

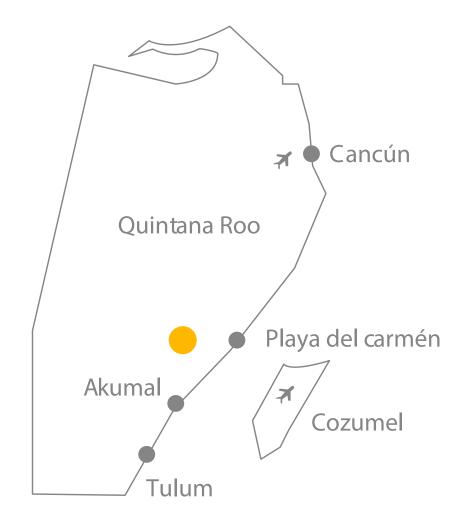


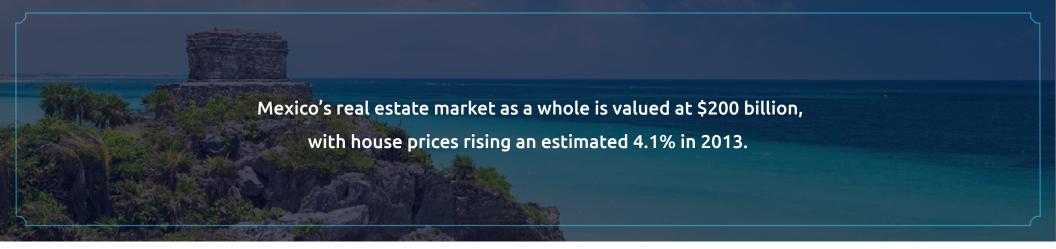
Ice white Golden sands, turquoise Caribbean waters, warm locals and plenty of history to discover Mexico's Riviera Maya has something for just about everyone.

### MÉXICO RIVIERA MAYA Playa del Carmen Playa del Carmen Cancun RIVIERA MAYA Playa del Carmen CARIBBEAN SEA Chetumal

Located near to the Yucatan Peninsula, the Riviera Maya (also known as the Mayan Riviera) is one of the premier tourist destinations in Mexico. Visitors can enjoy over 120 km of pristine coastline, along with delicious local dining, outdoor and water activities aplenty, shopping and pampering. With all of this and much more on offer, it's no wonder that many of the people that visit Riviera Maya eventually want to call it home.

Tulum, investors have experienced as much as 8-10 per cent annual price growth, with properties on the beach having the potential to see almost double this! The continued development of both commercial and residential property, along with an ongoing commitment to fostering tourism to the country is thought to have contributed to this price growth. Where Riviera Maya is concerned, there are many emerging markets that will allow investors to see the maximum return on investment. Areas like Tulum and Puerto Aventuras are experiencing high rates of growth, contributing to an increa sed demand for short-term and holiday housing.





As with many other major Mexican destinations, the property market in Maya Riviera has undergone something of a gentrification in recent years. Mexico's real estate market as a whole is valued at \$200 billion, with house prices rising an estimated 4.1% in 2013. For properties in Riviera Maya, the growth can be considerably higher; for example, inTulum,

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Last year saw a drastic increase overall in tourism in the area, with the Riviera Maya Tourism Board revealing that 2013 was it's best year yet. The annual hotel occupancy rate was 79.4 per cent, well above Mexico's average occupancy rate of 65 per cent.

Whether it's for the purpose of portfolio diversification or acquiring a

Where Riviera Maya is concerned, there are many emerging markets that will allow investors to see the maximum return on investment.

holiday or retirement home, investing in property in Maya Riviera provides huge potential. The low interest rate (currently a record low of

3 per cent) and favourable exchange rates make purchasing a property an attractive option financially, while the superb weather, welcoming locals and quality of life makes it an ideal place for a sound lifestyle investment.

With this guide, you can get a glimpse into what day to day life is like, and find out more about the beautiful, diverse and welcoming part of the world that is Riviera Maya.

