



REAL ESTATE AGENCY

MASTER BROKER

playarealtors.com.mx
propertiesinplayadelcarmen.com
beachviewinvestments.com
playamoments.com



PLAYA REALTORS CORP.

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BEGINS WITH OUR TEAM

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OUR COMPANY

It all started in 2001. Today, **PLAYA REALTORS CORP.** has grown to become one of the top commercial real estate companies in the Southern Mexico with more than 2.2 million square feet of residences, offices, commercial spaces and mixed-used space developed, 155 thousands square feet under management, an investment portfolio valued at more than \$100 million USD and a widespread presence that leverages the experience of our staff across the nation.

We live to create great value and great real estate opportunities for our clients..

OUR PEOPLE MAKE OUR PARTNERSHIPS STRONG

OUR PROJECTS SPEAK FOR THEMSELVES

OUR DOOR IS ALWAYS OPEN TO NEW COLLABORATIONS

We are a company specialized in the sale of real estate developments in Playa del Carmen, Tulum and the Riviera Maya.

We represent the most prestigious and innovative real estate developments and offer our clients prompt and exclusive access to the highest quality properties . These modern apartments and houses are not only designed for real estate investment, but also for acquiring a second home, a vacation residence or a retirement place in the Riviera Maya.





OUR SUCCESS (AND YOURS)
BEGINS WITH OUR PEOPLE.



OUR TEAM

Get to know some of our best-in-class talent

EXECUTIVES



YOHAI GENSER
CO - FOUNDER
- REAL ESTATE INVESTMENTS

Our co-founder Yohai Genser is originally from Israel. He is an excellent network for angel investors and local entrepreneurs. He has managed to bring from all over the world, a large variety of investors to the Riviera Maya- Mexico, and has been part of some of few important developments in the area. If you are looking for entrepreneurial opportunities, seeding money to start a business in the Mexican Caribbean, investing or become a part of an investment fund or group, he is simply your best choice.

- INVESTMENT IN BOTH COMMERCIAL AND RESIDENTIAL REAL ESTATE
- CONSULTANT ON SEVERAL REAL ESTATE INVESTMENTS



CP KARINA D. SAYED
CO - FOUNDER
CHIEF OPERATING OFFICER
AND CHIEF FINANCIAL OFFICER

Our co-founder, Karina Sayed was born in Buenos Aires, Argentina, she is a Certified Public Accountant (CPA) and directs asset and property management services, financial services and the day-to-day operations for the company. In this role, she is responsible for developing relationships with owners and investors to deliver asset management services. She oversees the financial administration of the company, its developments and the properties managed under the umbrella.

Karina began her career in accounting and financial services more than 25 years ago. Prior to founding **PLAYA REALTORS CORP.** she managed financial services for commercial, retail and industrial companies. She has a deep knowledge in international trade.

Karina is proficient in MRI, LiveRez, Escapia and SAP software.

OUR TEAM

Get to know some of our best-in-class talent

BROKERAGE



ÁNGELES ARÉCHIGA
BROKER

Living in Playa del Carmen for 10 years, she loves to be the support to guide you in the best investment in the real estate, dynamic, bold, and always attentive to all your doubts. Medicine and adventure lover with his son Jordan.



LUIS CORONA
BROKER

My goals, as Real Estate consultant is to help you to understand the Real Estate industry from different perspectives, see price options, show you the places of interest and advise you to make the best decision.



YVONNE RIBA
BROKER

I'm Yvonne Riba, I used to live in the beautiful Riviera Maya for 20 years and I love Playa del Carmen. I enjoy the caribbean beaches and like sport fishing. Originally from Switzerland.

I speak German, Spanish and English. It's a great pleasure to be a part of this professional team.



ROGER NARANJO
BROKER

Always working direct with the people making the Real Estate experiences easier for the client providing my best service to them.

Muay Thai professional fighter and children's martial arts coach

Traveling is my favorite hobby to meet different cultures.



