

# Un vistazo al mercado inmobiliario y sus efectos en la zona

1 de Junio 2023

# Market Watch | Los Cabos – Luxury - redefined

Custom Luxury  
Traditional



# Market Watch | Los Cabos – Luxury - redefined

## Branded Luxury



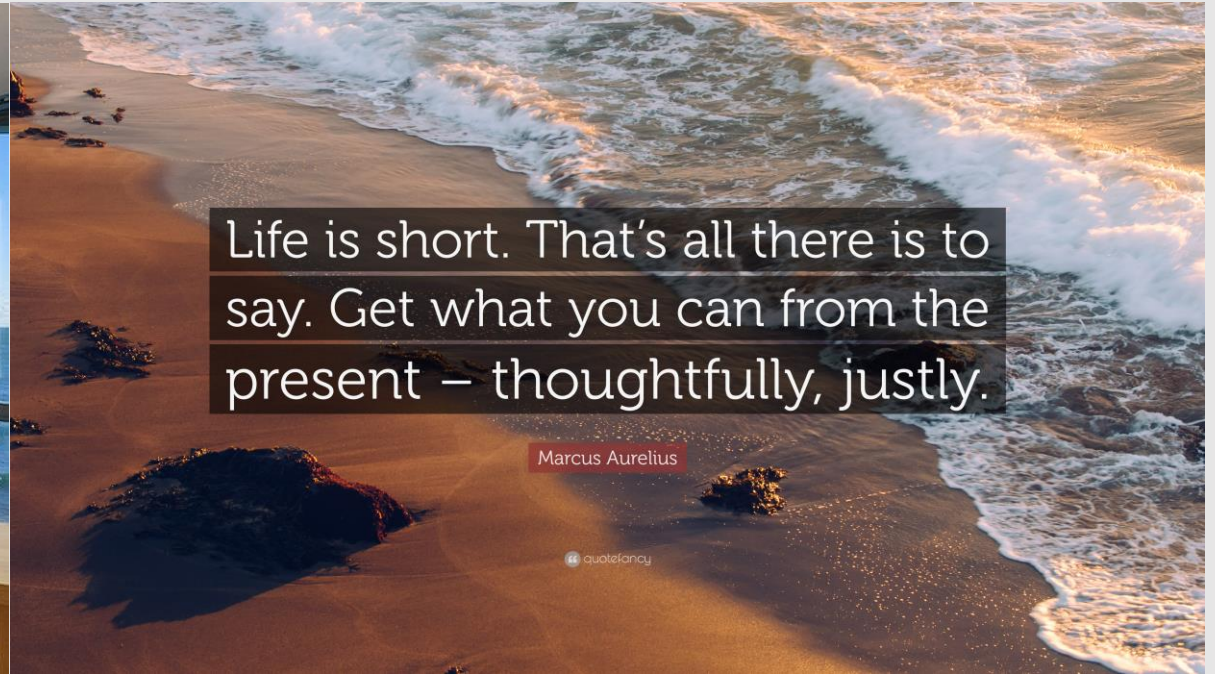
# Market Watch | Los Cabos – Luxury - redefined

## Luxury Services



# Market Watch | Los Cabos – Luxury - redefined

## Covid Effect



# Market Watch | Los Cabos – Luxury - redefined

After Covid – Enjoy your life as much as you can



# Market Watch | Los Cabos – Economic Effect

## Trickle Down



# Market Watch | Escuadra Notes

- A total of 126 sales have been reported, 28 less than the same month on last year and 2 less than the rolling 12-month average. Of those transactions, 16 surpassed the million dollar mark
- Noteworthy:
  - El Tezal - Oceanside reports the most units sold with 10 units at an average price of US\$272,078 and \$2,086 per sqm.
  - Hacienda CSL reports highest dollar volume, with 3 sales at US\$15M, an average of US\$13,359 per square meter.
- Total sales volume on the market was US\$104M, US\$14M over the rolling 12 month average of US\$90M
- Price per square meter:
  - Full Market: US\$3,930/sqm, 15% over the rolling 12-month average / Under1M market: US\$2,878/sqm, 7% over the rolling 12-month average
- Inventory:
  - Full Market: 6.5 inventory months on the market (+0.1 months) / Under1M market: 6.0 inventory months (+0.0 months)
- Market Under 1M Sales:
  - Houses: 19 sales, 8 under 12-month average. Price per AC sqm was US\$2,005, 5% under the 12-month average (\$2,125)
  - Condos: 91 sales, 8 over 12-month average. Price per AC sqm was US\$3,061, 6% over the 12-month average (\$2,865)

Note on methodology:

\*Prices per square meter are calculated on a transaction basis. So the Price per square meter on each transaction weights the same on the calculation, regardless on the Surface of the unit sold.

