



Gutierrez

GROUP
MULTI-FAMILY OFFICE

WELCOME TO YOUR
COLOMBIAN FAMILY



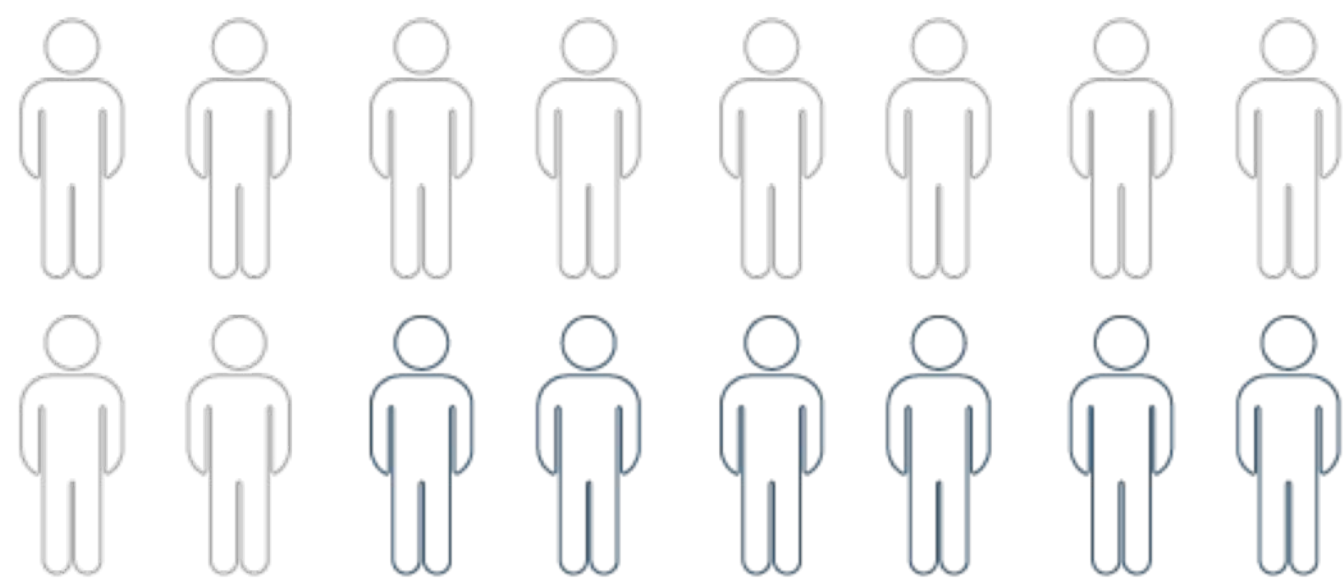
**BRAND NEW
REAL ESTATE
DEVELOPMENTS
IN COLOMBIA'S
TRENDIES'T CITY**





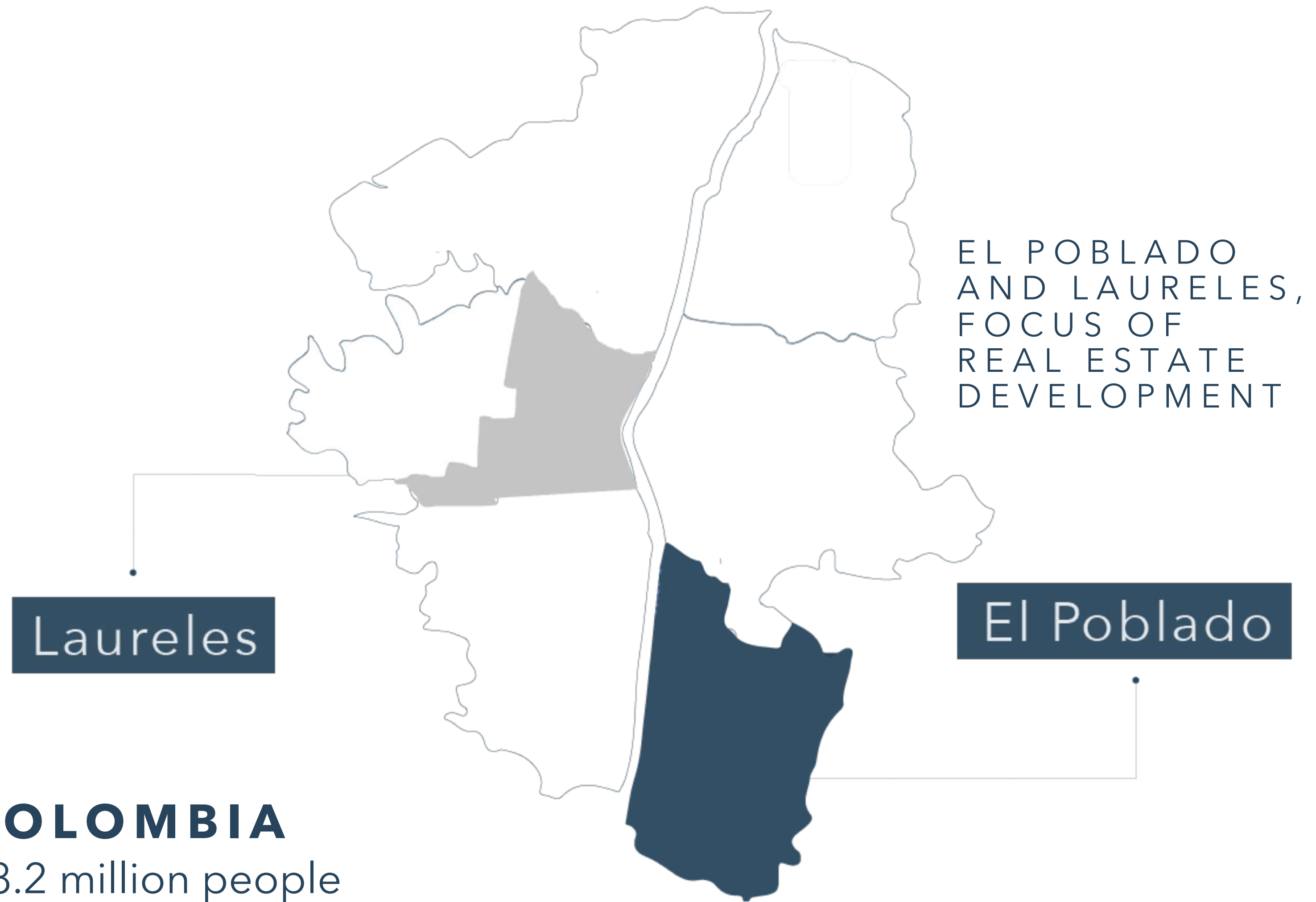
MEDELLIN

went from being the most violent city in the world to an example in terms of tourism in Latin America.



