

GRUPO PLAN

Mérida, Yucatán, Mexico

Grupo Plan retained RCLCO to help them understand the market for attracting North American retirees to a planned active adult community in Mérida, Yucatán, Mexico

For markets such as Mérida where there a limited amount of secondary data available to analyze, typical market analysis falls short. We therefore utilized extensive primary and consumer research in order to help Grupo Plan understand the potential demand for their community, as well as what factors will influence its long-term success.

In order to help Grupo Plan meet its goals, RCLCO:

- Grupo Utilized a combination of primary, secondary and consumer research to build a profile of the typical active adult resident including age ranges, income ranges, purchase motivations, concerns and other key attributes.
 - Based on the definition of the resident profile, conducted demographic research on the size of current active adult market in the United States and its expected growth rate over the next 10 years.
 - Conducted case studies of select active adult communities within the United States and abroad to understand each respective project's buyer profile and various project tendencies including prices, product mix, important amenities, crucial design considerations, etc.
 - In addition, we conducted both direct surveys and focus group interviews with qualified persons whose profile simulated that of the target market for the project, including those who have already retired to Mexico and those who are long-term vacationers (3-months plus).
- Created statistical models to determine estimate the annual demand for active adult housing at the subject site, and provided detailed recommendations to Grupo Plan regarding product types, mix, and overall positioning within the greater Mérida marketplace.

Throughout the project we leveraged our extensive in-house knowledge of growth trends in the active adult market, bringing to bear both statistical and judgmental methodologies in order to provide Grupo Plan with actionable recommendations that they could use to help them in designing a community that could appeal to their target audience.

