

An aerial photograph of a coastal city, likely Cancun, Mexico. The image shows a long, narrow strip of land with a wide, sandy beach and clear, turquoise water. The city is built along the coast, with numerous high-rise buildings, hotels, and residential complexes. The sky is blue with some light clouds. The text "Godfrey Partners" is overlaid in white serif font on the left side of the image.

Godfrey Partners

MEXICO'S LEADERS IN STRATEGIC LAND INVESTMENT

Godfrey Partners



Our mission is to consistently apply our expertise in identifying land development opportunities that will ultimately provide our clients with strong returns on their investments.

LEADERS IN MEXICAN LAND WEALTH

Godfrey Partners is Mexico's leader in Strategic Land Investment, with a management group that has been active in Mexican real estate development for over 30 years.

With a goal to create land wealth for our clients, we apply over three decades of success in real estate development in Mexico to our research and identification of investment opportunities in the land development process. Empowered by superior market knowledge and a proven business model, we identify quality real estate opportunities in the path of resort development in Mexico's fastest growing tourist destinations. We acquire strategically located undeveloped land near expanding resort developments and make this land available to our clients. We believe, and history has proven, that land has its largest value increase between its undeveloped state and the stage at which it's ready for development.

Godfrey Partners' success in providing real estate-based opportunities to investors around the world is based on a simple formula: buy land in the path of resort development that will ultimately appreciate in value due to market driven forces, and provide this land to qualified investors interested in long-term capital gain.

Godfrey Partners makes land banking available to institutional clients and qualified investors who are able to take the long term view with the confident expectation of significant capital growth. With an objective to provide our investors with strong returns on their investments, we focus our land acquisitions on five tourist resort areas in Mexico, which has consistently been one of the best performing real estate markets in the world.



THE OPPORTUNITY IN A NUTSHELL:

- Over three decades of success in real estate development in Mexico
- Superior market knowledge and a proven business model
- Quality real estate opportunities in the path of resort development in Mexico's fastest growing tourist destinations
- One of the best performing real estate markets in the world





THE GODFREY STRATEGY

"Real estate cannot be lost or stolen, nor can it be carried away. Purchased with common sense, paid for in full and managed with reasonable care, it is about the safest investment in the world."

- Franklin D. Roosevelt

Godfrey Partners' strategy for providing real estate-based opportunities to investors around the world is straightforward: buy raw land in the path of current resort development that will ultimately appreciate in value due to market driven forces, and make this land available to our clients. Known as land banking, the process involves a business model that follows the four stages of the real estate life cycle: Acquisition, Syndication, Planning and Exit.

LAND RESEARCH AND ACQUISITION TEAM

Godfrey Partners' land research and development team uses a comprehensive research and evaluation process to pinpoint excellent land banking opportunities. We believe our process raises the benchmark for conducting due diligence in land acquisition.

First we perform an extensive study into the specific resort regions and assess each one based on market fundamentals such as population, infrastructure, proximity to major markets and positioning for future growth. We start our process at the federal level, working closely with information provided by Fonatur, Mexico's tourism development department. We then work our way down to the state level, city level and finally to the target area and a specific piece of land.

SYNDICATION TEAM

Godfrey Partners' syndication team provides medium to long term investment opportunities by offering undeveloped land in Mexico's fastest growing tourist destinations to qualified investors worldwide. Godfrey Partners markets land investments to it's clients in United States, Canada, United Kingdom, Europe, Singapore , Hong Kong , Korea, Malaysia and Japan.



LAND PLANNING TEAM

Godfrey Partners' Land Planning Team prepares acquired land for future development by ensuring that the land is used efficiently for the benefit of the local economy and population and respects the local environment. Each step in this process is devised to protect the land's value with the goal of maximizing return on investment.

STEP 1 - DEVELOPMENT VIABILITY. We determine how development on a particular piece of land may be impacted by local laws and regulations

STEP 2 - BLUEPRINT PREPARATION. At this point we create a development concept, considering whether to structure hotel, residential, commercial communities or a combination of all three. Regional servicing and infrastructure requirements are outlined.

STEP 3 - PLANNING AND ZONING APPROVALS. Adhering to local laws, the land is zoned and designated for future use. This step allows for the division of land into lots or blocks suitable for sale to resort, residential or commercial developers.

EXIT STRATEGY TEAM

Godfrey Partners' Exit Strategy Team reviews all offers received for acquired land. This team ensures that all key shareholders are informed of any offers and that all required documentation and approvals are secured. Once the offer is accepted and the transaction closes, investors are then provided with distribution payments – the culmination of hard work and patience.

