

THE WESLEY



P L A Y A S

A wide-angle photograph of a wooden pier extending into the ocean at sunset. Two people are riding bicycles on the pier, their silhouettes clearly visible against the bright, low sun. The sun is positioned in the center of the horizon, creating a strong lens flare and casting long, warm shadows across the wooden planks of the pier. The ocean is calm with gentle ripples, and a few distant ships are visible on the horizon. The sky is a gradient of warm colors, from orange near the sun to a pale blue at the top. The overall mood is peaceful and romantic.

**UN PROYECTO
PERFECTAMENTE
DISEÑADO
PARA INVERSIONISTAS
Y HABITANTES**

LOS CREADORES



Una desarrolladora nacida en Tijuana,
con una gran pasión por hacer crecer la ciudad
de una forma comprometida con la comunidad.

THE WESLEY

Vivir con originalidad es un arte que sólo dominan aquellos que saben que un día cualquiera tiene siempre la posibilidad de convertirse en un divertido entramado de situaciones poco convencionales.

The Wesley ha sido diseñado para esas personas. Las que buscan vivir de forma auténtica; vibrantes y siempre conectadas, que constantemente ponen a prueba los límites de lo tradicional, innovando en cada paso que dan.



CHAPTER 1

THE MARKET

THE RENTAL OPPORTUNITY

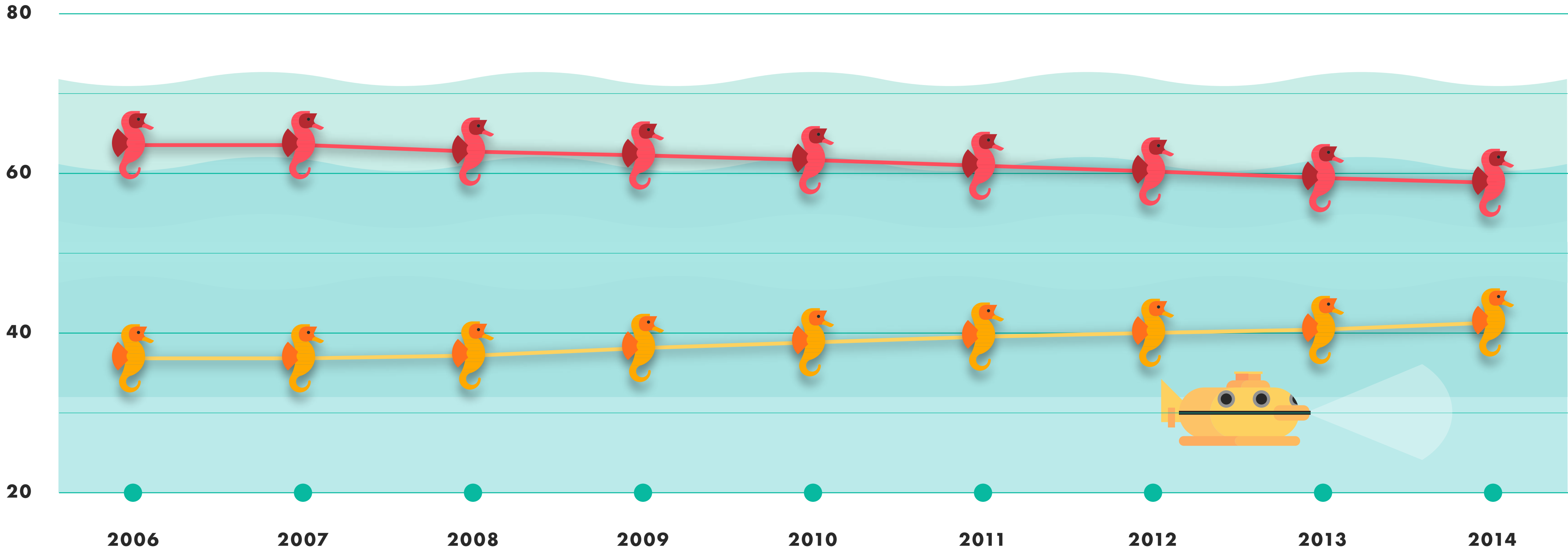
(THE INVESTORS)

THE
WESLEY



THE RENTAL OPPORTUNITY

RENT VS OWN IN THE US*



 OWNERS

 RENTERS

*TRULIA

THE RENTAL OPPORTUNITY

THE WESLEY: INVESTOR FRIENDLY

The Wesley está cuidadosamente diseñado, desde su concepción, como un edificio residencial de renta con especial enfoque en la experiencia del usuario.

Como inversionista, puedes sentir completa confianza, siendo parte de un proyecto con una gestión profesional, que el mantenimiento será siempre eficiente, con especial atención al detalle en servicios para los futuros residentes.

Con una visibilidad prominente, y fáciles accesos, contaremos con una oficina de arrendamiento exclusiva para ustedes, nuestros amigos inversionistas, con brokers profesionales dedicados a ofrecer un excelente servicio.



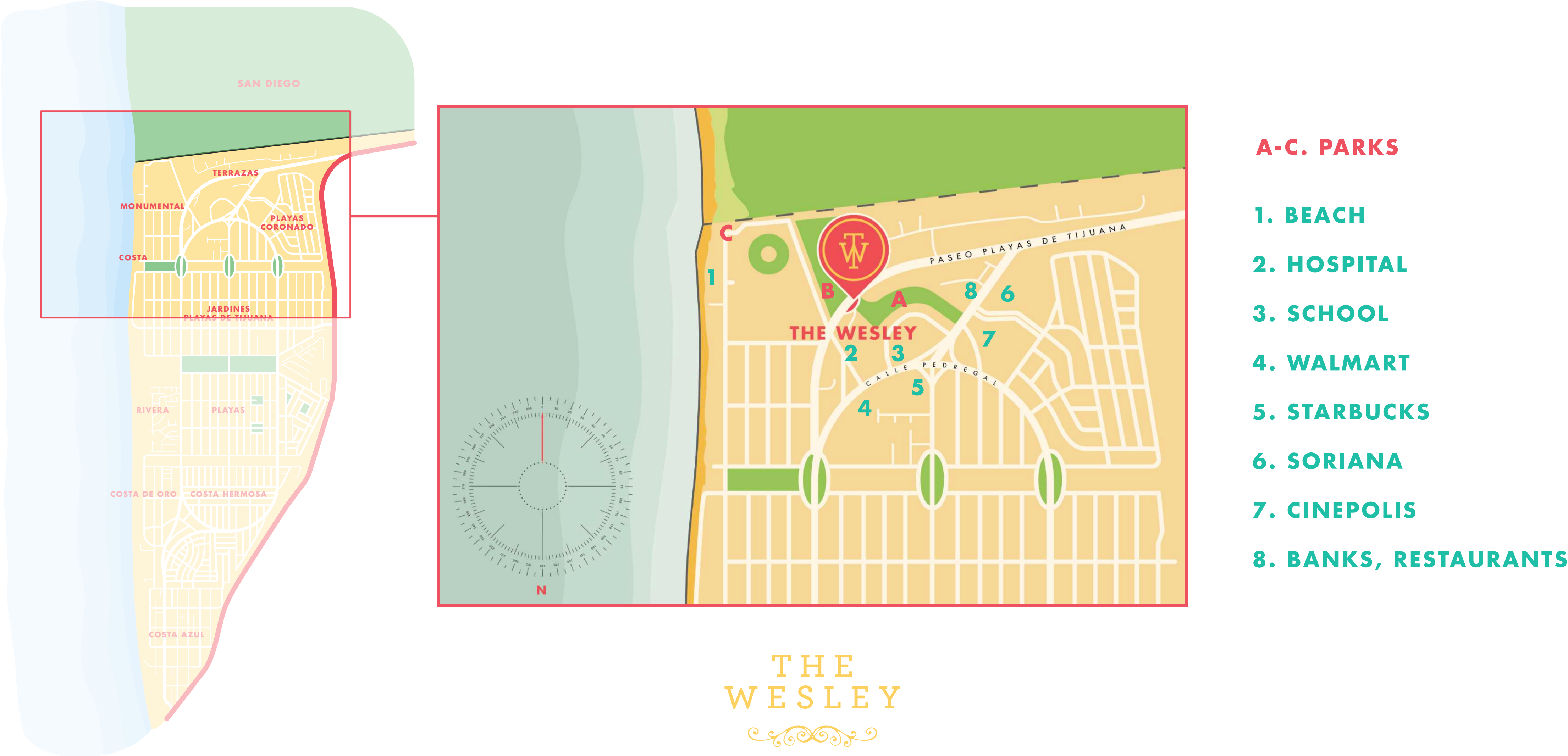
THE RENTAL OPPORTUNITY

LOCATION



THE RENTAL OPPORTUNITY

LOCATION



CHAPTER 1

THE MARKET

THE RENTAL OPPORTUNITY

(THE HABITANTS)

THE
WESLEY



THE WESLEY

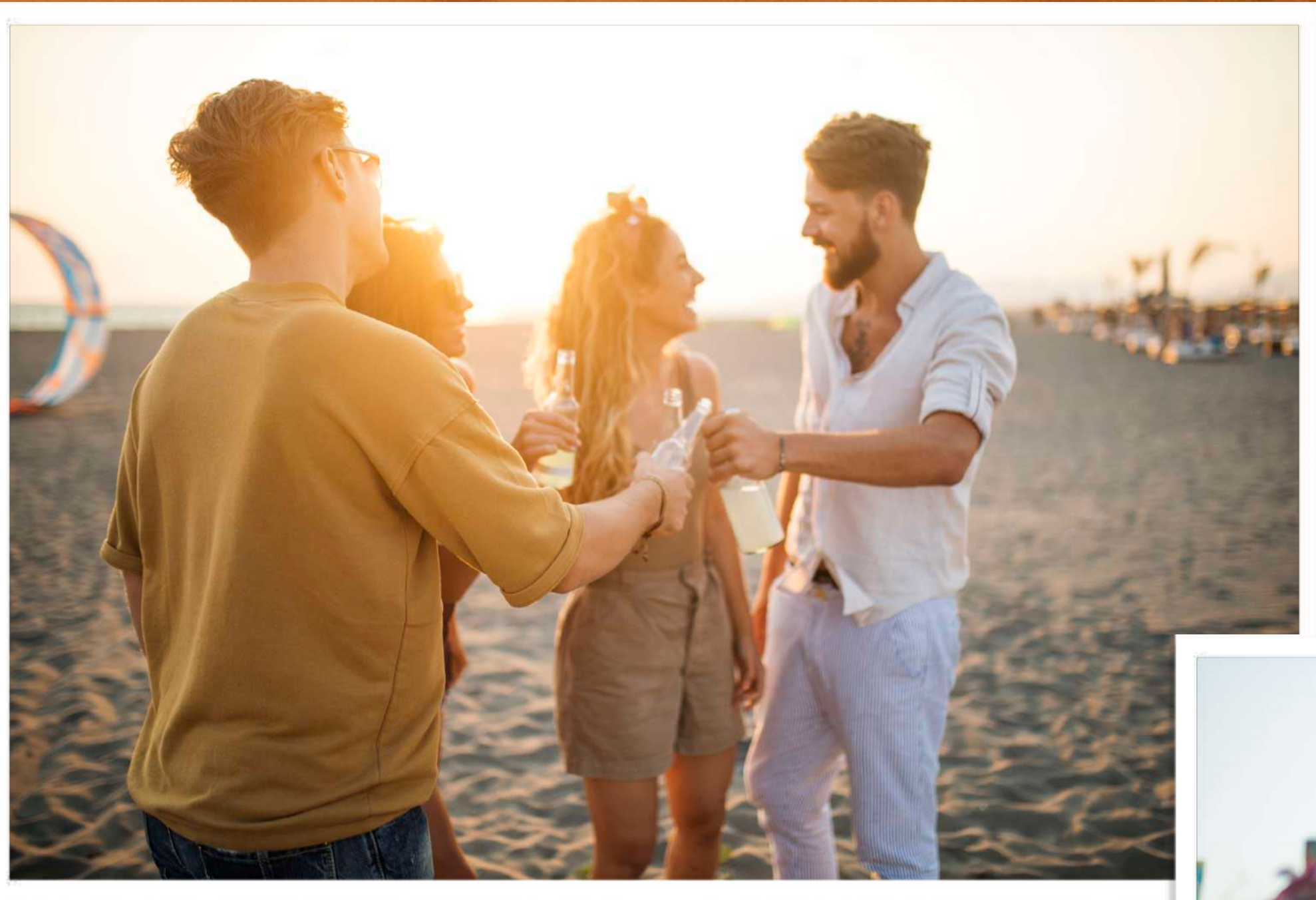
PROJECT CONCEPTUALIZATION

INSPIRADO EN LAS PELÍCULAS DE WES ANDERSON.

TIJUANA ES PURA MAGIA FRONTERIZA.

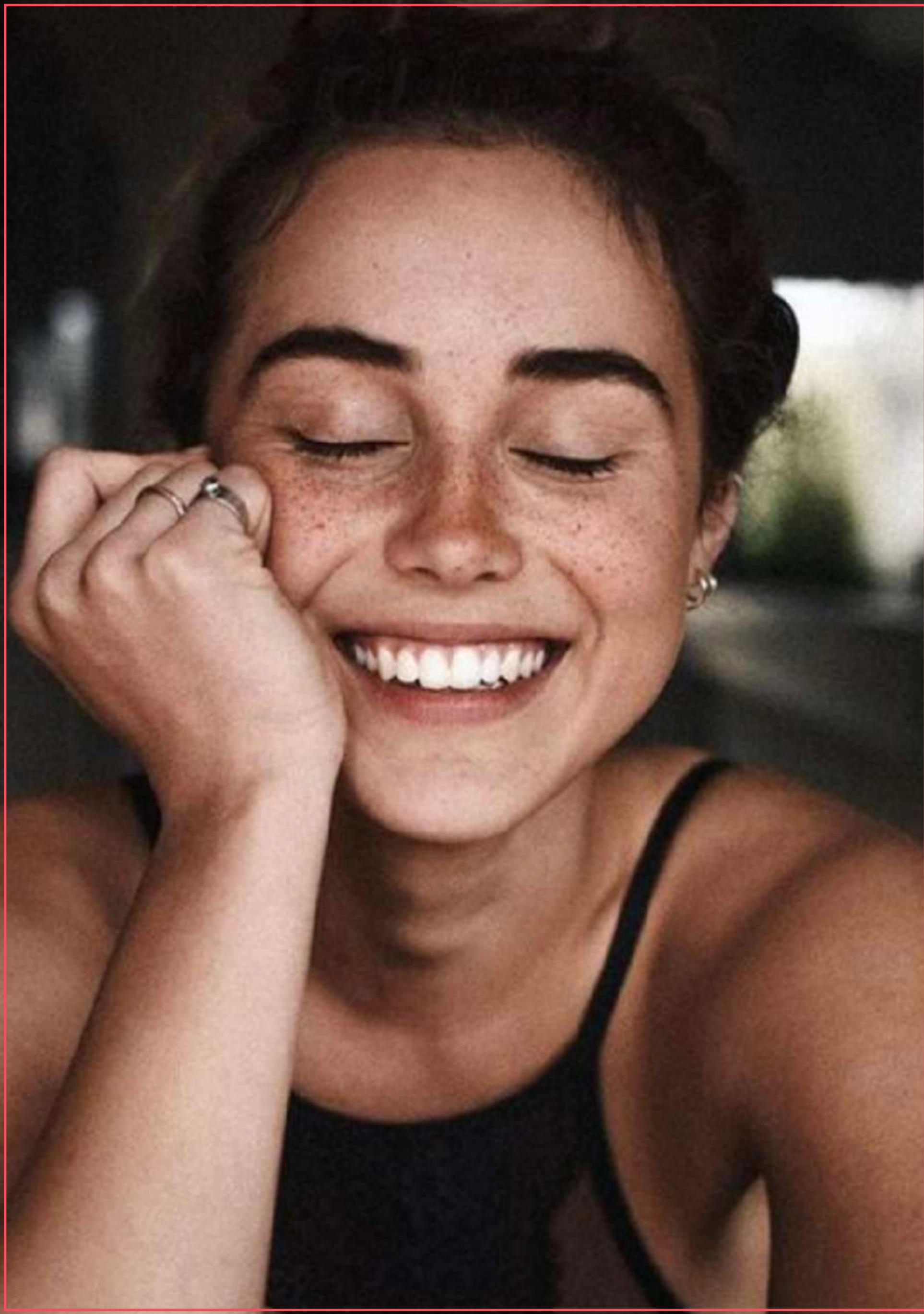
**AQUÍ APARCARÍA SU SUBMARINO S. ZISSOU,
CAVARÍA UNA CUEVA FANTASTIC MR. FOX,
Y SERÍA EL DESTINO PREFERIDO
DE LOS HABITANTES DEL GRAND HOTEL BUDAPEST.**





THE
WESLEY





LOS MEJORES AÑOS DE MI VIDA.