FERNANDO CARRILLO
BROKER

Living in Playa del Carmen for 13 years, knows all the places around and can give you the best opinions about it, I do my work very personalized giving the best of me and a great experience looking for the perfect dream place you are looking



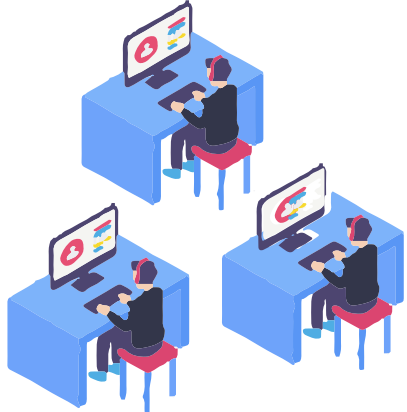
SOPHIE EHRLI
BROKER

I have lived in Playa del Carmen for 16 years. I speak English and Spanish. I am passionate and responsible in my work. My goal is for my clients to be happy with the results of my work. My motivation is my two sons, my husband, my mother, and my clients who are satisfied with the work that I provide them.

OUR AGENCY



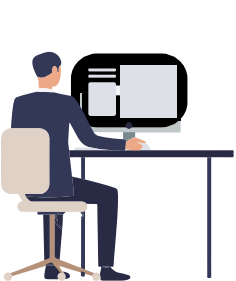
INSIDE SALES AGENT



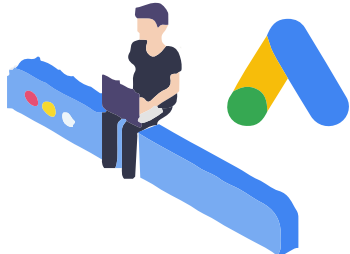
OFFICE MANAGER



LISTING CREATOR



GOOGLE ADWORDS



COMMERCIAL ADS



MARKETING DIGITAL

ADMINISTRATIVE ASSISTANT



SECRETARY



CHIEF ACCOUNTANT



ARTWORKER DESIGNER



SENIOR PR AND SOCIAL MEDIA EXECUTIVE



REAL ESTATE ADVISORS



OUR TEAM

Going on your own to buy or sell real estate can be a complicated process, especially if you are not familiar with the characteristics of the market, future projections for the area or current trends.

Therefore, one of the most common options for buyers is to go to real estate agencies. Although they can present good development projects, very often they are unaware of the advantages and disadvantages of the product and focus more on the sales numbers than on meeting the needs of the buyers. Many traditional real estate agencies make land or real estate available, rarely considering the particular tastes of a client, the personalized treatment and their final aspirations. One of the main disadvantages of these is that they have many options, but they are not specialists in the real estate market.

Compared to a common real estate agency, the advantages of using PLAYA REALTORS CORP. for your real estate operations are very significant for both developers and clients. It is about meeting the expectations of people who place their trust and capital in real estate.

It is about meeting the expectations of people who place their trust and capital in real estate.



Our Real Estate Advisors are specialists in the market and its movements, knowing first-hand the quality of the projects and their advantages over those of the competition, in such a way that both the client and the developer win by joining us..

For developers, we implement intelligent, innovative and attractive marketing content with the aim of moving units from the respective development in the shortest possible time. We also have a wide portfolio of potential clients to link with the proper development.

Likewise, the closing percentage is much higher than that of the real estate companies, due to the perfect knowledge of the product and the high training of its advisers, which contributes to a lower investment in marketing and a shorter absorption time.