### A brief history of Riviera Maya

The Riviera Maya region has a rich and varied history, dating back to around 1000-1550 AD.

With that in mind, you could almost say that Riviera Maya is home to one of the oldest real estate markets in the world! Evidence remains of these early settlers throughout Maya Riviera, especially in the form of writings, pictures and architecture. Ruins such as those found in Tulum, Playa del Carmen formerly (Xaman-Ha) and Xcaret are particularly popular with tourists today. Meaning "walled city", Tulum is home to an impressive ancient fortress, which provides a glimpse into the past of this region, along with spectacular views of the Caribbean waters.

Riviera Maya as a whole was an important trade route, something not lost on the Spanish as they took control in 16th century. Although the

Spaniards held the area for a little over three hundred years, there were few improvements in the way of things like infrastructure and urbaniza- tion during this time. In fact, the region didn't begin to fully develop until much, much later, and didn't adopt the name "Riviera Maya" until 1999 - 25 years after Quintana Roo became a state.

### Riviera Maya

Today, Riviera Maya is home to roughly 70,000 inhabitants, and welcomes 4 million visitors each year. Tourism is the primary pillar of the economy, with Rivie- ra Maya frequently outperforming other destinations in Mexico. In fact, the whole Quintana Roo state is currently responsible for 85.7% of the market share of Mexican tourism. The city of Playa del Carmen has emerged as one of the premier destinations in Riviera Maya. Originally a meagre fishing village, the town has undergone rejuvenation at the hands of developers, and become a leading holiday destination in the past fifteen years. Shopping and dining on the luxurious La Quinta Avenida (Fifth Avenue) is a favourite past time for those who are not busy enjoying the outdoor activities and sports that abound along the coastline. Bahia Principe and other purpose-built tourist resorts are also incredibly popular.

Serviced by the second-largest airport in Mexico, Cancun International Airport, Riviera Maya is a Mecca for property investors and principle buyers alike. The laid back, affordable lifestyle is a draw for those wishing to retire or spend a certain part of the year here, while the airtight vacancy rates, low interest rates and perpetual popularity amongst visitors appeal to savvy real estate investors. The overall safety, welcoming vibe and positive atmosphere of Riviera Maya makes it stand out amongst Mexican counterparts, and it's easy to see why this idyllic beachfront region has become so endearing to visitors and ex-pats alike.

No matter how long you plan to stay, there is plenty to discover about the Rivie- ra's past, as well as it's prosperous-looking future.

### Riviera Maya

Whether you are looking to retire here, or invest in a second home either for your own use or to generate income, it will be easy to feel at home in Riviera Maya right away.

Getting into the region from Cancun International Airport is straightforward, as there are regular shuttles departing, taking one of two main highways leading into Riviera Maya. One leads towards the coast, the other inland towards Coba, providing simple access to all the towns and points of interest throughout the region. Visitors and ex-pats will do fine with just English as a language, as it is spoken regularly, even though the official language is Spanish (locals often speak Mayan). The official currency accepted in Riviera Maya is the Mexican Peso (MXN), although owing to its profile as a tourist destination and close proximity to Ame-rica, US Dollars (USD) are also frequently accepted.

When it comes to day-to-day living, the region is fully equipped with modern conveniences, health care facilities and shops. Whether you are adjusting to life there yourself or are considering investing in a vacation rental, you can have peace of mind knowing that there are ample amenities available throughout the regions' major cities. Some other things to keep in mind about day-to-day life:



### **Utilities**

Electricity is the most expensive utility to run, with water being the least expensive. Although the government has unveiled plans to improve energy efficiency across all states, it's good to be mindful of usage to avoid unex- pected bills.



### Temperature

The weather is a big draw for tourists, along with part-time and full-time residents. The average temperate year-round in Riviera Maya is 30°C (86 °F), with June being the hottest month. There are two rainy seasons in Riviera Maya, one in the middle of the year from April-July, and the other towards the end from lasting October-January. Hurricanes are rare but possible due to it's Carib- bean location, and the hurricane "season" is generally considered to be from June-November. Even with the rain, the temperature continues to be warm year-round, and so it is common for newly-built properties to have air conditioning.



