US developer taps Chinese market with high-end estate

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Be Home, an American real estate developer, debuted at the Beijing Autumn Home Expo on Monday with its Bentwater community and promoted the property in the state of Texas.  
According to Elena Wang, marketing director of Be Home, the community targets the increasing demands from migration and wellbeing after the retirement of Chinese customers, especially the high-net worth group who seek investment value and high-end geographical and ecological living conditions and neighboring facilities.  
Bentwater is a 40-minute drive from Houston, with golf courses, yacht clubs and elite schools nearby.  
Each of the estates in the community is unique, as the team designed each house based on individual demands to make it a home with personalized space.  
Residents' input, together with the humanistic and community environment, is an important barometer to judge the investment value of an estate, according to Wang.  
Houston is witnessing an economic increase of 7-8 percent annually against a backdrop of appreciating US currency and a recovering US economy. Based on the favorable economic situation and the country's competitiveness, investing in the US is recommended to Chinese people, according to Wang.  
Investors should take consideration of the country's security, tax and other investment fees when investing abroad. The Be Home team provides one-stop service, including language services and a legal consultant.

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