DEPAS PARA
LA GENERACIÓN NETFLIX

THE
WESLEY



CHAPTER 2

THE SPACES

THE
WESLEY



PROJECT'S ARCHITECTURE

THE POOL
THE KIDS ZONE
THE CABANAS
THE OUTDOOR BAR
THE FIRE PITS

OUTDOOR AMENITIES

BUSINESS CENTER &

COMMERCIAL ESTABLISHMENTS

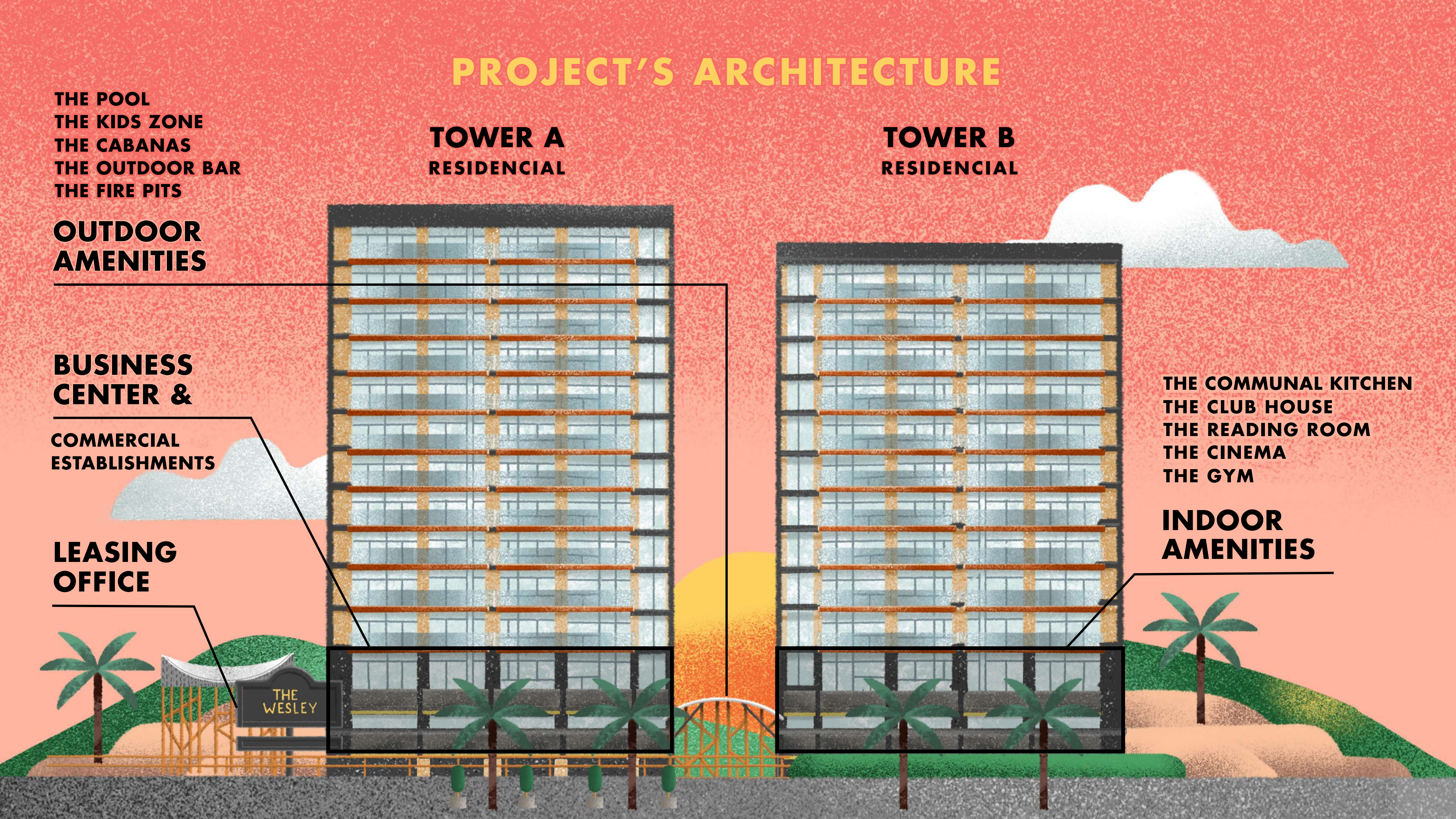
LEASING OFFICE

TOWER A
RESIDENCIAL

TOWER B
RESIDENCIAL

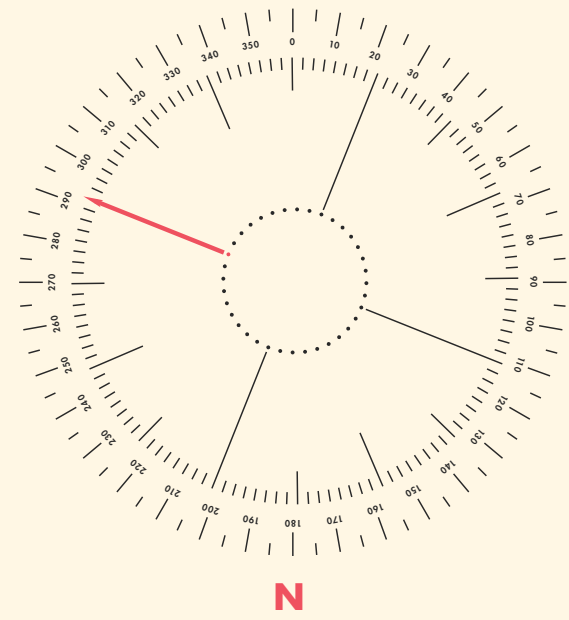
THE COMMUNAL KITCHEN
THE CLUB HOUSE
THE READING ROOM
THE CINEMA
THE GYM

INDOOR AMENITIES



THE WESLEY

P L A Y A S



AMENITIES NIVEL 1

1 THE POOL
2 THE CABANAS

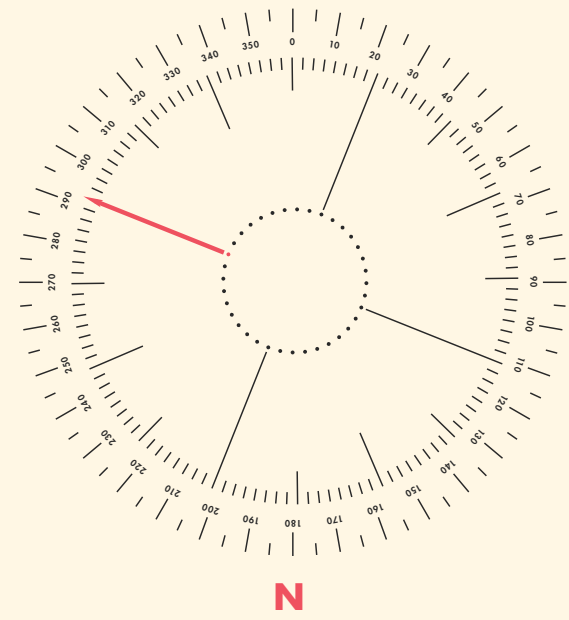
3 THE OUTDOOR BAR
4 THE FIRE PITs

5 THE COMMUNAL KITCHEN
6 THE CLUB HOUSE

7 THE KIDS ZONE
8 THE LOBBY

THE WESLEY

P L A Y A S



AMENITIES NIVEL 2

1 THE GYM
2 THE READING ROOM

3 THE CINEMA
4 THE WC



H
E
L
E
Y

CO-WORK

CAFE

YOGA

COMERCIO

A woman with brown hair tied back, wearing a red textured dress with a white collar and cuffs, stands on a balcony of a lighthouse. She is holding black binoculars to her eyes. The balcony has a red metal railing. Behind her is a glass-enclosed lantern room with a red roof. The background shows a blue sky with white clouds and a body of water.

THE AMENITIES



THE POOL



The image shows a spacious, rustic-style clubhouse. In the foreground, a pool table with orange felt is partially visible. Behind it, a bar area with a patterned front and a backlit shelf of bottles is set up. A large television screen displays a soccer match. The room has a high ceiling with white wooden beams and a dark wood floor. On the left, a wall of dark wood is decorated with several large, round, metal clock faces and framed pictures. A small, light blue vintage car sits on a table. The lighting is warm, with a large, modern chandelier hanging from the ceiling. A large potted plant is on the right side of the room.

THE CLUB HOUSE

THE CINEMA CLUB





THE READING ROOM



**THE
COMMUNAL
KITCHEN**



THE PLAYGROUND

A cinematic still from the movie 'The Apartment' featuring Jack Nicholson and Faye Dunaway. They are standing on a balcony overlooking a Parisian street at dusk. Nicholson, with a mustache, wears a dark suit and looks off to the side. Dunaway, with short dark hair, wears a bright yellow raincoat and holds a cigarette. The background shows a large, ornate apartment building with many windows, some of which are lit up. The scene is framed by a thin yellow border.

THE APARTMENTS



DEPARTAMENTOS ESPECIALMENTE DISEÑADOS PARA LA NUEVA GENERACIÓN

THE
WESLEY





THE APARTMENTS

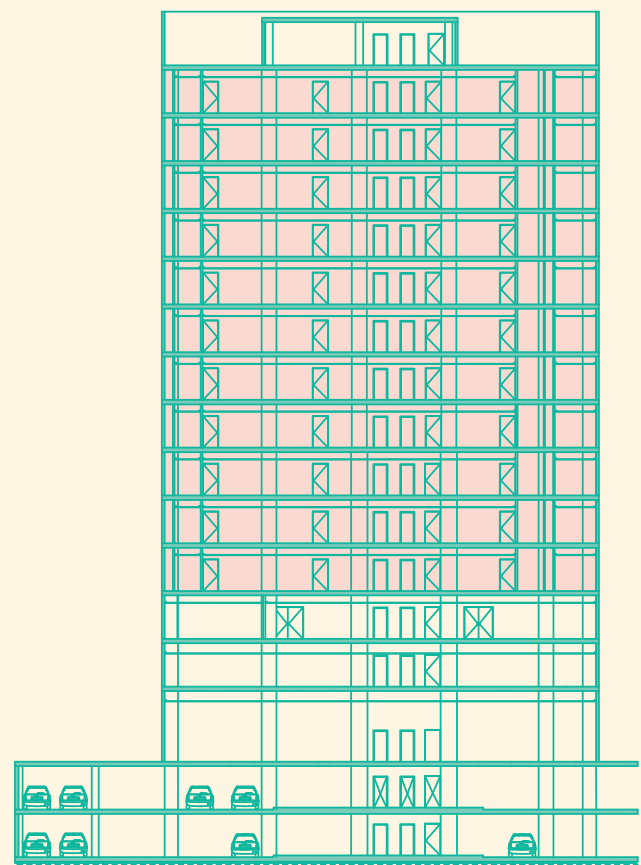
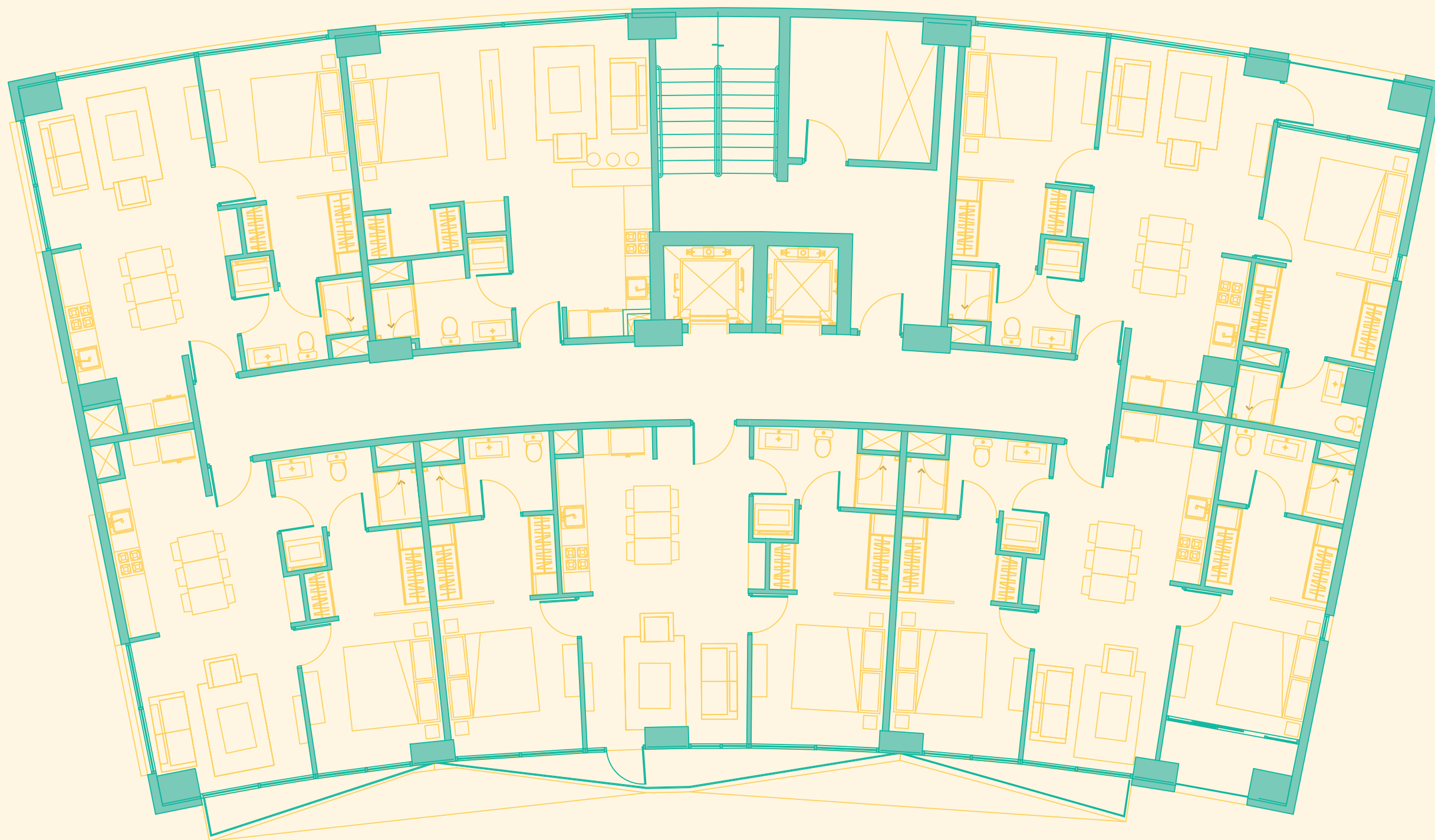
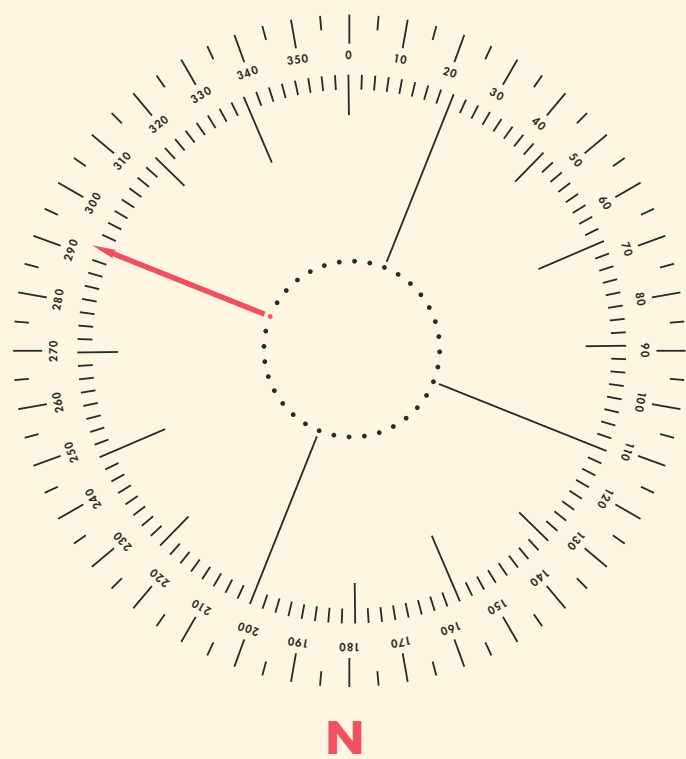
TORRE A