### Banking

Bank branches are found in most major cities, and include a range of North American, international and local banks such as Scotia Bank, HSBC, Santander, BBVA Bancomer and others. With-drawing money from an ATM is possible, but there are normally fees involved depending on your bank. International money trans- fers are possible and commonpla- ce, available through bank bran- ches or international financial service providers like Western Union.



### **Taxes**

The equivalent of VAT, IVA, is a tax levied upon on all goods and services at a rate of 10 per cent, although it's worthy of note that property taxes tend to be substantially lower. Property taxes are calculated at a rate of .25 per cent of the total property price.



Between the warm waters of the Caribbean, first-class dining and entertainment, relaxing spa days and retreats and historic, cultural points of interest, Riviera Maya has plenty to keep visitors enthralled and entertained.

Spend your retirement out on a catamaran, enjoying some of the most beautiful natural spots of beauty in the world. If you are considering a holiday home or property with investment potential, there are plenty of tourist hot spots near to attractions in which the demand for short-term accommodation is high all year round.



Top spots for sailing



Top spots for diving



Top spots for kiteboarding/kitesurfing



Top spots for hiking



Top spots for kids



Top spots for golf



### Top spots for sailing

Due to it's location on the northeast of the Yucatan Peninsula, Riviera Maya often has high wind speeds, which can contribute in places to choppy waters great conditions for sailing! As with all water sports, it's important to pay close attention to the weather reports between the months of June-November, Riviera Maya's hurricane season. Top destinations for sailing include:

- · Marina El Cid, Puerto Morelos
- Puerto Aventuras Marina
- Tortuga Marina, Akumal



### Top spots for driving

Riviera Maya is home to some of the finest scuba diving in the world, with the so-called "Great Maya Reef" being the site of dazzling natural coral formations. You can also discover the Cenotes that abound along the coast. In fact, there are some dives here that can only be completed in Riviera Maya, along with maybe one or two other locations in the world, making it a must-visit location for underwater thrill-seekers. Some of the best dive spots include:

- · Calavera, Tulum
- · Pared Verde, Playa del Carmen
- Punta Cancun, Cancun

- · Dos Ojos, Tulum
- · Punta Nizuc, Cancun
- · Gran Cenote, Tulum



### Top spots for kiteboarding / kitesurfing

Seasoned pros and beginners alike can take to the waves, and partake in some fast-paced action on the water with kiteboarding and kitesurfing instruction. Conditions are good in the dry season between December/January-April, with winds generally being best in January. During this optimal time, wind can reach anything from 15-20 knots consistently, ideal for enjoying fast-paced action at beaches known for being top-notch kitesurfing destinations:

- Tulum Beach
- Puerto Morelos
- Barcelo Hotels Bay



### Top spots for hiking

Whether you want to explore ancient ruins, underground caves or beachside trails on your own or with a guide, there is no shortage of glorious hiking routes around Riviera Maya. Enjoy a day out in any one of the top three hiking areas:

- Aktun Chen Eco Park
- Xcaret Eco Park
- · Yaax Che Botanical Gardens



### Top spots for kids

Little ones will love the variety of things to do, whether it's an action-packed afternoon at the beach, or a wander through ancient structures and remains. There's plenty to keep kids of all ages entertained, including activities such as:

- Xcaret eco-archaeological park www.xcaret.com
- Xplor Cancun Park www.xplor.travel
- · Chichen Itza ruins www.chichenitza.com

As a whole, Riviera Maya is incredibly family friendly. Restaurants and cafes are set up to welcome children, and there are a number of playgrounds and kids clubs designed to keep them occupied, as well as day care facilities and multilingual pre-schools.



