

# ALL WE ARE SAYING... IS GIVE RENT A CHANCE

RENTAL HOUSING AS A VIABLE ALTERNATIVE FOR SOLVING HOUSING NEEDS  
& THE "CLUB DE RENTAS" PROJECT

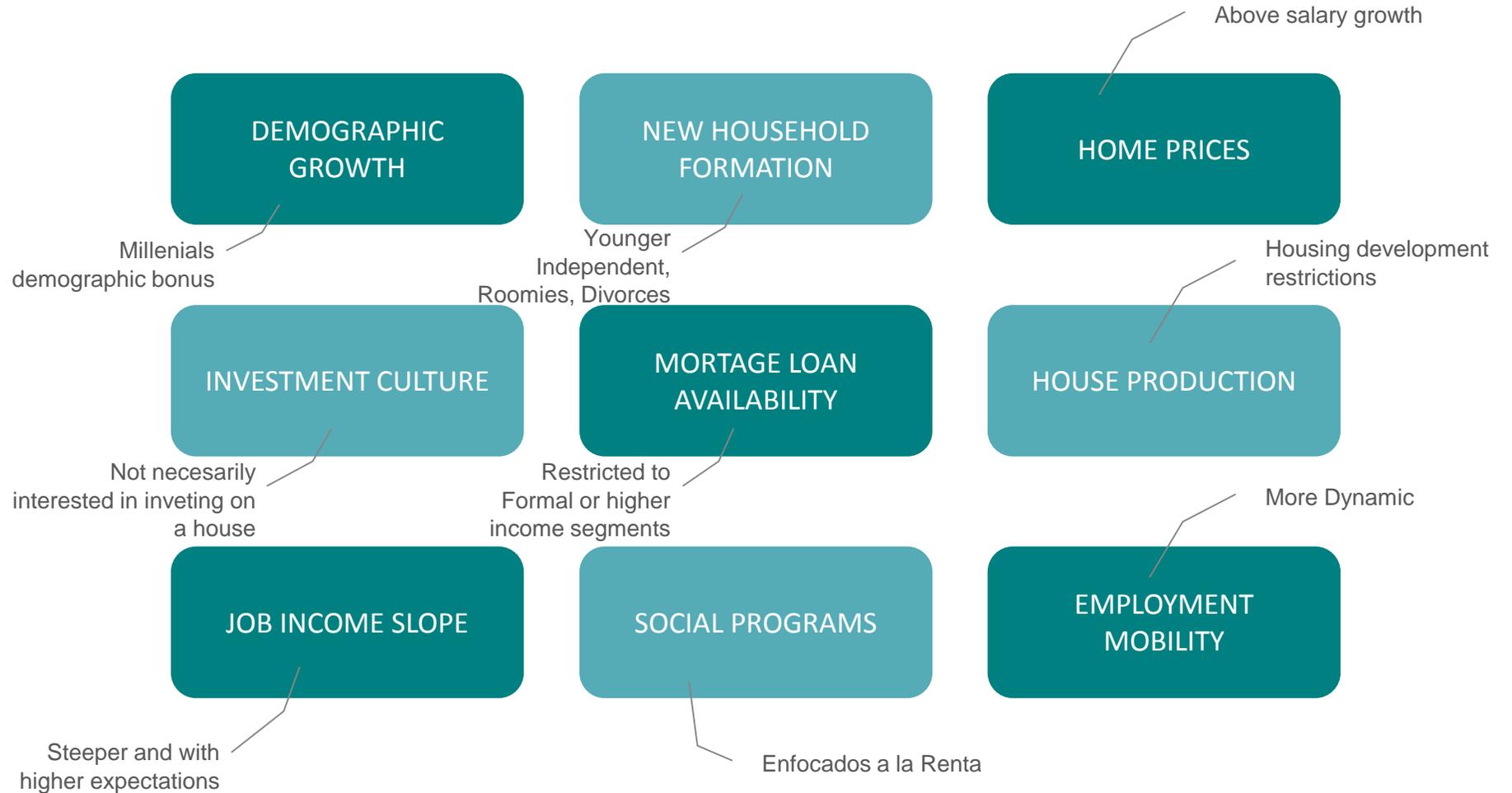
Rodrigo Barrera - CEO



Club de Rentas®

# The Moment for Rental Housing in Mexico

Home rental demand is growing at a very fast rate by a series of multiple factors



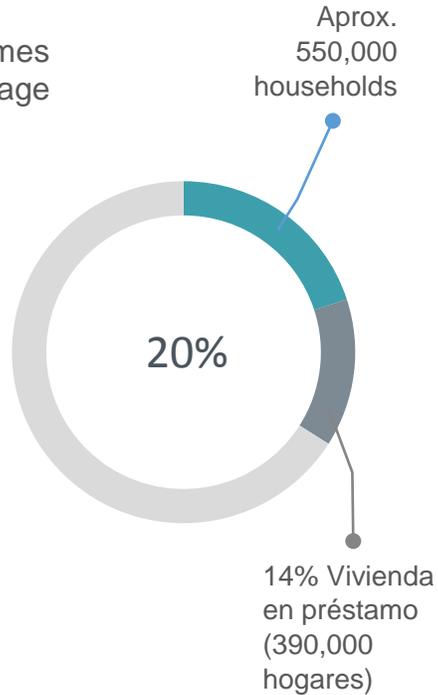
DEMAND

¿ How Mexico City compares to other cities in terms of rent?