*Our real estate advisors
are specialists in the market*

REAL ESTATE MARKETING

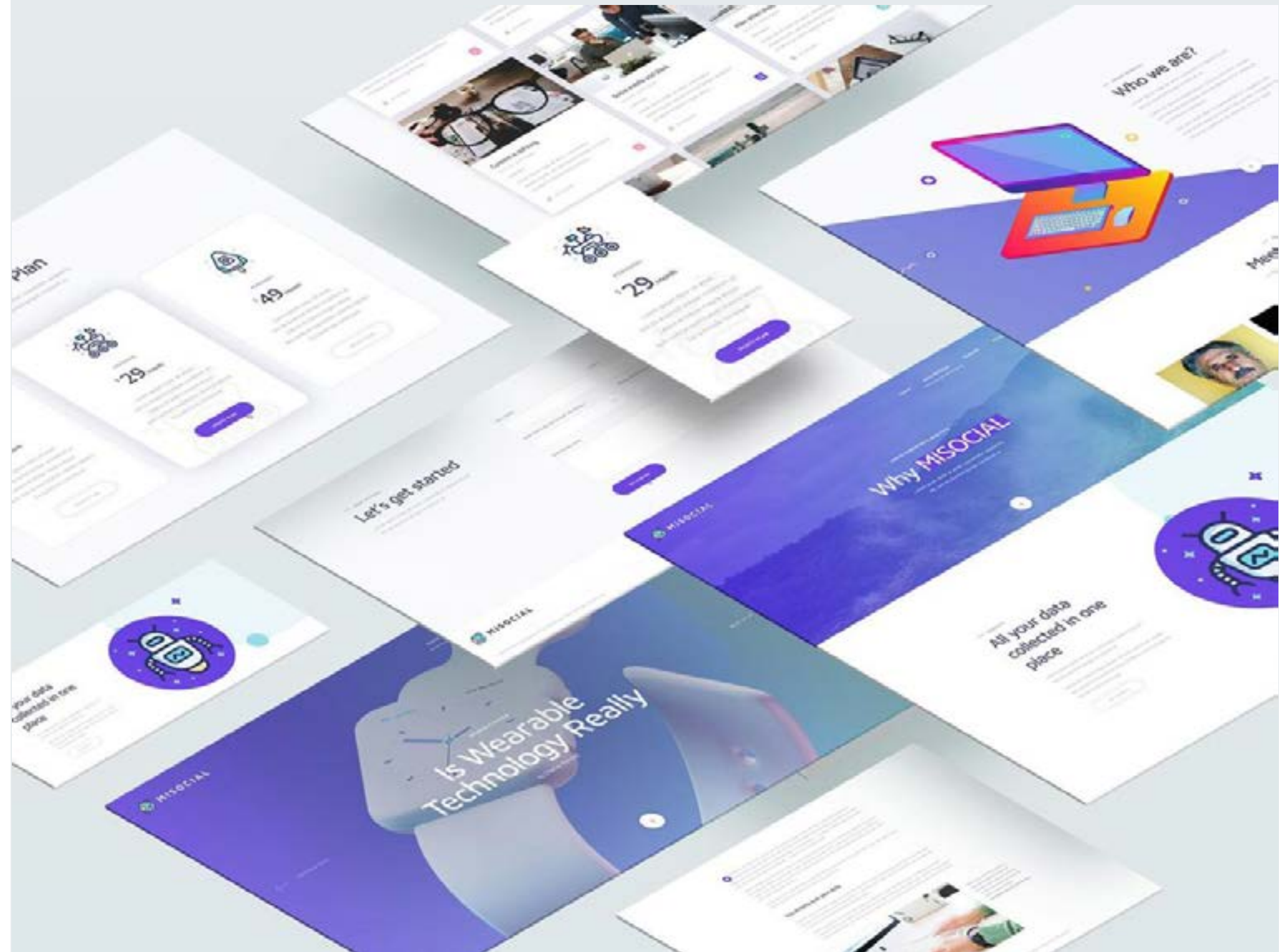
YOUR LISTING WILL NEVER GO UNNOTICED

We intend to sell your property for the maximum price in the minimum amount of time. To a certain extent, achieving that goal is a numbers game. We need to create a richly detailed, spectacular listing for your home, and then we need to put it in front of as many potential buyers as we possibly can. Did you know that, as of 2013, nine out of every ten home buyers used the web to find their new home? This year the percentage is predicted to increase even further.

The number of buyers who use the internet to find their next home is increasing daily. The traffic to online real estate market- places is skyrocketing. The power of the web is growing. And we have been able to successfully establish ourselves online so that we are able to tap in to this steady stream of real estate shoppers.

78% of recent buyers found their real estate agent to be a very useful information source.

Online websites were perceived as the most useful information source at 88%. Buyers who use the web see a median of 10 propiedades, while buyers who don't use the Internet see a median of 4-60% less



REAL ESTATE MARKETING

YOUR LISTING ADVERTISED EVERYWHERE

The web is now by far the most important advertising medium for real estate, and that's becoming truer every day

Fortunately, we've managed to stay ahead of this trend, and have been continuously working to increase our web presence so that we can push listings to more places very quickly, putting properties in front of online buyers very effectively



SOCIAL MEDIA

YOUR LISTING GETS FOUND ONLINE

YOUR LISTING'S OWN WEBSITE

In addition to our company websites, and countless real estate websites across North America and Mexico, your listing can receive its very own website and unique domain name (www.YourHouse.com), that includes high resolution photos, detailed property Information, and helpful tools for potential home buyers.