\*1 sqm = 10.76 sqft

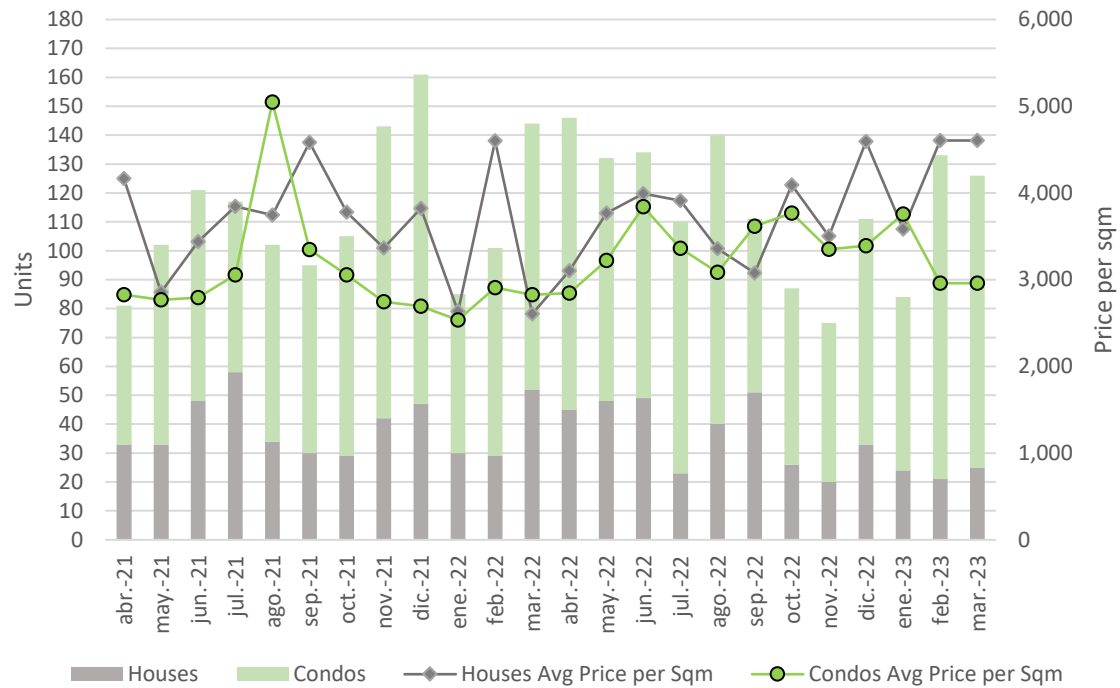


Submarket  
SJD + Corredor + CSL

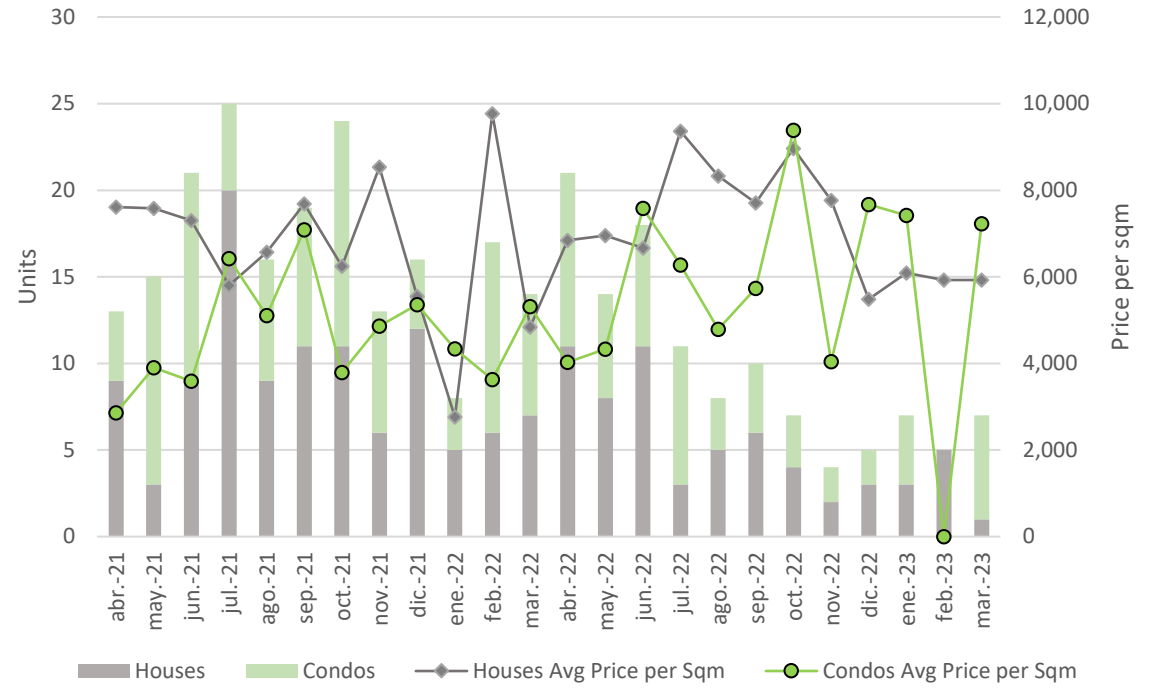
Full Market

