

APAC Realty signs MOU with NexUS Global Realty to expand cross-border real estate transactions

By Ashley Lo / The Edge Singapore | October 7, 2024 2:38 PM SGT



Chu: "Our partnership will enable us to offer premium solutions to homeowners and agents from both markets, ensuring a seamless navigation of international real estate transactions by enhancing the overall experience." (Picture: Albert Chua/The Edge Singapore)

Real estate services provider APAC Realty has signed a memorandum of understanding (MOU) with US-based NexUS Global Realty to expand cross-border real estate transactions.

According to an Oct 3 release, the collaboration also aims to "strengthen relationships between agents and investors while creating new opportunities for clients in both regions".

Currently, NexUS Global Realty serves as the gateway office of ERA Franchise Systems, a global franchise organisation that oversees and manages the ERA brand. The office also facilitates transactions and provides services to agents, clients, and offices in Asia and North America.

Under the MOU, the group says it will utilise APAC Realty's regional master franchise rights for ERA across 17 countries and territories in Asia-Pacific, which "strengthens the business lines for both parties in establishing a framework to enhance cross-border real estate transactions and service delivery".

Marcus Chu, CEO of APAC Realty, says: "Our partnership will enable us to offer premium solutions to homeowners and agents from both markets, ensuring a seamless navigation of international real estate transactions by enhancing the overall experience."

Larry Eu, vice-chairman of NexUS Global Realty, adds, "We see tremendous potential in connecting the vibrant markets of Asia-Pacific with the U.S. By serving as a trusted gateway, we leverage our unparalleled real estate expertise and proven investment methodologies to provide value-added services that ensure smooth cross-border transactions."

The MOU is also expected to leverage NexUS Global Realty's network of trusted advisors across 50 states in the US to facilitate property transactions, connecting US-based buyers with APAC Realty's property portfolio.

According to the group, the partnership will enable APAC Realty to utilise its network of clients and agents to "connect high-intent buyers seeking to invest in the US with trusted and motivated agents".

The partnership also includes educational webinars focused on cross-border transactions and investment strategies, offering valuable insights for ERA Asia Pacific agents and clients. Both groups are set to utilise innovative technology platforms to ensure smoother processes between regions.