



ZAMAJAL



Condo hotels are the combination of condominium and hotel. A business model that allows owners to purchase a hotel room or rooms and generate rental income like any hotel accommodation for use by other guests.

In addition, it is a smart way to invest in [Real Estate](#) since it combines the comfort of having a private property with the profitability of an investment in a hotel, that is, it allows owners to generate passive income by owning a unit located in cities of great tourism such as Tulum or Playa Del Carmen.

PRODUCT ANALYSIS

The Project has 71 apartment's, 8 apartment's 2 Bedroom's Lock Off and 1 apartment 3 bedrooms Lock Off

In order to carry out this analysis, a very significant sample of the current supply and situation in Tulum has been considered. The amenities and services offered by the project such as swimming pool, terraces, gym, as well as the different services offered by the project such as 24 hrs reception/concierge, housekeeping, restaurant/room service, spa, holistic center, associated beach club, sustainable mobility, etc. These are essential when determining target ADRs.

TIPOLOGY		APARTMENT	BEDROOM	KEYS	SQUARE METERS	ADR	ADR PER KEY
71 APARTMENT		71	71	71	APARTMENT	\$ 2,400.00	\$ 2,400.00
8 Lock Off 2 BEDROOM		8	16	16	Double Lock Off	\$ 3,900.00	
1 lock Off 3 BEDROOM		1	3	3	Tripe Lock off	\$ 4,900.00	
total :		80	90	90			



AMENITIES

- Massage beds.
- Breakfast bar.
- Food service.
- Operated as a hotel.
- gym.
- Lounge.
- Jacuzzi.

RESIDENTIAL FEATURES

- Controlled access
- Security 24 hrs.
- Private parking lot.
- Bicycle parking lot.
- Infinity swimming pool.
- Private terrace.
- Temazcal,
- Paradise Break,
- Yoga Zone ,
- laundry

BUSINESS PLAN – RETURN ON ASSETS

- We know and have done market analysis of the current situation using knowledge and experience, based on cutting-edge technology of our platforms with artificial intelligence that recognizes and analyzes patterns. Information that is constantly fed back, to make a projection that, although conservative, is extremely realistic, in order to offer our customers and partners a comprehensive picture of the situation and to reach our goals and objectives, with the integrity, willingness and talent to meet our objectives and draw new ones.

Based on the considered parameters of first year occupancy at 65% and a price of \$2,400 pesos per apartment ,available key, to the extent that these variables are improved, the return data would be improved. The aforementioned conservative realist hypothesis could be greatly improved.

- It should be noted that this estimate could be affected depending on the evaluation of contingencies such as COVID-19 whose social and political factors or the behavior of a global economy and market behavior.

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ZAMAJAL

		UNITS	DIMENSIÓN	MAINTENANCE		
ZAMAJAL		71 APARTMENTS	50.01mts	\$2.70 usd mt2		
PROYECCIÓN	Price in pesos MXN	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Occupation		65%	70%	75%	80%	80%
ADR		\$ 2,400.00	\$ 2,570.00	\$ 2,650.00	\$ 2,730.00	\$ 2,800.00
Rental income		\$ 569,400.00	\$ 656,635.00	\$ 725,437.50	\$ 797,160.00	\$ 817,600.00
Lodging taxes		\$ 28,470.00	\$ 32,831.75	\$ 36,271.88	\$ 39,858.00	\$ 40,880.00
Condominium expenses		\$ 40,435.20	\$ 40,435.20	\$ 44,579.80	\$ 45,961.33	\$ 48,033.63
Maintenance & Improvements (CAPEX)		\$ 15,600.00	\$ 15,600.00	\$ 17,199.00	\$ 17,732.00	\$ 18,531.50
Annual utility expenses (CFE,water,internet)		\$ 32,200.00	\$ 32,200.00	\$ 35,500.50	\$ 36,600.67	\$ 38,250.92
Annual bank fees		\$ 25,623.00	\$ 29,548.58	\$ 32,644.69	\$ 35,872.20	\$ 36,792.00
Annual rental administration		\$ 142,350.00	\$ 164,158.75	\$ 181,359.38	\$ 199,290.00	\$ 204,400.00
Annual Net Income		\$ 284,721.80	\$ 341,860.73	\$ 377,882.26	\$ 421,845.80	\$ 430,711.95



The projection does not include extraordinary expenses of the condominium or extraordinary expenses of each unit for any hidden defects. The information contained in this report is based on estimates and is subject to market variations. This analysis in no way commits MANGLAR, who disclaims any liability with respect to the fulfillment of the projections presented herein.

