

# 2023 LIBOR TRADE MISSION

---

**GRANADA, SPAIN**

**JUNE 27 - JUNE 30**

**BY EVAN SMITH, CIPS**  
LIBOR'S GLOBAL BUSINESS LIAISON

# ABOUT THE TRIP

On June 26, 2023, a delegation from Long Island Board of REALTORS® (LIBOR) traveled to Granada, Spain, to attend SIRA's Annual Conference, Inmocionate.

LIBOR has been partnered with SIRA (Spanish International Realty Alliance), through NAR's Ambassador Association Program since 2018. An Ambassador Association is a local or state REALTOR® Association appointed by NAR to each of their partner countries. The Ambassador Association works with the Global Ambassador assigned to that country and NAR's Global Coordinator for that part of the world. The program allows members of the Ambassador Association to expand their global business networks and get involved in international real estate activities.

The conference began in 2010 and is a 2-day event filled with information sessions and numerous networking opportunities. Inmocionate is a fantastic conference that has evolved into an international event drawing attendees worldwide. NAR is in total support and is always present with the Association's President. The event is top of the line for education and networking, and has live translation for attendees who do not speak Spanish.

This was LIBOR's 6th year attending the conference (in-person in 2018, 2019 & 2022, and virtual in 2020 & 2021). This year, the group was honored to have 2023 LIBOR President Gina Marie Bettenhauser also attend.

New to the programming this year, NAR hosted the first-ever, Western European Summit in Granada, Spain, the day before, on June 28, 2023.



# JUNE 27 - EXPLORING GRANADA, SPAIN

LIBOR's Global Business Liason Evan Smith, 2023 LIBOR President Gina Marie Bettenhauser, Global Committee Chair Kewon Song and Global Committee Members Isabel Zenocratti, Susana Dumas, Daniela Diaz and Ayres DCunha met in Granada, Spain, where SIRA hosted this year's Conference, Inmocionate.

The group spent the day touring the beautiful city, seeing the historical sites at La Alhambra and experiencing the culture.



Granada is a city in southern Spain's Andalusia region, in the foothills of the Sierra Nevada mountains. It is close to Morocco and is known for grand examples of medieval architecture dating to the Moorish occupation, especially La Alhambra.



La Alhambra is a palace and fortress located in Granada, Spain. It is one of the most famous monuments of Islamic architecture and one of the best-preserved palaces of the historic Islamic world. This sprawling complex encompasses royal palaces, serene patios, and reflecting pools from the Nasrid dynasty, as well as the fountains and orchards of the Generalife gardens.



The day ended with a Moroccan-style dinner at Meknes Rahma before returning to hotels.

The group split the next day, with half attending NAR's Western Europe Leadership Summit and the rest attending property tours.



# JUNE 28 - WESTERN EUROPE LEADERSHIP SUMMIT

National Association of REALTORS® hosted its first-ever Western Europe Leadership Summit in Granada, Spain. Evan Smith, Gina Marie Bettenhauser, Isabel Zenocratti, Susana Dumas and Ayres DCunha received VIP Invitations from NAR to attend.

The event aimed to nurture and develop the REALTOR® family alliances in Western Europe, exposing attendees to NAR's education, resources and trending industry topics, while building a regional community amongst the leading institutional real estate players.

The day began at 9:30 AM with opening remarks by Roberto Colomer, President of the European Mortgage Federation, Francis Fernandez, CEO of Spanish International Realty Alliance (SIRA) and Alex Escudero, Director of Global Strategy for NAR.

After, 2023 NAR President Kenny Parcell addressed the audience and presented NAR's newest marketing campaign, "Riding with the Brand." This was followed by panel discussions with topics including MLS usage; best real estate practices in the US; educational programs available through CCIM, IREM, REBI, and RRC; and regional highlights from real estate professionals worldwide.

The day concluded with LIBOR signing a Memorandum of Understanding (MOU) with Portuguese International Realty (PIR) and attending an international networking dinner reception and Flamenco Show at La Chumbera with an incredible view of La Alhambra.



