



# Finance North America: Benefiting North American Citizens and the Mexico Economy

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**T**he Mexican real estate market is booming. More and more Americans and Canadians are looking to mortgage a home in Mexico, whether to relax in a second home, reside in a luxurious resort setting, or retire and live out their lives in the home of their dreams.

More North Americans in general are looking to finance Mexico property, and a large number of people in this group include "baby boomers" that are financing second homes, whether for investment purposes or retirement. Many "boomers" are coming to the realization that putting more money into mutual funds and 401ks does not appeal to them as much as owning something "tangible." Boomers especially would like something material to show for their years of hard work, and financing second and retirement homes is increasingly becoming a popular option. Furthermore, when boomers start retiring, a tremendous amount of money will be spent, and they'll want to put their money into affordable real estate located in the most comfortable climates in the world, such as Puerto Penasco.

In addition, many North Americans want to realize their dream but are being held back by understandable skepticism and disbelief about owning a home in Mexico. The common belief is "you can't really own a home in Mexico, it's just a lease." With the help of Finance North America, reliable Mexico financing is now available. FNA specializes in cross-border financing, and is the number one choice for obtaining a home loan in Mexico, adding credibility to actual ownership.

FNA has a proven track record managing a variety of successful lending transactions on Mexico property. As the leader of this new financial product, FNA has the credibility and experience required when buying a home that includes financing in Mexico. FNA has, in fact, been recently awarded the WMC GE award

for pioneering this product. FNA took on the relationship building with all the different parties involved in the transaction, which was crucial to streamlining the otherwise difficult process. As a result, traditional USA mortgage options for real estate in Mexico are available. This innovation greatly benefits the many American and Canadian citizens with hopes of financing a beautiful dream home in an exotic location, whether to reside, relax or retire.

FNA's founders, Russ and Christian, pioneered the product, closed the first transactions in Mexico, and took the major "lumps" of the project and turned the concept into reality. FNA's founders have over 25 years' experience, and expertise, in the American home mortgage industry, as well as extensive business experience in Mexico.

In light of the new demand, and the new ability to satisfy it, a significant and positive impact on the Mexican resort area real estate market is certain to occur.

The many individuals, including the "boomers," will benefit the local economy as well as enrich their own lives. First of all, this new type of mortgaging frees up more cash for these people. Previously, the only options were to use exorbitant loans or pay cash, which leaves very little cash for most consumers to come and boost the local economy by spending money on local retail items, restaurants, etc. Now, with these new loan options, liquid assets that would not have been there can be freed up. In addition, of course, more North Americans will also have a chance at financing a dream home they did not have before. With this new available financing option, on average, consumers are given 61% more buying power, compared to typical developer financing - more than half as before. So more North Americans have an opportunity to own a dream home and an opportunity to own a bigger and more extravagant dream home, an obvious benefit to North Americans.

Now that the product is available to develop their dream home in a dream location, they will put more money into the local economy in two ways - by buying or investing in homes in Mexico, and by boosting the local economy. Consumers, of course, will spend more cash if there is more cash to be spent. Also, it goes without saying that increased demand in these areas for homes increases property value. One can see how this benefits both sides greatly.

It just gets better. In addition, there is now an alternative to the somewhat restrictive 20-year loan. FNA has also recently introduced an even more wallet friendly loan option - the 30 year loan.

"If a client wants to buy a \$650,000 home in Puerto Penasco, and puts 30% down, then the payments with a 30-year financing package at 7.99% interest would be \$3,335 per month as opposed to \$3,803 per month with 20-year financing," says Russ Schreier, founder and CEO of Finance North America.

Finance North America has and will be featured in a number of publications, including an in-flight piece on "Real Estate Investment Opportunities in Mexico" for a three-part series on In-flight Entertainment Network. The show is hosted by James Brown (JB) from Fox NFL pre-game and post-game shows. The segment will air on CNN Airport Network, currently airing in 41 major airports, and on Frontier Airlines for one month.