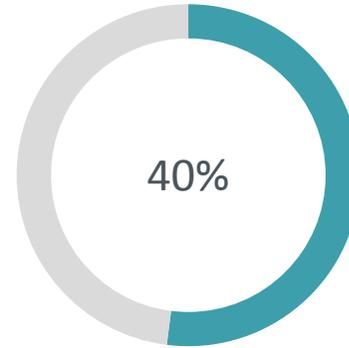
# Share of Leased Homes in CDMX vs other world cities

Total Households

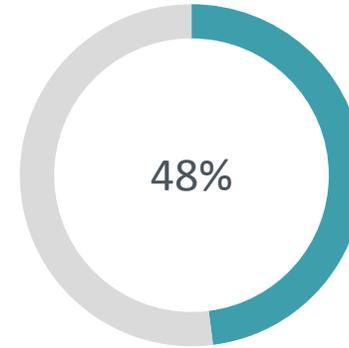
Rental Homes Percentage



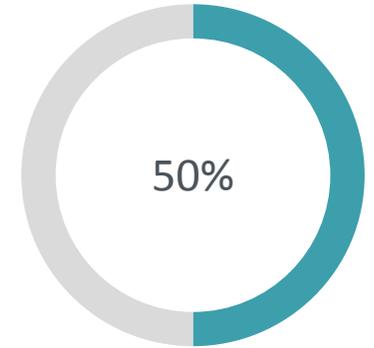
**CDMX: Inner Mexico City**



**Bogotá**



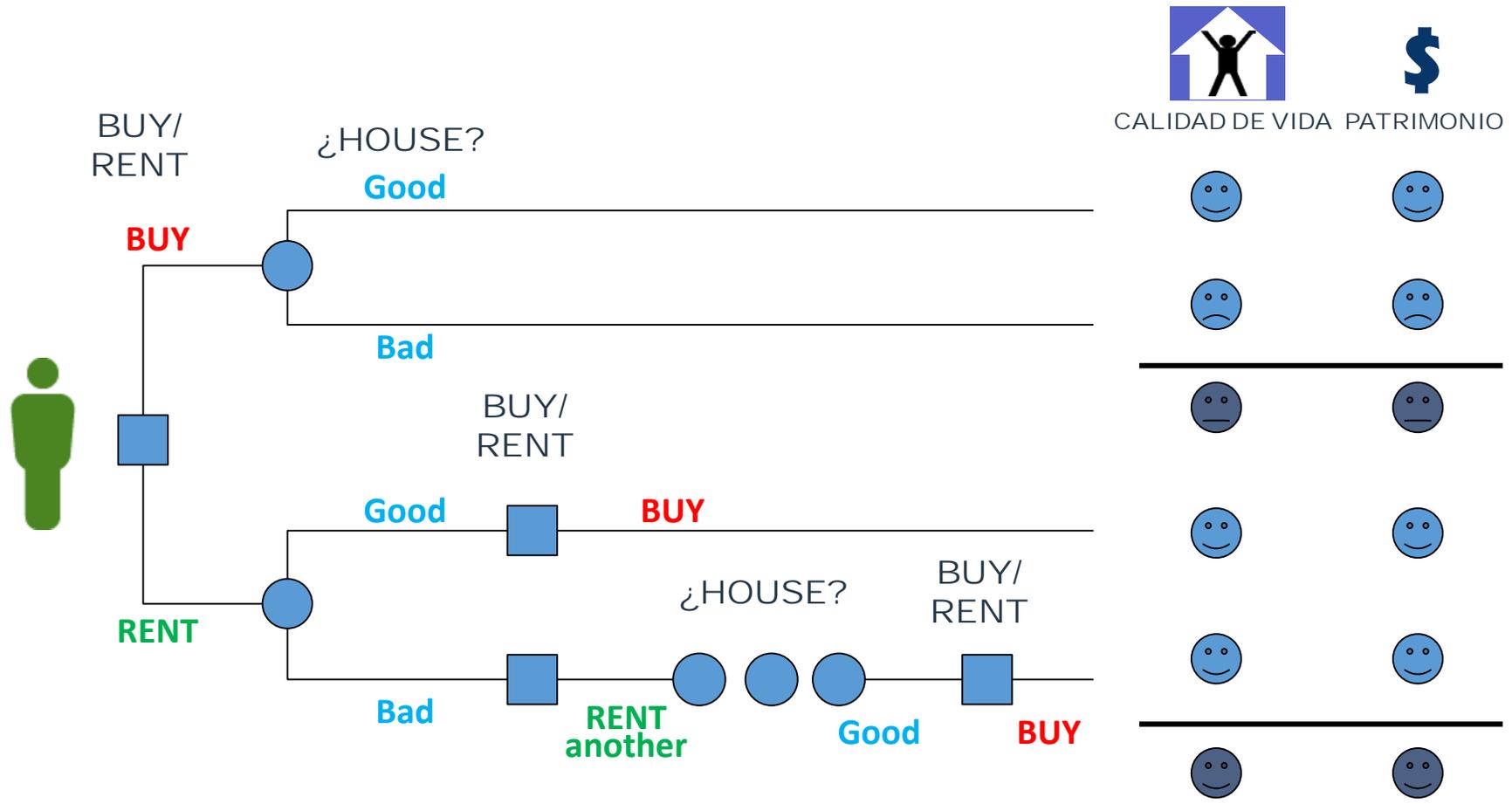