ZAMAJAL		UNITS	DIMENSIÓN	DIMENSIÓN					
		8 lock-off 2R	106.41 mt2	\$2.70 usd mt2					
PROYECCIÓN	Price in pesos MXN	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5			
Occupation		65%	70%	75%	80%	80%			
ADR		\$ 3,900.00	\$ 4,200.00	\$ 4,400.00	\$ 4,500.00	\$ 4,600.00			
Rental income		\$ 925,275.00	\$ 1,073,100.00	\$ 1,204,500.00	\$ 1,314,000.00	\$ 1,343,200.00			
Lodging taxes		\$ 46,263.75	\$ 53,655.00	\$ 60,225.00	\$ 65,700.00	\$ 67,160.00			
Condominium expenses		\$ 55,162.94	\$ 57,921.00	\$ 60,817.14	\$ 63,858.00	\$ 67,050.90			
Maintenance & Improvements (CAPEX)		\$ 26,400.00	\$ 27,720.00	\$ 29,106.00	\$ 30,561.30	\$ 32,089.36			
Annual utility expenses (CFE,water,internet)		\$ 32,200.00	\$ 33,810.00	\$ 35,500.50	\$ 37,275.25	\$ 39,139.30			
Annual bank fees		\$ 41,637.38	\$ 48,289.50	\$ 54,202.50	\$ 59,130.00	\$ 60,444.00			
Annual rental administration		\$ 231,318.75	\$ 268,275.00	\$ 301,125.00	\$ 328,500.00	\$ 335,800.00			
Annual Net Income		\$ 492,292.19	\$ 583,429.50	\$ 663,523.86	\$ 728,975.45	\$ 741,516.44			

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		UNITS	DIMENSION	MAINTENANCE		
ZAMAJAL		1 lock-off 3R	141.88 mt2	\$2.70 usd mt2		
PROJECTION	Price in pesos MXN	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Occupation		65%	70%	75%	80%	80%
ADR		\$ 4,900.00	\$ 5,100.00	\$ 5,300.00	\$ 5,400.00	\$ 5,500.00
Rental income		\$ 1,162,525.00	\$ 1,303,050.00	\$ 1,450,875.00	\$ 1,576,800.00	\$ 1,606,000.00
Lodging taxes		\$ 58,126.25	\$ 65,152.50	\$ 72,543.75	\$ 78,840.00	\$ 80,300.00
Condominium expenses		\$ 73,550.59	\$ 77,228.11	\$ 81,089.52	\$ 85,144.00	\$ 89,401.20
Maintenance & Improvements (CAPEX)		\$ 36,000.00	\$ 37,800.00	\$ 39,690.00	\$ 41,674.50	\$ 43,758.22
Annual utility expenses (CFE,water,internet)		\$ 40,000.00	\$ 42,000.00	\$ 44,100.00	\$ 46,305.00	\$ 48,620.25
Annual bank fees		\$ 52,313.63	\$ 65,152.50	\$ 65,289.38	\$ 70,956.00	\$ 72,270.00
Annual rental administration		\$ 290,631.25	\$ 325,762.50	\$ 362,718.75	\$ 394,200.00	\$ 401,500.00
Annual Net Income		\$ 611,903.29	\$ 689,954.39	\$ 785,443.61	\$ 859,680.50	\$ 870,150.33

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Tulum market analysis

KPIs

KPIs for the last 365 days.

Estimated Revenues

216.09K –

% Occupancy Estimate

28 –

Active Listings

670 –

Bookings

7722 –

Booking window

27 –

Length of Stay

4 –

RevPAR Average

615 –

ADR Average

1895 –

KPIs

KPIs for the last 30 days compared to the previous 30-day period.

Estimated Revenues

17.75K ▼-3359

% Occupancy Estimate

30 ▼-4

Active Listings

471 ▼-4

Bookings

706 ▼-53

Booking Window

29 ▲2

Length of Stay

4 _

RevPAR average

593 ▼-111

ADR Average

1297 ▼-95

KPIs

KPIs for the last 7 days compared to the previous 7-day period.