### Top spots for golf

Riviera Maya is home to some of the most beauti- ful golf courses in the world, lined by stunning oceanfront with spectacular views. Pursuing a passion such as golf is easy here thanks to the many beautiful courses found along the coast:

- **Riviera Maya Golf Club** Designed by renowned golf course architect Robert Trent Jones II, this club has 27 holes nestled amongst jungles and natural water springs. Carretera Federal Chetumal-Benito Juarez, km 250 Akumal. Municipio de Tulum
- El Camaleón Golf Course at Mayakoba Tee off on an 18-hole course that has been described as "spectacular" by World Golf, then cool off with a refreshment in the fine dining restaurants in the clubhouse. El Camaleón Golf Club Playa del Carmen.
- El Manglar Golf Course Conveninelty located between Playa del Carmen and Cancun, El Man- glar has been designed by golf great Jack Niklaus. This year-round course has 18-holes, along with private classes/courses and a putting green availa- ble. Carretera Federal Puerto Morelos-Playa Km. 48 Municipio de Solidaridad C.P. 77710 Riviera Maya, Quintana Roo

# The cost of living

Key considerations when choosing to relocate often include the cost of living, how much "bang" you can get for your buck, along with the performance and stability of the local and larger economies.

Luckily where Riviera Maya is concerned, the quality of life is high, while the cost of living manages to remain low. It is estimated that the cost of living can be up to 40 per cent cheaper in Mexico than in Canada, the US and Europe - a figure that, along with the low crime rates, has contributed to a number of American expats choosing to move to Riviera Maya. Canadian "snow birds," or those that fly south to escape the harsh winters for four-six months of the year, also frequent this Mexican region.

There are numerous tools available through which you can compare the cost of living, but approximate prices\* for 2014 reveal that you can get more for your money in Riviera Maya when it comes to everyday items:

- 1l bottle of mineral water = \$2.00 · A draft beer = \$3.00 ·1lofmilk=\$1.15
- Cinema ticket = \$5.00
- Mobile phone bill = \$20.00 (prepaid/pay as you phones are also available)
- Breakfast = \$3.00
- Lunch \$5.00-10.00
- Dinner \$12.00-25.00
- Monthly gym membership = \$56.00

Owing to the high levels of investor interest in the area, along with a bustling tourism indus- try, the economy of Riviera Maya has gone from strength to strength in recent years.

The economy of Quintana Roo has increased at an annual average rate of 3.7%, rendering it now the fifth largest economy overall in Mexico. It contributes over \$10 billion a year in GDP, As the tourism industry has grown, a large volume of jobs have been created in order to sustain it, which has also bolstered the demand for local housing. Agricultural affairs, eco-tourism/sustainability and forestry are other sources of job creation and employment.

https://www.ihrivieramaya.com/cost-living.pdf

\*All prices are in USD.



Health care is readily available in Riviera Maya, with numerous hospitals, chemists and private clinics found along the coast. There is excellent public health care throughout Mexico, pro- vided by the equivalent of the National Health Service, IMSS. Universal healthcare was achieved in Mexico 2012, and has contributed to the country's popularity as a retirement destination. Many of the practicing physicians and medical pro- fessionals receive training in the US, meaning the language barriers are non-existent, and the quality of care is high. In fact, the standard of care has oft been praised, and many facilities have state of the art equipment and facilities.

There are many pharmacies and doctors throughout Riviera Maya, whether you are living in a large town or a smaller village. Many of these are 24-hour facilities, some of which offer delivery services, too. It is common for English to be spoken in medical care centres, especially in the region's larger hospitals:



The Playa Med location provides full medical services 24 hours a day, 365 days a year. Carr. Federal, MZ 285, LT 7, entre 27 y 23, Edificio Progreso, Playa del Carmen, QR, Mexico 77712