COLOMBIA
48.2 million people

MEDELLIN
2.4 million people





MEDELLIN

was recognized as the most innovative city on the planet

- The 2nd most important city in Colombia
- Warm climate most of the year
- Moderate cost of living
- Great urban transformations
- It's a green city (trees, flowers and gardens)
- Is the fourth smart city in Latin America



AWARDS

Medellin was included among the **10 best cities to invest** in Latin America, by Forbes Mexico magazine

Medellin won the **2016 Lee Kuan Yew World City Award**, equivalent to the Nobel Prize in Urbanism

City of the Year 2019 for Nearshore Americas

Medellin ranks **fourth in strategy to attract foreign investment** in America, according to FDI Intelligence

Received the **Mobil Prize** in the "Entrepreneurial City" category

The National Geographic selected it as **one of the 20 best places to visit**





CORPORATE TRAVEL

- The second most visited city for business after Bogota
- In recent years the number of events held in Medellin grew by **320%** According to the ICCA Ranking
- **500** world class events hosted between 2016 and 2019.





Winner of the
Procolombia
National
Tourism
Awards 2019

Winner of South
America's
Leading City
Break Destination
2016 by World
Travel awards

Best Tourist
destination in
South America
awarded by
Traveler's Choice

LEISURE TOURISM



**THE MEDELLIN
OF THE FUTURE**

Medellin hopes to
become the **most
modern city** in
Latin America



REAL ESTATE MARKET



**THE OLD FASHION
ARCHITECTURE**

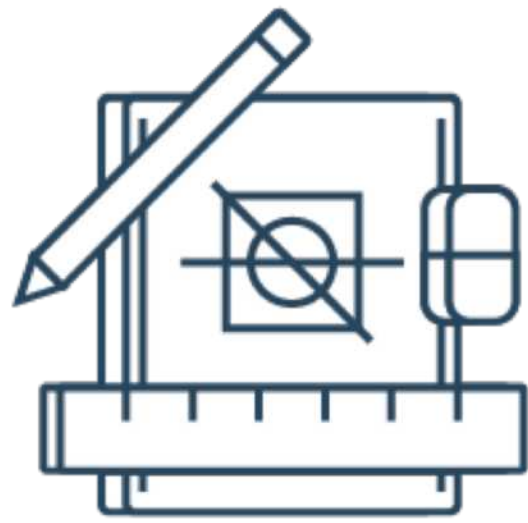


NEW TRENDS





THE PROJECTS OF THE FUTURE



DESIGN



WOW FACTOR



LOCATION



SPECIFIC CLIENT



REAL ESTATE MANAGER

- Digital generation
- Entrepreneurs
- Health and nutrition conscious
- Environmentally conscious
- Independent

THE NEW PLAYERS: DIGITAL NOMADS

MILLENNIALS

- Born between 1980 and 1995
- Will be more than **70%** of the global workforce by 2025

CENTENNIALS

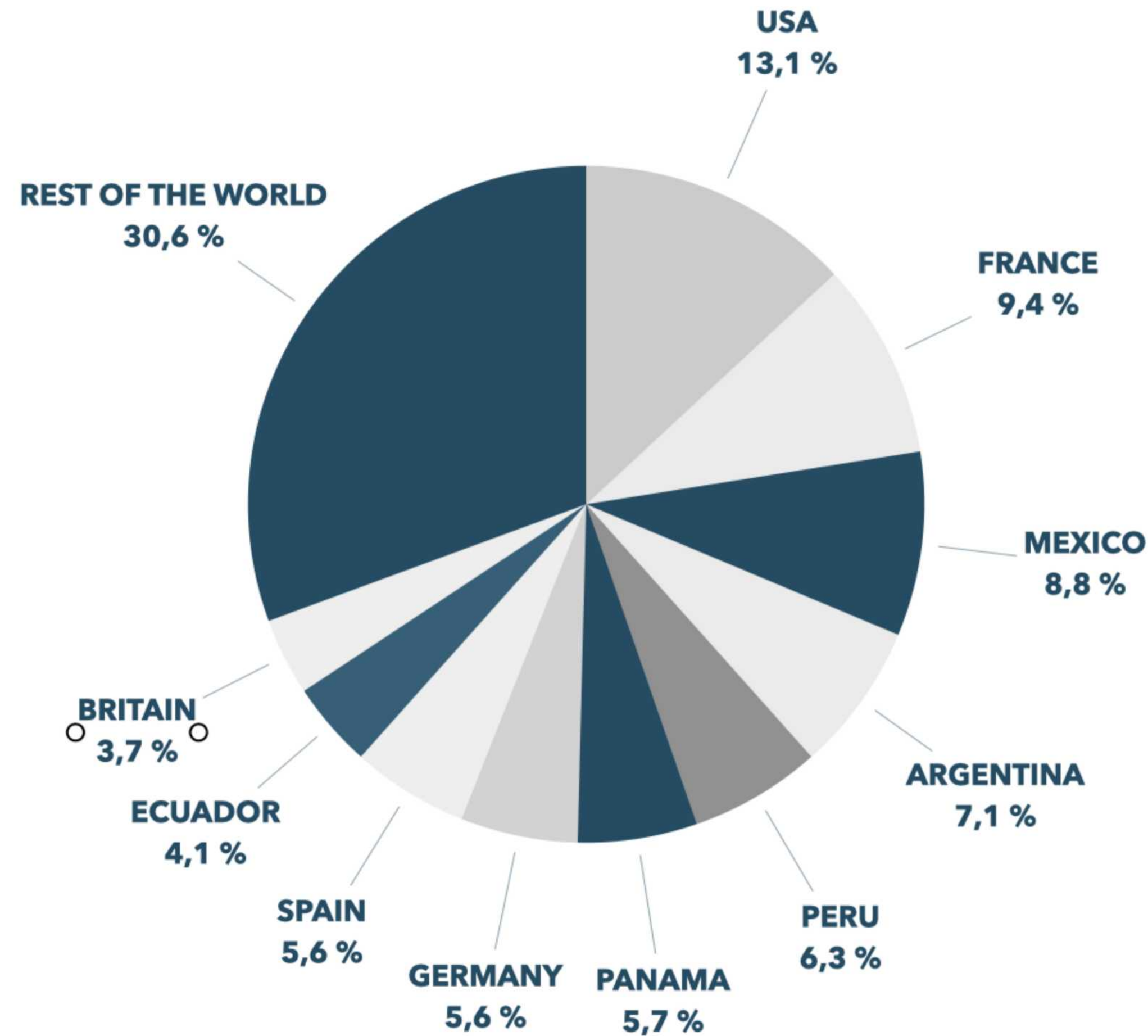
- Born between 1996 and 2000
- They were **born Internet**, they think about the future, they are entrepreneurs and they want to be the owners of their projects.