# Market Watch | Full Market – Price per sqm

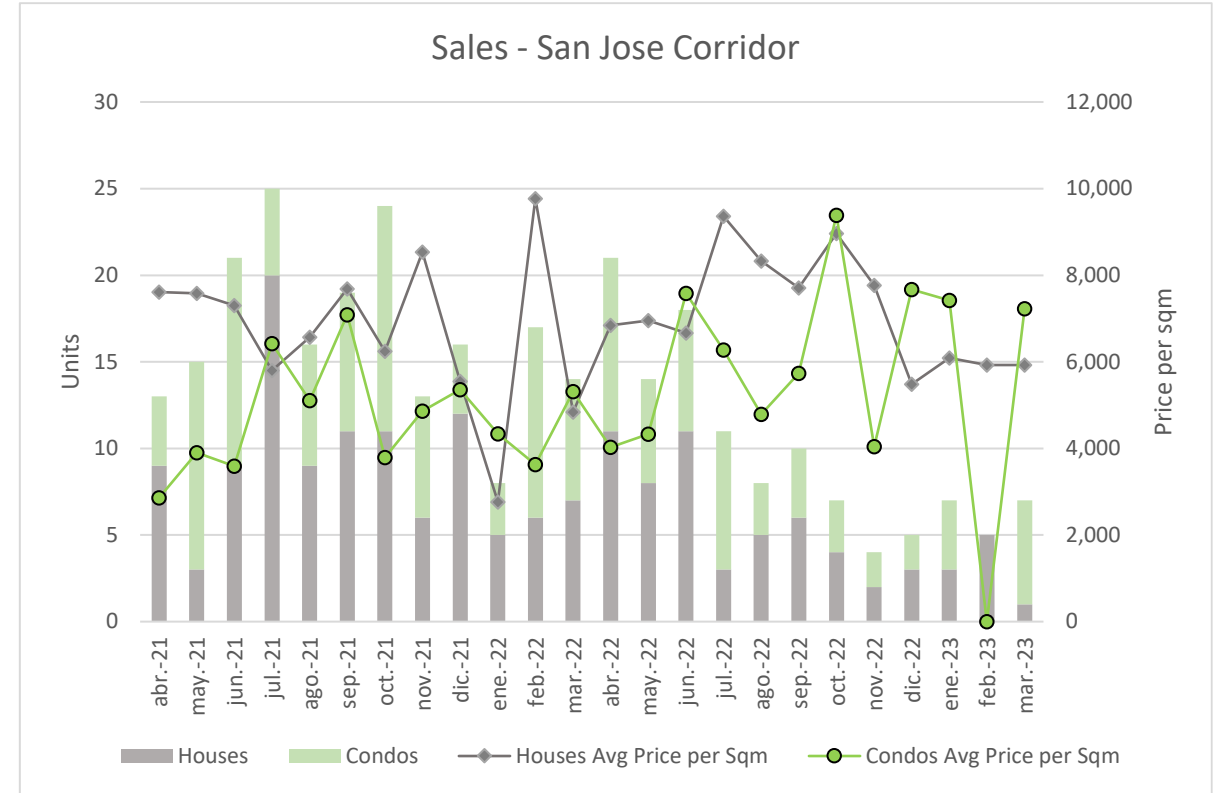
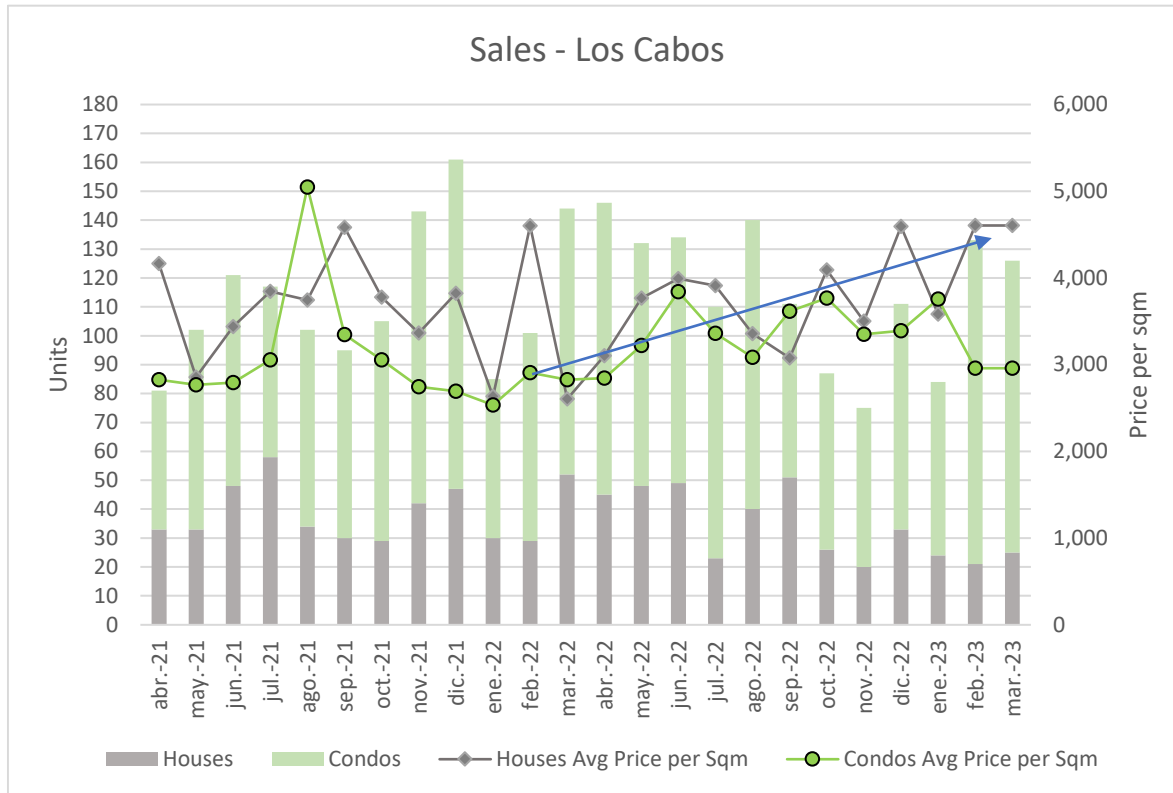
Sales - Los Cabos