MULTIPLE SEARCH PLATFORMS

Not only will I help your listing attract attention via “natural search” sites like Google, Yahoo! and MSN, I will also place your listing in real estate- specific search sites such as Point2 Homes, Kijiji and Trovit. In all, we have access to over 25 distinct listing marketplaces where your listing can be displayed.

BETTER INFORMATION

We add as many high-quality photographs and as much richly detailed information to your listing as possible, so it will have a significantly better chance of attracting more buyers. In fact, 89% of online buyers think photos are very useful in listing ads, and 85% favor detailed information .



MORE PERSONALITY

No one knows your home better than you do. That's why, if you're interested, we are able to set up a special area of your listing where you can add your own comments. You can even login via your own password and access statistics on the visitors your listing is attracting.

MORE POWER

Our listings always include Google mapping with satellite imagery, virtual tours, and many other features to showcase your property at the highest level of professionalism and technological elegance.

LINKS

 facebook.com/PlayaRealtorsRealEstate

 linkedin.com/company/playarealtors

 <https://goo.gl/maps/foTXXSgvzPoSjRa49>

 instagram.com/playarealtors/

 twitter.com/PlayaRealtors

 youtube.com/channel/UCDXlvLAMdrz9oD2jGLttGug

 vimeo.com/playarealtors

TURNING BROWSERS INTO HOME BUYERS

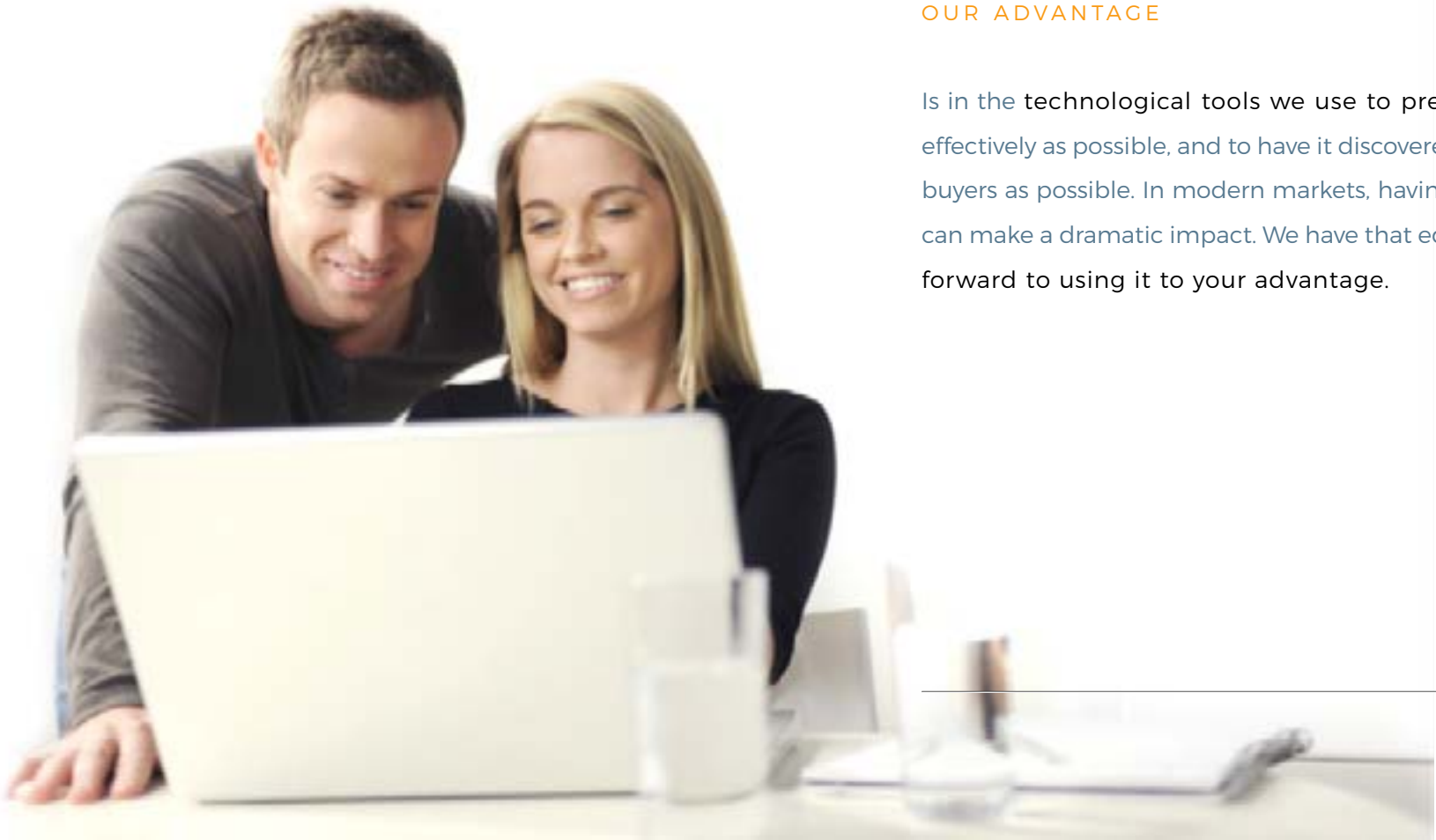
Today’s buyers expect lightning-fast responses to their emails and inquiries, they expect regular updates, and they expect an impressive, feature-rich website. Not only is our websites designed to attract and engage today’s buyers, it also include numerous behind-the-scenes software elements that will help us to sell your property.