INDUSTRY OPPORTUNITIES

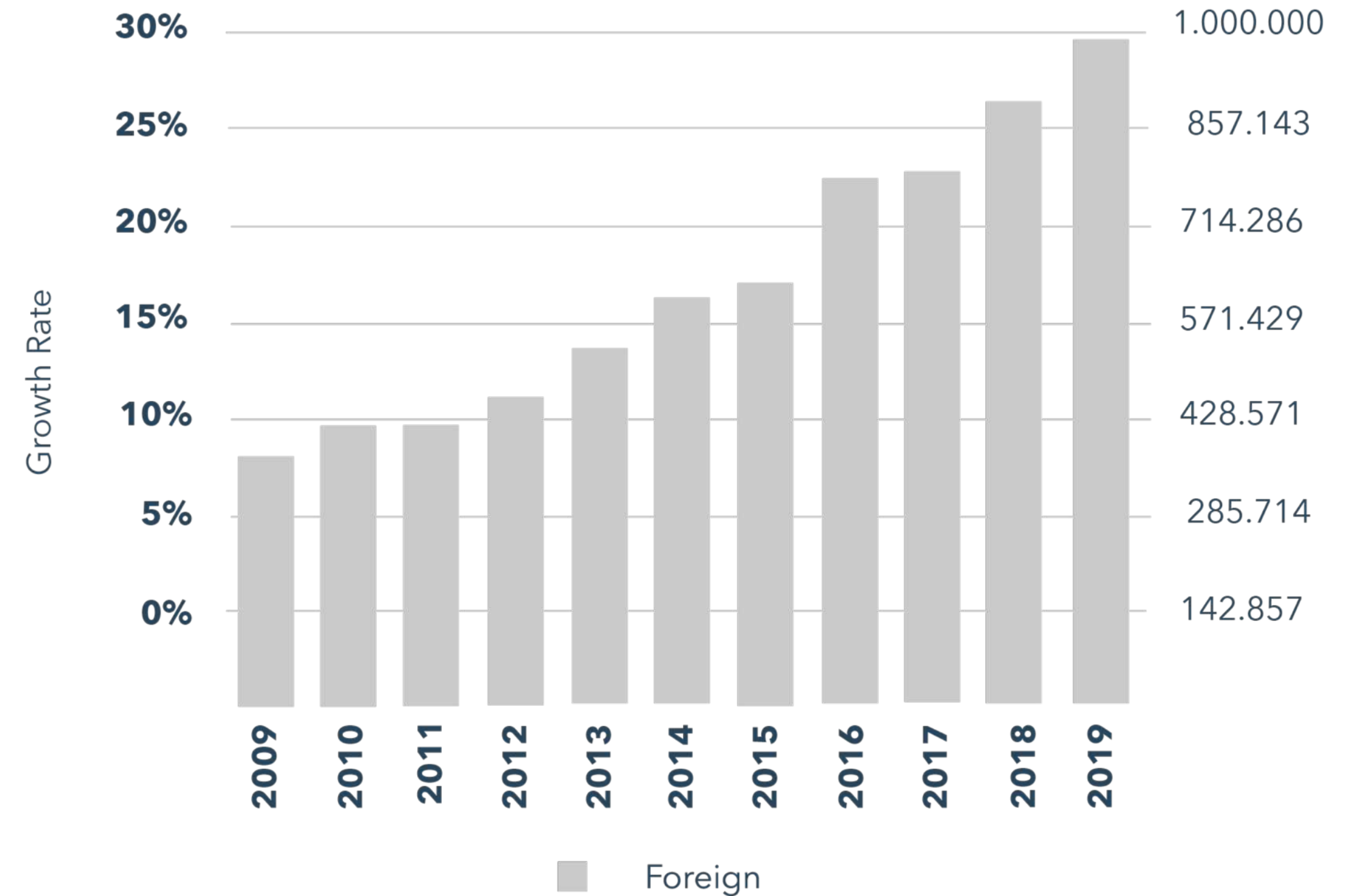
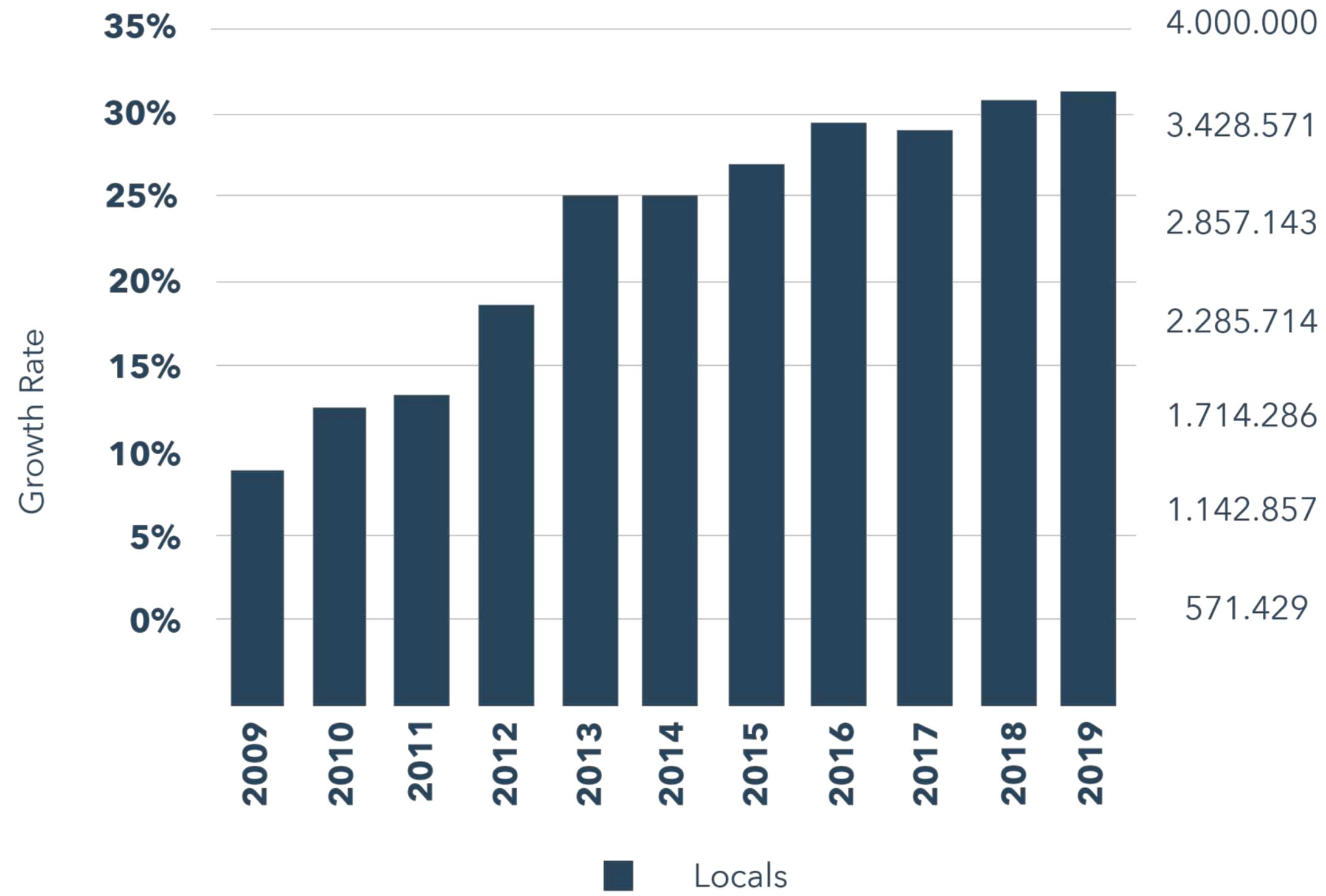