Sales - San Jose Corridor

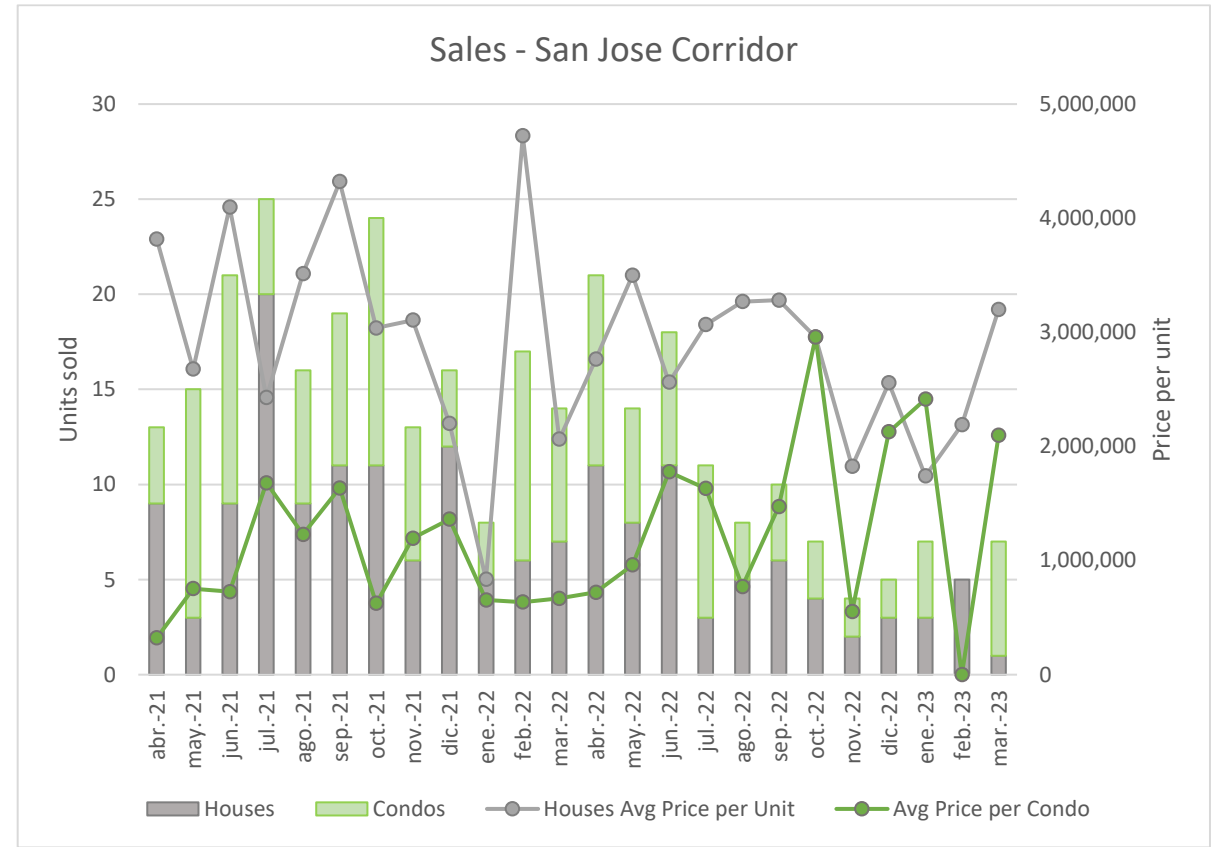
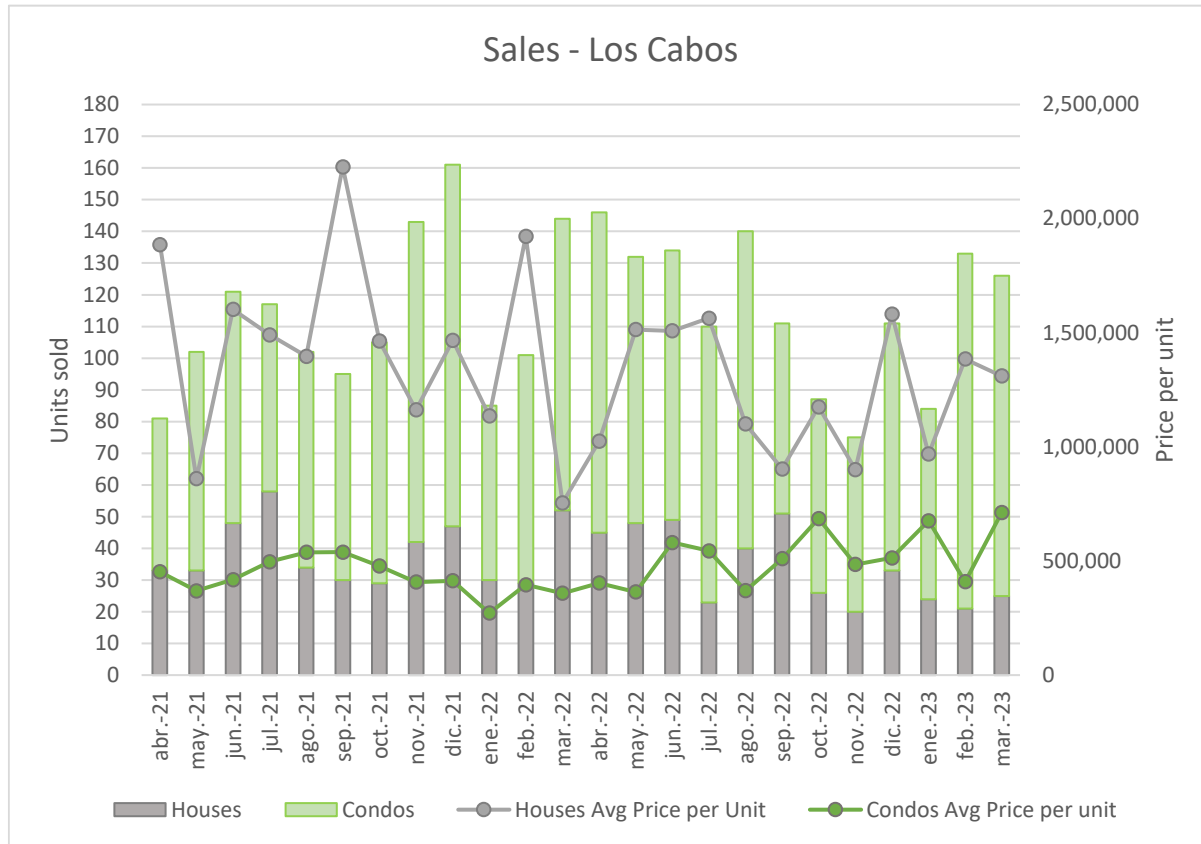


