

The International MLS [IMLS]® Adds FIABCI UK President George Betz To Its Team as Director of Global Developments

Delray Beach, Florida Apr 10, 2024 ([IssueWire.com](https://www.issuewire.com)) - The International MLS [IMLS]® takes pleasure in announcing the addition of George Betz as its new Director of Global Developments. George has served as the FIABCI UK President for many years and has also been the President of the Federation's Marketing Committee for years. George's mission will be to leverage his experience, expertise, and global connections to attract international new home developments to the IMLS's platform for newly built property developments.

The CEO/Founder of The IMLS, Dr. Daniel Nussbaum, expressed his excitement about this partnership. "We are proud to have George Betz join us to help provide new home developments from leading builders around the world for our recently finished New Home Developer/Agent platform. George was one of our very first IMLS members, and we became personally acquainted when I was a sponsored speaker at the annual FIABCI meeting in Andorra in May 2017, so he has seen our platform grow almost from the very beginning," said Dr. Nussbaum.

George's experience includes serving as a judge for Prix d'Excellence for FIABCI and heading Fine & Country's global business development, leading the expansion to over 300 office locations in the UK and 18 other countries. He has also been the Founder of Fortune Real Estate, which has promoted some of the world's most prestigious properties to global audiences, as far as the Middle East, China and India.

Dr. Nussbaum believes that George is an excellent choice to lead this initiative, given his wealth of experience and extensive global network. "I am immensely proud to be part of this exciting next stage of the platform. The IMLS represents an amazing opportunity for everyone involved in property. Developers have, for the very first time, access to over 400,000 referral agents globally and amazing exposure on over 100 portals in more than 60 countries. Sales agents will have the property world at their fingertips and can earn referral fees from hundreds and then thousands of the most prestigious developments," said George Betz.

Dr. Nussbaum stated, "The primary objective of this opportunity is to enhance The IMLS platform with high-quality new home developments that can be promoted by all members. These developments should appeal to clients seeking luxury and global options. All IMLS members will have access to a new home search feature that is included in all memberships at no cost, and they can utilize this search feature to generate leads and make referrals for referral commissions.

This new delivery will be available to all IMLS members, just like the complimentary Agent Directory listing in every city they service. The IMLS expects that this new opportunity will attract global developers who want to leverage The IMLS's extensive agent/broker network and it is anticipated that this developer opportunity will significantly increase IMLS memberships and contribute to the IMLS's expansion worldwide."

The IMLS's mission has always been to bring the real estate world closer together by serving the best interests of all concerned. The IMLS believes that MLSs, associations, brokers, and agents will see the strategic advantages of IMLS memberships and joining the IMLS global initiative.

About George Betz

George Betz has had an extensive career in Real Estate sales and marketing, branding and licensing for over 25 years. George was instrumental in establishing and successfully running almost 200 international property exhibitions around the globe. In 2007, in collaboration with major media corporations, George opened up new markets for Western developers in then new frontier countries such as China, Saudi Arabia and India. GB has been an active member of the International Real Estate Federation, FIABCI, founded in 1949 and represented in over 65 countries. For over 10 years, George has served as the President of the Federation's UK chapter. George was a founder-member of the Association of International Property Professionals. From 2012-2020, George helped expand the marketing of the leading global real estate agency Fine & Country into over 300 offices in 20 countries. Since 2010, George has been a regular judge for the Prix D' Excellence, often referred to in the international media as the "Oscars of the property world."

About The International MLS [IMLS]®

The International MLS [IMLS]® is a real estate technology company and global portal and products platform serving agents, brokers, associations, developers, buyers and sellers around the world. Based in Delray Beach, Florida, The IMLS has 400,000+ members, listings in 100+ countries available in 100+ languages, and The IMLS enables agents to have all IMLS listings for their own websites. The IMLS empowers all agents and brokers to display international property listings knowing that commissions can be made on any sale which is generated by their IMLS search. More information about The International MLS [IMLS]® and all its services can be found on <http://www.TheIMLS.com>

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