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Capitalize DC to Promote Metro DC Region at the MIPIM Property Market Conference March 13-16 in France

**Greater Capital Area Association of Realtors® , District of Columbia
Association of Realtors® , and Northern Virginia Association of
Realtors® to Showcase National Capital Region Investment
Opportunities**

Rockville, MD -- MIPIM, the world's leading global real estate market, business conference and networking event, will welcome Capitalize DC to its 2018 event in Cannes, France. Capitalize DC, a collaborative regional consortium formed by the Northern Virginia Association of Realtors®, Greater Capital Area Association of Realtors® and District of Columbia Association of Realtors®, will be part of the growing USA pavilion, hosted by the National Association of Realtors®, the United States' largest real estate trade organization. NAR and Capitalize DC will be among the 3,100 exhibiting companies at the 2018 event.

Pointing out the business-friendly environment in the DC metro region, NVAR's 2018 Chairman of the Board Lorraine Arora said, "Our Northern Virginia and metro area are outstanding centers for commerce, government and technology in the United States. Our region provides international companies with the business climate needed to thrive, and our Realtors® stand ready to help foreign clients examine locations in Northern Virginia locations that they consider an option. We are a mid-Atlantic hub, with access

to three airports, Metro trains and a growing highway network. Northern Virginia is known for its receptive, pro-business government, quality of life, outstanding health care and excellent schools."

With active interest from business giants such as Nestle and Amazon, 2018 GCAAR President Tom Daley noted business interest in our region has escalated. "Factors such as the growing strength of the economy and several well-known international companies relocating or expressing interest to move to this area have added to the appeal of this highly-attractive region for both individuals and companies," he said. "Realtors® play an integral role in pulling the pieces together."

Noting the District's place as the seat of the federal government, 2018 DCAR President Christopher Suranna said, "Washington, DC is home to over 700,000 residents, adding over 1,000 residents per month since 2012. Washington, DC boasts 200 foreign embassies and the highest percentage of college-educated people in the country with strong earning power. DC is one of the most diverse cities in the world with people of every age, race and religion living and working in a variety of industries. Our Realtor® members would be delighted to guide foreign investors in their commercial or residential search."

For the third year in a row, NAR has expanded its MIPIM exposition footprint in response to the growing U.S. presence and to accommodate new exhibiting partners. The NAR-sponsored USA pavilion provides local and regional U.S. markets the ability to showcase opportunities to 24,000 attendees and 5,000 foreign investors at MIPIM. Realtors® in the National Capital Region are being offered an opportunity to showcase their listings on the CapitalizeDC.net website that will be on display during the exposition. More than 20 Realtor® Association partners from across the U.S. will have a presence at MIPIM in 2018.

"The U.S. remains the top-ranked market for real estate investors," said Elizabeth Mendenhall, 2018 president of the 1.3-million-member national trade association. "Despite potential risks associated with emerging technologies, e-commerce, the 'sharing economy' and geopolitical events, foreign investors in a recent survey named the U.S. the most stable market for real estate investment and the best opportunity for capital appreciation.

"Overall, the market is healthy, with commercial property prices rising 90 percent in the last seven years," said Mendenhall. "Multiple years of steady job growth and the strengthening U.S. economy - albeit at a modest pace - makes commercial property a good bet for foreign investors looking to diversify their portfolios and generate returns outside their country of origin.

"MIPIM provides a unique opportunity to showcase local property markets on a global scale," continued Mendenhall. "While Class A asset prices in many large markets have surpassed pre-crisis levels, Realtors® in many middle- and smaller-tier markets stand to benefit from the increased interest from foreign commercial property investors. Further, the current interest in industrial and logistics properties due to the growth of online shopping, creates opportunities in markets not traditionally identified as a destination for foreign investment."

The Washington, DC /Northern Virginia/Montgomery County (MD) markets will be featured in the USA pavilion along with Arizona, Illinois, Missouri, Nevada, North Carolina, Rhode Island and Washington State, as well as other metro areas such as Beverly Hills/Greater Los Angeles, Coastal Carolina/Myrtle Beach and San Antonio. Markets participating in the USA "zone."

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About MIPIM

MIPIM, the world's leading property market, brings together all the key actors of the real estate business. Investors, developers, end-users, architects, hotel groups, public authorities and property associations gather in Cannes for four intensive days of networking, matchmaking and development of international business relations. MIPIM has established itself as an essential meeting place for city administrations who attend in order to both promote inward investment opportunities and discuss major key policy issues that urban conglomerations are facing around the world. Learn more at www.mipim.com.



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