

A few good reasons to buy a property in Brazil.....



10 good reasons to buy a property in Brazil.....

1. *Growing economy*; Brazil is one of the four largest developing economies in the world (the three others being China, India and Russia) and according to Goldman Sachs, by 2050 Brazil will be the world's 5th biggest economy.
2. *Foreign investment is encouraged* in Brazil, there are no restrictions for foreigners buying property and ownership is 100% freehold.
3. *Lower interest rates and inflation under control* (5,6% inflation in 2005); several economists believe that within a few years, Brazil should have become an investment magnet country. It is believed that the steadily fiscal reforms and economic stability should allow Brazilian interest rates to drop significantly. Today Brazil's mortgage lending is almost non-existent, but with the decrease of interest rates, a mortgage lending boom is expected and consequently, an increase in value of its Real Estate.
4. *A realistic guarantee of long term future market stability and existing demand* (for sales and rentals) which provides security for foreign investors; Brazil has a big population of approx. 180 million that includes more than 1 million multi-millionaires who are naturally attracted by European styled holiday homes situated far away from Brazil's vast mega-cities. Along with future domestic economic growth and increasing spending powers of the big Brazilian population, this trend is set to increase.
5. *The exchange rate is exceptionally favorable* at the moment making it very cheap for Europeans (Sterling or Euros) to buy property. In the past, the Brazilian currency was artificially linked 1:1 to the US\$ (now it's 2,5:1, one dollar buys 2,5 reais, the currency in Brazil), and most prices still reflect these old price levels.
6. *Under priced real estate market*, due to continuous years of recession and lack of purchase power during the 80's and 90's, the price level for real estate is extremely attractive (there are many similarities to how Spain was 20 years ago)
7. *Active tourism promotion policy*; tourism promotion is a top priority in the Ministry of Tourism's agenda and the National Tourism Plan is clearly working.
8. *48% increase in foreign tourism* between 2002 and 2005 as a direct result of the National Tourism Plan (developed in 2003).
9. *Brazil is a peaceful country* and is not affected by political wars or terrorism.
10. *Extremely friendly people*; Studies carried out by Ministry of Tourism indicate that 75% of the tourists who seek Brazil as their vacation destination do so first of all because of the natural beauty. But once they arrive here, they find such hospitality that they soon become enchanted with the mixture of colors, races and cultures of the people as well. In a recent survey, *96% of the tourists visiting Brazil definitely intend to come back again, main reason being the Brazilian people!* That if anything, gives confidence in the growing tourism industry in this exciting country.

10 good reasons to buy a property in Natal.....