# Market Watch | Full Market – Price per sqm

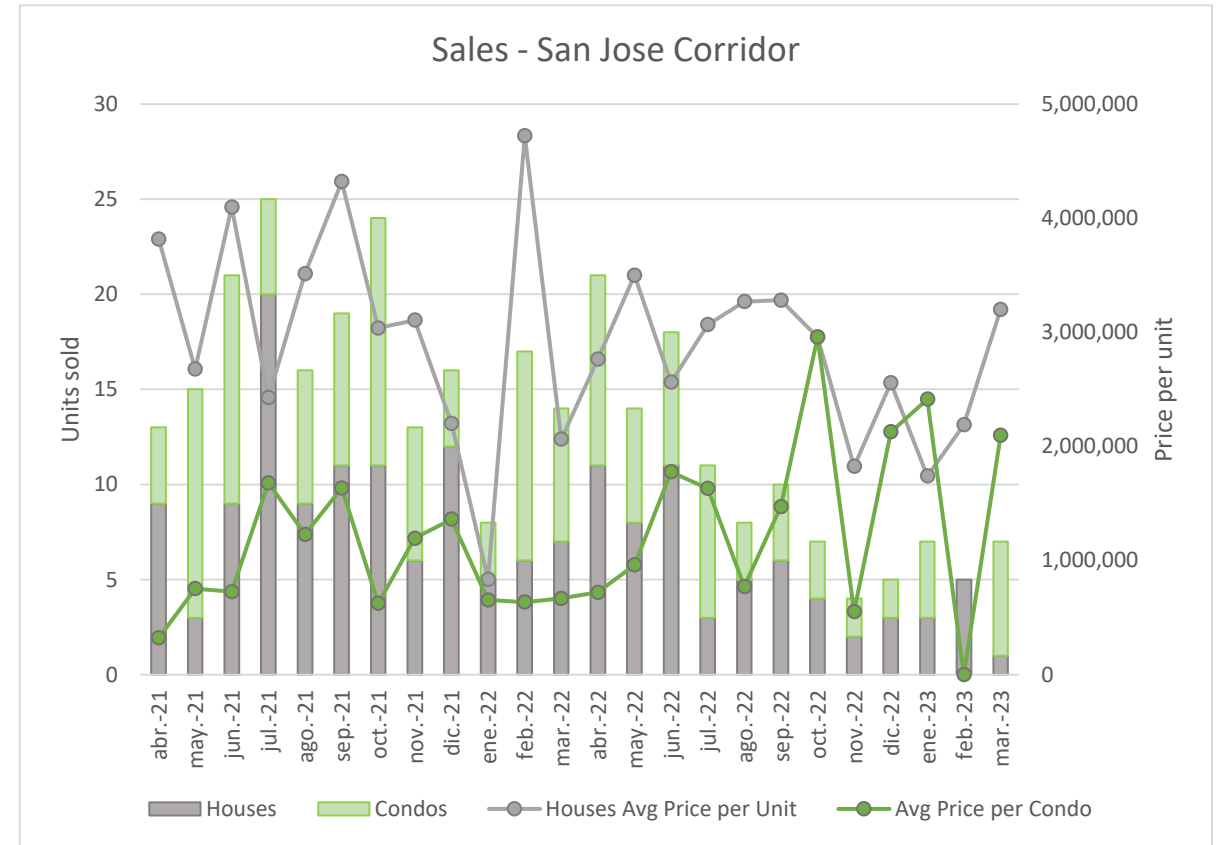
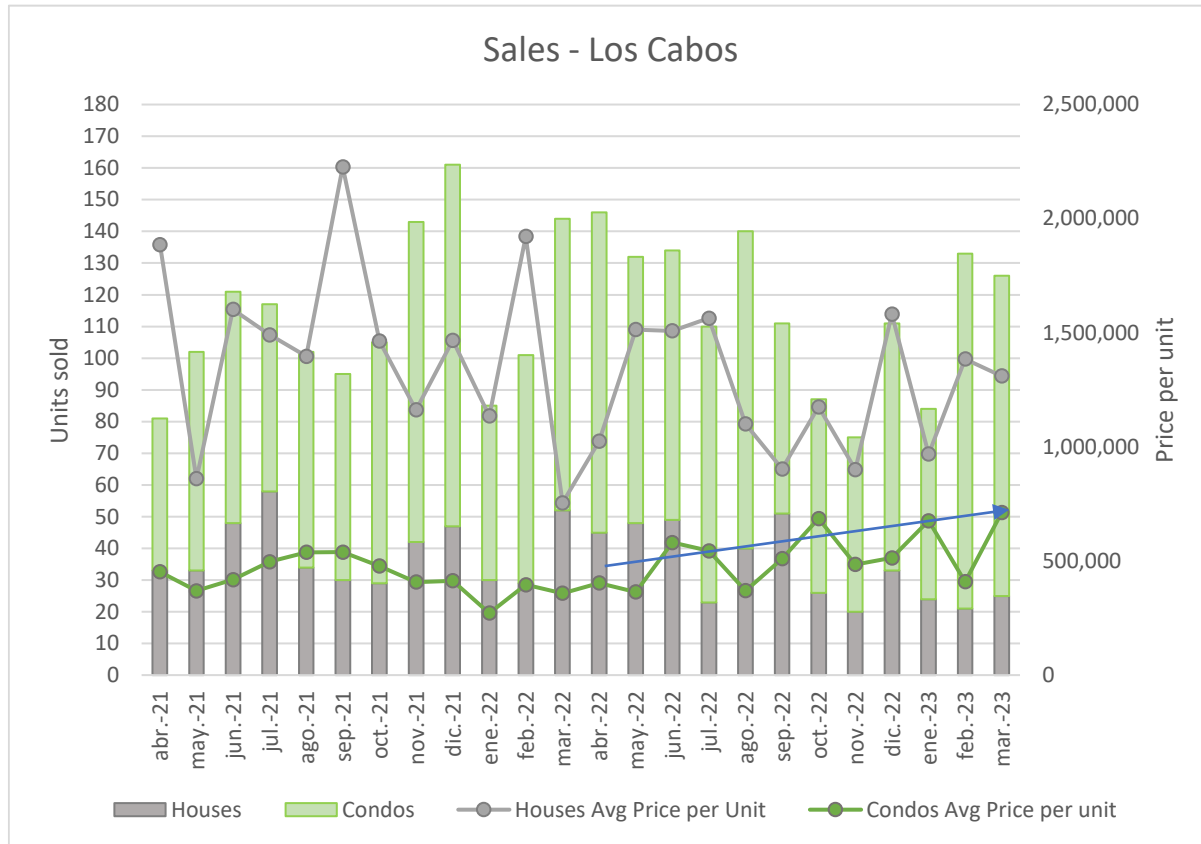


