

THE HONEST MAP

How real estate inventory really works in the Riviera Maya

A plain-language guide from BALA – Build a Life Abroad



DEVELOPER SHOWROOMS

Pre-construction projects, sales galleries, payment plans.

What you're not told:

The showroom only shows its own inventory. Every incentive is designed to move its units—not compare them against the market.

AGENT NETWORKS

Private networks where agents share inventory and developer promotions.

What you're not told:

Two agents sitting in the same café can have completely different visibility. What an agent can show you depends on which networks they belong to.

WHATSAPP

Active group messaging where a large share of inventory moves first.

What you're not told:

The "exclusive" your agent just sent may have already been shared across dozens of agents. By the time it appears online, the local network has known about it for weeks.

BROKER PLATFORMS

B2B platforms agents use internally to manage and syndicate listings.

What you're not told:

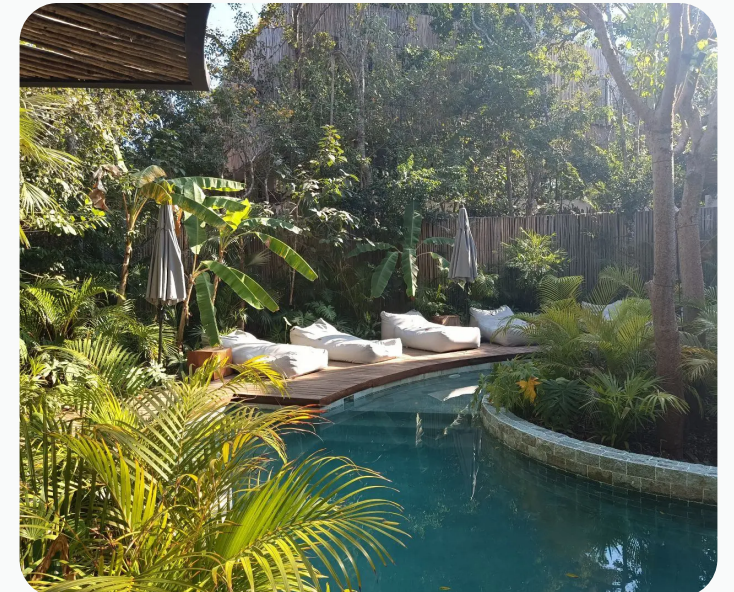
These look like an MLS. They aren't. Participation varies, coverage is incomplete, and no platform captures the full market.

CONSUMER PORTALS

The websites buyers usually search first. Examples: Inmuebles24, BuyPlaya, Top Mexico Real Estate.

What you're not told:

Every portal shows a real slice of the market. None shows the whole thing. You may be searching the smallest room.



"The listing you found online is one window into one room. The board is larger than that."

buildalifeabroad.com

START WITH YOUR RELOCATION
READINESS ASSESSMENT →