INTERNATIONAL VISITORS



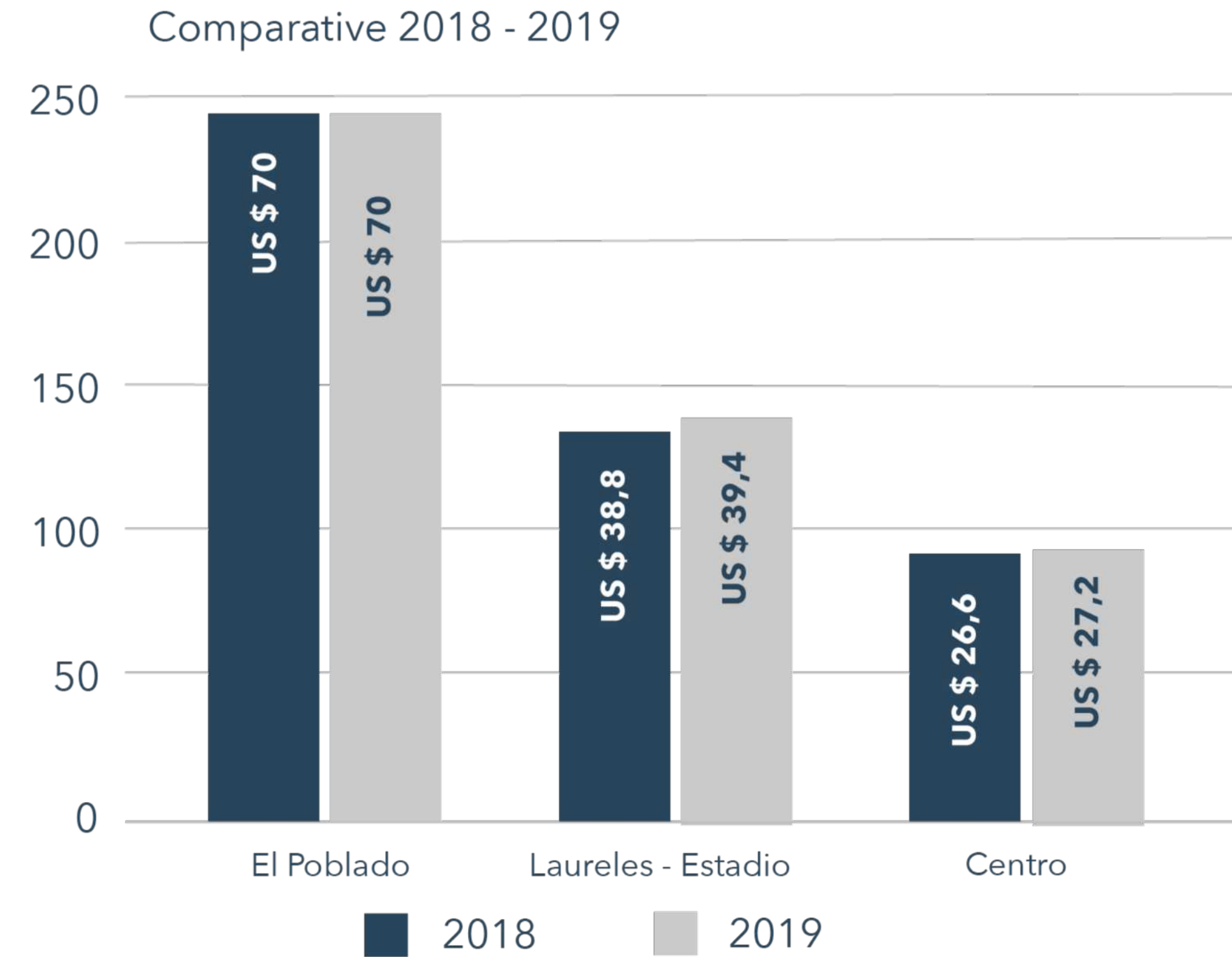


ANNUAL PASSENGERS ARRIVALS





LOCATION AND RATES

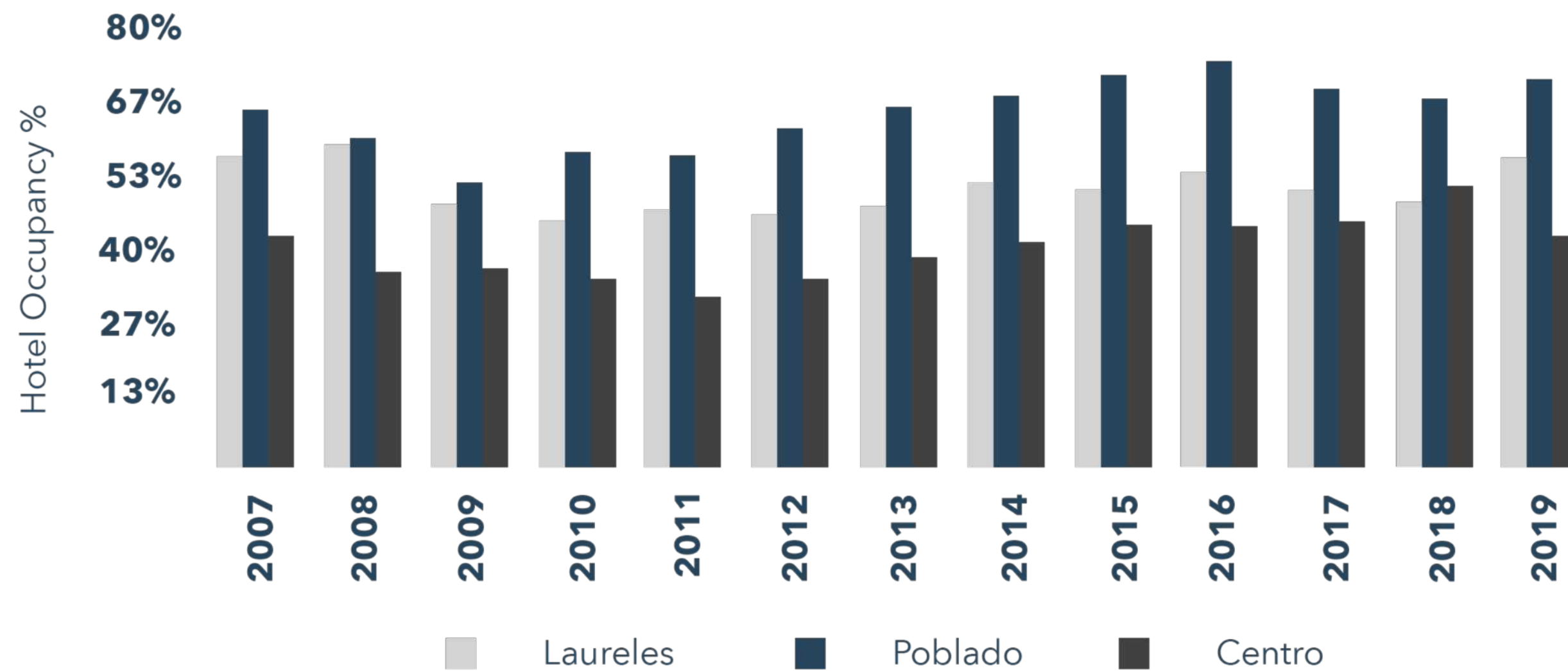


PREFERRED ACCOMMODATION LOCATIONS

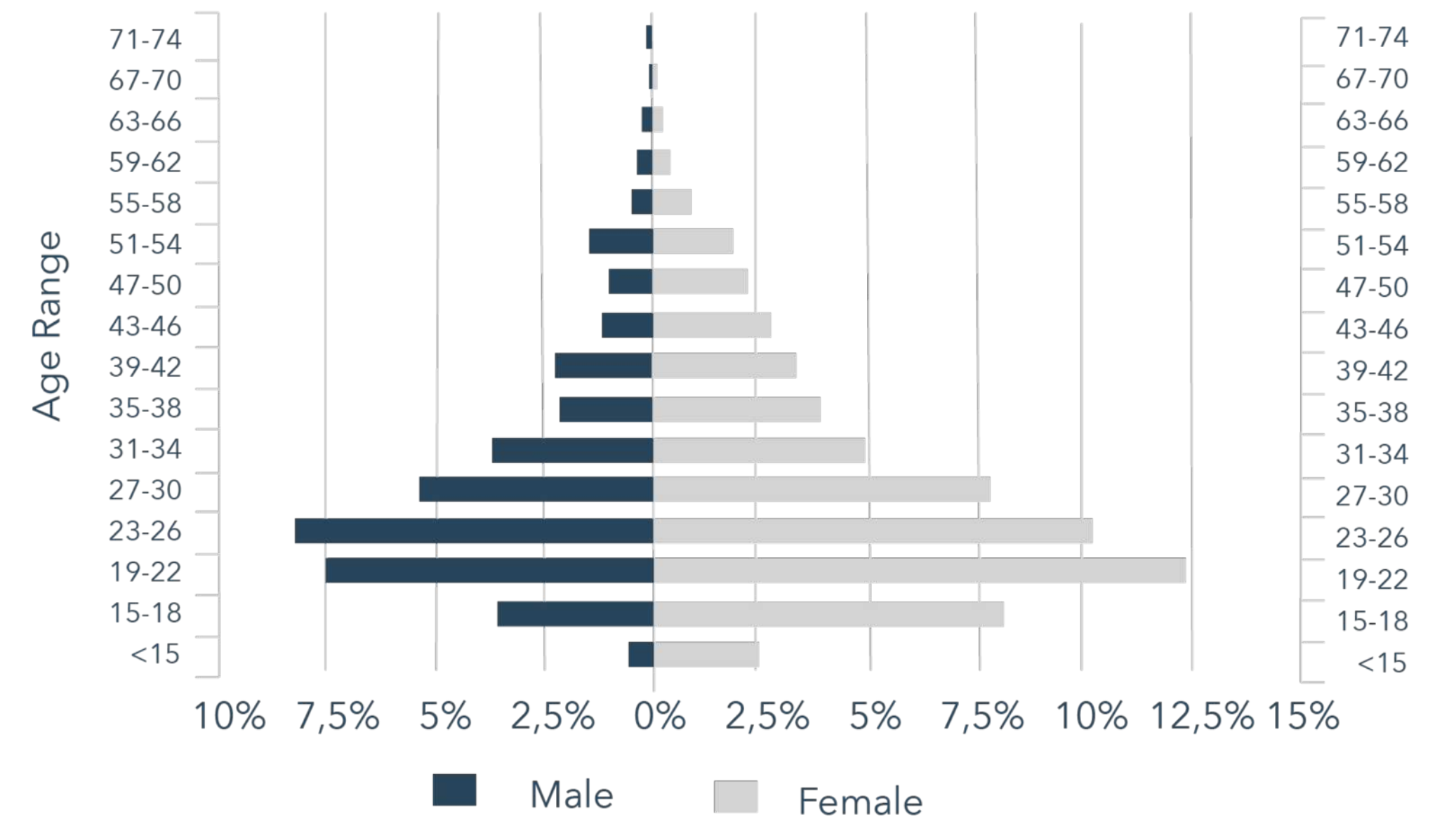
AVERAGE RATE



HOTEL OCCUPANCY



POPULATION PYRAMID





INDUSTRY OPPORTUNITIES

During the first half of 2019, Medellín received **451.542** international visitors and **1.900.819** local tourist.