THE
WESLEY



THE WESLEY

P L A Y A S

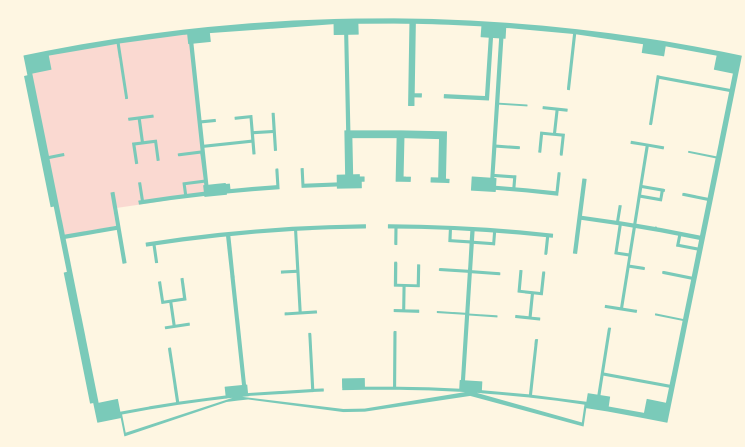
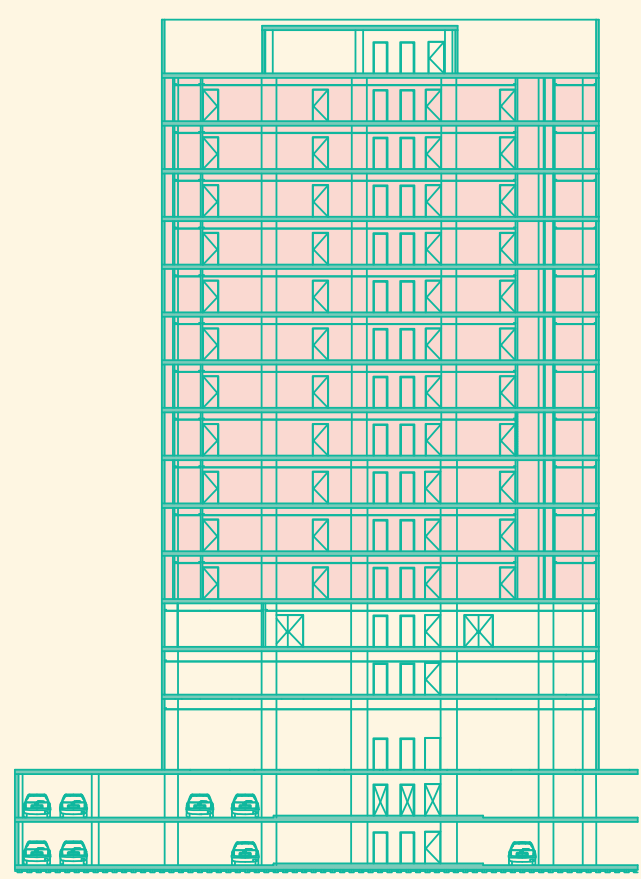
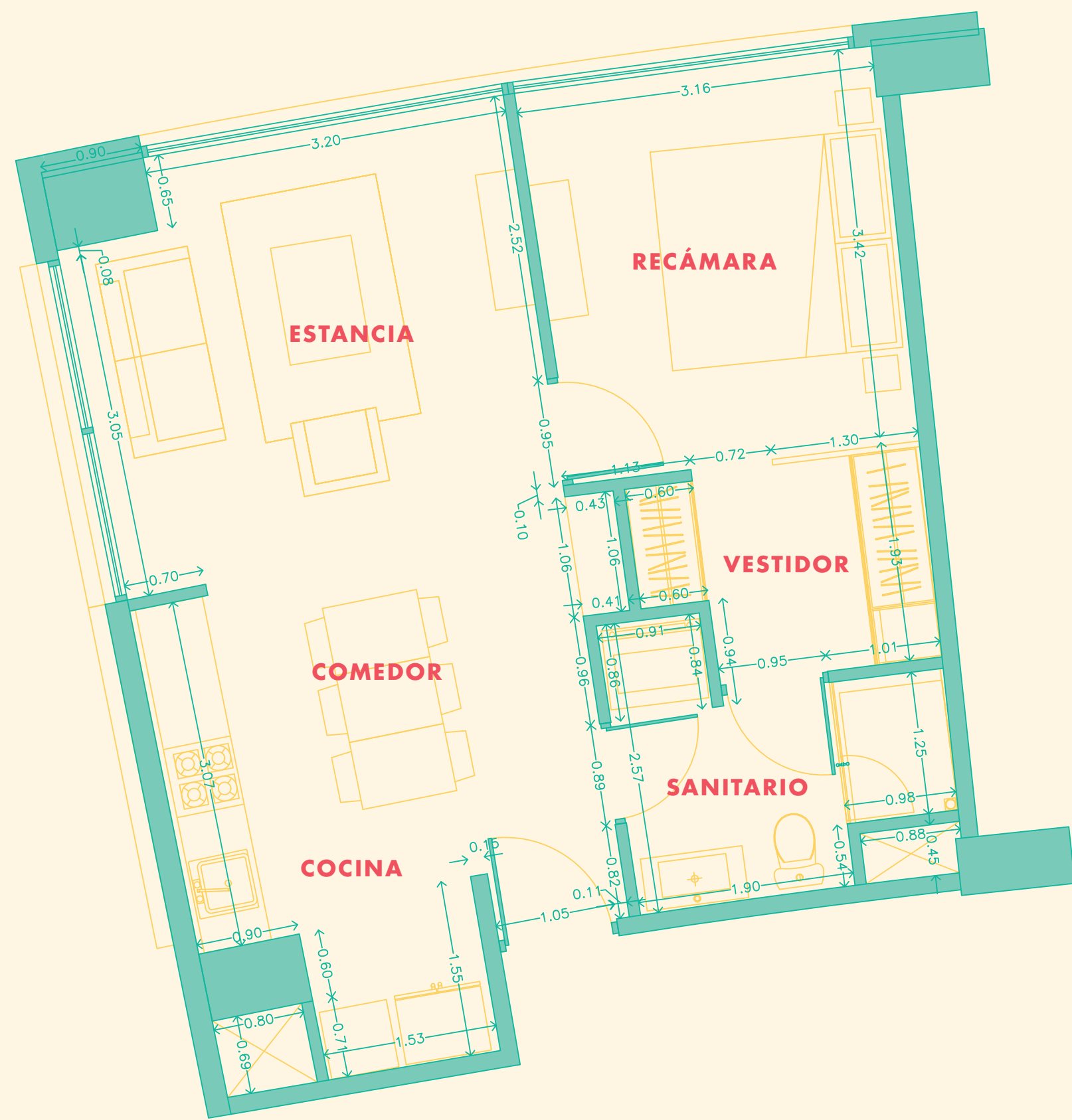
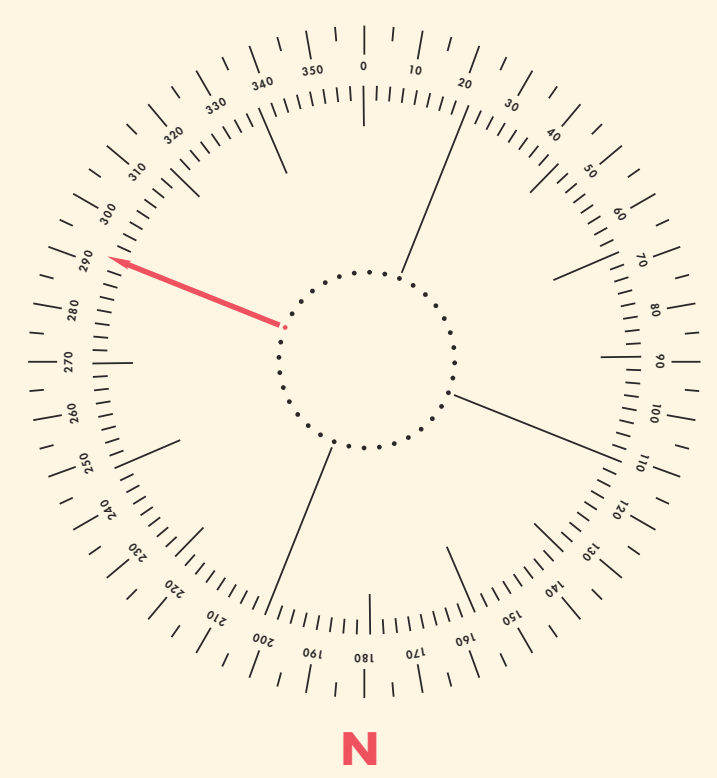


TORRE A PLANTAS 3-PENTHOUSE



THE WESLEY

P L A Y A S



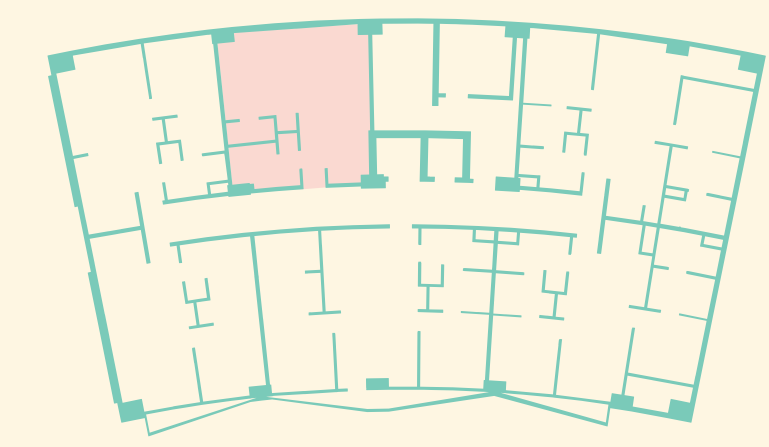
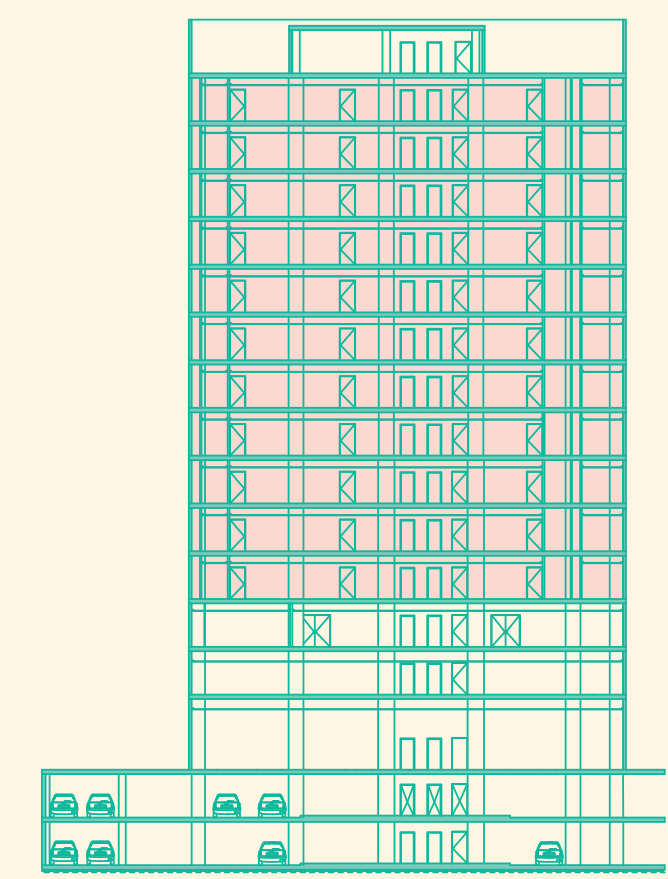
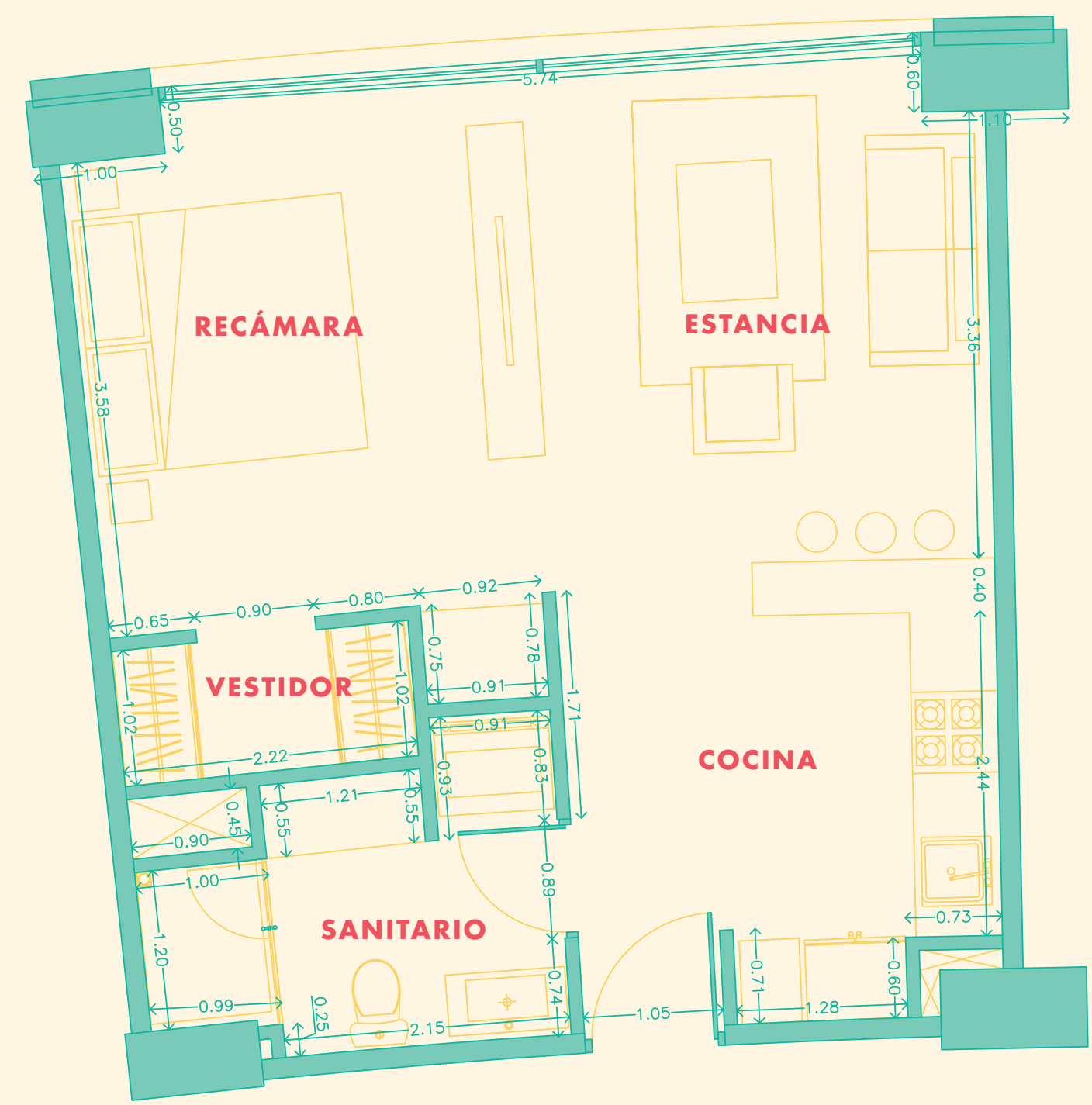
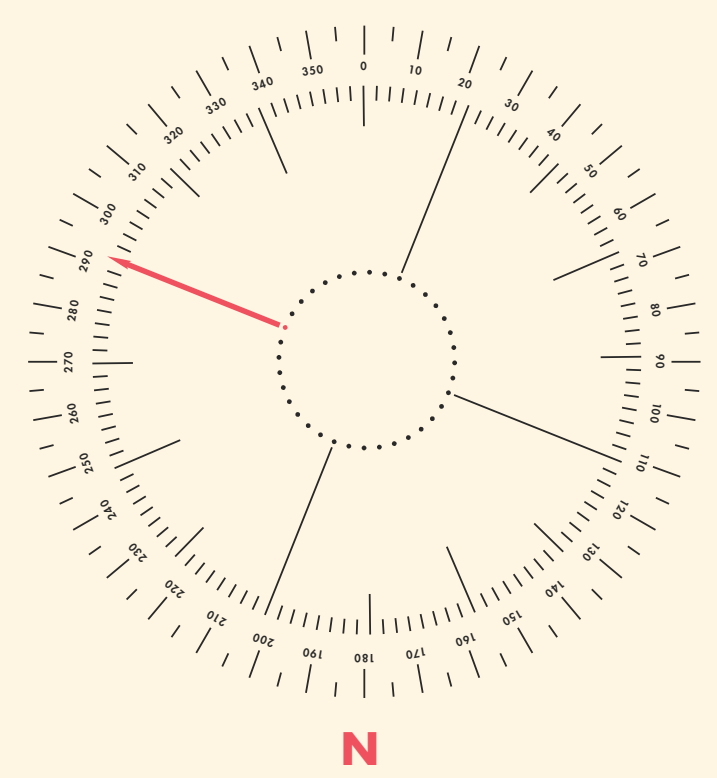
HENCKELS TORRE A