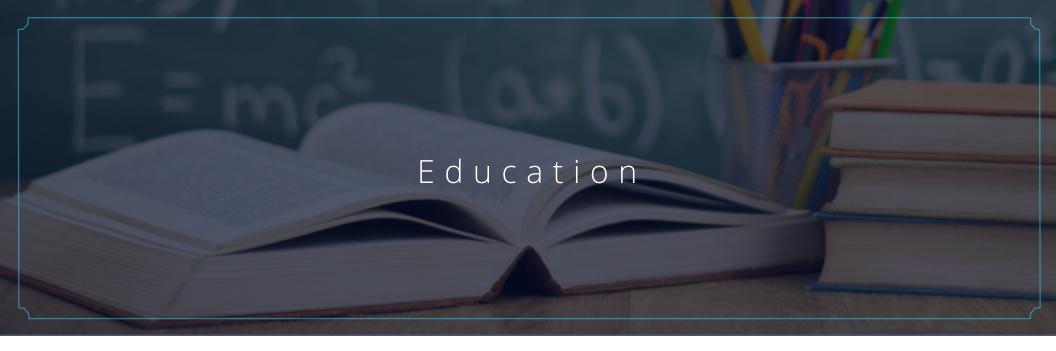
This hospital, located in Playa del Carmen, offers emergency services as well as cosmetic treatments and speciality care. Lote 1 Manzana 30, Playacar Fase II, Av Balamcanché, Playacar, 77710 Playa del Carmen, QROO, Mexico

There are several "urgent care" clinics as well, such as the Playa International Clinic, capable of administering medical care to injuries that require treatment, but are not serious enough to warrant a visit to A&E. The Playa International Clinic also has a hyperbaric decompression chamber on site, ideal if you have had medical issues arise as a result of scuba diving.

Depending on the length of your residency in Mexico, you could qualify for landed status ("Residente Perma- nente"), which would render you eligible to qualify for the state-run national health care coverage. If you are a temporary visitor, you can purchase health insurance at competitive rates either before or after your arrival.

A key consideration for expatriates and holidaymakers alike, quality medical care and insurance is essentially.

Luckily, both abound in Riviera Maya. Both scheduled appointments and emergency care are at your disposal, as are dentistry, skin care and other speciality clinics.



Relocating to Riviera Maya with children often means having to locate a property near to English-speaking schools. The standards of education are high in Riviera Maya, thanks to a number of bi-lingual schools being opened in recent years. There are pre-schools, primary schools and secondary schools for students in Riviera Maya, along with institutions for adult learning that provide instruction in popular courses such as TESOL (Tea- ching English to Speakers of Other Languages). Having so many educational institutions in the local area is a draw for students and families, which in turn boosts the demand for housing.



There are a number of schools for children of all ages in Riviera Maya:

- Colegio Inglés (bilingual) teaches pre-school, elementary and middle school
- El Papalote (bilingual along with French lessons) teaches preschool and primary school children
- Instituto Tepeyac (bilingual) teaches pre-school, primary school and secondary
- Baxal Paal (Spanish only) teaches pre-school and primary school children
- Manuel Acosta (bilingual) is a private school teaching pre-school and primary school children



There is post-secondary education available in Riviera Maya for adults:

- The University of Quintana Roo has opened a campus in Playa del Carmen, providing post-secondary courses to local residents. Previously, those interested in attending would have had to travel to Cozumel or Chetumal, and it was therefore common for many students to elect to travel north of the border to pursue education in the states. Making university readily available in Riviera Maya has both kept and attracted students to the area.
- Ak Lu'um International School also has programs for adults and children, including those with special needs, and is located in Akumal, just north of Tulum.

# Speciality Classes Available

If you are living in Riviera Maya but do not need to attend a formal school, there are still plenty of classes at your disposal should you wish to enrol for enjoyment:

- IH Riviera Maya the International House Riviera Maya offers language training, teacher training and tour operator training in Riviera Maya
- **Diver training** is available in Akumel and Playa del Carmen, and is a great way to learn the ropes when it comes to scuba diving or snorkelling locally



The local economy is predominantly based on tourism, as tourism repre- sents over 95 per cent of Quintana Roo's GDP. Those looking to live and work in Riviera Maya will consequently find that the majority of jobs are in the tourism sector, e.g. hotels and resorts, restaurants, entertainment and tour operators. It's important to note however that the rates for employment in these sectors can be substan- tially lower than those to which expatriates are accustomed, although having Spanish as well as English under your belt can certainly help.