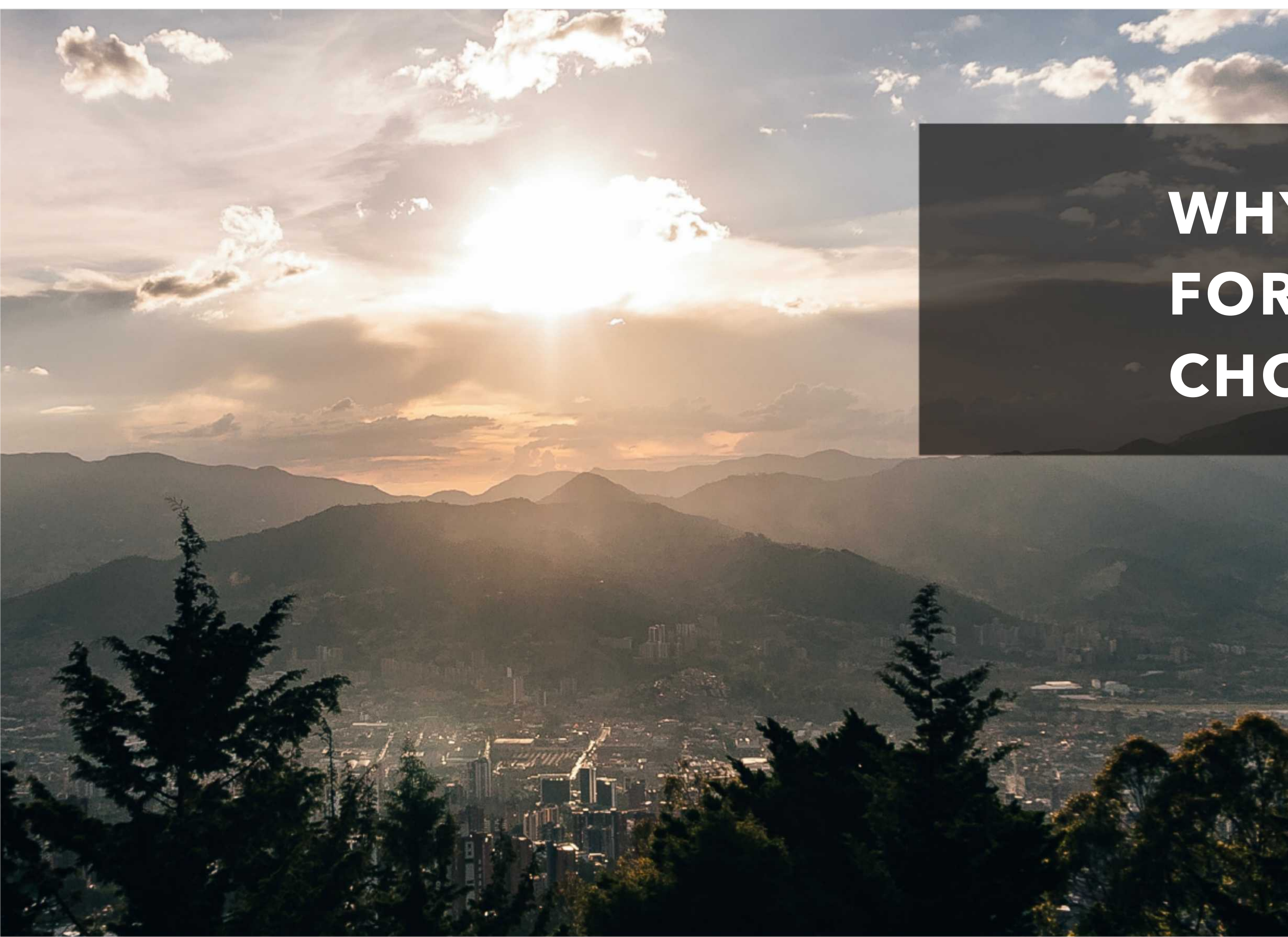
16,11% Increase in international visitors

13,64% Increase in local visitors

THIS INCREASE REPRESENTED AN ECONOMIC PROFIT OVER 39 MILLION DOLLARS for the hotel, gastronomic and cultural sectors.

TOURISM INCREASED BY
50%
IN THE LAST FIVE YEARS





WHY DO FOREIGNERS CHOOSE MEDELLIN

- People
- Weather
- History
- Gastronomy
- Night Life
- Ecotourism
- Events

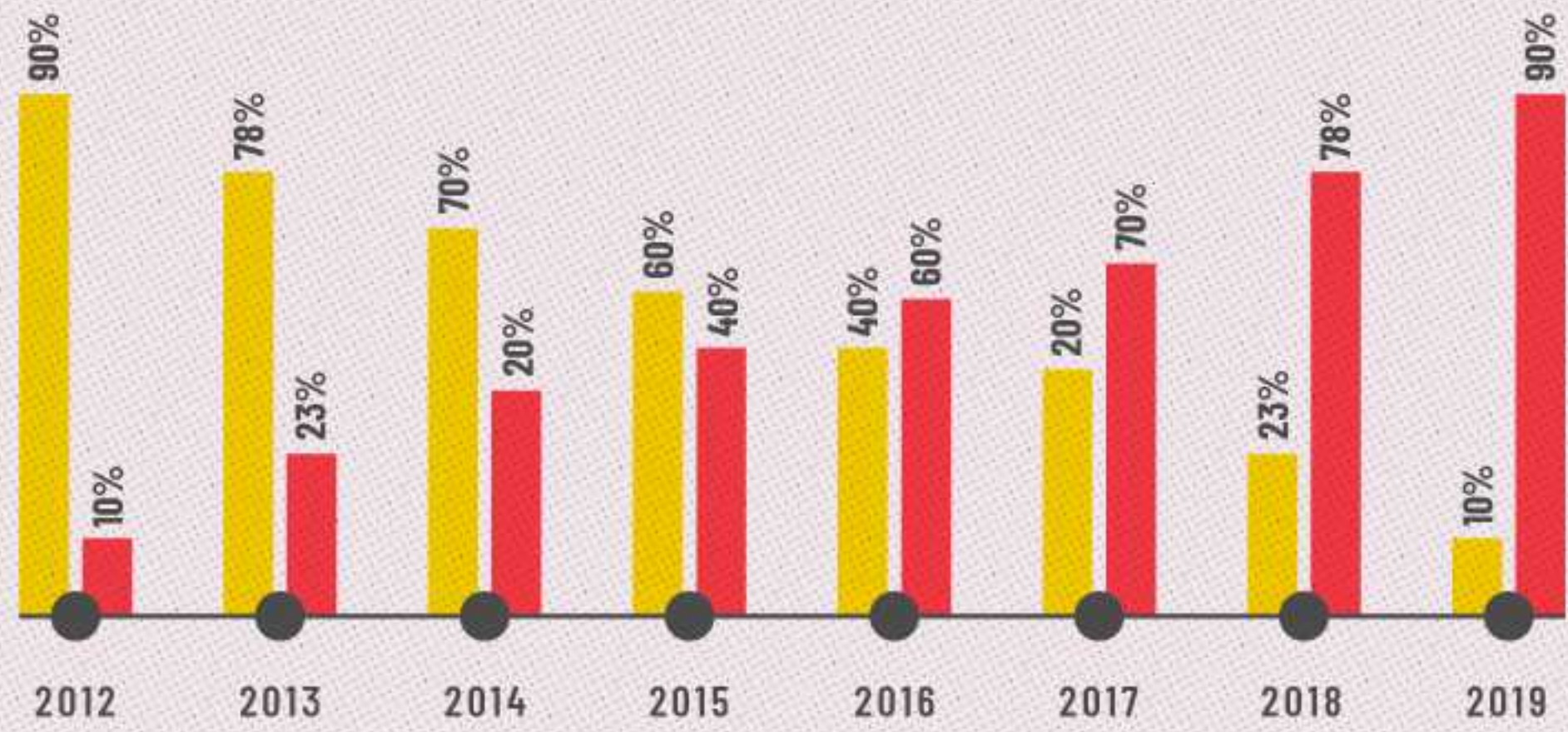


OUR PROJECTS

**mr.
oddi**

We are encouraged to be ordinary, normal, to follow a pattern, to look the same way... *and yet being human means we are not the same.* **What makes us human is our instinct to defy the ordinary,** *our desire to stand apart, unique, and different.*