1 RECÁMARA
INTERIORES • 55.41 M ²
CANTIDAD: 11

THE WESLEY

P L A Y A S



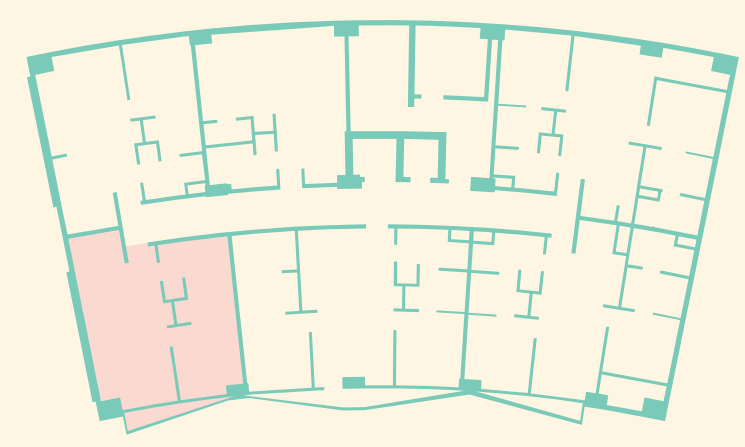
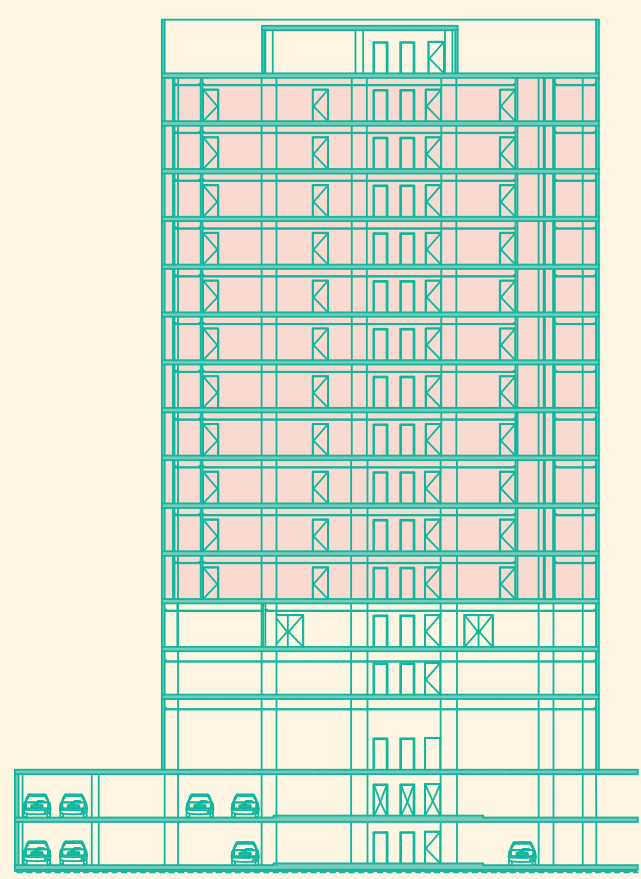
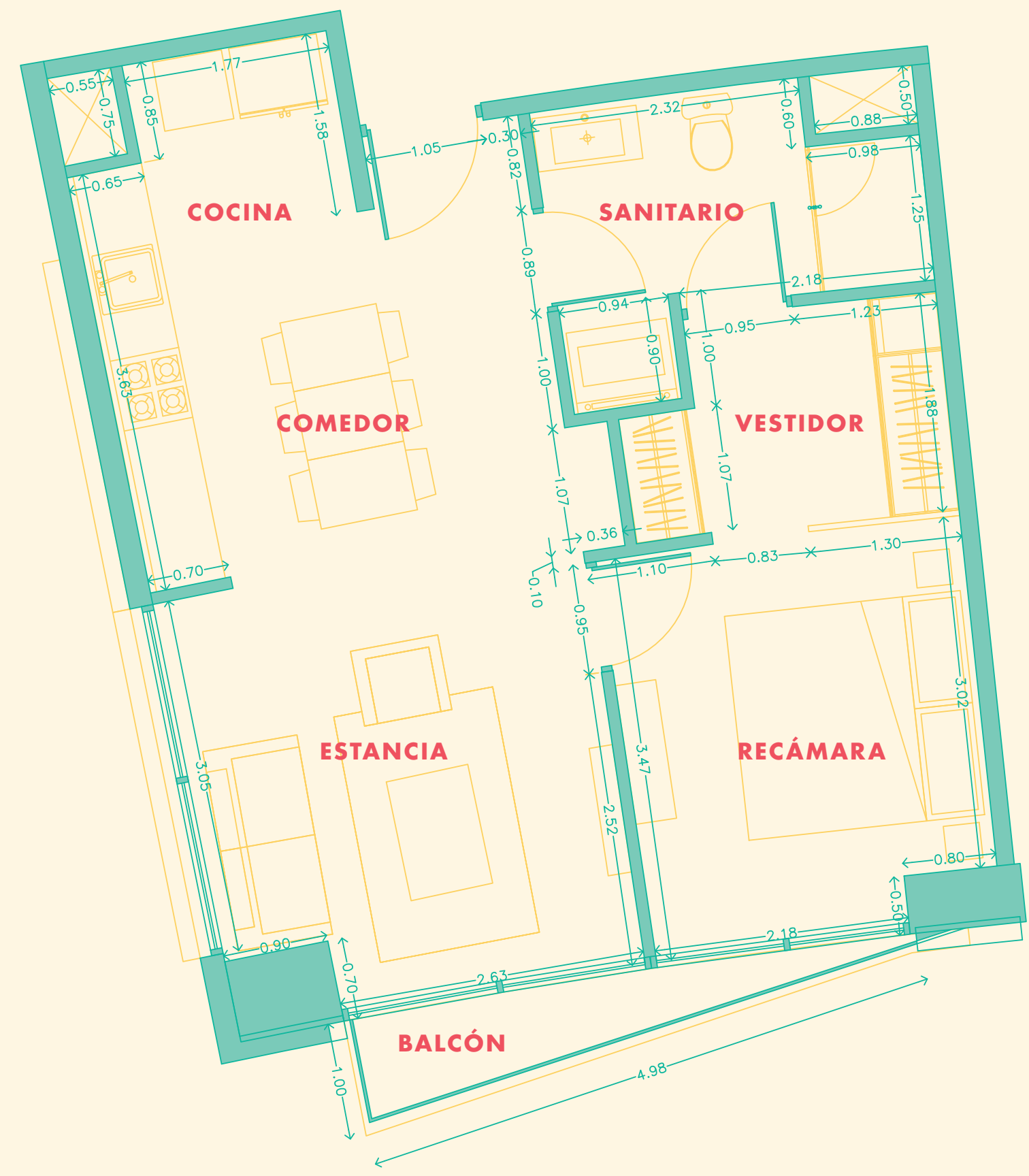
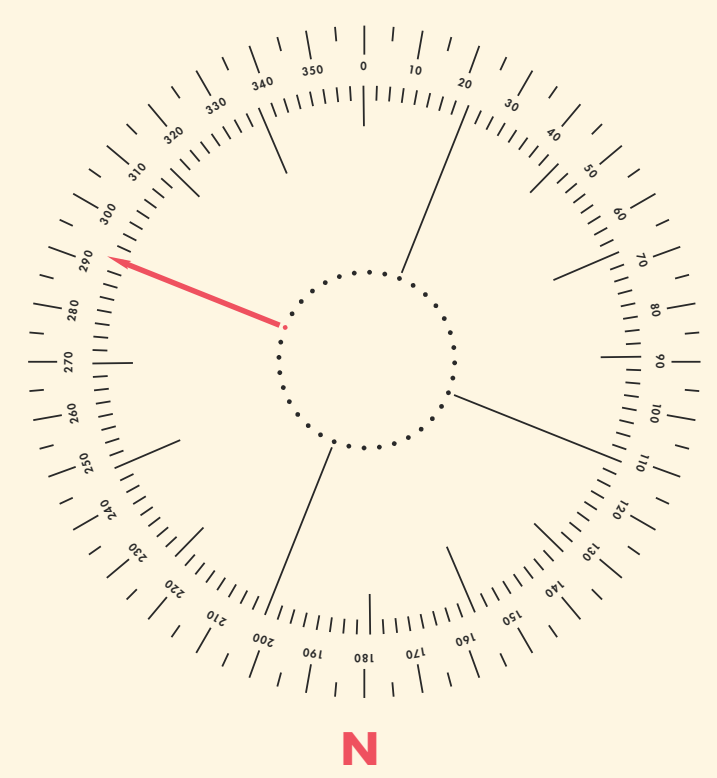
SHERMAN TORRE A