**NY**



**London**

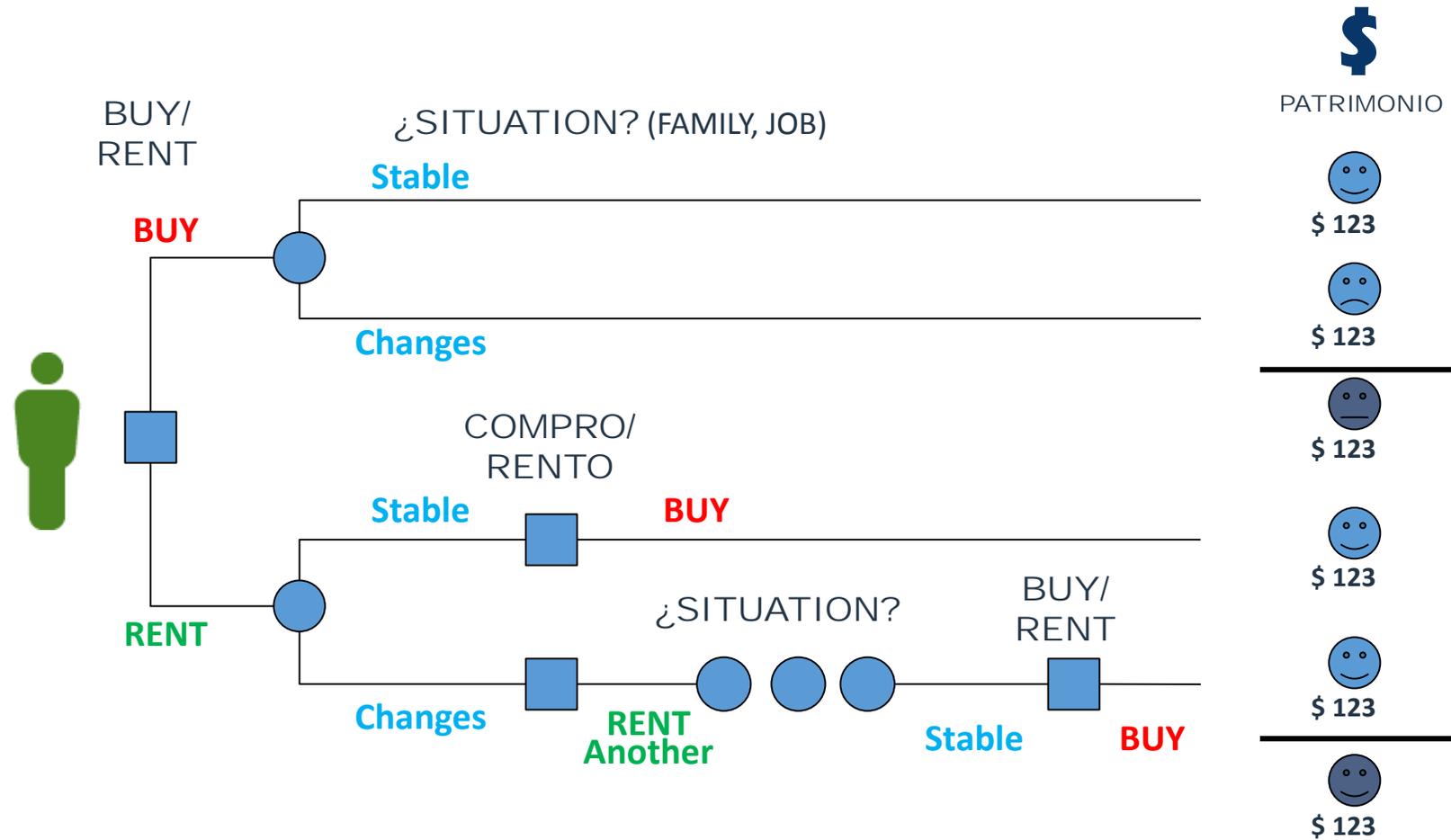
Still, Mexico City's home rental penetration is below many other cities in the world

# 1 “I can try before I buy my house...”



“...and lower the risk of a bad purchase”