Estimated Revenues

4020 ▲598

%Occupancy Estimate

30 ▲3

Active Listings

451 ▼-8

Bookings

134 ▼-47

Booking window

18 ▼-11

Length of Stay

4 ▲1

RevPAR Average

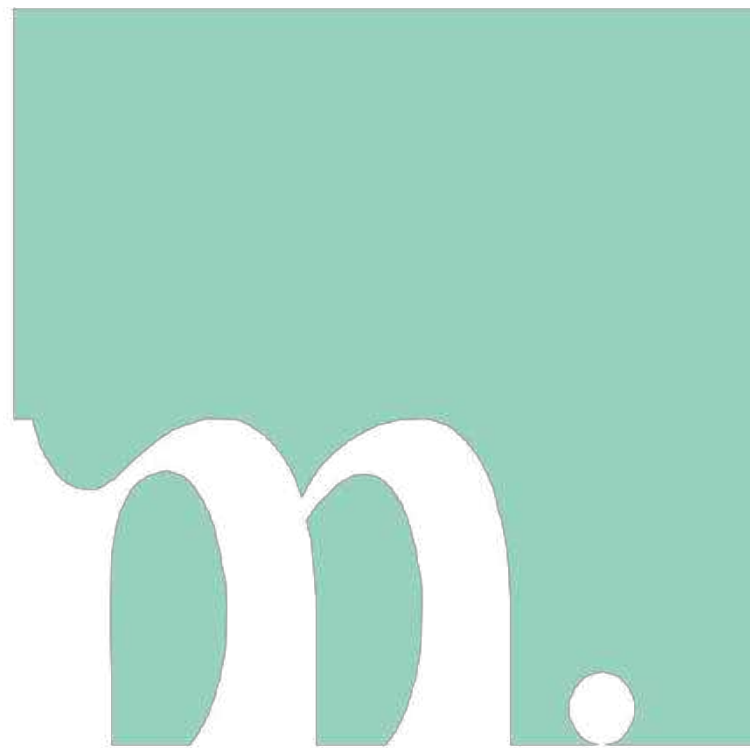
574 ▲85

ADR Average

911 ▲34

As hotel and condo hotel management professionals, we know the importance of offering a unique and complete experience that differentiates from all others in the market, breaks paradigms and validates itself with the most important asset, our guest. That is why we understand the importance of taking care of the infrastructure and the commitment with our owner partners for maximum profitability and return on investment, in order to build a healthy, productive and long term relationship.





MANGLAR

MEJORES RAÍCES

WHO ARE WE?

Like the roots of the mangrove, our company is resilient, strong and adaptable. We pride ourselves on being a company that focuses on optimizing order, productivity, profitability and stability, always working to achieve a lasting legacy.

Like the mangrove, our focus is on creating a productive ecosystem, and we believe that profitability and stability are key to achieving a lasting legacy. We strive to provide a superior ownership and vacation rental experience to our customers, creating a safe and comfortable environment to enjoy and create unforgettable memories.

With our commitment and dedication to these values, we hope to be a leader in vacation rental and property management, always providing exceptional service and ensuring the continuity and prosperity of our clients and the community at large.



MISSION AND VISION

MANGLAR's mission is to support and accompany owners and developers in the comprehensive management of their properties, providing the best guest experience and ensuring maximum profitability and occupancy.

We focus on certainty, clarity and order in the management of properties, through the use of cutting-edge technology and market-leading platforms that allow us to manage them efficiently and effectively.

Our commitment is to offer an unparalleled guest experience, ensuring the cleanliness, safety and comfort of each property. For owners and developers, our mission is to validate their project to their investors, ensuring continuity and profitability in the market. Through our focus on process optimization, we guarantee stability, efficiency and excellence in all aspects of our management and vacation rental services. Our goal is to build lasting relationships and exceed our clients' expectations, ensuring their loyalty and continued support.





PORTFOLIO

At MANGLAR, we differentiate ourselves by our personalized attention and follow-up with each owner. We believe that open and frequent communication is the key to maintaining a solid and lasting relationship with our clients. Therefore, we make sure to assign a personalized account manager to each owner, who will be in charge of maintaining constant and effective communication with them.

Our hybrid model allows us to support brands with our commercial, operational and administrative management and direction or to support us as image and brand according to the developer's needs.