Tendencia en precios por metro cuadrado  
Inflación + Demanda sostenida

# Market Watch | Full Market – Price per unit



# Market Watch | Full Market – Price per unit



Un ligero bajón en demanda el último trimestre 2022  
 Precios por unidad estables y a la alza  
 Demanda retoma números en segundo trimestre 2023

# Market Watch | Full Market Analysis

Market Watch Los Cabos (MLS)			
Units Sold			
	12 month	YTD	This Month
Houses	457	70	25
Condos	1076	273	101
<b>Total</b>	<b>1533</b>	<b>343</b>	<b>126</b>
Average Price			
	12 month	YTD	This Month
Houses	1,190,265	1,215,812	1,310,761
Condos	498,193	580,179	712,054
<b>Total</b>	<b>704,505</b>	<b>709,900</b>	<b>830,845</b>
Average Price per sqm			
	12 month	YTD	This Month
Houses	3,568	3,843	3,454
Condos	3,353	3,538	4,048
<b>Total</b>	<b>3,417</b>	<b>3,600</b>	<b>3,930</b>
Total Volume			
	12 month	YTD	This Month
Houses	543,951,016	85,106,845	32,769,037
Condos	536,055,307	158,388,806	71,917,423
<b>Total</b>	<b>1,080,006,322</b>	<b>243,495,651</b>	<b>104,686,460</b>
Inventory			
	Months	Units	
Houses	6.5	246	
Condos	6.5	587	
<b>Total</b>	<b>6.5</b>		
Average Days on Market			
Houses	133.5		
Condos	187.0		

Market Watch SJ Corridor			
Units Sold			
	12 month	YTD	This Month
Houses	69	12	1
Condos	62	12	6
<b>Total</b>	<b>131</b>	<b>24</b>	<b>7</b>
Average Price			
	12 month	YTD	This Month
Houses	2,735,909	2,253,167	3,200,000
Condos	1,416,563	2,207,408	2,096,500
<b>Total</b>	<b>2,111,486</b>	<b>2,230,288</b>	<b>2,254,143</b>
Average Price per sqm			
	12 month	YTD	This Month
Houses	6,927	6,037	8,105
Condos	5,946	7,365	7,225
<b>Total</b>	<b>6,463</b>	<b>6,701</b>	<b>7,351</b>
Total Volume			
	12 month	YTD	This Month
Houses	188,777,750	27,038,000	3,200,000
Condos	87,826,908	26,488,900	12,579,000
<b>Total</b>	<b>276,604,658</b>	<b>53,526,900</b>	<b>15,779,000</b>
Inventory			
	Months	Units	
Houses	11.0	63	
Condos	17.2	89	
<b>Total</b>	<b>13.9</b>		
Average Days on Market			
Houses	164.7		
Condos	156.4		

# Market Watch | Por qué es importante?

- US\$ 1,080,006,322\* 2% = **\$21,600,126.44**

# Market Watch | Ejercicio

- US\$ 1,080,006,322\* 2% = \$21,600,126.44
- ISABI (últimos 12 meses)



# Market Watch | Ejercicio

- US\$ 1,080,006,322\* 2% = \$21,600,126.44
- ISABI (últimos 12 meses)
  - Mx\$388 mm de pesos (TC 18).
  - Presupuesto 2,445 mm de pesos.
    - 1,478 propios el resto es aportación federal
    - 26% del total de recursos propios del municipio