# 2 “My situation can change and I do not loose my home equity”

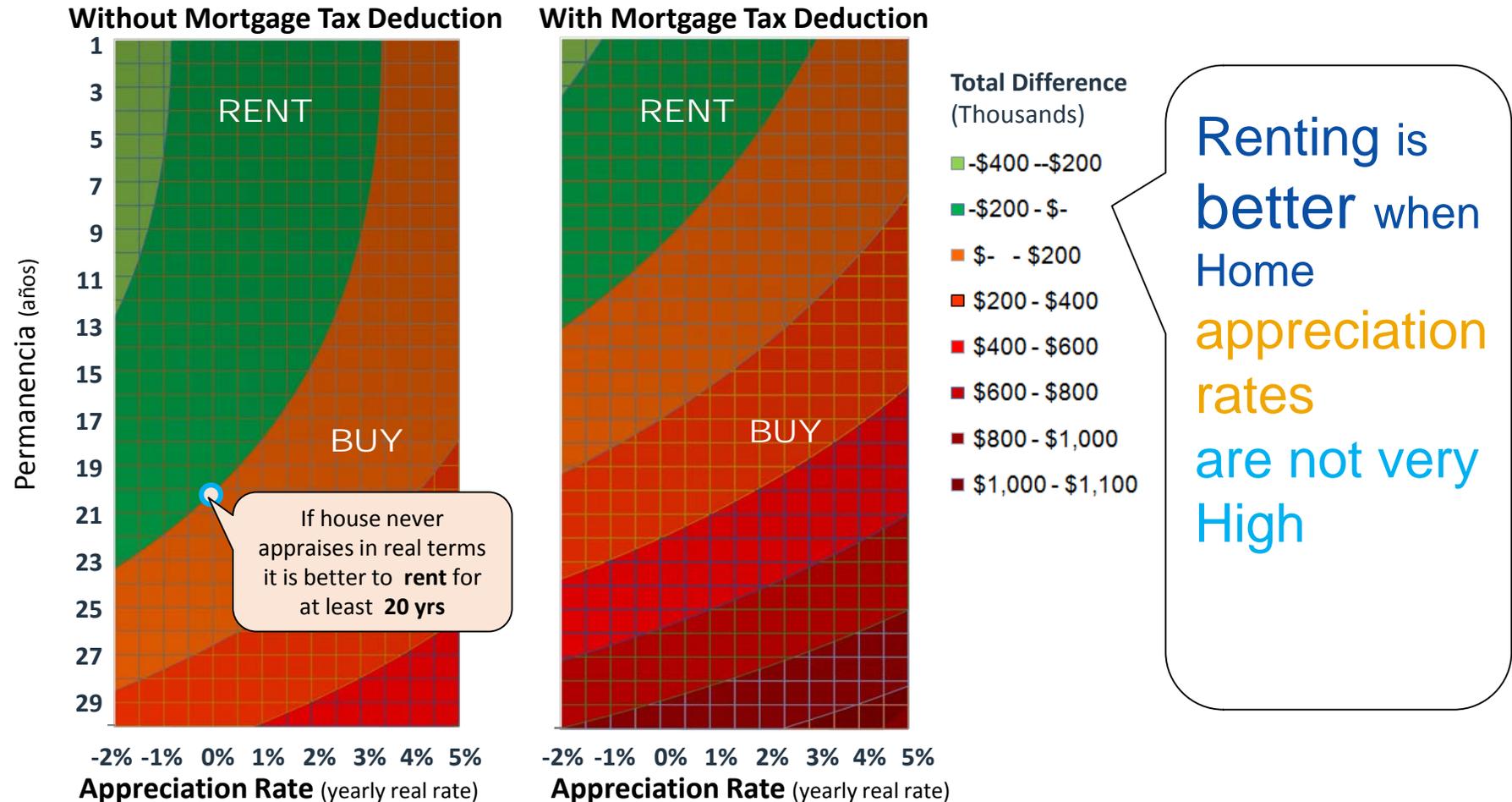


3

“I can RENT a better house while I can afford to BUY one that sticks”