1. Natal benefits from the *best climate in the entire country*; Located only 5 degrees from the Equator, the seasonal variations are minimal with an annual average temperature of 27°C and the weather is sunny and stable all year around. As a result, Natal has established itself as the leading beach tourism destination in Brazil and its coastline is famous for its stunning tropical never ending beaches lined with coconut trees, lagoons and sand dunes.
2. Natal is the closest point to Europe from Latin America and flight time is only approx. 6 ½ - 9 hours from most European cities. As a result, Natal has a wide market appeal and is already attracting tourists from Spain, Portugal, Italy, France, England, Holland, Sweden, Norway, Denmark, Finland, Germany, USA, Japan, Switzerland, Argentina & recently Eastern European countries and last but not least, the large domestic tourism market of 180 million consumers.
3. 134% increase in foreign tourism in Natal between 2002 and 2005 (for the same time period the increase of foreign tourism in Brazil was 48%); This is a direct result of points 1&2(see above) and clearly shows that Natal is the area leading the Brazilian tourism boom.
4. Natal is the No 1 area in receiving international investments and will hugely benefit from the massive future investments on the coastline. In the coming five years more than ten golf courses will be developed on the Natal coastline and more than \$1,8 billion will be invested in new hotels and resorts (the equivalent to 8% of all foreign investments that the entire Brazilian economy received last year).
5. New airport coming in June 2010; Due to the booming tourism and enormous potential for further growth, the local government has decided to build a new airport in Natal which will be the biggest airport in South America (8th biggest in the world). The airport will be specifically designed to be able to cater for the new Airbus A-380, which will further confirm Natal's position as the number 1 tourist destination in Brazil.
6. Thompson Holidays started direct charter flights to Brazil in early 2006, and to no surprise the chosen destination was Natal.
7. Brazilians love their country; When Brazilians plan their holidays they don't have to look any further than their own border and they usually head to the northeast (because of the climate); Natal being the No 1 beach tourism area and a symbol of the northeastern Brazil, will benefit enormously along with future domestic economic growth and increasing spending powers of the big Brazilian population (180 million). Last year, 1,7 million Brazilians visited Natal (for the same period, 345,000 foreigners visited Natal).
8. In the coming years direct flights will start from the USA; Recently the Americans have started to take an interest in the area and when the direct flights (only 6 hours from Florida) start from the USA, Natal will benefit from three major tourist markets: Europe, USA and the fast growing Brazilian market.
9. Compared to many tropical destinations, Brazil benefit from a complete lack of natural phenomena such as hurricanes, tropical storms, tsunamis nor is it affected by earthquakes. One thing Natal does not lack however, is pure air. According to research done by NASA, Natal has the purest air on the continent and second purest in the world, loosing only to Antarctica!!
10. Low cost of living; only about 20% of the cost of living in the UK. Compared to other more traditional destinations (Spain, France, Caribbean etc.), in Natal you can afford a far more relaxed and luxurious lifestyle at a fraction of the price.

10 good reasons to buy a property in Porto Dos Corais - Maracajaú.....

1. *Maracajaú, the privileged location of Porto Dos Corais, is just 54 km north from Natal city centre and is considered a diver's paradise; A few kilometers offshore, lies the biggest coral reef formation in Brazil. Occupying 13km², the reef offers great diving and to no surprise Maracajaú is also known as the "Caribbean of Brazil".*
2. *Maracajaú is nowadays one of the most promising beaches in the Natal area in terms of investment potential; In the coming 5 years, 9 hotels, two golf courses (one right behind Porto Dos Corais) as well as several residential and commercial projects will be developed around the village; a realistic future guarantee that development (shops, restaurants etc) will materialize in Maracajaú which will make the area even more attractive. In the coming 5 years, more than 10 golf courses will be within 10-25 minutes reach.*
3. *Perfectly positioned for the future; The new airport with scheduled completion in summer 2010, will be just north of Natal and as a result, Porto Dos Corais will be reached in 25 minutes. Further, Porto Dos Corais is only 150 m from the beach and only 10 minutes walking on the beach to the centre of Maracajaú, a charming fishing village with 2500 residents, restaurants, shops and Aquatic Park.*
4. *First development in Brazil that offers Brazilian Bank Guarantees; The bank guarantee eliminates any financial risk to the investor.*
5. *Extensive facilities on site; Restaurant, Bar, 6 swimming pools, Spa & Gym, Soccer field, Tennis court, Volleyball & basketball courts and Property Management and Reception services On-Site (reception service, key service, cleaning service and airport pickup service).*
6. *Will be built to European standards and build quality will be of high standard.*
7. *Units delivered fully furnished and equipped, ready to move in on completion; including built in spotlights, air conditioning, dishwasher, fridge-freezer, oven, washing machine, furniture in all the rooms, bed cloths, curtains, towels, cutlery and kitchenware.*
8. *Excellent potential for capital growth; extremely attractive selling price ranging from 850€/m²-1000€/m² (fully furnished and including bank guarantee); most future projects will start from 1200-1300€/m² (non-furnished and without bank guarantees). Further, Maracajaú will remain a low density area; The environmental norms are very strict and as such, the authorities are very strict when it comes to granting building permissions. This will have a positive impact on property in the area on the long term.*
9. *Maracajaú is surrounded by miles of never ending white sand beaches with crystalline water, sea-front coconut groves and sand dunes. Due to the extensive reef formation a few kilometers offshore, the water is very calm with almost no waves, and as such the beaches of Maracajaú are child friendly and are perfect for enjoying by everyone.*
10. *In 30 minutes you can arrive in neighboring Natal with 800.000 inhabitants and all the modern facilities and nightlife you can wish for. The prices are so low that you can go by taxi and spend the night in a hotel for a small sum of money.*

