

Corretagem de imóveis



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Apresentamos uma oportunidade exclusiva de investimento para a aquisição de uma plataforma líder de corretores especializados em imóveis de alta demanda na Riviera Maya, México. A BI Analytics & Consulting foi contratada como consultora exclusiva para esse processo de venda, oferecendo acesso direto a uma sólida experiência no setor e gerenciamento profissional de transações.

Resumo executivo

Uma plataforma de corretagem mestre dominante com mais de 15 anos de experiência operacional detém direitos exclusivos para representar mais de 90% de seu inventário, abrangendo mais de 20 empreendimentos ativos na Riviera Maya. Utilizando sistemas avançados de CRM orientados por IA e uma rede global que ultrapassa 20.000 co-corretores, a empresa oferece um processo de vendas altamente eficiente e digital, com velocidade de transação inigualável pelas agências tradicionais. A plataforma oferece suporte a fechamentos remotos, pagamentos criptográficos e integração de fluxo de trabalho digital, oferecendo um serviço perfeito para uma ampla variedade de compradores nacionais e internacionais

Destaques do investimento

- Controle de inventário: Direitos exclusivos para mais de 90% das listagens de novas construções, permitindo o poder de precificação do mercado e taxas de absorção aceleradas.
- Mecanismo de vendas escalável: rede de corretores de alto desempenho (mais de 20.000 co-corretores) apoiada por um assistente de vendas de IA multilíngue e um mecanismo de marketing digital (orçamento anual de US\$ 600 mil, mais de 200 mil seguidores).
- Conversão rápida: Ciclo de vendas típico de 10 a 20 dias, apoiado por visitas virtuais, contratos DocuSign, integração Zoom e fechamentos habilitados para criptografia.
- Finanças sólidas: a receita em 2024 é de US\$ 13 milhões, com margens de EBITDA de 28 a 32% e vendas anuais de 500 a 550 unidades (preço médio de US\$ 250 mil).
- Perspectivas de crescimento: CAGR de receita projetado em 22-30% (2025E-2028E), com vantagem da expansão do pipeline, novos lançamentos geográficos (Baja, Puerto Vallarta) e monetização de CRM SaaS.
- Tecnologia e marca robustas: O CRM proprietário e o assistente de IA proporcionam alta conversão, captura eficiente de leads e marketing digital escalável. Engajamento social consistentemente acima dos padrões de referência do mercado.
- Liderança de mercado: A plataforma ocupa uma posição de destaque com um fosso defensável baseado em tecnologia, exclusividade e confiança do mercado.
- Compromisso ESG: As operações priorizam transações com prioridade digital, inclusão, transparência e relacionamentos responsáveis com desenvolvedores.

TARGET PRICE

\$ 40,000,000

GROSS REVENUE

\$ 13,000,000

EBITDA

\$ 4,000,000

BUSINESS TYPE

Serviços financeiros

COUNTRY

México

BUSINESS ID

L#20251013

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