1 RECÁMARA
INTERIORES • 49.77 M ²
CANTIDAD: 11

THE WESLEY

PLAYAS



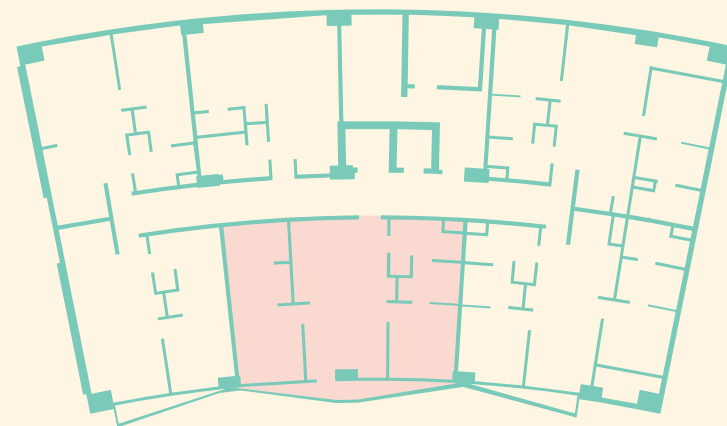
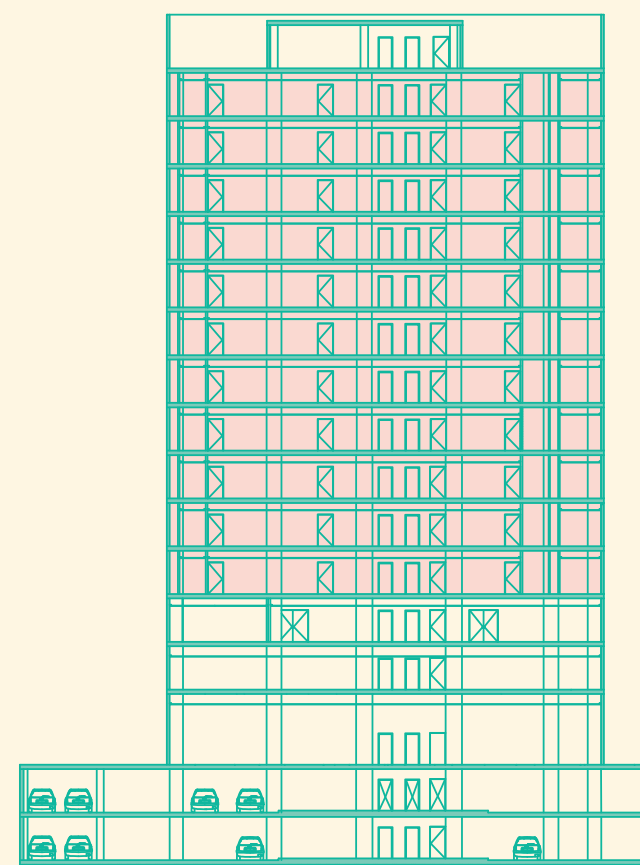
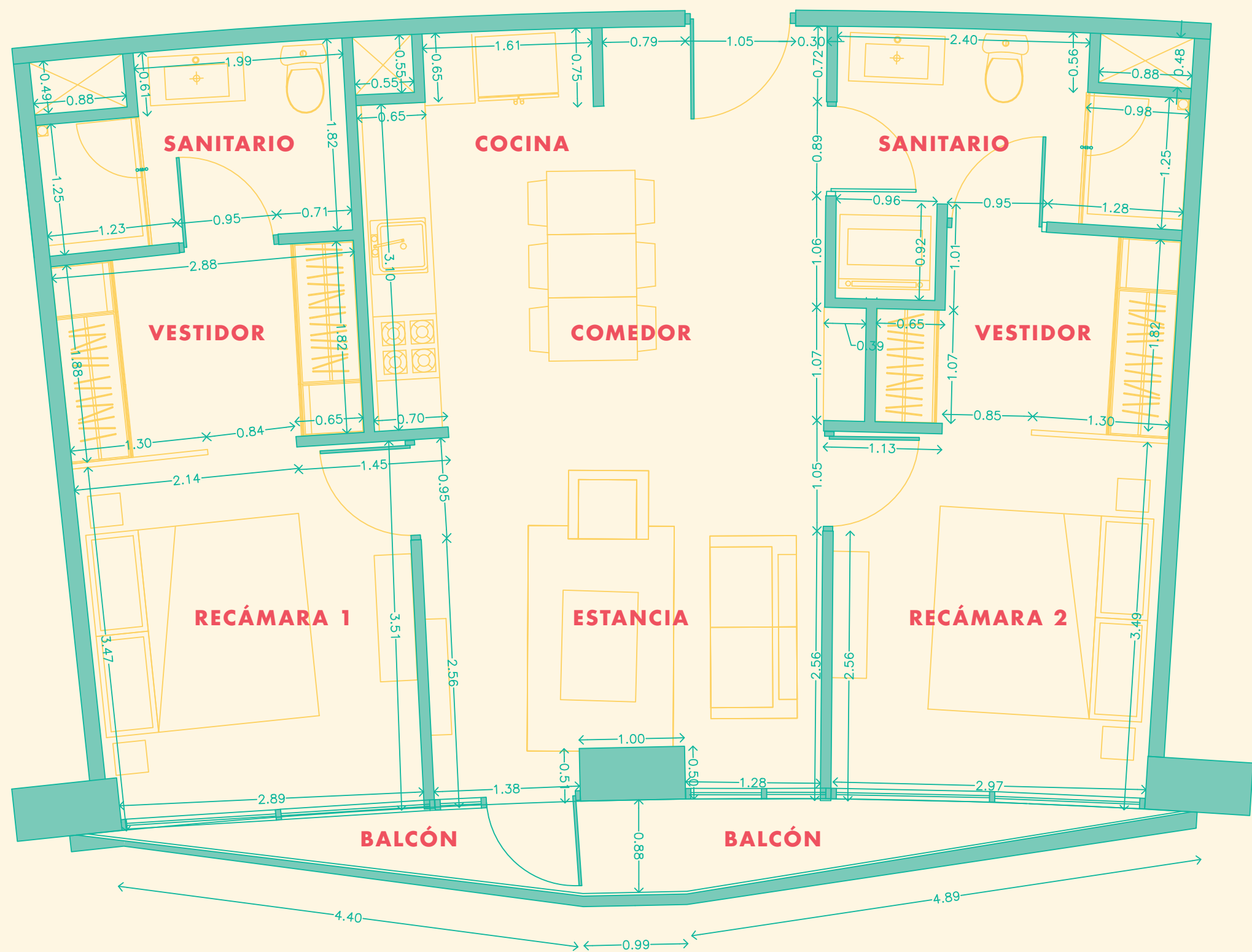
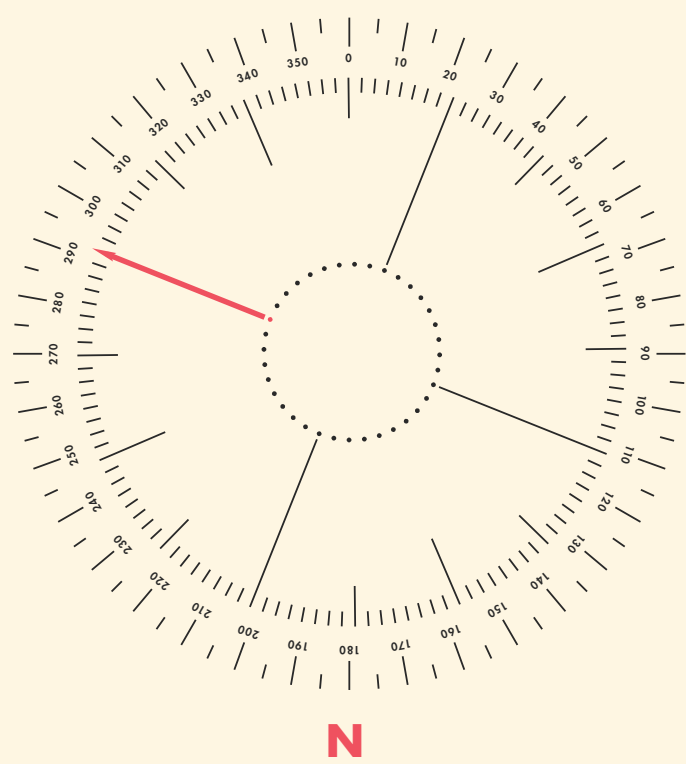
ZISSOU TORRE A



1 RECÁMARA
INTERIORES • 54.27 M ²
EXTERIORES • 3.1 M ²
CANTIDAD: 11

THE WESLEY

P L A Y A S



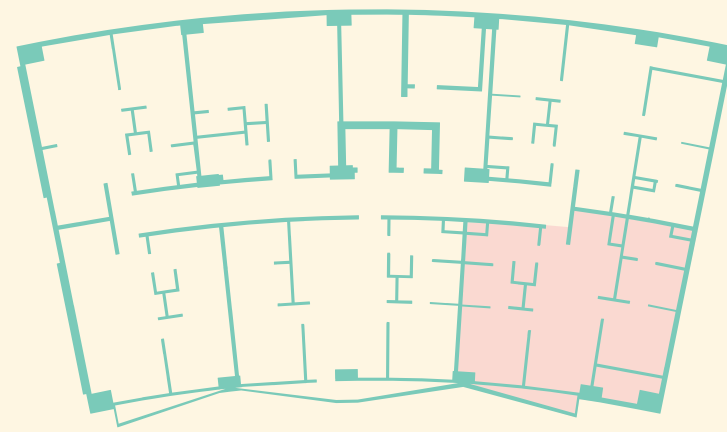
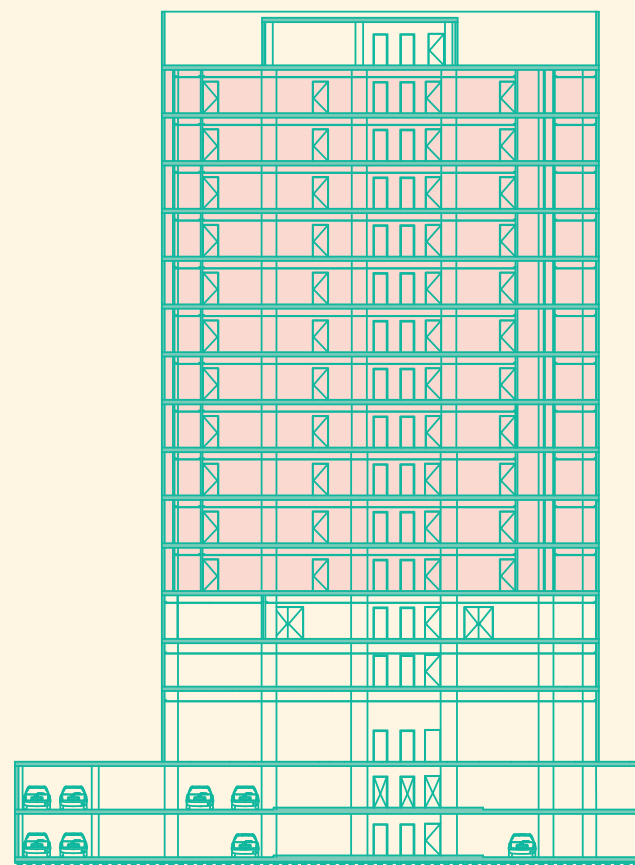
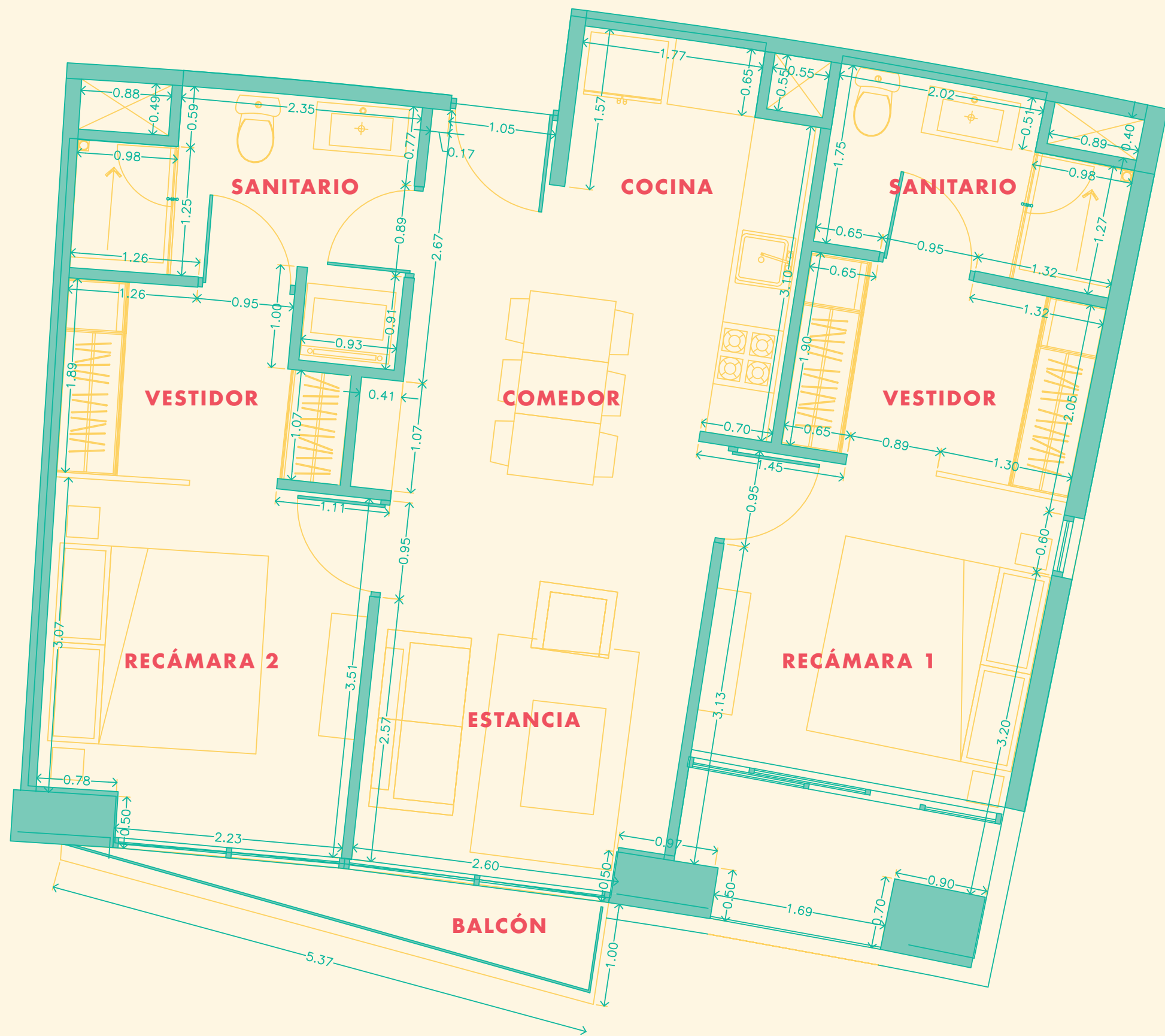
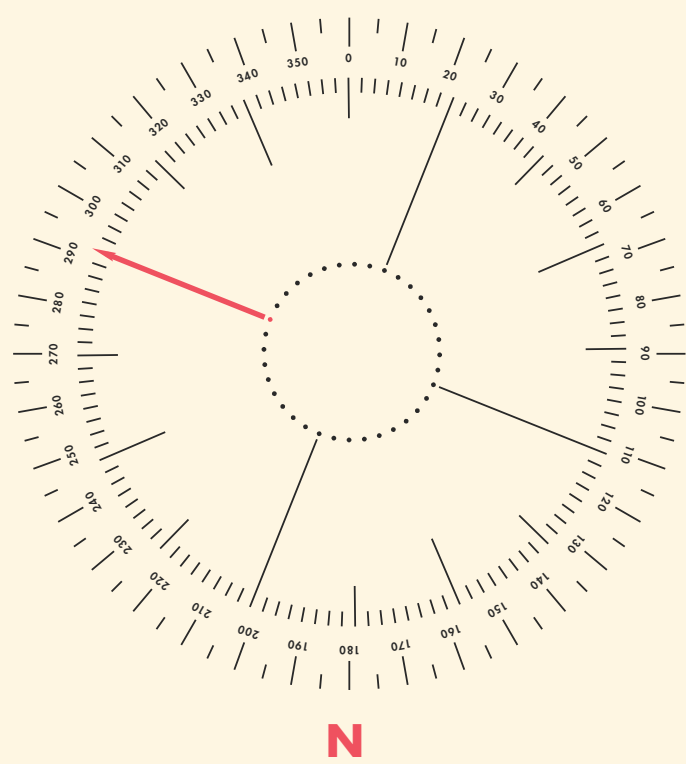
THE RUSHMORE TORRE A