TRANSFORMATION OF THE AREA DURING THE LAST 8 YEARS

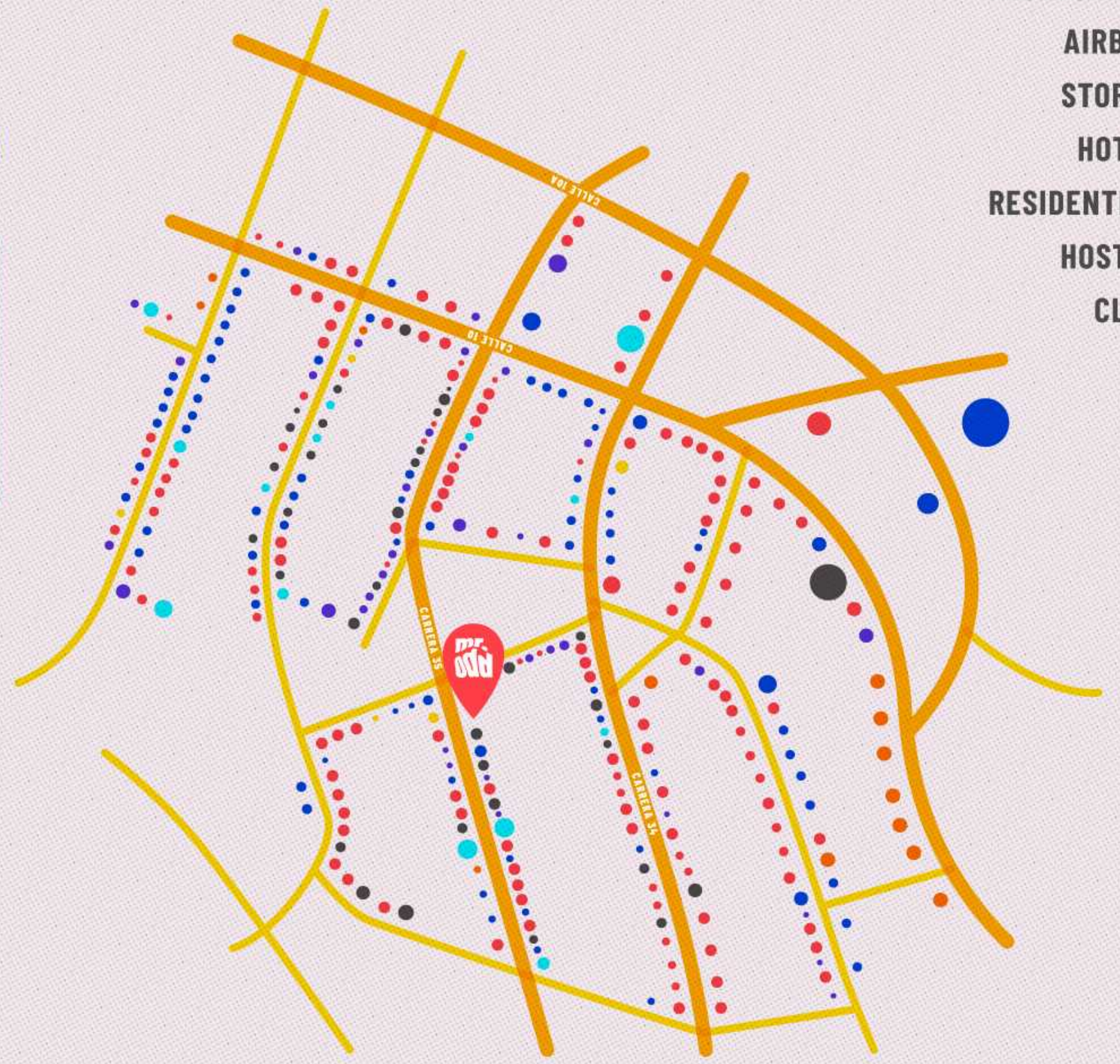


HOUSING

RETAIL

More than
230 commercial establishments

- RESTAURANT ●
- AIRBNB ●
- STORES ●
- HOTEL ●
- RESIDENTIAL ●
- HOSTAL ●
- CLUB ●





**THE FACADE ITSELF
WILL BE
AN EXALTATION
OF THE SMALL
DIFFERENCES
THAT UNITE US.**



The use of clean materials such as glass, in conjunction with rustic elements such as brick, **introduces a concept that is difficult to classify**, a unique encounter between diametrically opposed textures.

