

30 good reasons to buy a property in Pipa Hills- 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 and secure
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 Pipa Hills.....

1. *Pipa, the privileged location of Pipa Hills, is just 45-60 minutes from Natal city centre and is considered the most up market beach-town of the entire North Eastern Brazil.*
2. *Pipa is nowadays one of the most promising beaches in Brazil in terms of investment potential; In the coming 5 years, 2 mega golf resorts will be developed only 5 minutes from Pipa; a realistic future guarantee that Pipa will be visited by an ever increasing amounts of tourists. What makes Pipa a unique place already today, is that this charming beach village already attracts the “high end” of the market and along with coming high quality golf projects close by, Pipa will further confirm it’s status as the “jewel” of the North East of Brazil.*
3. *Perfectly positioned for the future; When international charter tourism started in Natal in 1998, there was only two weekly international charter flights. Last year, this number was already 25. Once the new airport is ready in June 2010, this number will be significantly higher as it is estimated to bring 5 million tourists per year to Natal, and a big part of the “high end” segment will head straight to Pipa.*
4. *Pipa is not only dependant on international tourists as Pipa is visited by wealthy Brazilians all year. During the Brazilian summer (December-March), it is virtually impossible to get a room in Pipa without pre-booking. Last summer, Natal received six daily domestic charter flights. As the Brazilian economy continues growing, so does the solid investment potential in Pipa Hills.*
5. *Excellent rental potential; Well managed hotels in Pipa work on yearly average occupation rates of 70%. Pipa Hills is the first luxury villa development in Pipa and along with further growth in tourism arrivals to Pipa, Pipa Hills ticks all the right boxes for providing solid rental returns.*
6. *Pipa is surrounded by a nature reserve area which sets limits on the construction in Pipa; Further, Pipa will remain a low density area as buildings can only be 7 meters high. Bad for developers, but perfect for the few privileged property owners in Pipa as future supply of property in Pipa will be severely limited. This will have a positive impact on property prices in Pipa Hills.*
7. *Land prices in Pipa are increasing fast and prime land is already selling for 100€/m². The developer of Pipa Hills bought the land several years ago and has only built 13% of the land; this is great news for property owners in Pipa Hills as no other future development will be able to offer such a low building density. As Pipa clearly attracts quality tourists, this again is good news for property owners in Pipa Hills.*
8. *Pipa Hills is built to European standards and build quality is of high standard. The people that have bought properties in Pipa Hills are lawyers, doctors and successful business people. Units will be delivered fully furnished and equipped, ready to move in or let out on completion.*
9. *Pipa has been voted for having the best night life in the North East of Brazil; Pipa is the most cosmopolitan beach town in the North East and benefits from more than 30 international restaurants and all the facilities for having a great holiday. As more development will realize around Pipa, Pipa will still be the area where all the “action is”. This is yet another factor that makes Pipa Hills a unique place as future demand for Pipa Hills, whether for “accommodation” or “personal residential use”, is truly without limits.*
10. *Extensive facilities on site; Bar and barbeque area, 3 communal swimming pools, stunning lagoon area and big green areas as only 13% of the plot is built in Pipa Hills*

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



(All pictures from the Natal coastline)