# JUNE 28 - INMOCIONATE PROPERTY TOURS

While half of the group attended NAR's Western European Summit, Kewon Song and Daniela Diaz had the opportunity to participate in a 3-hour property tour hosted by Torres Inversiones and Montalvo Grupo Inmobiliario. The group toured three exceptional investment properties on the market, learned more about Granada and had the opportunity to network with colleagues from different countries.



The first property, Apartamentos Montes Claros, has four apartments and three cave houses; plus, an office and an inground pool. The price is 1.4 M Euros with all furniture included. This unique property has a stunning view of La Alhambra.

The group then saw a beautiful hotel in Albaicin, Hotel Santa Isabel La Real. The price is 3.2 M Euros and includes furniture, antiques and some framed art. It has four parking spots (a very desirable feature) and 11 bedrooms with private bathrooms. It also has a small restaurant and a beautiful patio.



Last, they viewed a small palace, Palacete San Jose Baja. This extensive property was zoned as residential with the potential to be converted to a hotel or temporary rental for tourism with 24 bedrooms.



The price is 1.5M Euros. Some of its features include expensive materials like marble staircases and crafted wooden doors. It also has an inground pool with a miniature replica of the water fountains in La Alhambra.

# JUNE 29 - INMOCIONATE DAY 1

Inmocionate kicked off on Thursday, June 29, with over 800 registrants. Attendees had the option to attend a Commercial Master Class, a Brokerage Management class or an International Buyers Market Overview.

Gina Marie Bettenhauser and Evan Smith had the opportunity to represent LIBOR and present for 20 minutes about the Long Island real estate market and opportunities. The presentation was VERY well received, and the presenters got compliments from many attendees, including delegates from NAR. Other speakers during the sessions spoke about the real estate markets in Costa Rica, France, Italy and Argentina.



The expo opened at 11:30 AM with a ribbon cutting ceremony featuring Roberto Colomer, President for the European Mortgage Federation, Kenny Parcell, 2023 NAR President, and Holli Woodward, Immediate Past President for RRC. The expo floor was lively, with over 50 exhibitors and plenty of areas to network.



Presentations began at 4 PM, with a lineup including Pedro Trueba, Kenny Parcell, Gerard Duelo, Marta Aguilar, and Laura Rojas-Marcos, as well as two panels. Two specific topics discussed included leadership and overcoming industry obstacles.



Day 1 ended with a networking reception hosted by event sponsor Fotocasa Pro.

# JUNE 30 - INMOCIONATE DAY 2

Day 2 opening remarks began at 8:45 AM, and the first AM session started at 9 AM. Scheduled that morning was a panel discussion about AI, "Is it Worth it to be an Influencer" with Giselle Ugarte, interest rates and other variables, the CRS Designation (which is the leading real estate designation in Spain) and a special award ceremony, "Inmosolidarios," where six real estate brokerages were brought to the stage to discuss what they have done to give back to the community. The audience voted on the best video submission during this presentation and prizes were awarded accordingly. The conference then split into three breakout sessions before lunch. Susana Dumas had the opportunity to present in one breakout sessions on how to do business in NY, and Isabel Zenocratti was a roundtable moderator in another session.



After a networking lunch, the conference resumed with another award ceremony dedicated to unique marketing campaigns. Again, the audience viewed six video submissions and voted for the favorite. Prizes were awarded accordingly. The afternoon sessions featured a social media "influencers" panel, "Short Videos for Success," with Glenda Baker and a presentation on best practices when working with teams. The event closed with a unique presentation, "Piano, Ideas, and Growth." Sergio Feferovich received his Ph.D. in music from John Hopkins University and compared classical music to the real estate industry and cooperation.



After the day's closing remarks, everyone returned to their hotel to prepare for the event's closing gala reception.

# JUNE 30 - INMOCIONATE GALA RECEPTION

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 Azucarera, and like previous years, was from 10 PM to 4 AM. Unfortunately, LIBOR Delegation did not stay for the entire reception due to early morning travel arrangements. However, the group was able to fully enjoy the event.

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 LIBOR's Ambassador Association, 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 Inmoci+ate experience. We are excited to return for Inmoci+ate in 2024.



Join us next year! Inmoci+ate 24 is scheduled for June 20th and 21st in Valencia, Spain. Scan the QR Code below to join the Global Newsletter mailing list and receive the latest information about the trip.