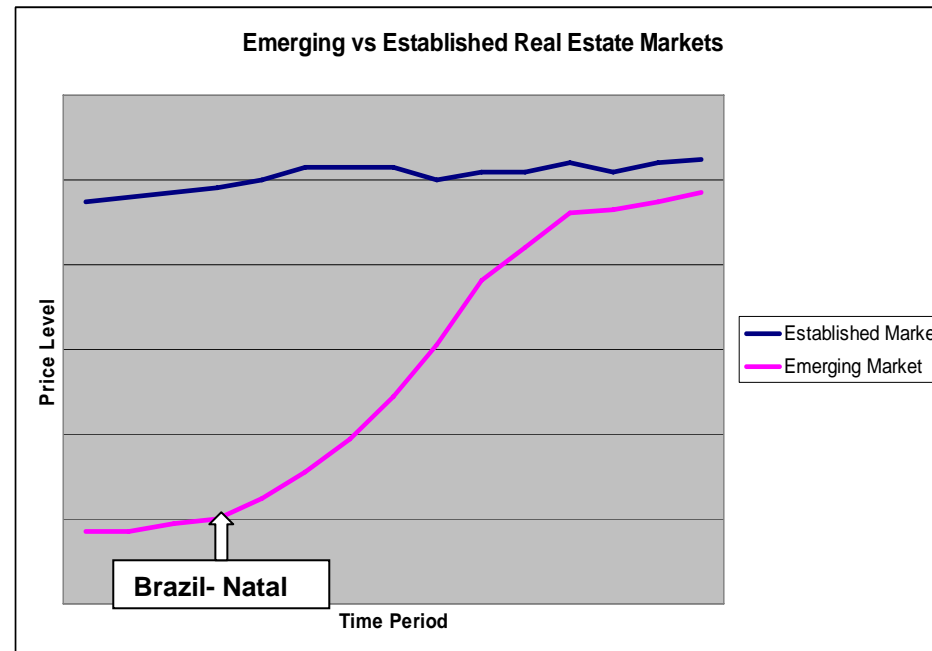
A few more reasons that can't be described in words.....



(All pictures from the Natal coastline)

The property market in Natal-Brazil

Established real estate markets tend to show a slow yet stable growth trend, however capital growth is limited due to a higher initial valuation. Because of this, many professional international property investors are expanding their geographical horizons and expressing increased interest for more exotic emerging real estate products that offer potential for higher capital growth. Emerging markets offer a potentially high capital growth but comes with an associated higher risk.

