



菲尔德旗下位于曼哈顿东85街151号的待售公寓
APARTMENT AT 151 E 85TH ST FOR SALE
LISTED BY NIKKI FIELD

PHOTOGRAPH COURTESY OF NIKKI FIELD

中国买家的时代 THE CHINESE ARE COMING

韩晓婷 BY CATHY HAN



尼基·菲尔德
苏富比国际地产高级全球房产顾问

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房地产业界元老们一致认为目前曼哈顿的住宅销售市场正处于市场四期循环的第三期，这四期分别为衰退期、复苏期、增长期和供过于求期。扩大的外需成为近年来增长的主要动力。七月初发布的美国国家房地产协会报告指出，去年外资购买美国民宅的比例已经同比提升35%，而其中主要以中国买家为主。截止至2014年3月底，前12个月内中国顾客在美国房地产方面共消费220亿美金，约占外资消费总额的24%，相比去年同期消费128亿美金，占外资市场总额19%的比例来说，有显著提升。

苏富比拍卖行的高级全球房地产顾问尼基·菲尔德说，“在过去的19年里，美国房地产市场最大的金主主要是加拿大买家。而到了今年第二季度，中国买家已经跃居成为首要购买力。”这句话被各大报纸、杂志的房地产专栏，以及知名贸易期刊频繁转载。在《华尔街日报》的年度住民居地产经纪人评选中，尼基凭借她出色的销售记录，成为全国排名前120位，曼哈顿排名前15位的地产经纪人。她向中国买家出售了前所未有数量的高端公寓。

Industry veterans believe that Manhattan's residential real estate market is now in the third phase of the four-phase market cycle: recession, recovery, growth and over-supply. Foreign demand is definitely the key driver of growth. According to a survey published in early July by the National Association of Realtors, foreign purchases of U.S. residential real estate jumped 35 percent last year, with Chinese buyers leading the way. Chinese customers purchased \$22 billion in housing in the 12-month period ending in March 2014, or approximately 24 percent of all foreign sales by dollar volume. This figure is up from \$12.8 billion, or around 19 percent last year.

“The Canadians, for the past 19 years, have always been the largest purchasers. Chinese are the fastest growing. Just this second quarter, the Chinese became number one purchasers in the U.S.,” says Nikki Field, a senior global real estate advisor and associate broker at Sotheby's International Realty and a source often cited in the residential real estate sections of countless prominent newspapers, magazines and trade journals. In *The Wall Street Journal's* annual ranking of U.S. residential real estate professionals, Field ranked in the top 120 nationwide and in the top 15 in Manhattan for sales volume this year. She has sold an unprecedented number of high-end apartments to Chinese buyers.

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尼基解释道，“当2008年底纽约市场停滞不前时，我们的主席问我哪里可以找到更多潜在的顾客。我于是把目光转向了中国、俄罗斯和巴西。此外，我尤其看好中国市场，所以我特意定了机票往返中国以便与我现在的客户取得联系。”尼基意识到和中国人做生意必须懂得利用人际关系，因此她确保自己每年至少到访中国两次，以此来拓展和加强自己和客户的关系。

当谈到和亚洲或中国买家讨价还价的技巧时，尼基说道，“那些传统的房地产交易策略对亚洲顾客是行不通的。因为亚洲人的谈判技巧有史以来就比西方人更高超。”对尼基来说，和亚洲人合作，尤其来自是和中国大陆的顾客合作，让她对交易谈判顺利进展的过程有了新的认识。传统房地产买卖方式会教导买家如何遵循交易程序以及如何签署交易协定，“但是我们不能再用类似的方式了，因为我们不能、也不需要教导亚洲买家遵循我们的交易方式。我们的买卖结构和交易协定并不适用于他们，他们有属于自己的房地产领域或创新业务的方式和途径。如果我们希望协作，就必须有不同交易形式上的融合。显然，双方对美国法律的了解和对中国文化、传统、风水讲究的理解对顺利合作同等重要。”

当被问到去年一共和多少位中国客户和海外买家有过合作时，尼基说“在我们今年合作的40位中国买家当中，一半都和我们签了合约。2014年前两个季度中，我们组76%的买单是和海外买家签订的。今年年底这个数字将会接近80%，而这其中四分之一的生意将来源于中国客户。对于目标买家的设定来说这会是一个巨大的转变。很快，在我们的档案中，50%的买家都会是亚裔或中国人。”

“When the New York market slowed down at the end of 2008,” Field explains, “our company’s chairman asked me where to look for new clients. I chose China, Russia and Brazil. And I was particularly interested in China. So I started to make trips there to develop relationships with potential clients.” Building relationships, Field is eminently aware, is the key to doing business with the Chinese marketplace, which is why she regularly travels at least twice a year to China to establish and strengthen bonds with her Chinese clientele.

On the subject of the skill set required to court Asian or Chinese buyers, Field contends that “all those old American skills in selling and negotiating real estate, you’re not going to use them for Asians. The historically significant, deep skills in negotiating that Asians have are far superior than Westerners.” The experience of working with Asians, especially those from Mainland China, has provided Field with a whole new perspective on how to move deals along. The traditional method had been to train the buyer in the ways of the transaction, the protocol, etc. “But,” Field says, “we can’t say that anymore, because we can’t and we won’t train the Asian buyers. They don’t need to learn our way. They are not buying through our structures or protocol. They have their own ways and means to buy real estate and to begin their businesses. We must understand their ways if we’re going to work together, it has to be a blend. Obviously U.S. laws, but also an understanding of their culture, the traditions, the feng shui; everything is important for people to feel comfortable.”

Asked to estimate the number of Chinese clients and overseas buyers she has worked with this year, Field reports that “of the 40 Chinese buyers we’ve had this year, half are in contract. For the first two quarters of 2014, 76 percent of my team’s sales were with international buyers; it will be close to 80 percent by end of the year. And a quarter of that business is with Chinese clients. It’s a huge shift of the buying target. It will soon be 50 percent Asian/Chinese buyers in our portfolio.”