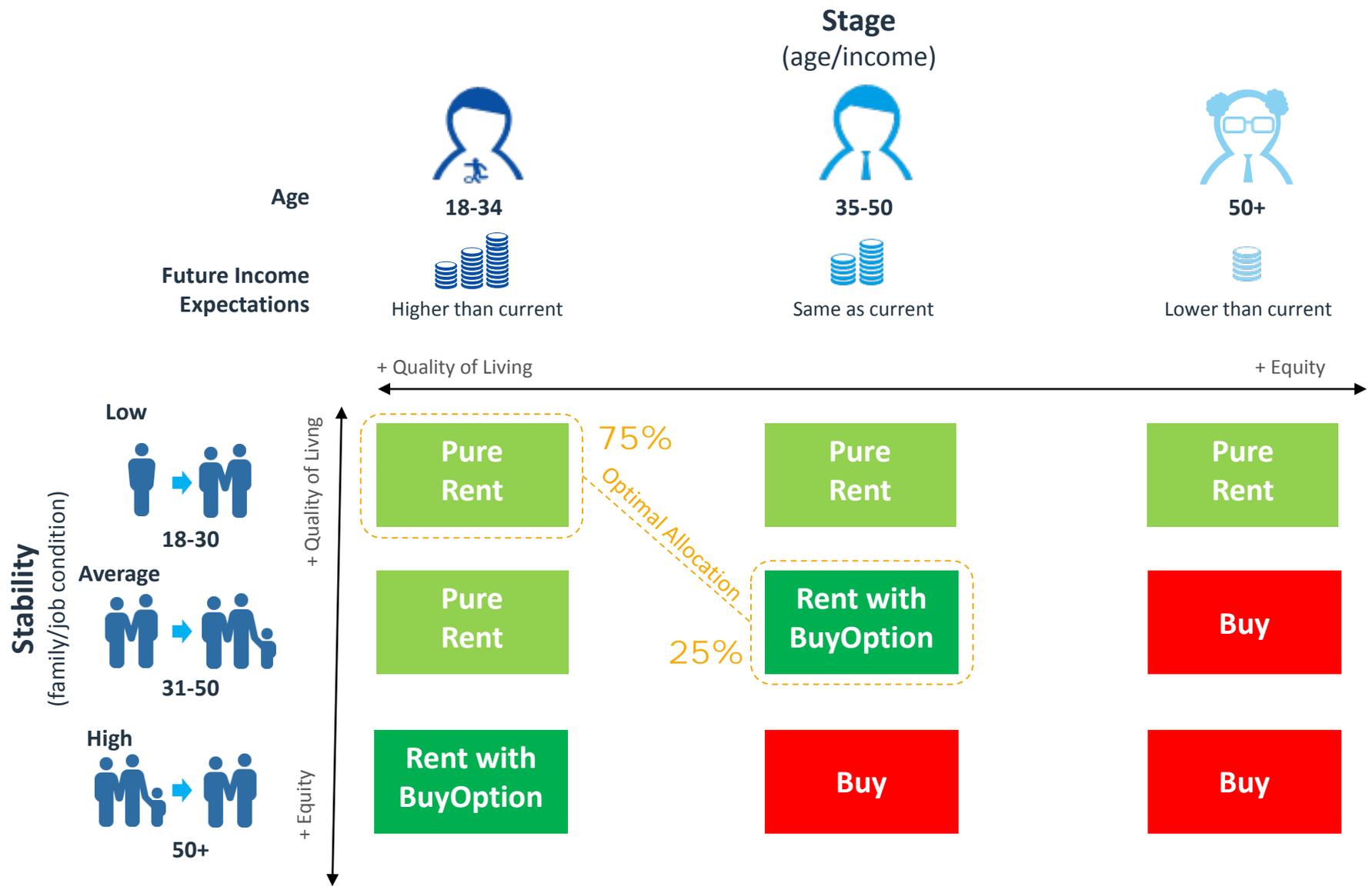
SENSITIVITY ANALYSIS TO HOME APPRECIATION OVER TIME

Difference Outcome over Time: Rent - Buy (constant pesos at end date)

