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### **U.S. Real Estate Companies Have New Opportunity to Meet Chinese Buyers**

PENSACOLA, Florida (June 1, 2009) – The Money Fair International Exposition, China's largest personal finance and investment conference, has announced that it is inviting US-based real estate companies to participate in its annual expo for the first time in its seven-year history.

The Money Fair, scheduled for November 20-22 in Shanghai, attracts nearly 200,000 affluent Chinese investors each year. Until this year, however, US-based real estate companies have not been invited to attend.

"We believe that the time is right to present US real estate opportunities to Chinese investors," said Hu "Tiger" Zhou, an executive at Shanghai Media Co., Ltd., organizer of the Money Fair, "US real estate is one of the hottest investment topics in China today."

According to the National Association of Realtors (NAR), Chinese buyers are already snapping up U.S. property. The *2008 NAR Profile of International Home-Buying Activity* reports that China represents the fourth-largest group of foreign buyers of U.S. property. And Chinese buyers aren't necessarily bargain-hunting. The NAR report indicates that the median purchase price for Chinese buyers is \$450,000, more than double the national median price for all home sales.

Money Fair organizers believe that these numbers represent the tip of the iceberg. "We know the demand exists," notes Zhou, "but most Chinese don't have the knowledge or contacts to buy property in the US. We'd like to remedy that."

In an unusual step for a China-based conference, the Money Fair established an English-language website ([www.moneyfairchina.com](http://www.moneyfairchina.com)) and partnered with a Florida-based company, ImmixRed LLC, to provide registration and support services to US companies. "We want to ensure that US participants have the support they need to succeed," Zhou said.

Jim Prince, senior vice president of ImmixRed, sees the Money Fair as a great first step for American developers and real estate professionals looking for new customers.

"The Money Fair is an established event with a seven-year history of success, so you know the investors and big Chinese companies will be there," said Prince. "Combine that with the advantages of US-based support and the track record of Chinese buyers and it adds up to a remarkable opportunity."

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Walter Pierce, a top-producing realtor with Levin Rinke Resort Realty on Florida's Emerald Coast, agrees. "Where else do you get to meet 200,000 prospective buyers," he asks. "This is a great opportunity for realtors, developers and real estate companies to develop clients and drive sales."

But can Chinese buyers help prop up the ailing US residential real estate market? Pierce thinks so. "There are 1.3 billion Chinese, and lots of them have the desire and money to buy in the US. We just need to give them an opportunity."

For additional information about the 2009 Money Fair, contact Jim Prince at 800-341-9488 (ext. 531) or visit [www.moneyfairchina.com](http://www.moneyfairchina.com).

#### About ImmixRed LLC

ImmixRed ([www.immixred.com](http://www.immixred.com)) creates new markets for China-based event organizers with innovative marketing and sales campaigns that grow American corporate participation and drives value for US-based event participants by providing the support necessary to maximize the benefits of participation in China-based events. Based in Pensacola, Florida, ImmixRed's bi-national management team has decades of executive-level experience at some of America's largest companies, and has managed international events, projects and partnerships on behalf of China's most prominent companies.

#### About The Money Fair International Expo

Founded in 2002 by Shanghai Media Co., Ltd., publisher of Money Weekly (Li Cai Zhou Kan) magazine, the Money Fair is China's largest personal finance and investment conference. Held at the Shanghai Exhibition Center, The Money Fair International Exposition is committed to ensuring that every sponsor and exhibitor enjoys an efficient and productive Money Fair experience.

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