2 RECÁMARAS
76.96 M ²
CANTIDAD: 11

THE WESLEY

P L A Y A S



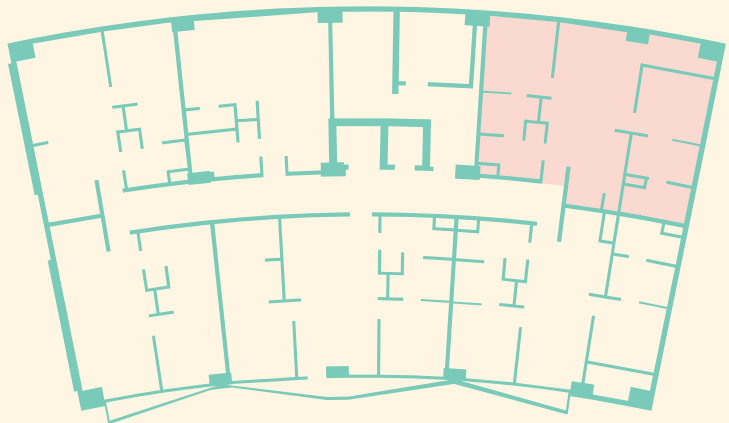
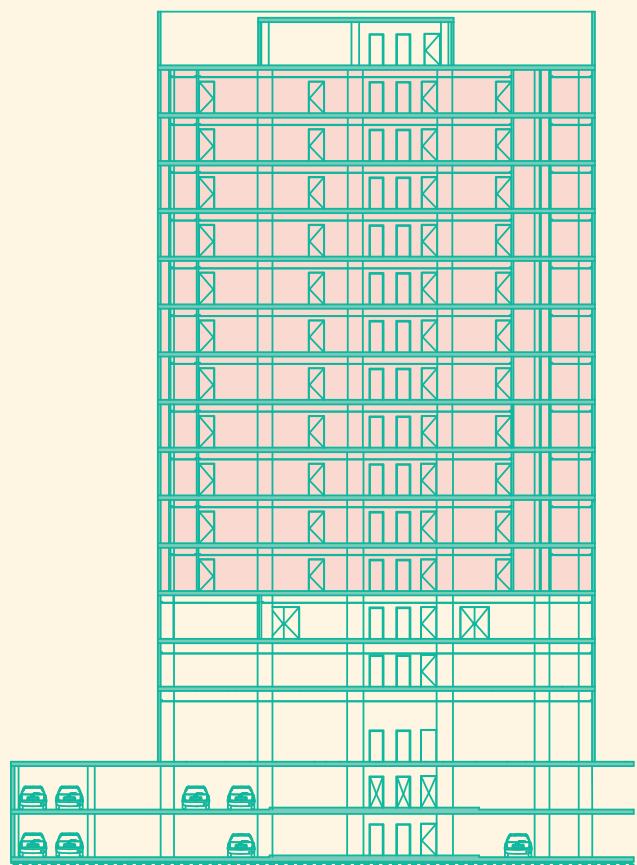
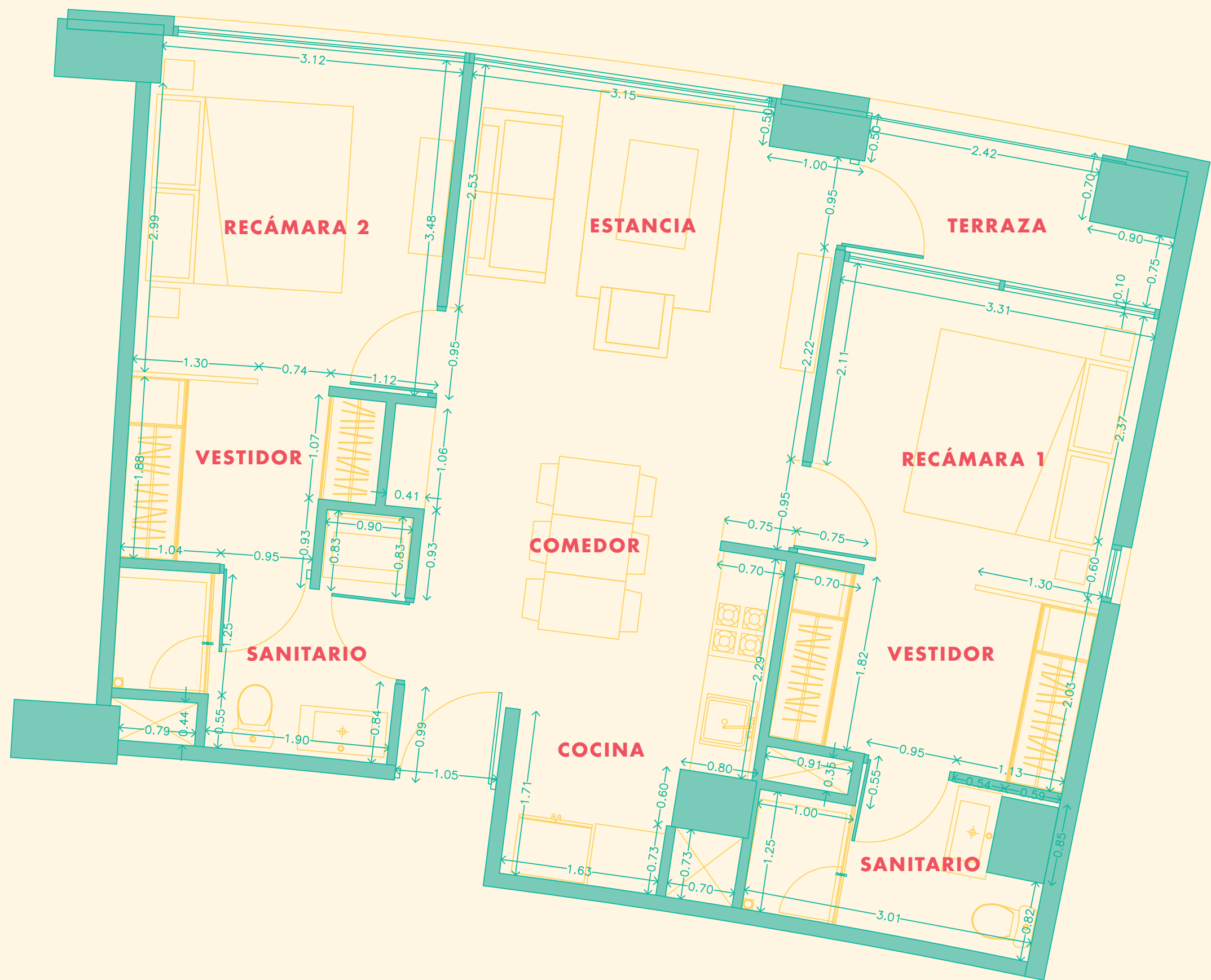
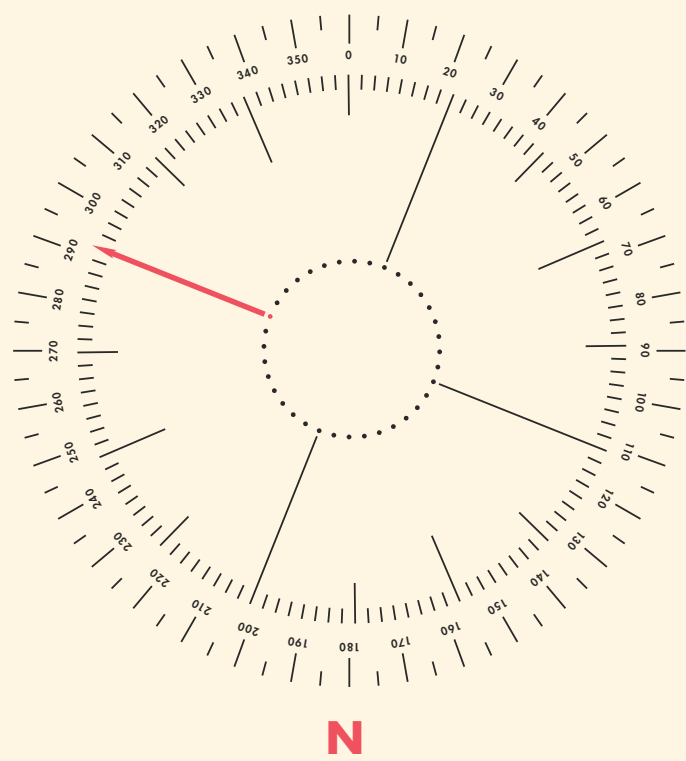
THE TENENBAUM TORRE A



2 RECÁMARAS
INTERIORES • 73.21 M ²
EXTERIORES • 7.21 M ²
CANTIDAD: 11

THE WESLEY

P L A Y A S



THE ROYAL TORRE A



2 RECÁMARAS
INTERIORES · 76.46 M ²
EXTERIORES · 5 M ²
CANTIDAD: 11

THE APARTMENTS

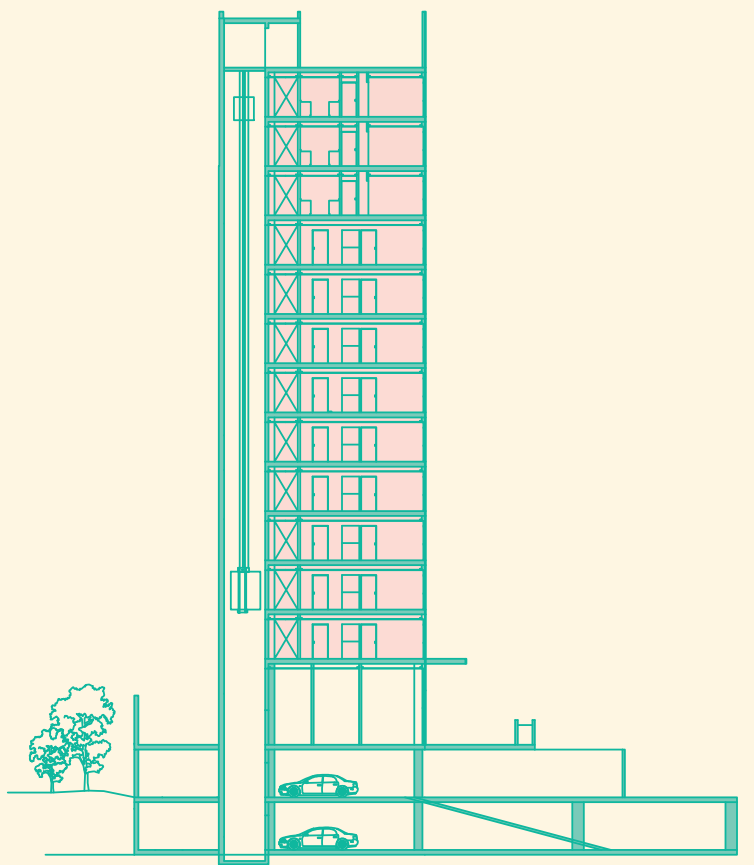
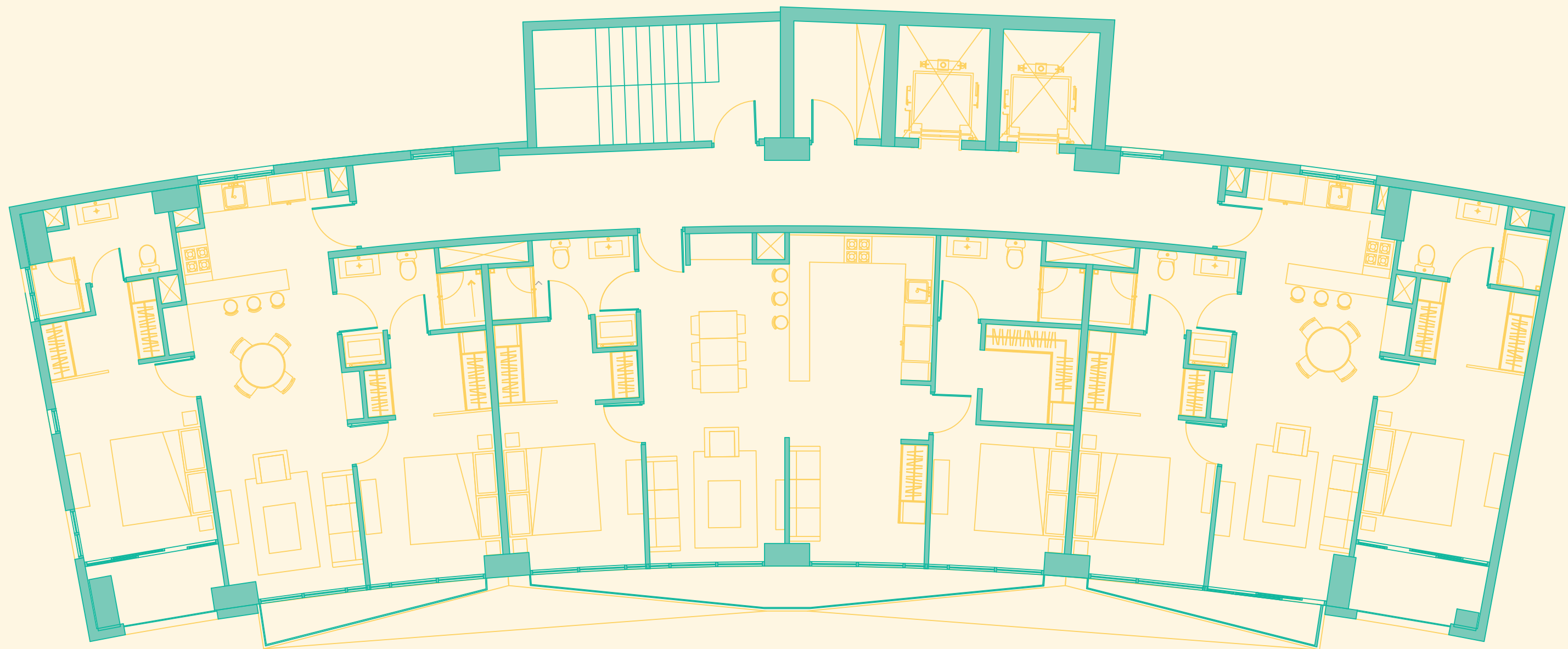
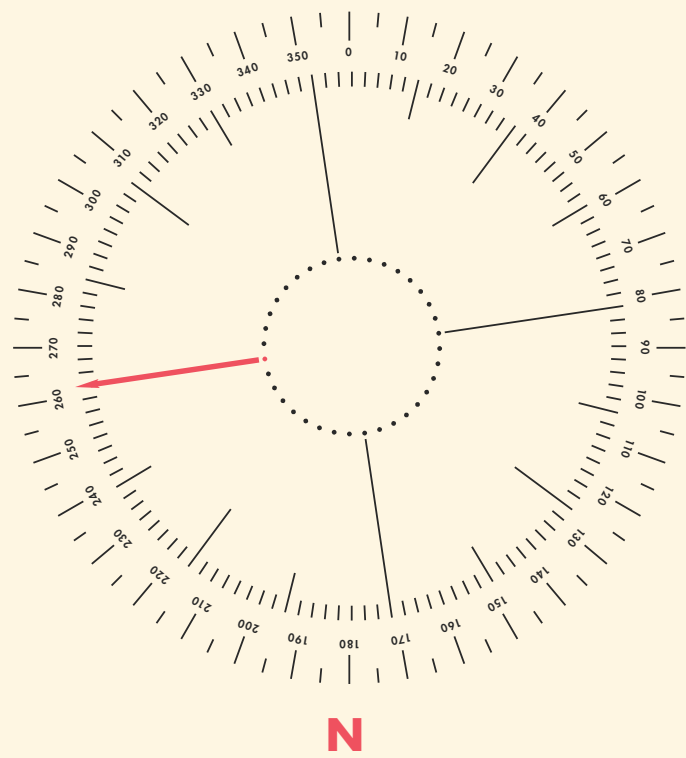
TORRE B