OUR NETWORK

Is set up to enable buyers to register their preferences and receive listings via email. That means that we may already have dozens of waiting buyers who are looking for the type of property you are offering. As soon as we have completed work on your listing, it will be instantly emailed to these matched buyers.

OUR CRM SOFTWARE

Automatically places potential buyers in a communication program so that we are sure to maintain friendly contact with them, encouraging more repeat visits to our websites and more repeat viewings of your listing.



OUR WEBSITES

Have the ability to send a notification directly to our call center as a text message if a prospect is interested in your property and inquiring about it. This means that we are able to respond with incredible speed to important potential buyers.

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propertiesinplayadelcarmen.com
beachvieinvestments.com

OUR ADVANTAGE

Is in the technological tools we use to present your property as effectively as possible, and to have it discovered by as many potential buyers as possible. In modern markets, having a technological edge can make a dramatic impact. We have that edge, and we are looking forward to using it to your advantage.

OUR SERVICES

REAL ESTATE SERVICES

WHAT ARE YOUR GOALS?

It's a big question—one we start with every time, with every new client. The answer helps us assist you in finding not just the best space for lease or sale, but the best solution for your business with regard to cost, stability and flexibility. We know a lease is more than just a space. For most businesses it's an investment—the second-largest expense after personnel. That's why we sweat the details, auditing to ensure contracts are properly administered and managing your lease agreements to make sure they support your business fully. We got our start here—providing tenant and landlord representation and property sales from just about day one in 2008. Today we leverage roots and long-standing relationships that began in Israel & Argentina, to offer our expertise and competitive advantage to clients across MEXICO

THESE ARE OUR GOALS:

- Understand your aspirations and create solutions that fit.
- Know the ever-changing market and how to keep our clients moving toward success, no matter the climate.
- Be a strategic advisor: lowering your real estate costs and occupancy risks while at the same time maximizing workplace flexibility and productivity



REAL ESTATE SERVICES

TENANT REPRESENTATION

YOU ARE NOT A SUITE NUMBER.

At **PLAYA REALTORS CORP**, we don't treat tenants as pegs to fit into properties. We see them for what they are—individuals and businesses with goals, needs, and the desire to find just the right space for the right reasons. Our goal: match each tenant's business objectives with the optimal real estate solution.

WE OFFER EACH OF OUR TENANT CLIENTS:

- Advocacy value-added negotiation skills that save money, from brokers fully committed to tenants' interests.
- Vision that serves the big picture, beyond just finding the right space to finding the right fit for our clients' business objectives.
- Expert consultation for every situation from relocations to expansions and consolidations, subleases to acquisitions, lease negotiations, renewals and purchases.





