

SARASOTA, FL, September 14, 2013 **/24-7PressRelease/** -- Teresa Witte of RE/MAX Platinum Realty recently returned from the Investir USA Expo in Sao Paulo, Brazil, a real estate expo where she represented developer properties marketed by the real estate firm's Global New Homes Division.

"The Brazil show really exceeded our expectations in buyer and investor interest in Florida properties from Orlando to Tampa to the Sarasota corridor," said Broker-Owner Bryan Guentner. "We are already making plans for next year's show as well as our own conference to bring Brazilian brokers here."

The two-day event was attended by more than 1,200 people and featured exhibitors from Miami, Naples, Orlando, Sarasota, Westin and New York City.

A native of Sao Paulo, Witte was invited to speak on "Brazilian Brokers Working with American Brokers" and was interviewed by reporters from three Brazilian media organizations, including Classi Moveis, Qual Imovel, and UOL Portal Internet Services Networking. She also used her time in Brazil to establish partnerships with Brazilian real estate brokers and agents.

"There is increasing interest in Florida real estate among Brazilian buyers," said Witte, who serves as Division Sales Manager for the Global New Homes Division. "Buyers and brokers want to know that systems are in place to securely and professionally handle their investment. Brazilians need to know every aspect of the sales process before they buy. They need to find a person who they can trust and who can fulfill their expectations."

In addition to her extensive knowledge of the builder properties she represents, Witte is connected with a network of professionals who can give buyers advice on matters related to taxation, immigration, money transfers, property management and financing.

According to a 2012 survey of Florida Realtors, conducted by the National Association of Realtors in cooperation with Florida Realtors, international buyers represented about 19 percent of Florida residential sales during the 12 months ending June 2012. In that time frame, total residential sales were \$58 billion, and sales to foreigners were estimated at \$10.7 billion. The countries of Brazil and Venezuela have increased as sources of buyers, according to the report.

Written by Australian Business

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"It used to be said that homebuilding is a local business but nothing could be further from the truth in today's marketplace," said William Bullock, Vice President of Minto Communities-Florida. "When you build homes in an international destination like Florida, you have to reach out to domestic and foreign buyers. That is why Minto has partnered with RE/MAX Platinum Realty. Their global outreach gets our product in front of the buyers."

The next scheduled trip will be to London, England, where RE/MAX Platinum Realty will participate in the "Place in the Sun" event.

Builders and developers who partner with RE/MAX Platinum Realty have access to sales associates in the five local offices, as well as brokers in the RE/MAX international broker network in more than 85 countries. Builder and developer properties are marketed through networking, international trade shows and active company sales efforts.

Witte has more than 20 years of experience in new home sales and management, working for many of Florida's top developers. She holds a bachelor's degree in Journalism from Pontifical Catholic University of Campinas in Sao Paulo, Brazil, and recently completed her second bachelor's degree in Political Science and International Studies at the University of South Florida. She is fluent in Portuguese, English and Spanish.

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RE/MAX Platinum Realty offers full-service residential real estate solutions in Southwest Florida, specializing in luxury and waterfront properties. The company maintains offices in downtown Sarasota, St. Armands, Lakewood Ranch, Osprey and Venice. Telephone: (941) 929-9090. Website: <http://www.platinumrealtyflorida.com>.