If you are thinking about living and working in Riviera Maya, there are some other important things to consider:

### **VISA REQUIRIMENTS**

If you are planning on working at any point during your stay in Riviera Maya, you will need to obtain an FM-3 form. It's important to note that the processing times for these forms can sometimes be several months, so the sooner you are thinking of moving to Mexico, the sooner your VISA application and planning should start. Your FM-3 will need to outline where you are living, as well as your occupation. If this changes at any point during your stay, you must update your FM-3 to reflect the change right away.

## Working in Riviera Maya

### **SELF-EMPLOYMENT**

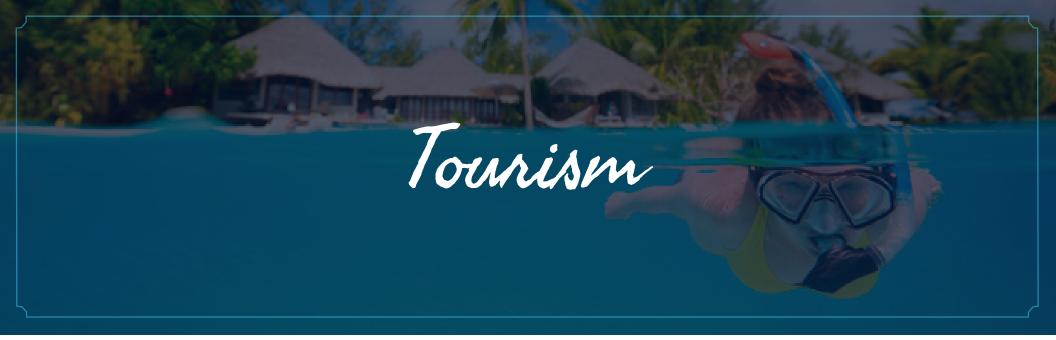
An FM-3 is also required if you plan to work for yourself in Riviera Maya. There is good internet infrastructure in major cities as well as smaller towns, meaning self-employed workers that conduct business online overseas (such as copywriting, consulting or web design) will have no problem getting set up. What better virtual office could there be than Riviera Maya?

### **JOBS**

If you don't want to work in a tourism-related job, you still may be able to find work in Riviera Maya. Teaching English is an easy and popular way to earn a living among ex-pats, while photographers can also earn a lot of money given the number of destination weddings that take place here. Sales and marketing positions for companies such as property developers and resorts are also available.

### **RETIREMENT**

If you are planning on living in Riviera Maya but not working, you will still require the correct documentation. When filling out and applying for your FM-3, you will be required to provide proof of funds to show that you have enough money to sustain yourself during your retirement in Mexico. Unlike other countries, there is no fixed sum outlined, and each individual application will be assessed at the time of processing to determine how much is necessary to "sustain" your lifestyle in Mexico.consulting or web design) will have no problem getting set up. What better virtual office could there be than Riviera Maya?



From the small, secluded bays of Akumal to the busting seafront city of Playa del Carmen, the historic Mayan ruins of Xel-Há to the sensational Yalku Lagoon – there are numerous spots throughout Riviera Maya that draw tourists to visit every single year.

Nearby Cancun Airport Mexico welcomes over 10 million passengers per year, with around 4 million people then choosing to make their way to the white sands beaches and natural beauty found in Riviera Maya. The development of eco-tourism has seen many visitors choosing to visit the area, while there is also a substantial amount of medical tou- rism. Cosmetic dentistry and cosmetic surgery in particular draw people down from the US and Canada especially, as the prices for these sorts of procedures in Mexico tend to be a far sight cheaper. With that said, many of the practitioners receive training in the US, and have facilities fitted with state of the art tools and equipment. Professional medical staff, along with the warm and inviting waters of the Caribbean next to which patients can enjoy a relaxing recovery, makes the Riviera Maya a prime destination where medical tourism is concerned.

