

# Intermediación inmobiliaria

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Se presenta una oportunidad de inversión exclusiva para la adquisición de una plataforma líder de intermediación tecnológica especializada en bienes inmuebles de alta demanda en toda la Riviera Maya, México. BI Analytics & Consulting ha sido contratada como asesora exclusiva para este proceso de venta, ofreciendo acceso directo a una sólida experiencia en el sector y una gestión profesional de la transacción.

### Resumen ejecutivo

Una plataforma dominante de intermediación con más de 15 años de experiencia operativa tiene derechos exclusivos para representar más del 90% de su inventario, que abarca más de 20 promociones activas en la Riviera Maya. Utilizando avanzados sistemas CRM basados en IA y una red mundial que supera los 20.000 co-agentes, la empresa ofrece un proceso de ventas altamente eficiente y centrado en lo digital, con una velocidad de transacción incomparable a la de las agencias tradicionales. La plataforma admite cierres remotos, pagos criptográficos e integración de flujos de trabajo digitales, ofreciendo un servicio sin fisuras a una amplia mezcla de compradores nacionales e internacionales

### Aspectos destacados de la inversión

- Control del inventario: Derechos exclusivos sobre más del 90% de los listados de obra nueva, lo que permite poder de fijación de precios en el mercado y tasas de absorción aceleradas.
- Motor de ventas escalable: Red de agentes de alto rendimiento (más de 20.000 co-agentes) apoyada por un asistente de ventas multilingüe con IA y un motor de marketing digital (600.000 USD de presupuesto anual, más de 200.000 seguidores).
- Conversión rápida: Ciclo de ventas típico de 10-20 días, apoyado por visitas virtuales, contratos DocuSign, incorporación Zoom y cierres con criptografía.
- Finanzas sólidas: los ingresos en 2024 ascienden a 13 millones de dólares, con márgenes de EBITDA del 28-32% y ventas anuales de 500-550 unidades (precio medio de 250.000 dólares).
- Perspectivas de crecimiento: CAGR de ingresos proyectada del 22-30% (2025E-2028E), con alzas debidas a la expansión de la cartera de productos, nuevos despliegues geográficos (Baja, Puerto Vallarta) y monetización del CRM SaaS.
- Tecnología y marca sólidas: El CRM propio y el asistente de IA proporcionan una alta conversión, una captación eficaz de clientes potenciales y un marketing digital escalable. Compromiso social sistemáticamente por encima de las referencias del mercado.
- Liderazgo en el mercado: La plataforma ocupa una posición privilegiada con un foso defendible basado en la tecnología, la exclusividad y la confianza del mercado.
- Compromiso ESG: Las operaciones dan prioridad a las transacciones digitales, la inclusión, la transparencia y las relaciones responsables con los desarrolladores.

### TARGET PRICE

\$ 40,000,000

### GROSS REVENUE

\$ 13,000,000

### EBITDA

\$ 4,000,000

### BUSINESS TYPE

Servicios financieros

### COUNTRY

México

### BUSINESS ID

L#20251013

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