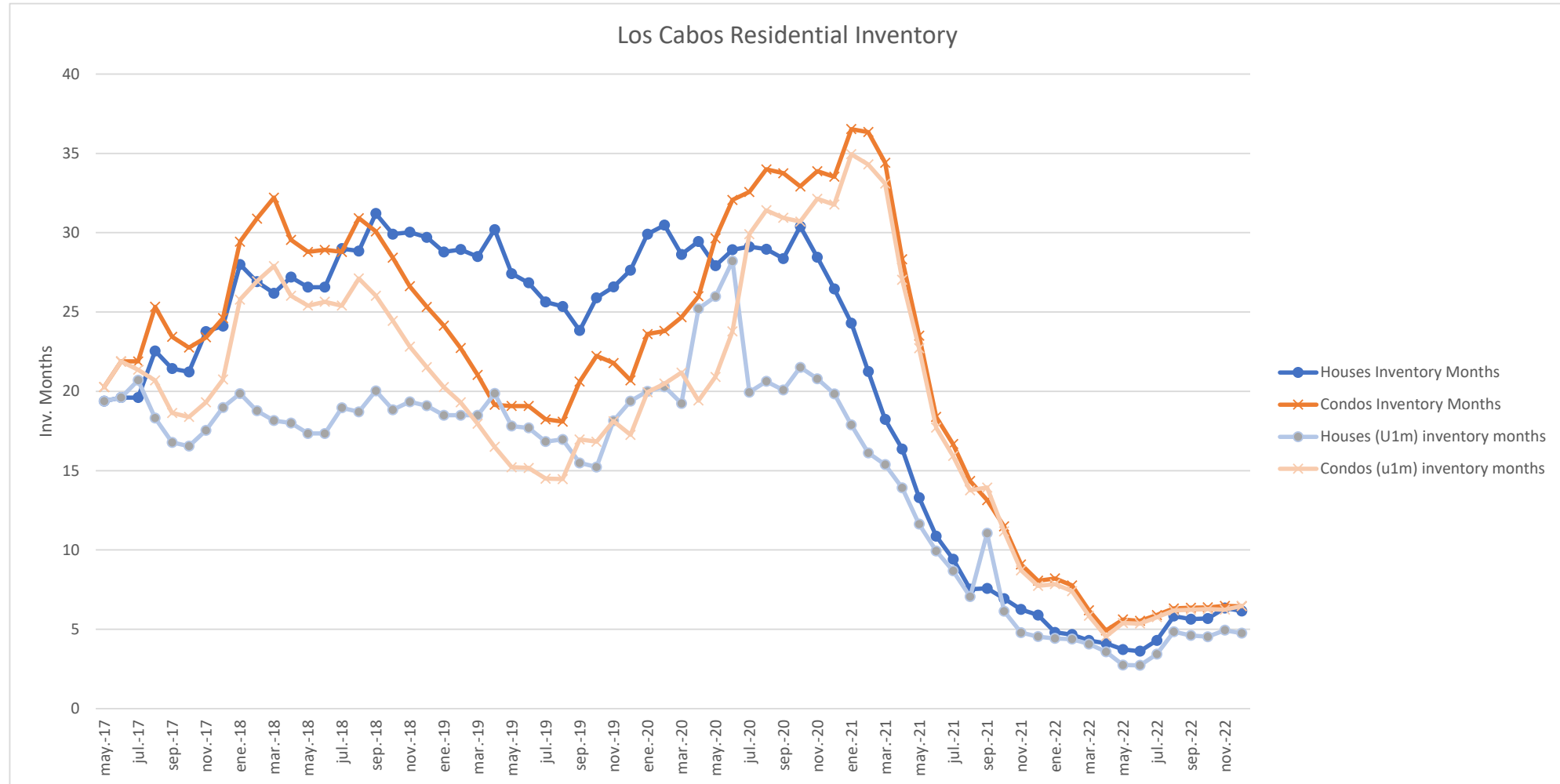
# Market Watch | Full Market Analysis

- ISABI
- Licencias y permisos
- Derechos de agua
- Avalúos
  
- Prediales - Recurrente

Submarket  
SJD + Corredor + CSL

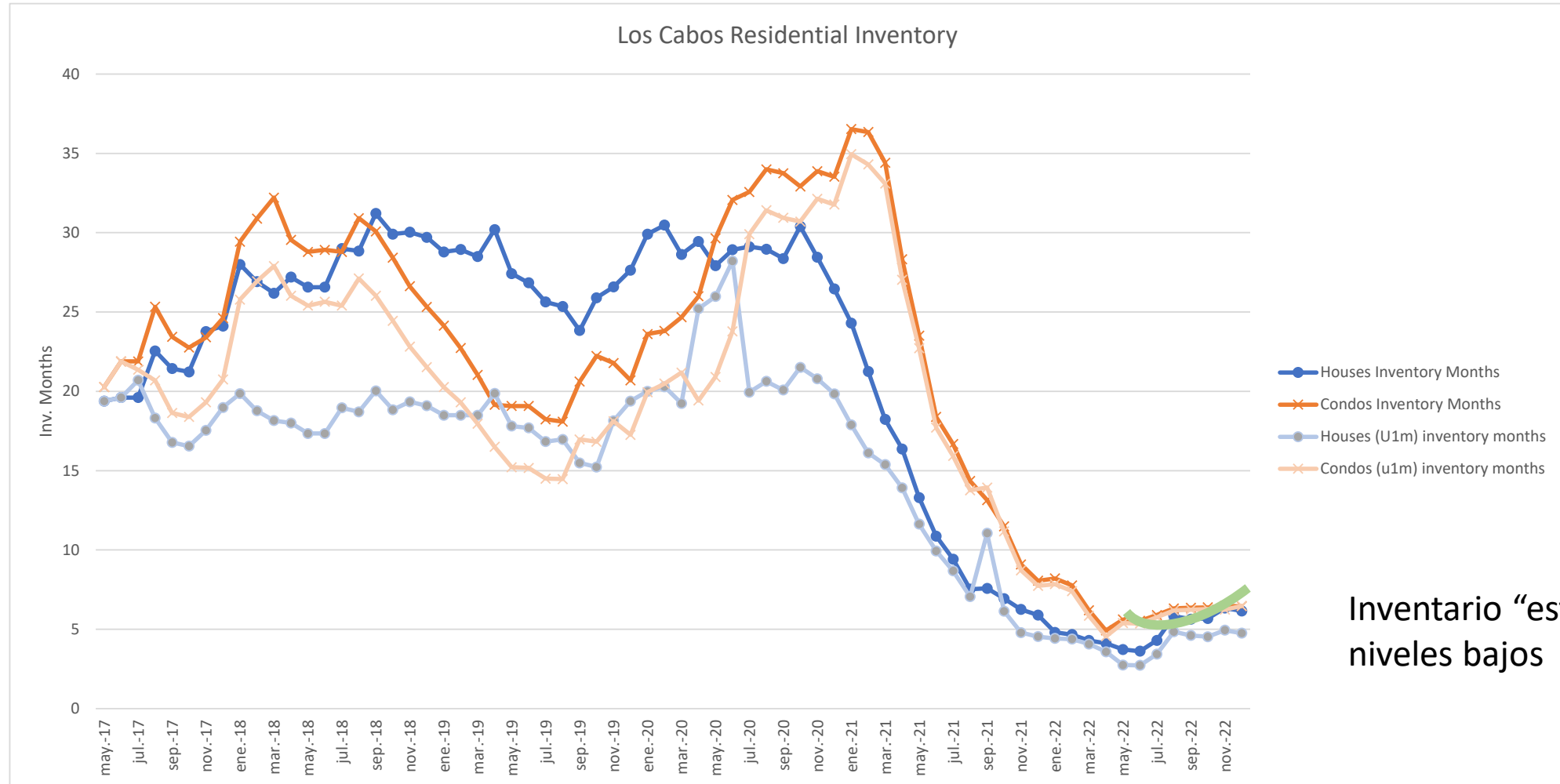
# Sales by Community

# Market Watch | Inventory



\*Inventory months = Active Listings / 12 month average monthly sales

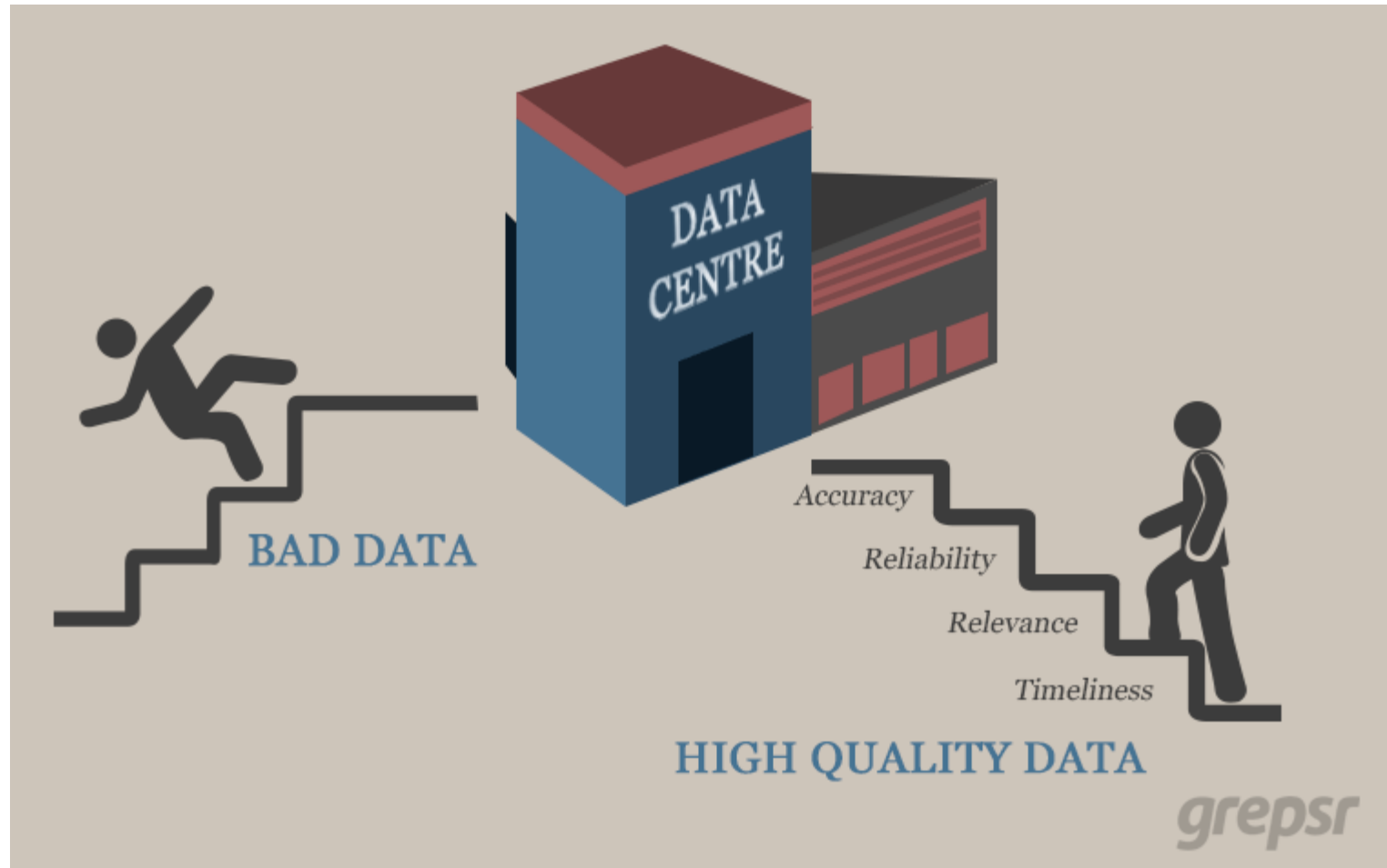
# Market Watch | Inventory



Inventario “estable” en niveles bajos

\*Inventory months = Active Listings / 12 month average monthly sales

# Market Watch | Better Data – Better Decisions



# Market Watch | Heads up!

## Energía y Agua



## Servicios



# Market Watch | Heads up!

- Seguridad Pública
- Salud
- Educación
- Recolección y reciclaje de basura
- Eficiencia en oficinas gobierno:
  - Catastro – Fuente de ingresos
  - AGUA – Fuente de ingresos

## Servicios





# Market Watch | Heads up!

## Energía y Agua



- Se pierde el 40% del agua que se explota (OomsapasLC)
  - Nueva desaladora 250LPS – Ayuda pero no resuelve
- Desabasto energético – apagones
- Sector energético poco atractivo para inversionistas
- Energía “sucia” daña al principal atractivo de la zona: Naturaleza y buen clima

# Market Watch | Heads up!

## Movilidad



- Crecimiento poblacional rebasa capacidad vial
- Accesos a centros urbanos saturados en horas pico cada vez más extensas
- Falta de vialidades alternas a carretera transpeninsular
- Transporte público insuficiente

Market Watch



**Jose Ignacio Iturbide**

T. 624 130 7037  
C. 624 110 3219  
M. [joseignacio@escuadra.mx](mailto:joseignacio@escuadra.mx)  
W. [escuadra.mx](http://escuadra.mx)

D. Carretera Transpeninsular  
Kilometro 24.8,  
Cerro Colorado, 23400  
San José del Cabo, B.C.S.