

# 房地产经纪



**MERGERSCORP**

这是一个绝无仅有的投资机会，我们将收购一个领先的技术型主经纪平台，该平台专门从事墨西哥里维埃拉玛雅地区高需求的房地产业务。BI Analytics & Consulting 公司受聘担任此次销售过程的独家顾问，直接提供强大的行业专业知识和专业的交易管理。

#### 执行摘要

一个拥有超过 15 年运营经验的主要经纪平台，拥有超过 90% 的独家代理权，涵盖里维埃拉玛雅 20 多个活跃的开发项目。

该公司利用先进的人工智能驱动客户关系管理系统和超过 20,000 名合作经纪人的全球网络，提供高效、数字优先的销售流程，其交易速度是传统代理公司无法比拟的。

该平台支持远程结算、加密货币支付和数字工作流程集成，可为众多国内外买家提供无缝服务

#### 投资亮点

- 库存控制：对 90% 以上的新建房源拥有独家代理权，从而拥有市场定价权并加快吸收率。
- 可扩展的销售引擎：由多语言人工智能销售助理和数字营销引擎（60 万美元年度预算，20 多万粉丝）支持的高效经纪人网络（20,000 多名合作经纪人）。
- 快速转换：典型的销售周期为 10-20 天，由虚拟参观、DocuSign 合同、Zoom onboarding 和支持加密的成交提供支持。
- 财务状况良好：2024 年收入为 1300 万美元，息税折旧摊销前利润率为 28-32%，年销售量为 500-550 台（平均售价 25 万美元）。
- 增长前景：预计收入年均复合增长率为 22-30%（2025E-2028E），增长动力来自管道扩展、新地区推广（巴哈、巴亚尔塔港）和 SaaS CRM 货币化。
- 强大的技术和品牌：专有客户关系管理（CRM）和人工智能（AI）助手带来高转化率、高效的潜在客户捕获和可扩展的数字营销。社会参与度始终高于市场基准。
- 市场领导地位：该平台以技术、独占性和市场信任为基础，建立了可防御的护城河，占据了有利地位。

#### TARGET PRICE

\$ 40,000,000

#### GROSS REVENUE

\$ 13,000,000

#### EBITDA

\$ 4,000,000

#### BUSINESS TYPE

金融服务

#### COUNTRY

墨西哥

#### BUSINESS ID

L#20251013

- ESG 承诺:

运营优先考虑数字优先交易、包容性、透明度和负责任的开发商关系。

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*The projected financial information contained in the Memorandum is based on judgmental estimates and assumptions made by the management of the target Company, about circumstances and events that have not yet taken place. Accordingly, there can be no assurance that the projected results will be attained. In particular, but without prejudice to the generality of the foregoing, no representation or warranty whatsoever is given in relation to the reasonableness or achievability of the projections contained in the Memorandum or in relation to the bases and assumptions underlying such projections and you must satisfy yourself in relation to the reasonableness, achievability and accuracy thereof.*

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