THE KEYS TO SUCCESS:

- Identify raw land in the path of current resort development that will ultimately appreciate in value
- business model follows the four stages of the real estate life cycle: Acquisition, Syndication, Planning and Exit
- comprehensive research and evaluation process
- extensive study into specific resort regions
- assessments based on market fundamentals such as population, infrastructure, proximity to major markets and positioning for future growth



TOURIST RESORT AREAS OFFER STRONG CAPITAL APPRECIATION POSSIBILITIES FOR REAL ESTATE INVESTMENTS.

- Emerging mortgage market
- Stable economic and political environment
- Strong increase in demand for properties
- High capital growth potential
- Tropical climate with a stunning surrounding landscape and beaches
- Ideal geographical location between North, South and Central America
- Modern, established infrastructure in place and continuously being improved

WHY MEXICO?

Why Mexican real estate? Simple: Mexican property and real estate prices have been steadily increasing annually for several years. In the popular cities and coastal areas, property prices have risen significantly. The popular tourist resorts make Mexico an obvious and safe choice for real estate investment.

GROWING ECONOMY: While the Mexican political environment is stable with the government actively encouraging foreign direct investment, the Mexican economy is positioned for positive growth. Well equipped to weather the current global economic recession, Mexico's economy has sustainable external debt, low inflation and a flexible exchange rate. Already home to the largest Volkswagen assembly plant outside of Germany and a General Motors plant, an April 2009 Business Week article stated that multinationals are currently investing billions in Mexico, attracted by the certainty that when the global crisis starts to turn around, it will be one of the strongest emerging market economies.

TIME IS OF THE ESSENCE: Investing in Mexican real estate now is one of the smartest investment opportunities to come along in over 60 years. Mexican real estate offers great value for money - a solid addition to an overseas property investment portfolio. A new study found that Cancun was the best performing market in the western hemisphere in 2008. Cancun and the Riviera Maya continue to grow in strength as tourist destinations. With the Mexican government aiming to increase the mortgage market for locals, the mortgage market is predicted to grow significantly. The foreign financial investments and tourism figures will also assist in a steady increase in tourists, retirees and second home buyers.

TOURISM: Mexico is ranked 12th in the world in terms of foreign revenue from tourism. Fonatur, Mexico's national trust for the promotion of tourism, encourages foreign investment in the development of Integrally Planned Resorts, evident in the growth of the prosperous resort industry. Rich in tradition, history, art and religion, with a complete tourist infrastructure, Mexico has everything!



CURRENT OPPORTUNITIES:

With a steadily increasing GDP, strong currency and stable government, the conditions in Mexico are ideal for continued growth in real estate, making it one of the smartest investment opportunities in the world. The healthy tourism industry is backed by Fonatur, Mexico's national



trust for the promotion of tourism. For over 30 years Fonatur has successfully encouraged foreign investment in the development of Integrally Planned Resorts, evident in the prosperous resort industry. Godfrey Partners focuses its land investments in five tourist resorts created by Fonatur:

CANCUN: Mexico's most important tourist destination and the best performing market in the Western hemisphere, Cancun is located in the Yucatan Peninsula region along the turquoise-blue waters of the Caribbean Sea. The area is prime for further development to add to its prestige as Mexico's foremost haven for visitors.

LOS CABOS: One of Mexico's most beautiful and exclusive destinations, Los Cabos lies on the southernmost tip of the Baja California Peninsula. With most real estate companies reporting record sales, the trend looks to continue in the immediate future. Long-term growth prospects are excellent particularly if developers get their way.

IXTAPA: A popular and beautiful beach destination, Ixtapa is located on the Pacific coast, northwest of Acapulco. Ixtapa has been transformed from a fishing village to a preferred tourist city with a residential, timeshare and condominium real estate market that continues to expand.

HUATULCO: Located on the Pacific coast, Huatulco boasts nine bays and 36 beaches with breathtaking blue-green waters. An unparalleled tourist destination, Huatulco is a major port for cruise ship tourism, contributing to the demand for further land development.

LORETO: Located in the northeastern region in the state of Baja California Sur, Loreto is primed for tremendous growth due to Fonatur's master plan to expand the resort. A 2005 Harvard study projected the population exploding from 15,000 to 120,000 by 2025, making Loreto an exciting land development opportunity!

Godfrey Partners

Headquartered in Mexico City, Godfrey Partners has offices in London, Amsterdam, Seoul, Hong Kong, Singapore and Los Angeles, enabling us to better serve our exclusive international investor community.

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