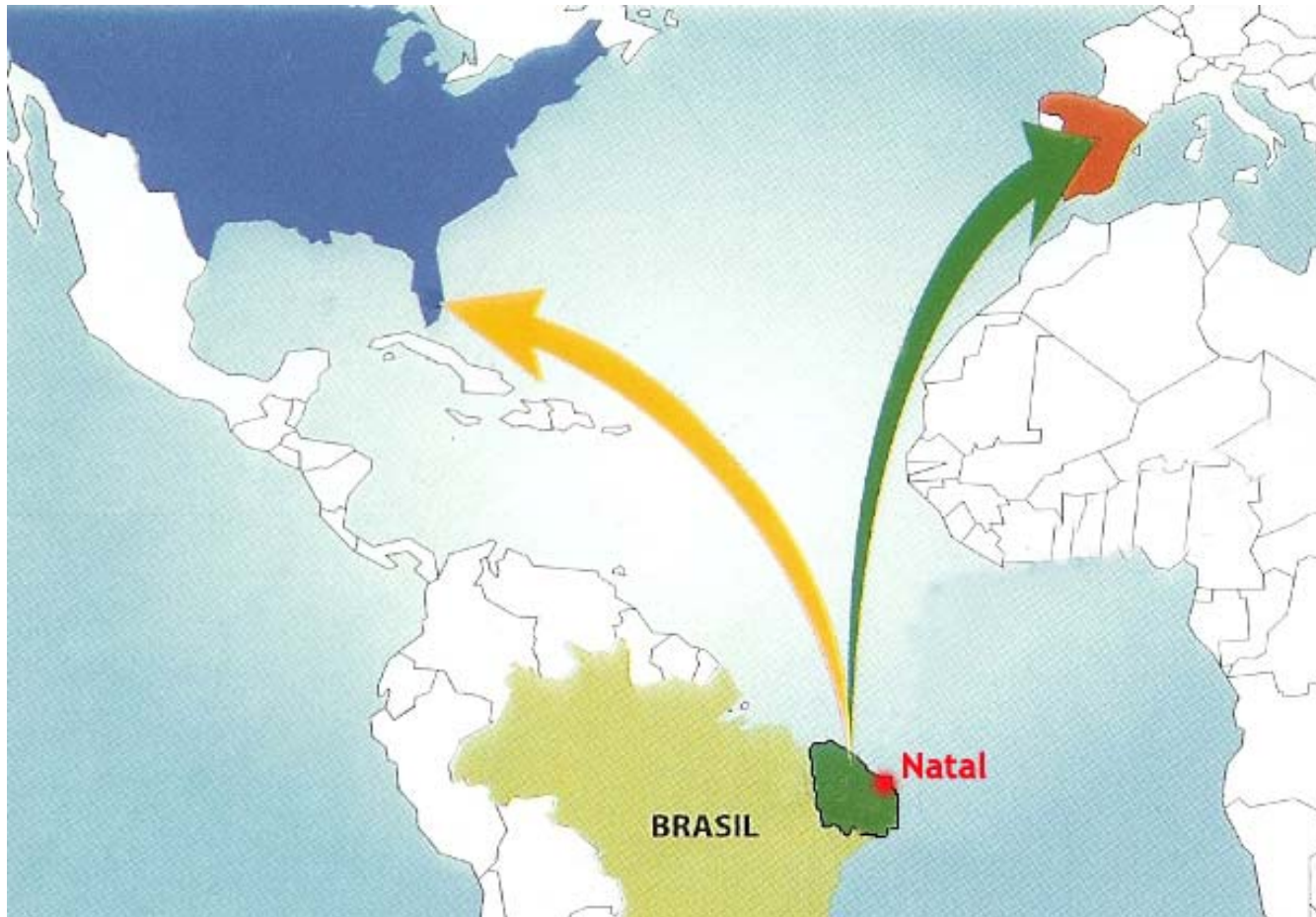


As with all emerging markets, the earlier you invest, the greater your profit potential. Defining moments and timing are always the catalyst for any real estate opportunity and when investing in an emerging market, timing is of even greater importance. If one picks the right time to invest in an emerging market, there can be significant capital growth. Pick the wrong time, however, and you may be taking on all the risk in return for little or no reward.

As an example of "wrong timing" would be to buy in an area that is not receiving investments nor is tourism increasing. Prices might be very low, but on the other hand the risk is very big and potential gains might never materialize or it might take a very long time. A good example would be parts of Africa. Another example of "wrong timing" would be to invest in an area where prices are flattening out and the market will slowly turn into a more established market.

An example of "good timing" would be to buy in an area where tourism has been growing for some time but the property market is still in its very early stages. For professional property investors who wants to maximize capital growth while minimizing risk, this is the best time to invest since *property prices are extremely low in comparison to what they are expected to be and at the same time there are strong signs that the area will become even more popular.* **The property market in Natal-Brazil is now in that stage and offers investors an unique chance to get early in and benefit from several years of capital growth.**

Location of Natal-Brazil



In conclusion, all indicators show a huge potential for the property sector in this truly remarkable part of Brazil. Whether you are looking for a holiday home or an investment, we will be pleased to guide you all the way.