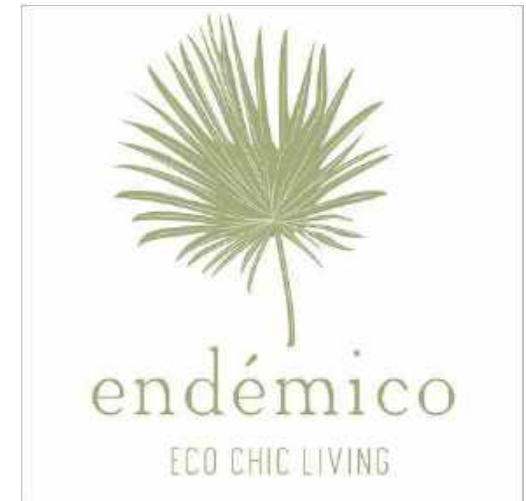
Priorities:
HOST, OWNERS, DEVELOPERS

Pillars:
**MANAGEMENT, COMMERCIAL,
 OPERATIONAL, ADMINISTRATIVE**

Through Macondo, Grupo Endémico, Étnica, Acinte, Étnica Ku, Recinto33, Jungle Houses, Tribu, Biosfera, Botanic, Canopia.

More than 4,000 satisfaction comments on various platforms.

TOTAL: 422 KEYS





SERVICES

We handle two services:

- Development Administration.

Responsible for administering and providing maintenance to the common areas and managing expenses such as electricity, water, payroll and extraordinary expenses.

- Management and marketing of the property. Responsible for managing, commercially, operationally and administratively the unit.

◆ PROPERTY CONFIGURATION

Your property will be listed so that its viability is always optimal.

◆ REVENUE MANAGEMENT

Our team updates prices daily. Your bookings will increase and so will your revenues.

◆ INTEGRAL MANAGEMENT OF RESERVATIONS

We originate and manage all your reservations. Permanent customer service.

◆ CHECK IN / CHECK OUT

Delivery of keys and welcome to guests in person.

◆ LAUNDRY

We take care of the management and costs of laundry.

◆ CLEANING

Your property impeccable before, during and after each stay.

◆ MAINTENANCE

We take care of your apartment so that it is always in perfect condition.

◆ GYM & WELLNESS

Gym, massages and beauty treatments.

◆ BEACH CLUB

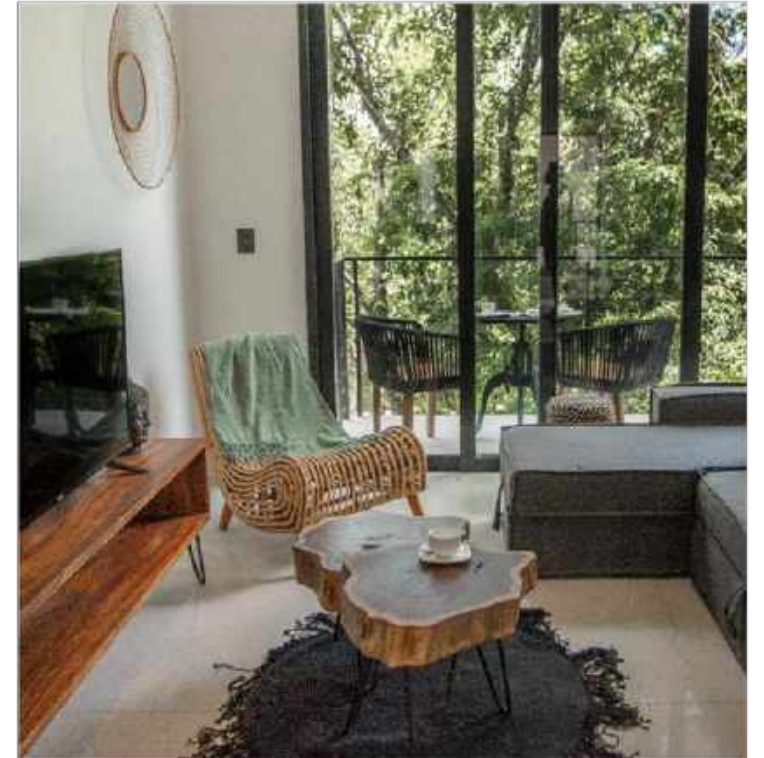
Guaranteed access and special conditions at our affiliated Beach Club.

◆ CONCIERGE & GUEST EXPERIENCE

The best services for the guest. Excursions and activities, local guide, transfers, restaurant reservations, etc.