REAL ESTATE SERVICES

LANDLORD REPRESENTATION

PLAYA REALTORS UNDERSTANDS.

We're owners ourselves, and through managing our own portfolio of properties, we leverage a perspective unlike any other in the business—one that's balanced, innovative and takes both tenant and landlord needs into account. How can we help you?

WE OFFER EACH OF OUR LANDLORD CLIENTS:

- Unique perspective as owners, we understand both your and your tenants' needs, and how to position properties accordingly.
- Start-to-finish service: from marketing, asset rebranding, to identifying prospects and managing the leasing process itself to post-lease signing needs.
- Maximum value through full-circle service for success: asset valuation, analysis of market conditions, tenant relocation, levels of occupancy, rental rates and other developments in the area, plus a keen eye on trends, which help us develop the best leasing programs possible.





REAL ESTATE SERVICES

INVESTMENT SALES

TRUST IN US

With more than \$300 million in active listings, PLAYA REALTORS CORP. investment sales team has the experience, expertise, and most importantly, drive to meet any challenge clients throw our way. How? Because we make it personal: taking the time to understand your unique priorities and creating solutions designed to ensure optimum results.

WE OFFER EACH OF OUR INVESTMENT SALES CLIENTS:

- Agility—experience in every major property type and the nimble ability to shift focus and follow opportunities in the ever-changing real estate marketplace.
- Personal Service executed by hand-picked teams of just the right professionals assembled deal by deal.
- Partnership throughout the process beginning with detailed due diligence to identify potential investments.





REAL ESTATE SERVICES

LAND

“UNDERNEATH IT ALL IS THE LAND.”

The essence of every real estate transaction is rights, title and interest in the underlying land. No one understands those rights better than **PLAYA REALTORS CORP.** seasoned and tenured land team members.

Maximizing the value of a parcel of non-income-producing land can only be accomplished by developing that parcel into an income-producing asset.

THE KEY TO THIS PROCESS IS BASED ON:

- Understanding the highest and best use of a property in the current market conditions
- Understanding development potential and limitations based on entitlements (zoning, access, utilities, etc.).
- Structuring a transaction with a developer or investor with the highest probability of achieving a closing based on the purchaser's experience, team and capital stack.



“UNDERNEATH IT
ALL IS THE LAND.”

WHAT ARE YOU LOOKING FOR?

We always ask...

... but figure that beyond simple return on investment that a partner with broad expertise, a million dollar track record in the Southeast of Mexico, and a full-service mindset that includes involvement in every facet of building administration from on-site management to in-house leasing (for maximum control and cost savings) isn't a bad answer

**PLAYA REALTORS CORP.
DELIVERS IT ALL!**



DEVELOPMENTS

EXPERIENCE? ALREADY WELL DEVELOPED.

PLAYA REALTORS CORP.'s portfolio of more than more than 100 well-conceived, enduring, innovative properties with uses as varied as residential, hospitality, retail and multi-family speaks for itself. Each property is unique—and combines aesthetics with appropriate scale and design that complements communities and creates culture. What can we do for your great idea in real estate?

WE OFFER EACH OF OUR DEVELOPMENT CLIENTS:

- Focus, from start to finish, on increasing an asset's value and ensuring maximum return on investment.
- Project management that forms the foundation of successful development through multi-discipline partnerships that pair our experts with design, engineering, construction and legal professionals.
- Best-in-class service from a team of experienced professionals who address the specific requirements of clients, demand excellence in planning and execution, and insist upon absolute accountability.

INVESTMENTS SERVICES

ACQUISITIONS

SPECIALISTS IN SEEING POTENTIAL SINCE 2008.

PLAYA REALTORS CORP. understands acquisitions—and calculated risk. We undertake a good deal of both, having cultivated expertise in making acquisitions that both make sense and make money for our clients. How? In part because we're small, nimble, and individually empowered at all levels of our organization, which means that our employees have both our CEO's ear and the ability to act on their own intuitions whenever needed.