THE
WESLEY



THE WESLEY

P L A Y A S

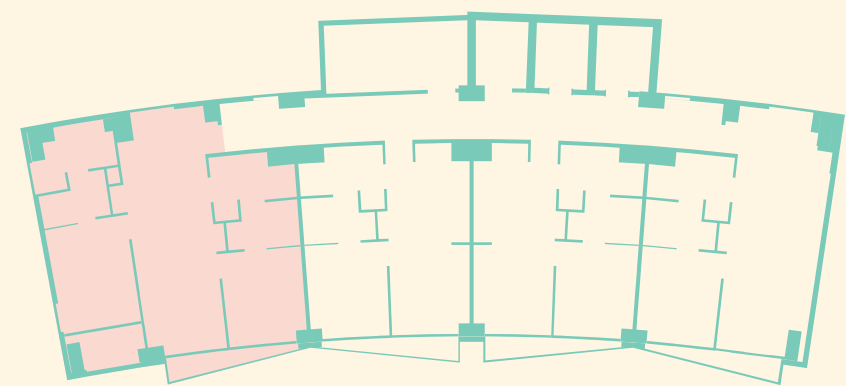
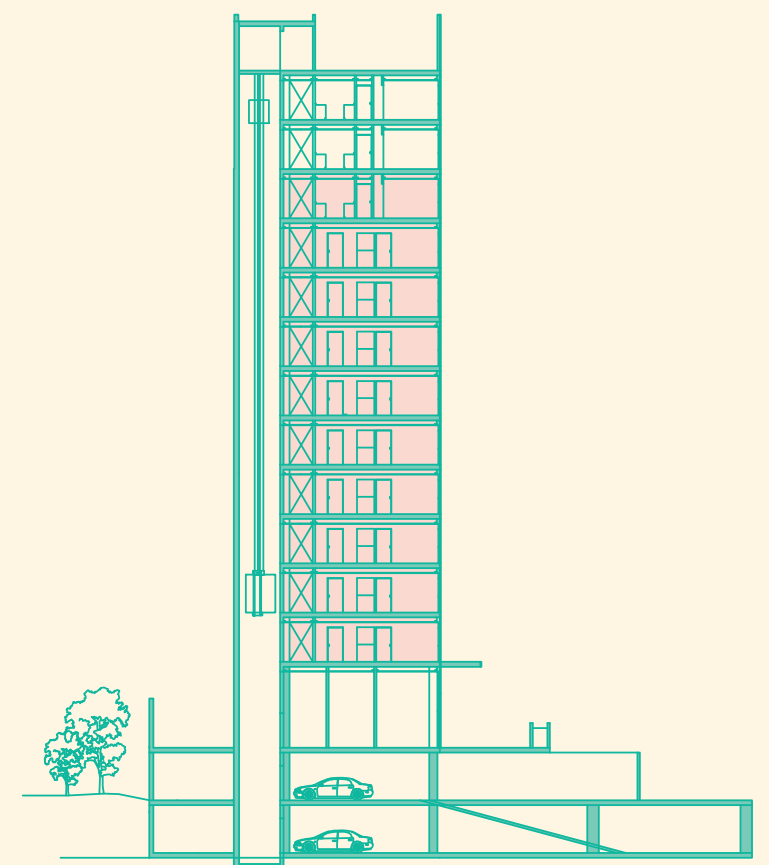
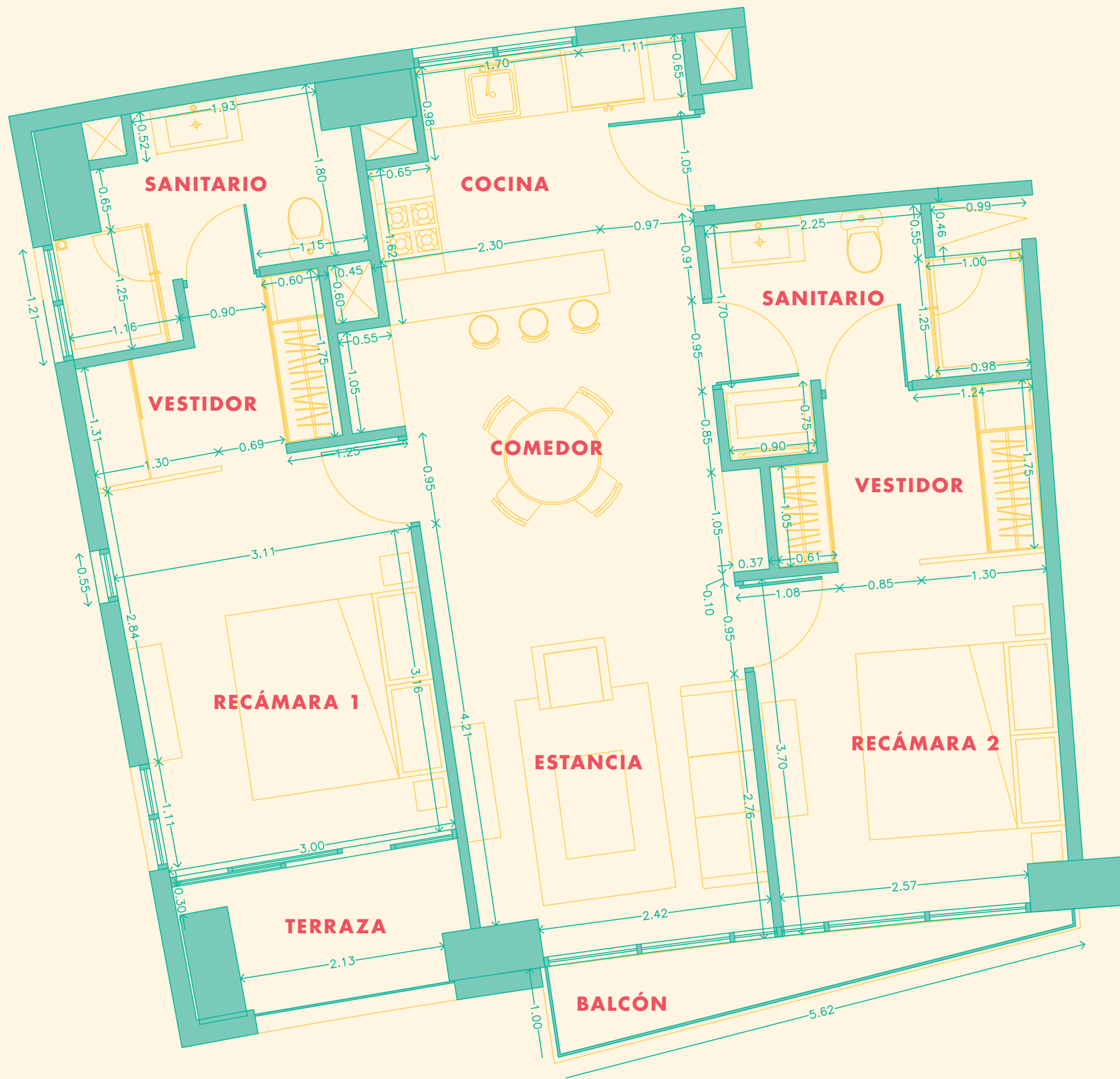
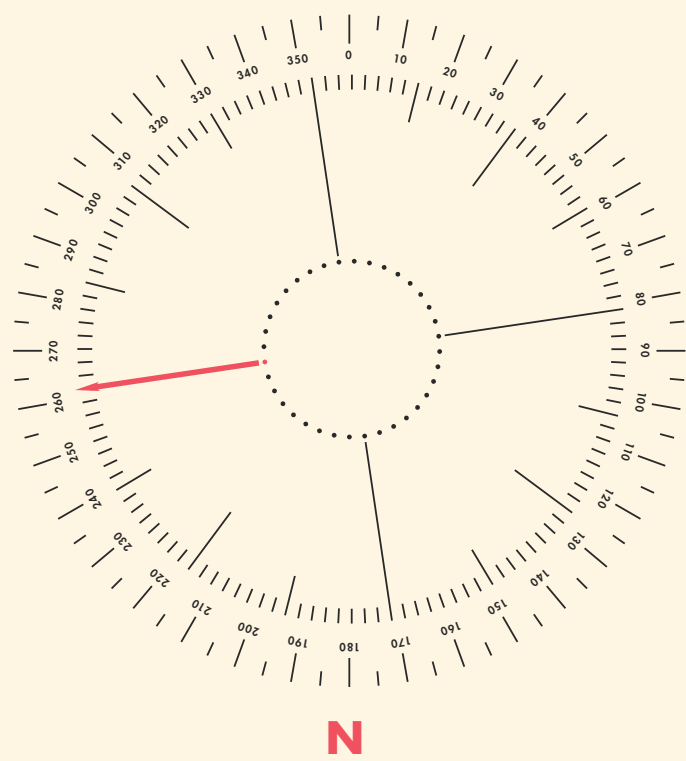


TORRE B PLANTAS 1-12



THE WESLEY

P L A Y A S



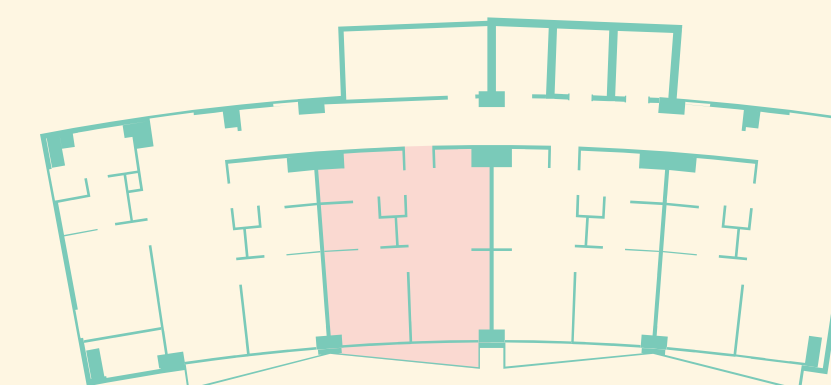
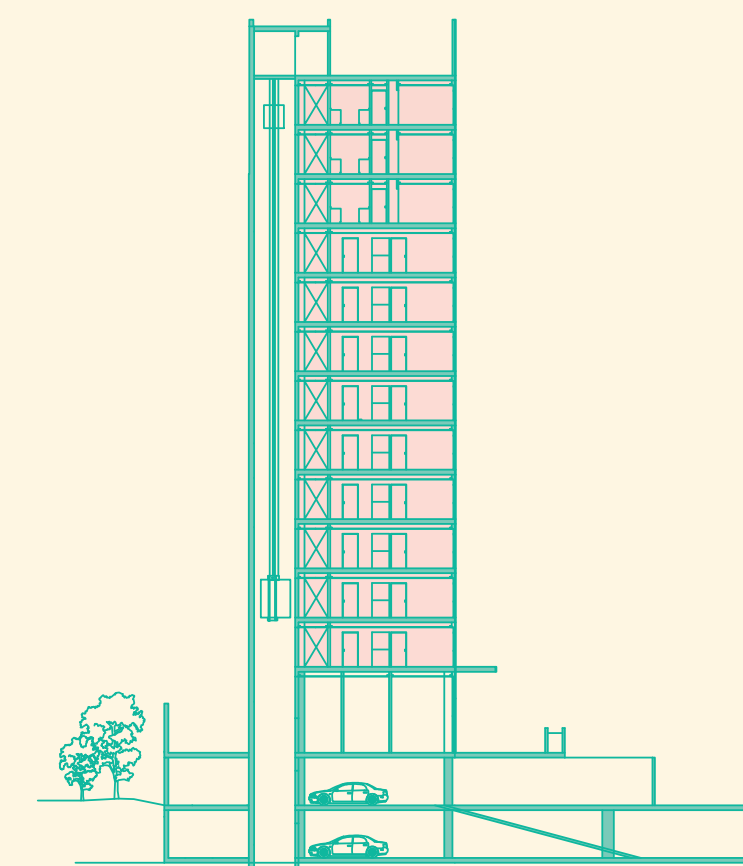
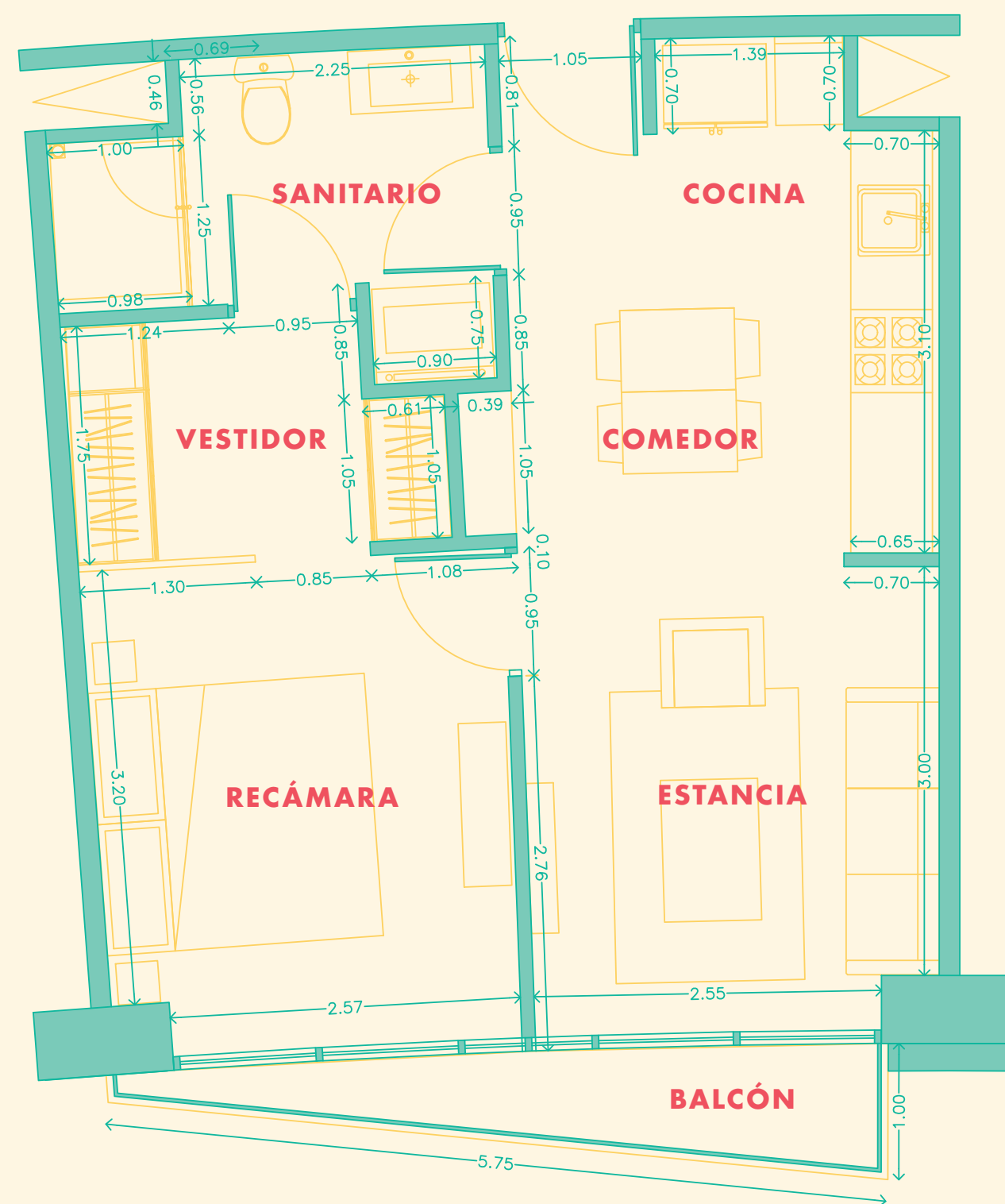
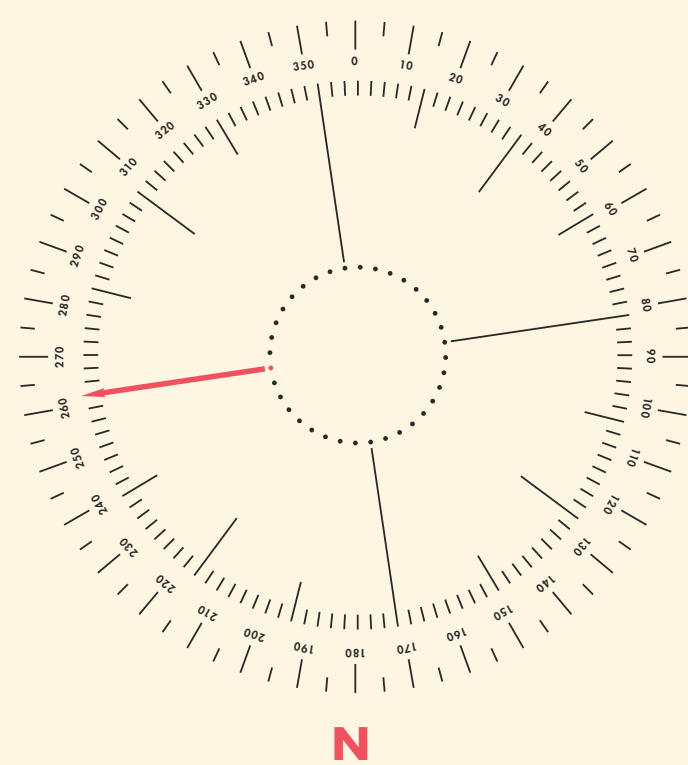
THE MOONRISE TORRE B



