

## **Attracting Foreign Clients - Tips from Steve Maggi, Esq.**

- In order to attract more foreign national clients, familiarize yourself with the different options foreign nationals have to procure temporary and permanent residence in the U.S., and the visa classifications that allow them to reside here and get mortgages.
- Many times, helping them to find a solution to their immigration needs will help you secure the client, keep them for the long term, and generate more referrals. If you can't be their problem-solver and resource, they may find someone else who can be.
- Make sure to have someone in your wheelhouse who understands these issues thoroughly in order to be able to maximize your chances of closing the deal and opening the door to an unlimited number of future clients!
- Think outside the EB-5 box – it's not a panacea.
- Selling to employment authorized visa holders and green card holders means you can also secure buyers who need a mortgage, so you are not limited to cash-only buyers.
- Identify ways to get your clients to the U.S. and meet their goals. Some people do not have access to the U.S. – If you can pair them up with people who have solutions, you may gain new clients.
- If they are in the U.S. full-time, then they are a constant potential referral source as well as repeat customers.
- Marketing strategies are crucial - leverage your cultural background and languages and match them to your clients' and provide the right solutions.

## **Steve Maggi, Esq. Bio**

*SMA is a specialized U.S. immigration and consular law boutique firm based in New York, managed by Steve Maggi, Esq. a Georgetown University Law Center graduate and former associate at the international law firm of Morgan, Lewis & Bockius. After several years working in international corporate and finance practice, Mr. Maggi decided to start SMA Law Firm, based in Buenos Aires, Argentina, with a specialized focus on U.S. immigration and consular law. Over the course of eight years in the Buenos Aires office, SMA prepared petitions processed at U.S. consulates in South America and around the world, including investor visas, tourist and business visas, while simultaneously handling all employment-based visas and green cards for its U.S.-based clients. The consular practice included the sub-specialty of waivers, which help lift legal bars to entry to the U.S. SMA has represented clients at approximately 50 U.S. embassies. In 2011, Mr. Maggi set up the New York office of SMA, which he currently manages, to maximize SMA's ability to help individuals and companies worldwide with their version of the American dream. SMA works with franchises and service-oriented businesses in order to create investment opportunities to foreign nationals obtain investor visas and EB-5 green cards and assisting foreign companies who want to expand their businesses into the U.S. and send management and specialized personnel to undertake those expansions. As a former immigrant and a naturalized U.S. citizen, Mr. Maggi understands the legal immigration processes on both a personal and professional level and has the experience and know-how to assist clients both in the U.S. and abroad.*