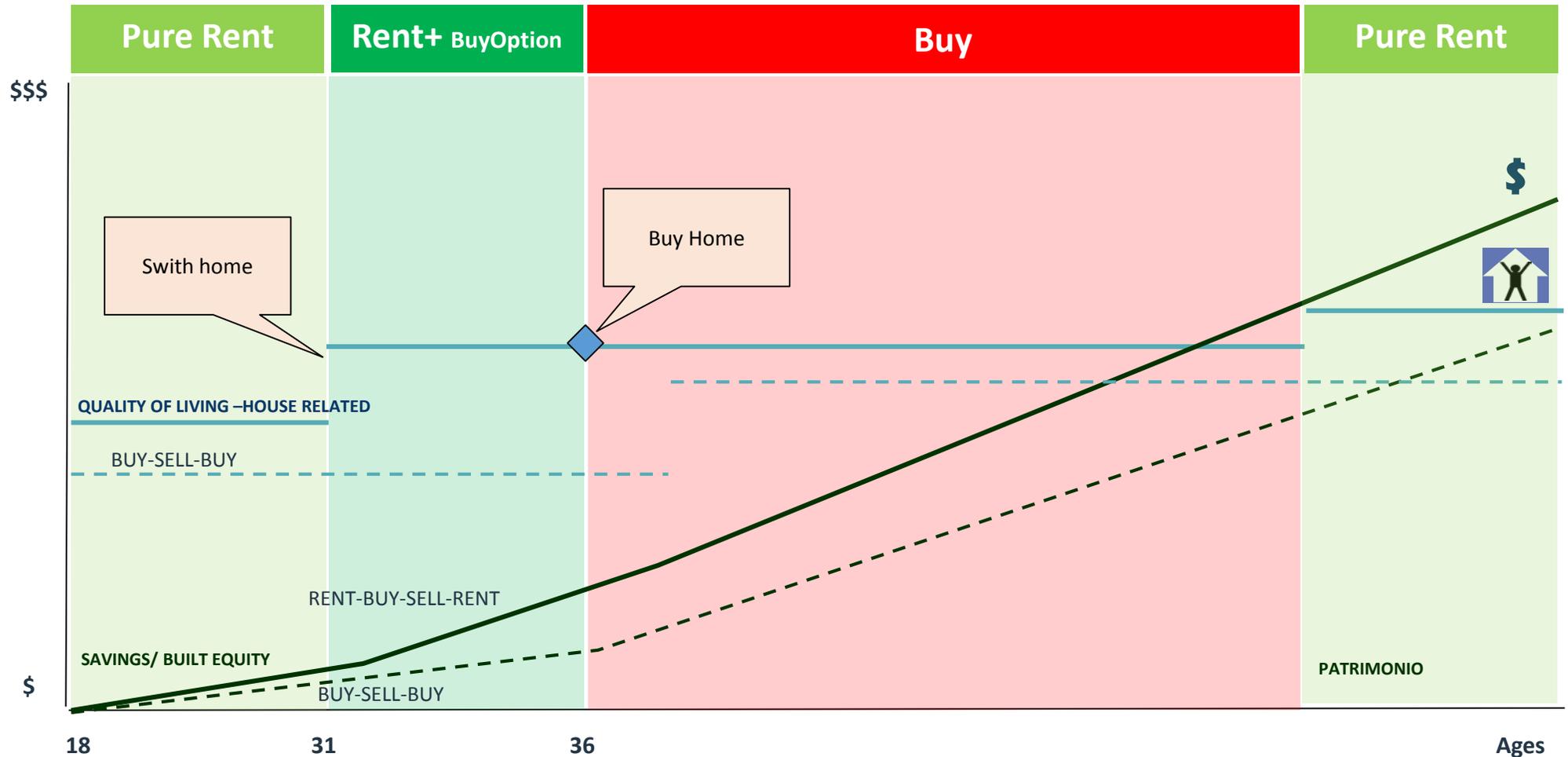


# Rethinking the Home ownership Paradigm

## RENT vs BUY Choice by Customer Type



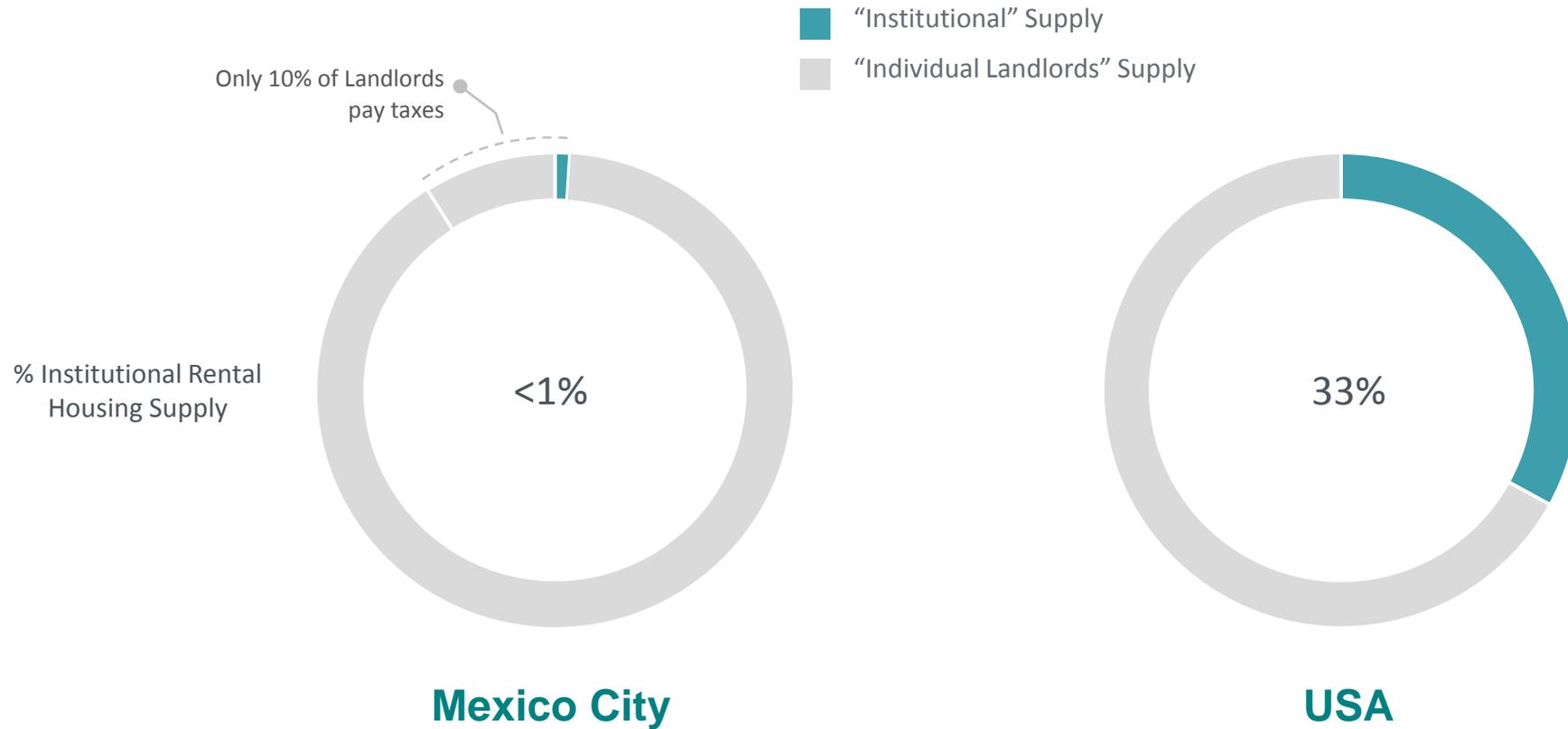
# Optimal Stages : Buy or Rent



Extent to which rent may assist in Housing goals

# Rental Housing supply in Mexico City

## Only 1% rental housing supply in Mexico City is institutional

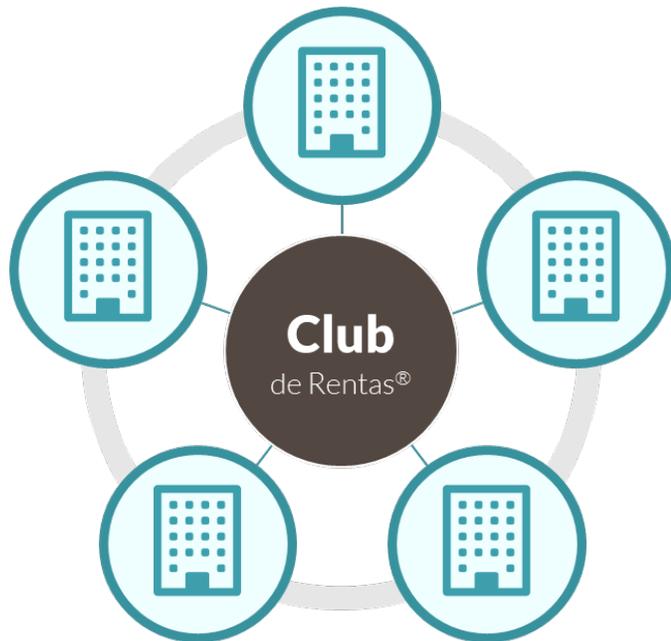


In México, 70% of Rental Housing supply corresponds to Landlords with 10 o less properties

