.708.9879 ✉ jm@macpgroup.com

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*So your house didn't sell. Don't panic.
I have a plan. Every home is sellable.
Let's get yours sold.*

Jeleser Mc Lennon | Team Lead
Mac Property Group



Brokered by eXp Realty with
links to over 90K agents



Certified Global Marketing
Agent, worldwide network



Local realtor with
international experience

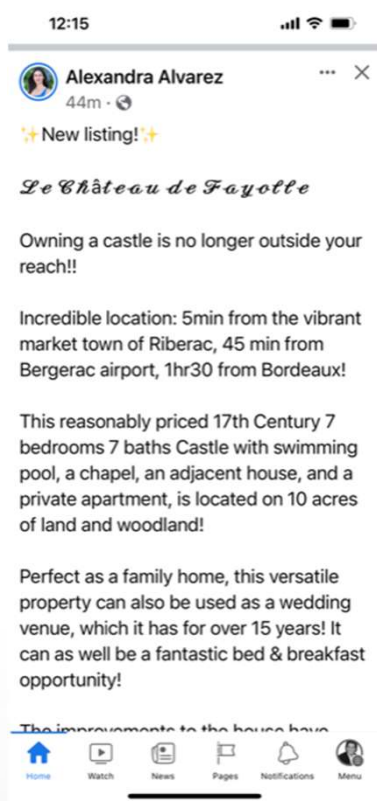
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- Above is an example of an agent targeting luxury expired listings and successfully securing a \$3.5 million listing using this postcard.

Marketing Examples



- This is a social media post by Alexandra legally showcasing a listing from the GMA network, helping her build her global real estate portfolio, and engage her SOI. She lives in Florida, listing is in France.
- Our tech-savvy members excel at creating engaging YouTube, Canva, and Instagram videos showcasing co-marketed properties. These videos attract tons of views and generate valuable leads.



Marketing your property with the GMA network



Above is what we teach GMA members when preparing for a local listing presentation. We show them how to offer sellers 'True' global exposure. With the power of AI, all agents can now access real estate migration patterns, helping them identify the best markets to co-market their local listings. Many agents don't realize that simply listing a property on their global company's website doesn't equate to genuine global exposure—only GMA provides that level of international reach.

Training overview

- **1. Prequel GMA Course**

1-hour prequel course to GMA for newcomers to get a foundational understanding of global real estate

- **2. 40-Page Handbook**

"How to Launch Your International Real Estate Business and Elevate Your Local Success"

- Practical strategies for launching an international real estate business and expanding into global markets

- **3. Introduction to GMA**

Overview of GMA's mission and resources

How to navigate the GMA website

- **21-minute video:** "How to use the GMA site"

Training Overview

- **4. Core Training Modules**

6 modules for a duration of 90 minutes

- **5. Training Manual**

Comprehensive 114-page manual covering all the topics in the modules

- **6. Assessment**

40-question test to gauge understanding after completing the training

- **7. Next Steps in the GMA Program**

21-minute video: "What are the next steps?"

- Detailed explanation of progressing through the GMA program

Training Overview

- **8. Skool Groups**

Joining 2 Skool groups:

- **Non-members group:** Networking and discussions
- **GMA members-only group:** Post listings, ask questions, share resources, and engage in community activities

- **9. Zoom Meetings**

- Two Zoom meetings per month (1 hour each) for direct interaction, Q&A, and real-time support.
- Exclusive Bonus Session: An additional monthly Zoom meeting exclusively for Epique agents to provide specialized guidance and support.

- **10. Email Support**

Ongoing email support for:

- Technical issues
- "How to..." questions
- General inquiries about the GMA program



Continuing Education

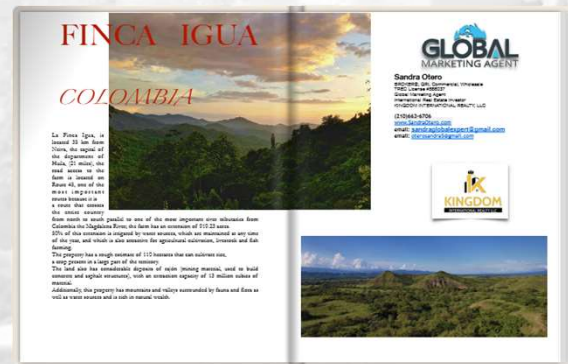
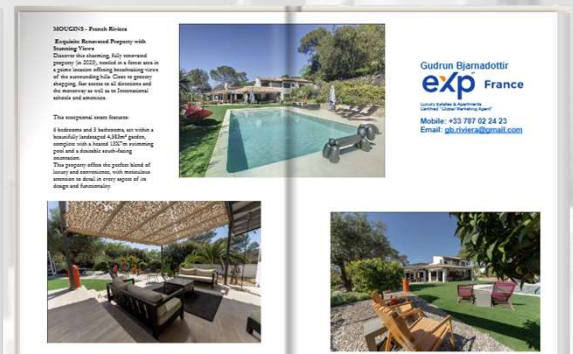
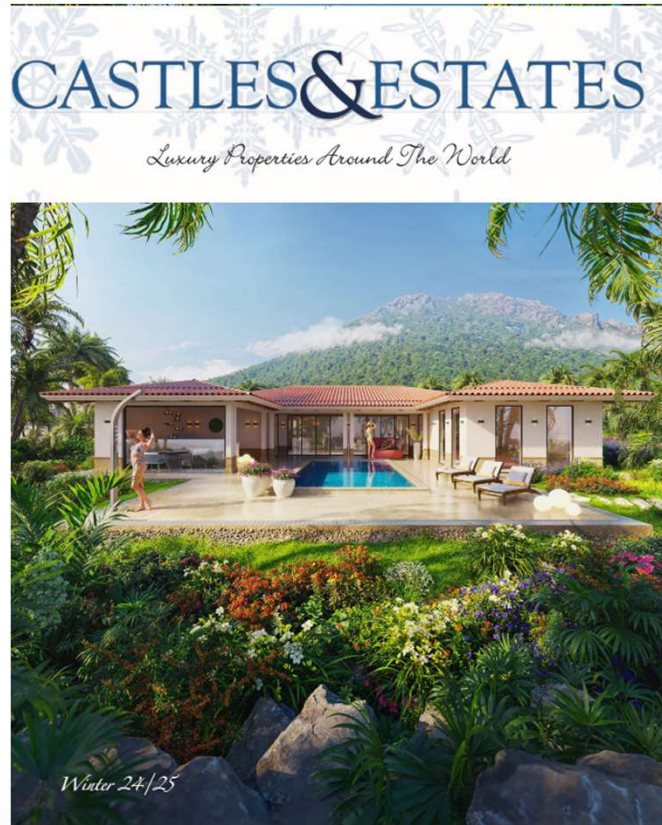
- **11. Developer Training Manual**

45-minute developer training manual: In-depth technical guide for GMA members to learn how to work with developers from around the world.

- **12. Legal Perspective Training**

1-hour legal perspective training manual covering international real estate laws, contracts, and compliance in different countries.

Castles & Estates Magazine



Castles & Estates e-magazine is a quarterly publication with an expanding readership. This magazine is shared across various social media platforms, and all members distribute it to their sphere of influence (SOI). Many members opt for a personalized version of the magazine, with their photo and contact information featured on page 2. All listings in the magazine are authorized by sellers for GMA members to co-market. In the personalized version, as seen in one of the examples, the listing agent's name is replaced with a message directing readers to contact the agent on page 2. This is an excellent strategy for capturing leads, building credibility, and utilizing the magazine as a powerful recruiting tool.

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