WE OFFER EACH OF OUR ACQUISITION CLIENTS:

- Aggressive optimism in seeking opportunities where value can be created through acquisition, renovation, leasing and repurposing properties.
- Service:
 - Underwriting and modeling investment returns
 - Operating and capital budgeting
 - Coordinating due diligence
 - Establishing marketing and leasing parameters
 - Contract negotiations
 - Securing debt
- Breadth: experience dealing with both private investors and institutional investors





INVESTMENTS SERVICES

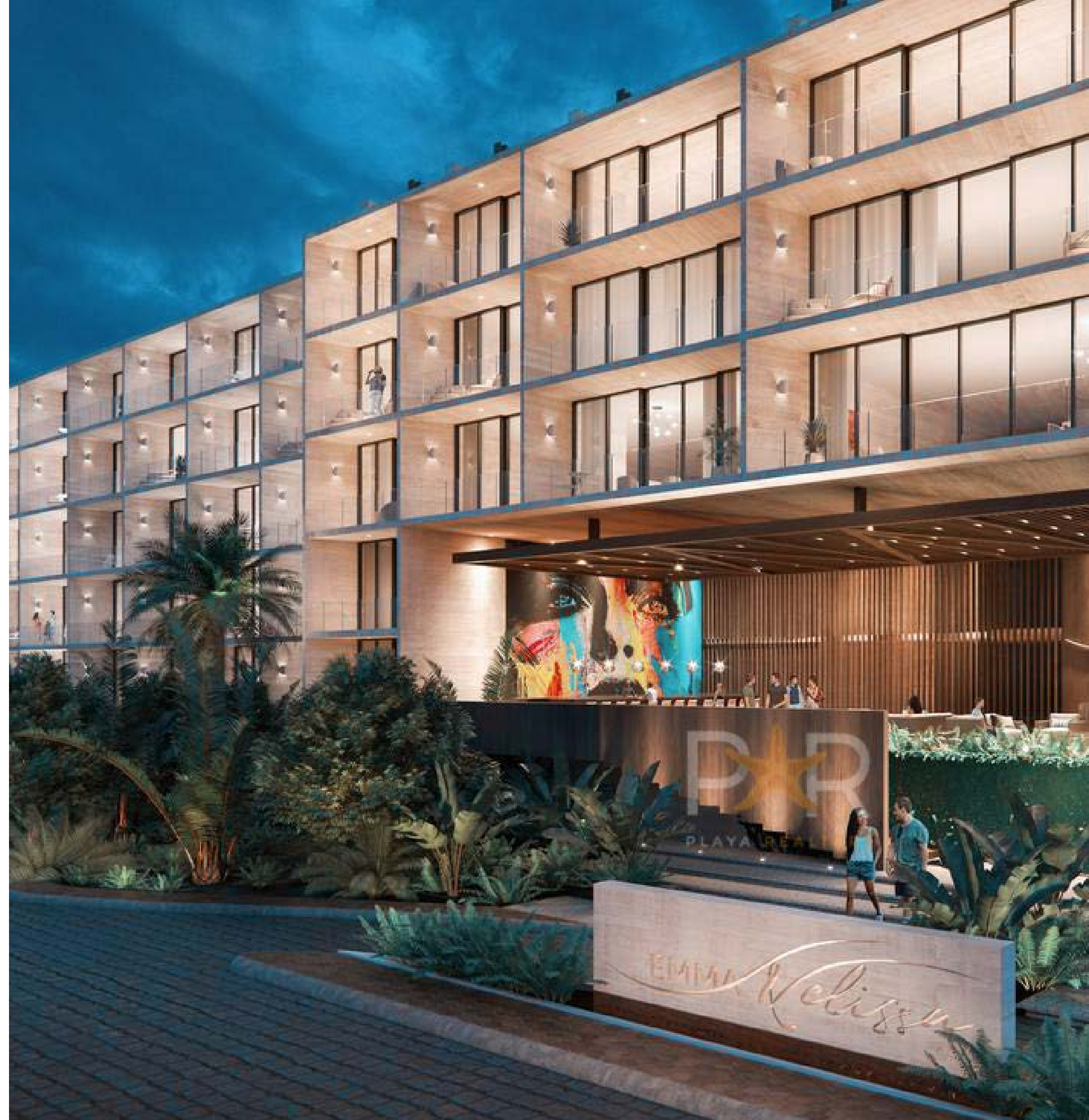
ASSET MANAGEMENT

BUILDING SUCCESS DOESN'T STOP WITH THE SALE

Simply acquiring a property doesn't make it great. From leasing to digging into the details, to management overhauls and marketing, **PLAYA REALTORS CORP.** does it all (ourselves and through trusted vendors), covering every base, performing every systems check and overturning every brick to make sure the property is successful—and the owners are happy—long after the closing papers have been signed.