2 RECÁMARAS
INTERIORES • 80.45 M ²
EXTERIORES • 7.9 M ²
CANTIDAD: 12

THE WESLEY

PLAYAS



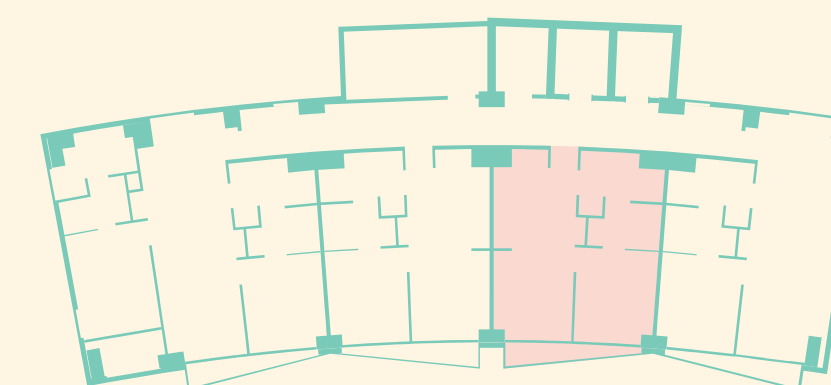
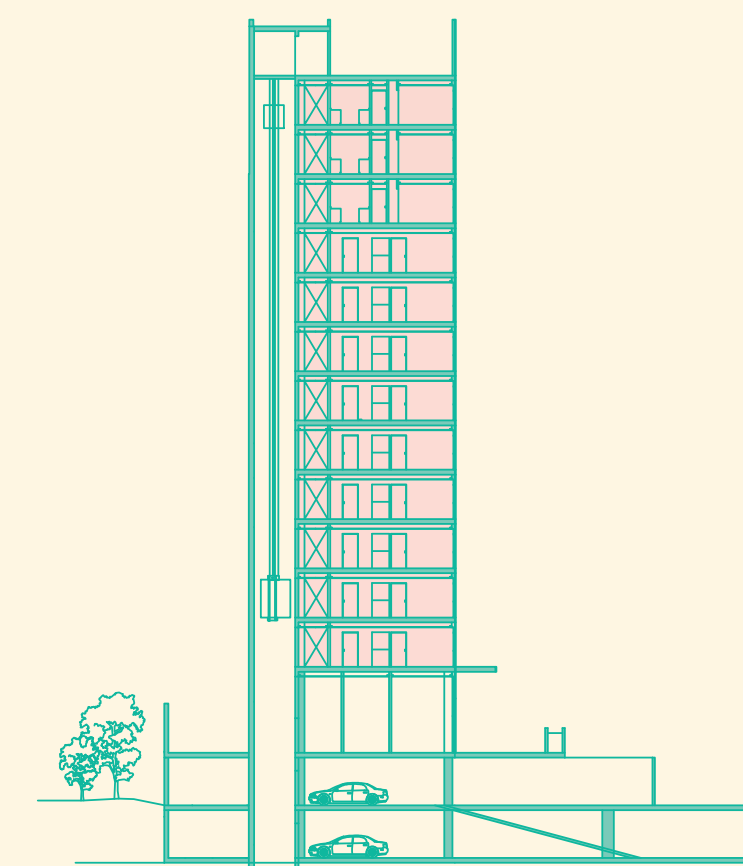
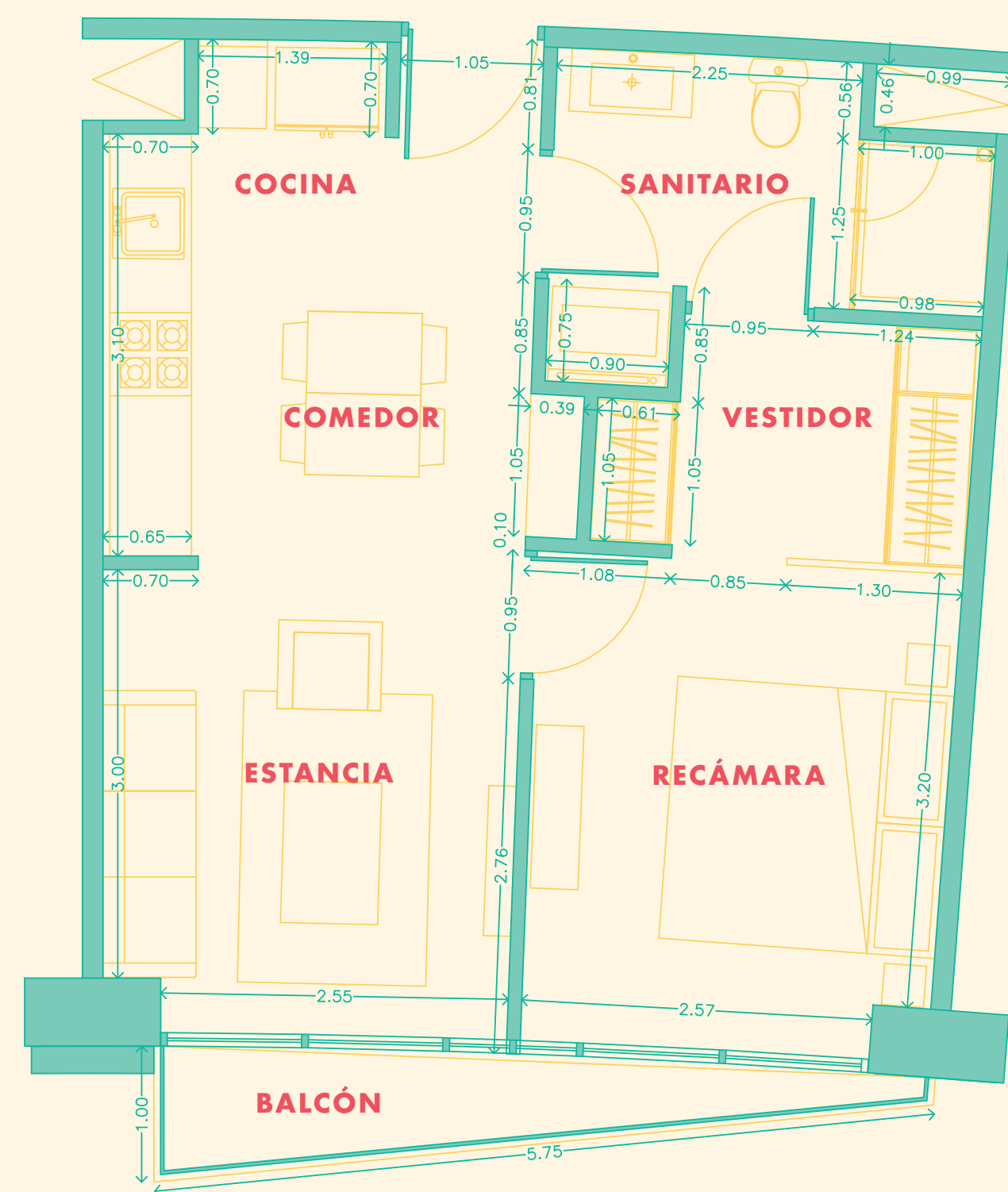
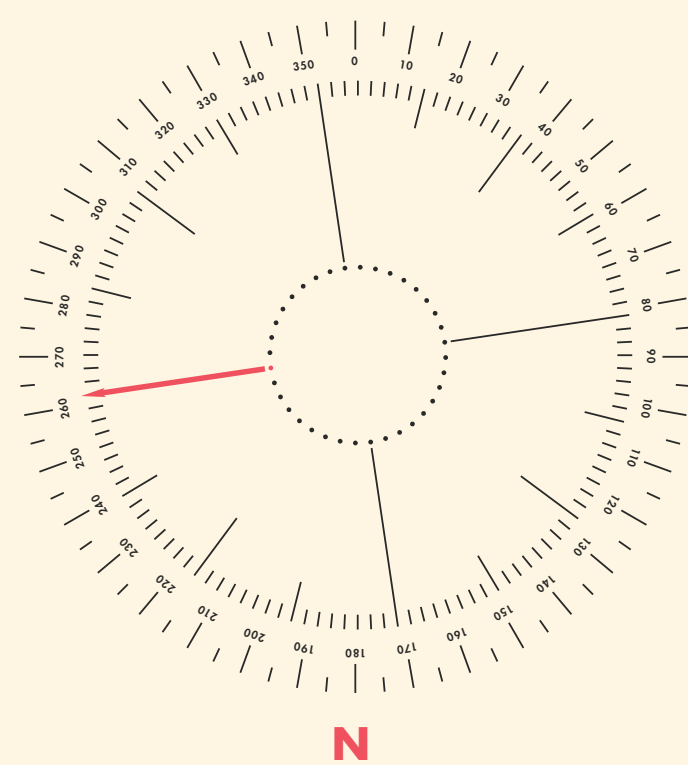
RITA TORRE B



1 RECÁMARA
INTERIORES · 47.14 M ²
EXTERIORES · 3.6 M ²
CANTIDAD: 12

THE WESLEY

PLAYAS



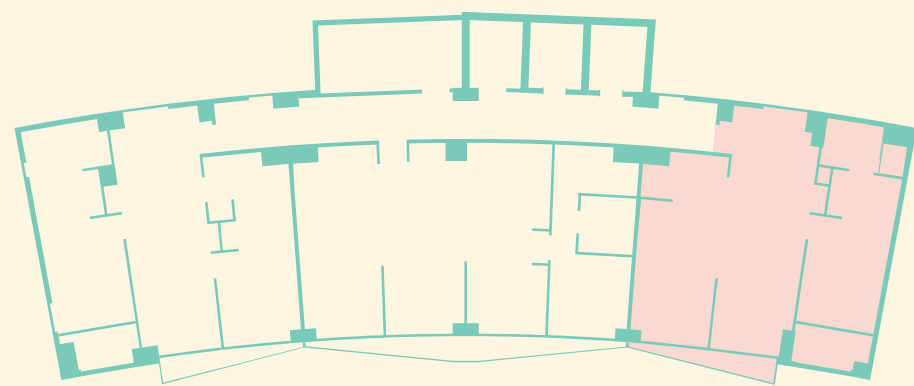
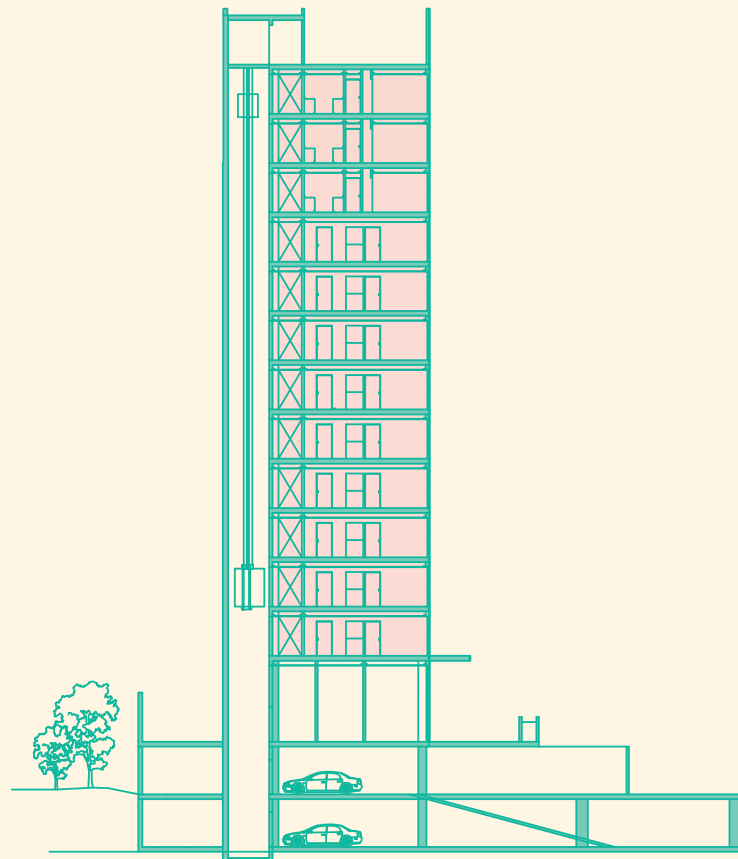
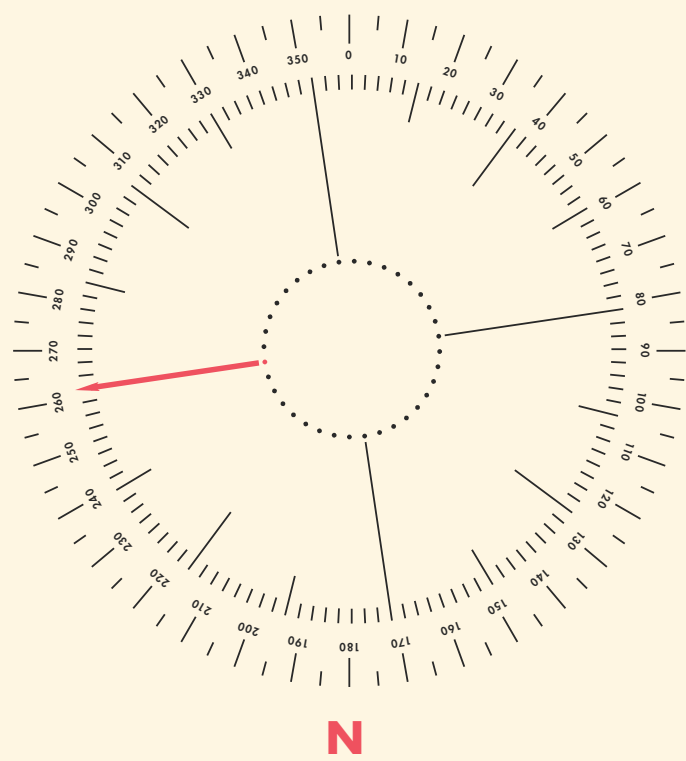
AGATHA TORRE B



1 RECÁMARA
INTERIORES · 47.14 M ²
EXTERIORES · 3.4 M ²
CANTIDAD: 12

THE WESLEY

P L A Y A S



THE GRAND TORRE B



2 RECÁMARA
INTERIORES • 81.01 M ²
EXTERIORES • 8.6 M ²
CANTIDAD: 12

**WELCOME TO
THE NEW
AUTHENTIC**



CHAPTER 3

THE WESLEY

ESQUEMAS DE PAGO

THE
WESLEY



THE WESLEY

ESQUEMAS DE PAGO

	CONTADO	CONSTRUCCIÓN	TRADICIONAL
DESCUENTO	6%	2%	N/A
ENGANCHE	90%	30%	15%
MENSUALIDADES	0%	30%	20%
FINIQUITO	10%	40%	65%

THE WESLEY

LEASING OFFICE

LEASING OFFICE

BENEFICIOS

Promoción
del apartamento

Gestión de
citas y visitas

Investigación
y selección
del inquilino

Firma de Contrato

Cobranza

THE
WESLEY

HOMIE es la plataforma líder que conecta a personas que están buscando rentar, con propietarios. Hoy gestionan el proceso de renta de más de 2,000 departamentos en 4 estados en México.

Con su servicio Homie H360, más nuestro leasing office dedicado, nuestros propietarios/inversionistas contarán con:

- **Promoción del departamento:** visibilidad en sitio + portales digitales líderes en México
- **Gestión de las citas y visitas al departamento:** con un agente dedicado en el leasing office que atiende leads calificados
- **Investigación y selección del inquilino:** Homie investiga hábitos financieros, demandas previas y listas negras – y procesa todo en su algoritmo
- **Firma de contrato:** Homie tiene uno de los mejores contratos que te protege jurídicamente durante la vida del arrendamiento
- **Cobranza:** Homie también se encarga de esto. Puedes recibir tu renta con transferencia, cheque, o una tarjeta Homie. El inquilino tiene la vida fácil y puede pagar hasta en Oxxo o con PayPal
- **Garantía de pago puntual:** las cosas a veces salen mal, pero Homie te paga hasta dos meses en caso de que tu inquilino se atrase, y se encarga de los procesos legales si es necesario evacuarlo

Item	The Wesley	Proyecto Simular en Tijuana	Proyecto Simular en CDMX
Price	\$130,000.00	\$200,000.00	\$500,000.00
Monthly Rent	\$1,100.00	\$1,200.00	\$1,200.00
Vacancy 5.6%	(61)	(67)	(117)
Mo Rental Income	1,039	1,133	1,983
Grass Yield	9.6%	6.8%	4.8%

Mensual	USD
Eléctrico	1,640
Agua Potable	395
Gas	25
Elevadores	700
Alberca	290
Basura	1,925
CCTV	88
Jadinería	325
Seguridad	3,650
Video, telefonía e internet	426
Limpieza	1,675
Reparaciones y mantenimiento	2,105
Equipo de áreas comunes	167
Fee Administrador	3,750
Total	17,160

Mensual por Unidad	/ unit (USD)
Studio	145
1bd	155
2bd	160
3bd	170

*Supuestos

Unidades en Admin112

THE WESLEY

LEASING OFFICE

MENSUAL POR UNIDAD
ENTRE 4% Y 6% DE LA RENTA MENSUAL