◆ GASTRONOMY

Enjoy the restaurant service at the hotel. Order your shopping or if you prefer, enjoy the best cuisine by booking your private chef at home.





OPERATING FEE

The operating fee is 25% of reserves and quarterly profit sharing.

This fee guarantees the correct operation of the complex, covering the salaries of the management team, administrative personnel, accountants, chambermaids, etc.



OPERATOR WARRANTIES

- ✓ We guarantee a competitive administration fee in the market.
- ✓ We guarantee to deliver detailed reports to the owner with total transparency for your peace of mind.
- ✓ We guarantee to optimize rents through digital media and promote in an optimal way.



DIRECTION: ANDRES DIZ BALLESTEROS

B.A. in marketing and commercialization. Entrepreneur and business consultant, with high experience in the hotel and lodging industry, A/B consolidating companies and brands such as: JUNGEL KEVA, LUV TULUM, THE PUBLIC PLACE, HOTEL CHACA, ESPACIO CHECHEN, RESTAURANTE CANOPIA, CASA MEEK, KAHUMAY, among others.



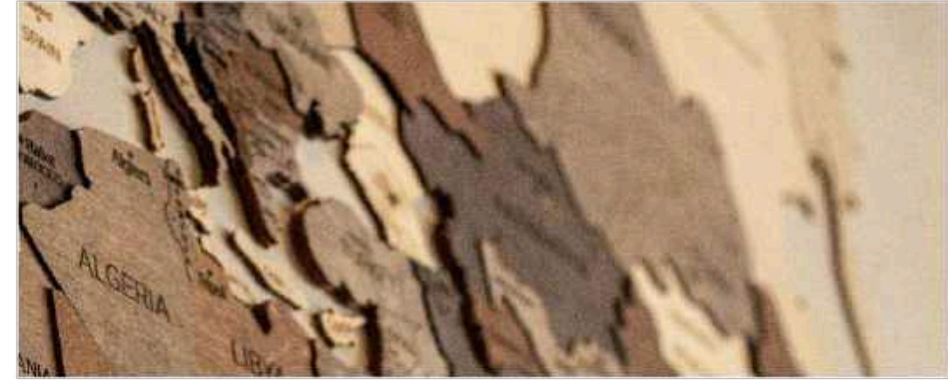
COMMERCIAL: DIEGO LUGO

Communicologist by profession, over the years he has gained extensive experience in marketing, promotion and image of different brands. He worked for more than 8 years as a promotional and image producer for Tv Azteca developing different strategies to attract clients, he has also worked for different recognized companies in the Riviera Maya such as Sandos Hotels & Resorts, Palmaia Resort, Mía restaurant & beach club, etc.



SERVICE MANAGER TO PROPETARIES: IVONNE LÓPEZ TAPIA

She holds a degree in Tourism Business Administration from the Centro Superior de Estudios Turísticos de Jalapa. She was Director of Human Resources and Administration at Inditex Mexico for 3 years.



OPERATIONAL: DIANA LOBATO

High experience in customer service and operational management in groups such as: Grupo Anderson, Grupo Sonora Prime and Grupo CinBerSol.



ADMINISTRATIVE MANAGER:
ELIZABETH SIERRA



ACCOUNTING:
ORALIA ZARATE

COMMENTS



Vanessa Arguedas

**Excellent accommodation**

We were delighted with this apartment. We were 7 people and it had very good space, comfortable beds, everything very modern and technological. It has a very good location, we were walking to 5th avenue. The service was excellent by Ernesto and the caretaker. We highly recommend it.



Esther C

**Beautiful experience**

The experience in these apartments was extraordinary. The building is very quiet. The apartments are very nice and comfortable. The staff is very friendly and help you in any way they can. The only drawback is that the pool water is freezing.

Edgar México

2023-04

Exceptional

Excellent room, service and location, all very clean.

Cándido Spain

2022-12

Muy recomendable

Modern, spacious and clean apartment. Very good facilities. Clean and well kept swimming pool. Friendly and helpful staff. In the middle of 5th avenue. However, quiet area and very close to the beach.

Yaneth Canada

2022-11

Fantastic

Very good location, clean and nice facilities, very friendly staff. Our stay was very comfortable. Super recommended! Thank you Macondo 5th Avenue.

CONTACT

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