WE OFFER EACH OF OUR ASSET MANAGEMENT CLIENTS:

- Focus, on successful leasing that helps stabilize the asset.
- A tailored approach because every property is unique, as is every client
- The full force of our services from tenant and landlord services to property management and beyond.
- Deep industry experience to help position your property in today's—and tomorrow's—economy.



INVESTMENTS SERVICES

CAPITAL PARTNERS

PLAYA REALTORS CORP. helps clients around the world maximize the value of their real estate through a range of services from investment sales and purchases to structured sales and leasebacks, mezzanine and construction loans.





MANAGEMENT SERVICES

WHAT DO YOU NEED?

PLAYA REALTORS CORP. wants to know what you need with regard to managing your properties. The answer helps us build our plan of attack —choosing from our arsenal of experts and services to find the best solution for your real estate investment.

Property management can make or break a real estate venture. Good management can increase value and reduce property costs. Bad management can mean money lost and headaches acquired. **PLAYA REALTORS CORP.** is a property partner you can trust to help you—and your investment—find success.

OUR OBJECTIVES ARE:

- Property-by-property planning: using the experience and creativity of our team to determine the most appropriate actions for your property rather than applying a standard solution.
- Accounting for every little thing including advanced technologies and LEED accreditation that can reduce buildings' energy consumption by 5-20 percent.
- Proactivity including regular inspection of the interior and exterior of all of our managed properties to catch issues before they become real problems.



TENANT RELATIONS

WE'LL BE SEEING YOU.

PLAYA REALTORS CORP. is intimately hands-on with our managed properties, getting to know tenants, discovering the building's culture and day-to-day happenings, and keeping an eye on the vital inner worlds between the building's four walls. In many of our properties, we even keep an office on-site—to keep ourselves both visible and available.

VIA TENANT RELATIONS, WE GET INVOLVED WITH TENANTS (AND OWNERS) THROUGH:

- Tenant improvements coordination and management of all tenant build-out through connected space planning, design and construction coordination services.
- Building operations regular inspection of properties with a focus on preventative maintenance.
- Expense management careful analysis of existing contracts and re-bid for quality and cost effectiveness when necessary.
- Lease administration review of all current leases at the beginning of our partnership.

MANAGEMENT SERVICES

FINANTIAL REPORTING

IT ALL ADDS UP

From meticulous record-keeping to presentation of accurate and timely data in the way our clients are accustomed (using the same software they use), **PLAYA REALTORS CORP.** makes knowing the exact details or status of your project or property easy and intuitive at all times.

WITH REGARD TO FINANCIAL REPORTING, WE OFFER:

- Accountability that breeds transparency through close partnership with our clients.
- Service:
 - Commercial property trust accounting and financial management services
 - Owners reporting
 - Billing, receivables and collection
 - Outgoings reconciliation and management
 - Online access to financial information and reports
 - Integration with clients' proprietary financial systems



ENGINEERING SERVICES

WE'VE SEEN IT ALL.

To call our engineering services team “experienced” is an understatement. **PLAYA MOMENTS LLC.** experts might cover it better.

Regardless, **PLAYA REALTORS CORP.** employs a full-service facility operations team unlike any other in the market. Your problems—everyday or critical—just get solved.

WE SUPPORT OUR MANAGED PROPERTIES WITH:

- Facility operations services single-source, effective and efficient.
- Day-to-day building management including high-quality janitorial, HVAC, site security, grounds keeping and waste removal services.
- Preventative maintenance that keeps things running smoothly and heads off problems before they become costly, critical headaches.



PLAYA REALTORS

REAL ESTATE AGENCY

MASTER BROKER

SALES OFFICE

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& 20TH ST.
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