

REAL ESTATE

## Juwai seeks to guide Chinese consumers in cross-border education

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*Studying abroad often comes with real estate purchases. Image credit: Juwai*

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By STAFF REPORTS

Chinese real estate platform Juwai is responding to the demand for international education with a platform dedicated to helping consumers pick schools and real estate abroad.

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According to Juwai, China is the top source for outbound students, and many of the parents who send their students out of the country to study also choose to buy real estate near the school. Centering on this relationship between education and real estate, Juwai's Education Channel will provide readers with news and information to help parents pick an overseas destination for their child.

"We want the Education Channel to give Chinese families the help they need to make difficult choices about where they and their children should study and buy property overseas," said Carrie Law, CEO and director of Juwai.com, in a statement. "We will provide news, data, listings and everything they need to plan for what could be the most important years of their children's lives."

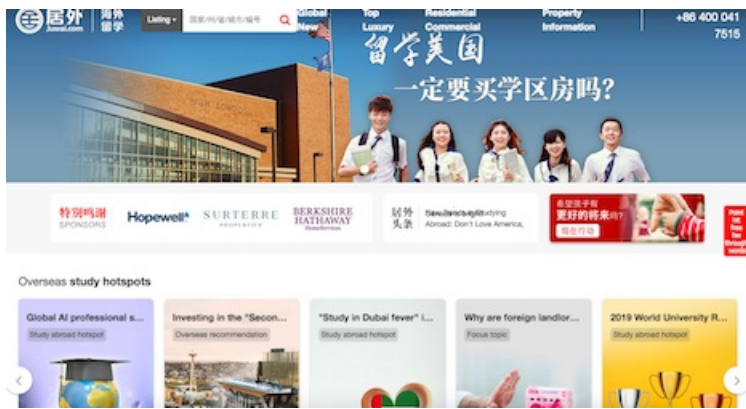
### Educational resource

Juwai notes that the top destinations for Chinese students are the United States, Hong Kong, Australia, Malaysia, New Zealand, Canada and the United Arab Emirates.

Chinese pupils make up about a third of all foreign students in the U.S.

Among the stories available in Chinese on Juwai are a feature about the growing trend of students picking the U.A.E. for school and a guide to the best school districts in the United States.

Also accessible via the channel are real estate listings, including a newly developed luxury condo in Seattle and a \$3.7 million home in Toronto.



*Juwai's Education Channel. Image credit: Juwai*

At launch, advertisers and sponsors for the Education Channel include Canadian developer Hopewell Developments, California brokerage Surterre Properties and Berkshire Hathaway HomeServices of America. Also supporting the channel is the Overseas Property & Immigration & Investment Exhibition that will be up in Shanghai in December.

"For listing and institutional advertisers, this is an opportunity to get exclusive access to a large, qualified audience of Chinese who are actively seeking both overseas property and education," Ms. Law said. "You can enjoy targeted reach and benefit from an increase in consumer enquiries."

Many real estate markets across the world are likely to see an increase in foreign buyers, as fewer new taxes are expected compared to past years.

In the 2018-2019 buying period, taxes on foreign buyers in regions such as the United States, Canada, United Kingdom, Australia and Thailand are not expected, says a new report from Juwai.com. Chinese buyers' most coveted property destinations are predicted to have fewer new taxes in their top property locations compared to the past three years ([see story](#)).