# Introducing Club de Rentas®

a House Rental Pool Trust that provides income constantly to individual Landlords

In Club de Rentas model, individual landlords **delegate their Lease:**



To a professional management company that handles rent very similarly to lending ops



That taps into the Tenant's payroll to collect rent\*



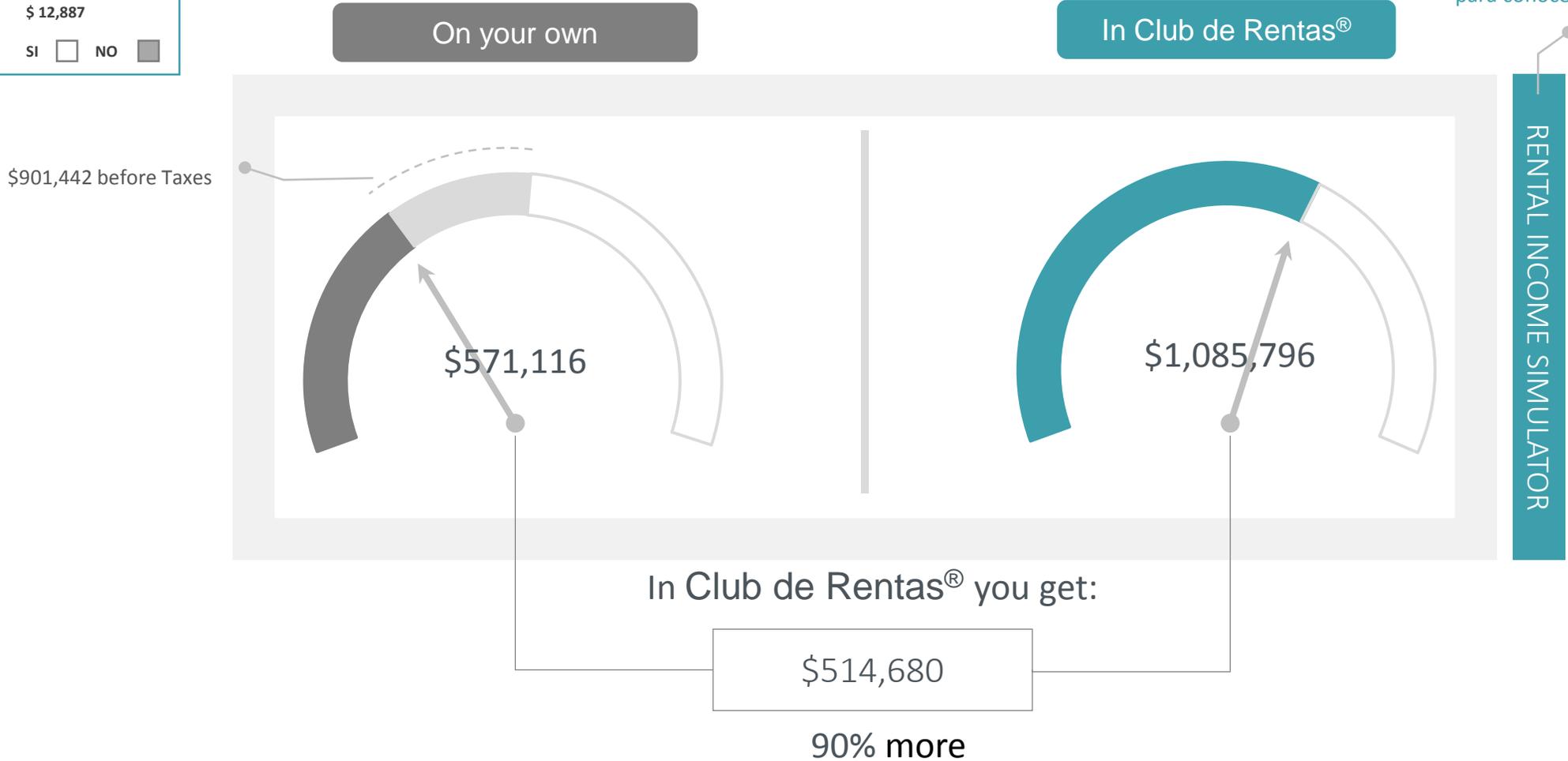
That gathers rent collection from multiple properties into a Trust to share revenues and expenses, mitigate risks, and always provide rental income to their Landlords