# Tourism & the market

Tourism is a large contributor to the economy of Riviera Maya, and has bolstered the demand for rental properties throughout the region. Developers have been fast to respond to this demand, with new hotels, apartments and other forms of accommodation springing up throu- ghout Riviera Maya. One such develop is Lomas Travel Group, who have invested \$22 million into a "Stilt Houses Project" that will see stilt houses developed in the water along Maroma Beach. Palafitos Suites, a series of cabins built in Riviera Maya, are also planned for develop- ment, with a total investment of \$50 million over the next five years.

Although there is a great deal of development happening in the area, the state is determined to protect the natural beauty that draws so many people to visit. Earlier this year, Riviera Maya became the first Mexican coastline destination to complete the Global Sustainable Tourism Coun- cil's Early Adopter Program. The program has been designed to help popular destinations increase and improve tourism whilst still protecting natural habitats and eco-systems.

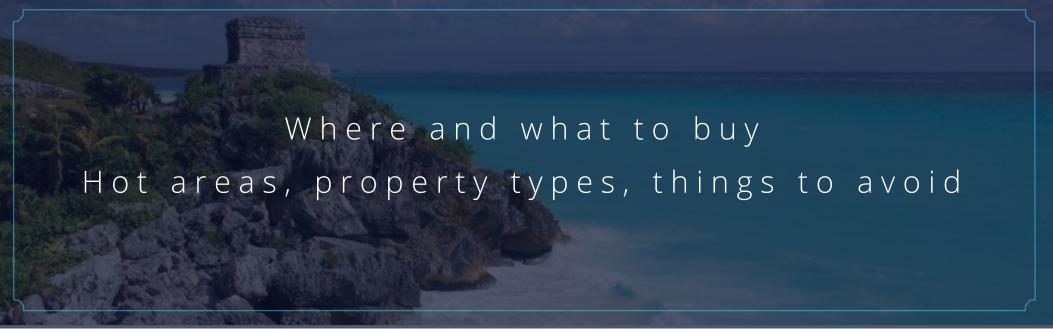
Visitors require short-term accommodation in the form of a villa, hotel or condo, while those working in the tourism industry require longer-term accommodation. For those looking to invest in a properly to be used as a rental for either part of or the full calendar year, there is great potential to see a high return on investment in terms of both price increase and rental income.



Riviera Maya is ripe with investment potential.

There are a number of new developments, along with existing areas that are being rejuvenated to increase the number of buyers and tenants. Property types vary from condos to traditional houses along with larger villas and haciendas. The price you pay depends largely on the area and property type, as there is a wide range of investment options available. Investors can expect to pay around \$125,000 USD for a condominium, while luxury haciendas overlooking the ocean can potentially cost upwards of \$2 million. Land for development is also another popular investment option. No matter your budget, you can find something suitable with the variety of options.

Riviera Maya's property market is attractive to buyers for a number of reasons, such as low property taxes. In Mexico, these are calculated as a percentage (just .25%) of the purchase price. Another reason many investors choose Riviera Maya is that they can get more for their money; for example, the average cost of a condo in Florida's Gulf Cost is \$382,825, almost three times what it would cost for a condo in parts of Riviera Maya.



### WHERE TO BUY IN RIVIERA MAYA

increase in tourism, spells great news for investors.

There are numerous up and coming markets in Riviera Maya with sound investment potential, both for income-earning real estate and retirement/lifestyle properties:

### **TULUM**

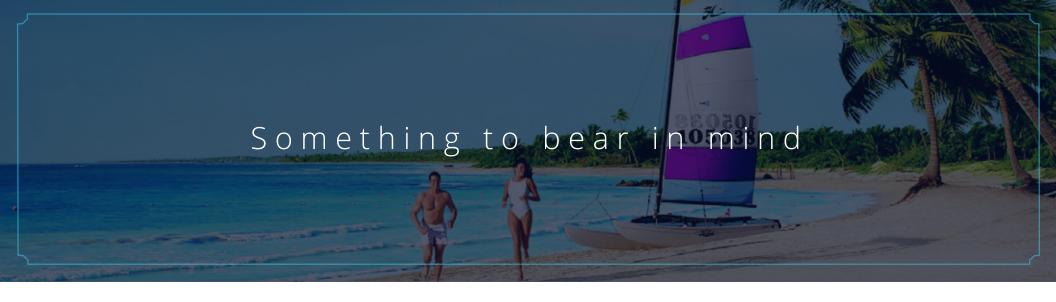
Tulum is located just 40 minutes from Playa del Carmen, and is set to follow the same upward trajectory in terms of price growth and development. The Riviera Maya Airport Project is set to develop a new international airport just north of Tulum, and although the pro- ject has experienced planning delays, local authorities are adamant the project will go ahead. This will contribute to even more visitors to the area, in addition to what is estimated to be three million visi- tors a year. Tulum is often voted home to some of the best beaches in the world, and is a popular destination for yoga retreats. There is plenty of real estate development happening here which, along with a projected



Originally a sleepy seaport, Puerto Morelos has developed into a quiet, charming seaside town. It is located south of Cancun, providing easy access to the nightlife and water sports for tourists, while the area itself remains peaceful and unspoilt. There are shallow reefs for diving, secluded beaches for unwinding, and new zones have been commissioned to develop real estate in the surrounding suburbs, providing fresh new opportunities for investment.



Just north of Puerto Morelos on the coast lies Paamul, an as-yet underdeveloped oceanfront town poised for growth. This tranquil area provides fast and easy access to both Cancun and Playa del Carmen, but most locals are content to enjoy a spot of snorkelling or a coconut on the beach (Paamul was once a coconut plantation). The area has seen development over the past thirty years, but at a moderate pace, so there is still potential for growth. Yen-Ten beach is one Riviera Maya's best-kept secrets, and the scene of numerous community events, making Paamul a great choice especially for ex-pats or retirees. Homes are affordable here too, with properties still available for as little as \$60,000 USD.



Every neighbourhood has potential, so working with a local property expert or realtor will help you seek out hidden gems that may not appa- rent during your initial research. It's important to note that unlike in the US and Canada, brokers and realtors are not regulated in Mexico, so make sure to do thorough research before selecting someone to lead you on the property hunt

- Obtaining a mortgage as a foreign buyer can be difficult, which is why most property sales tends to be finalised with either cash or private financing
- If you rent out your property without residing in Mexico, rental income is subject to withholding tax at a rate of 21%, as non-residents are taxed on all Mexican-based income
- The Mexican Constitution forbids foreigners from buying land or pro- perty in restricted costal zones. Recognising this law is out-dated and unrealistic in today's market, the government has introduced Fideicomi- sos, or Mexican Land Trusts (MLT), to enable foreign buyers to acquire property in prohibited areas (such as those on luxurious beaches). Wor- king with a lawyer or Notary Public will help you navigate this legislation to ensure a secure deal
- · As with any investment property, enlist professional legal help to navi- gate the paperwork involved (e.g. visas, purchase agreements, title insurance or Fideicomisos) when acquiring real estate in Riviera Maya



There is ample potential for a high return on investment, low vacancy rates and exceptional price growth with the right property in Riviera Maya.

The government has a plan in place to attract 11 million visitors annually, and a large part of this plan involves targeting high-ear- ners to visit the region. As sub-markets grow and develop, and already popular destinations like Playa del Carmen continue to thrive, property investment is a savvy choice for those looking to reap the rewards in the form of rental income. For others wishing to adapt to a different pace of life, the area's sugar-coloured beaches, warm blue waters, improvements to local infrastructure along with an inviting atmosphere make Riviera Maya the perfect spot.

Wherever you invest in Riviera Maya, with a lot of prior research and due diligence conducted throughout your property hunt, you'll find something simply stunning in this part of the world. Whether for income purposes or for your own enjoyment, an investment in Riviera Maya is one of the smartest you can make.