## Apartment

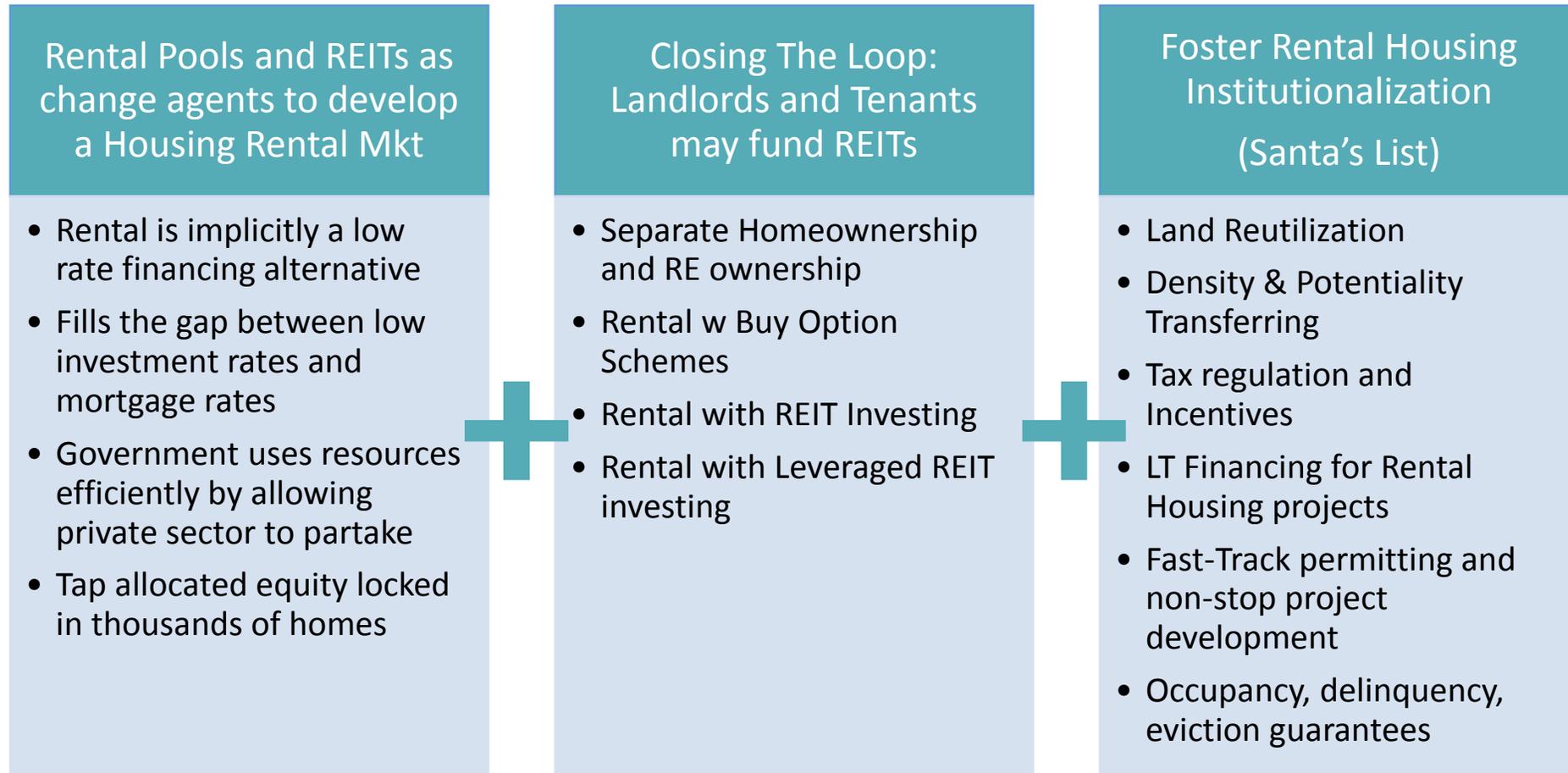
Colonia:	Extremadura
m2:	59
Edad:	0
Valor:	\$ 2,009,000
Renta:	\$ 12,887
Hipoteca:	SI <input type="checkbox"/> NO <input checked="" type="checkbox"/>

# ¿How much rental income can you earn in 10 years?

Ingresa los datos de tu Propiedad en:  
[www.clubderentas.com.mx](http://www.clubderentas.com.mx)  
para conocer cuánto podrías recibir



# Finally, a few ideas to discuss about...





Thank you



Club de Rentas<sup>®</sup>

The first home rental pool trust in latinamerica

Investor Relations

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