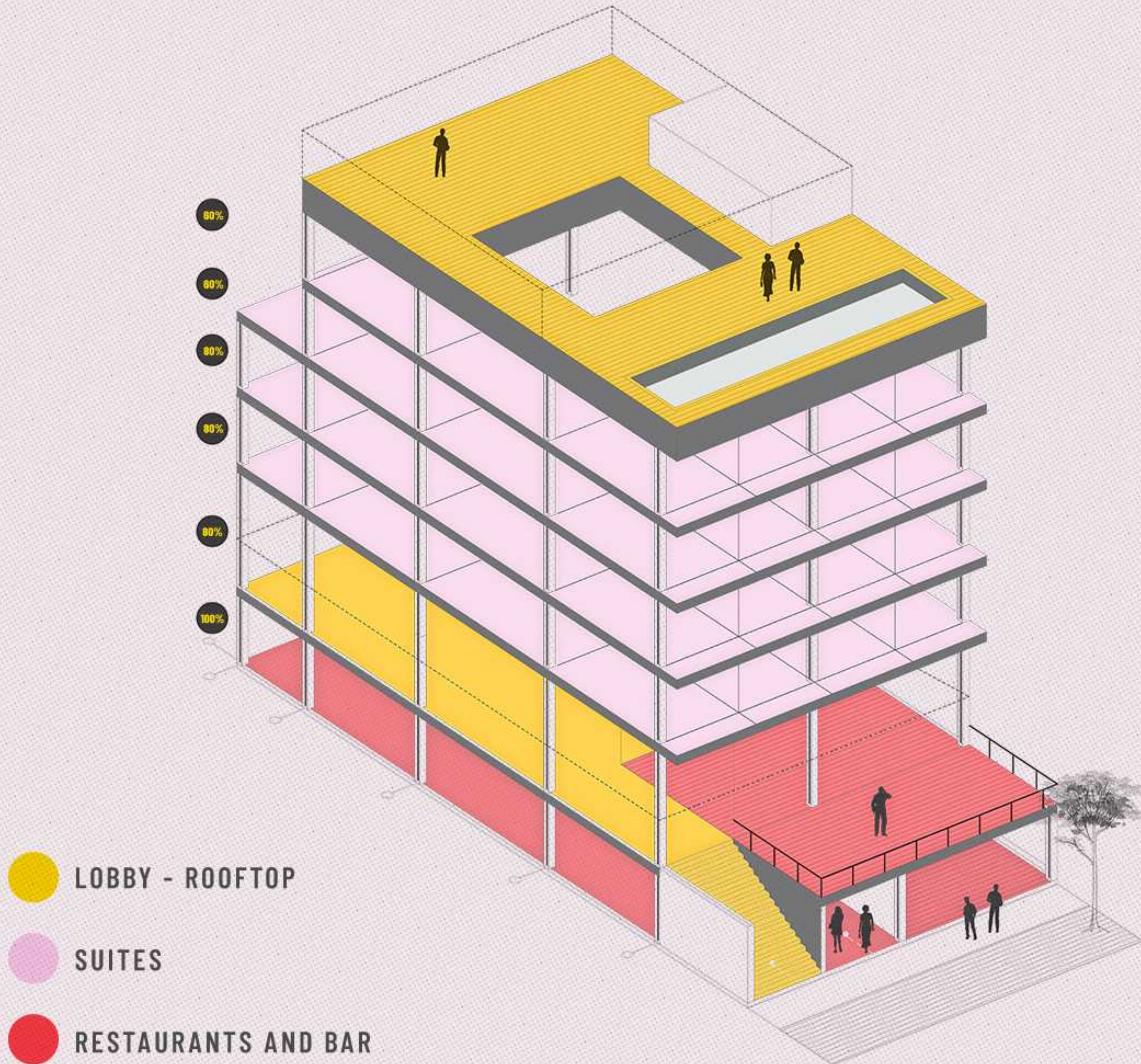


mr
ps

**A HOTEL THAT DEFIES
THE ARCHITECTURAL
STANDARD AND DARES
TO BE UNIQUE.**

PROJECT

Mr. Odd is a space to *celebrate the strange and an invitation to meet travelers and locals who speak the same language, the different.*



RESTAURANT



BAR



SUITS



NIGHT CLUB



ROOFTOP



INFINITY JACUZZI



TARGET

Mr. Odd is a particular traveler who has dedicated his life to know how different each culture is. He is the central character and brand that we will associate with the project inviting guests, diners and visitors to **enjoy the difference that unites us as human beings.**

Mr. Odd is between the ages of 18 and 50, sociable, outgoing, cheerful. With a particular interest in the uniqueness of each destination and the particularity of each traveler.

Our audience enjoys exploring the idea of eating, talking, drinking, dancing and resting, in as many ways as possible.

**MR. ODD IS CHANGEABLE,
DYNAMIC AND USUALLY
ADOPTS ODDITIES FROM
SOME PEOPLE HE HAS
DISCOVERED DURING
HIS JOURNEY.**

32 SUITES
ROOF TOP
COMMERCIAL ESTABLISHMENTS

MIN. INVESTMENT (PRICE OF UNIT)

54,000 USD / 200,000,000 COP

EXCHANGE RATE

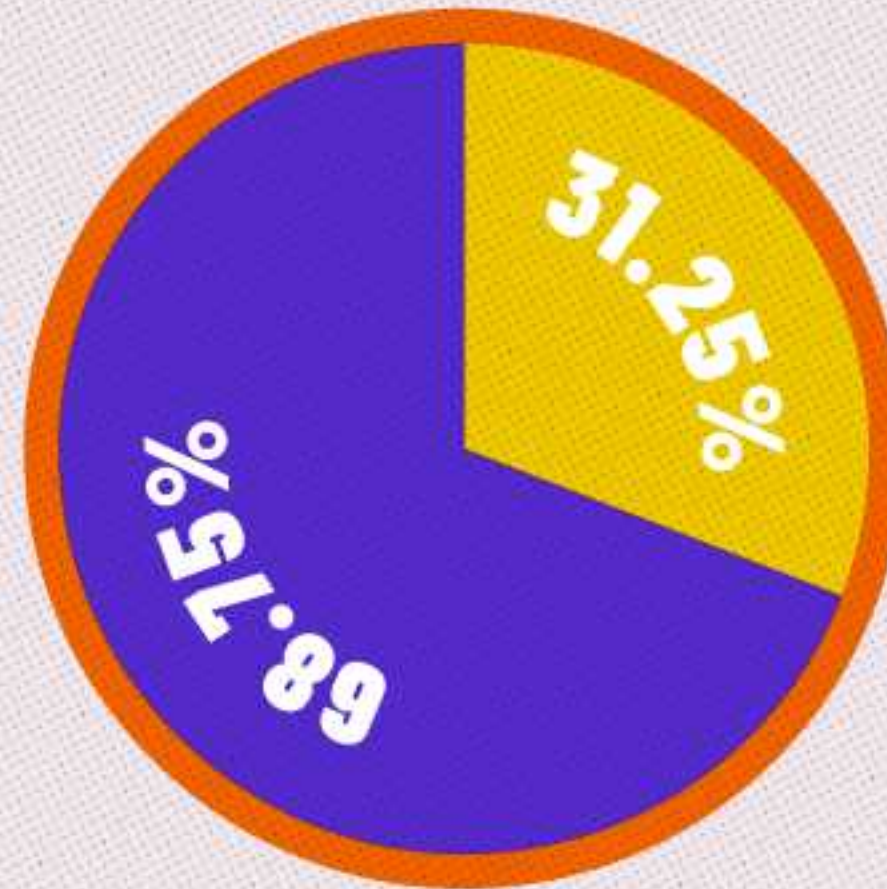
3,700 USD/COP

SALES MODEL

FIDUCIARY RIGHTS

TOTAL SALES

4,324,000 USD / 16,000,000,000 COP



80 UNITS

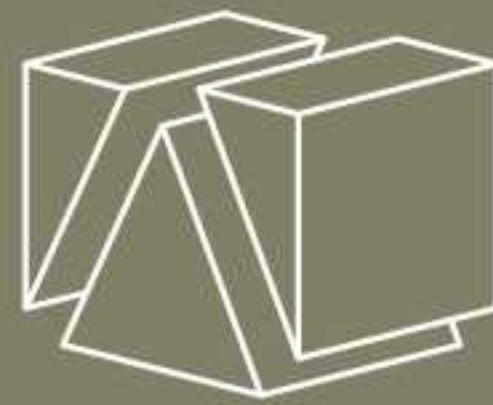
25 UNITS SOLD

55 AVAILABLE

*Figures as of October 2020

KIRAL

UNIQUE LIVING SPACES



Any object whose reflection in a mirror cannot be superimposed on its form.

Discovering a city is a Kiral experience, there are no two reflections of a place that coincide exactly, and it is precisely the sum of those glances that gives meaning to the journey.



EL POBLADO MEDELLIN

Walking distance to

PROVENZA 9 min.

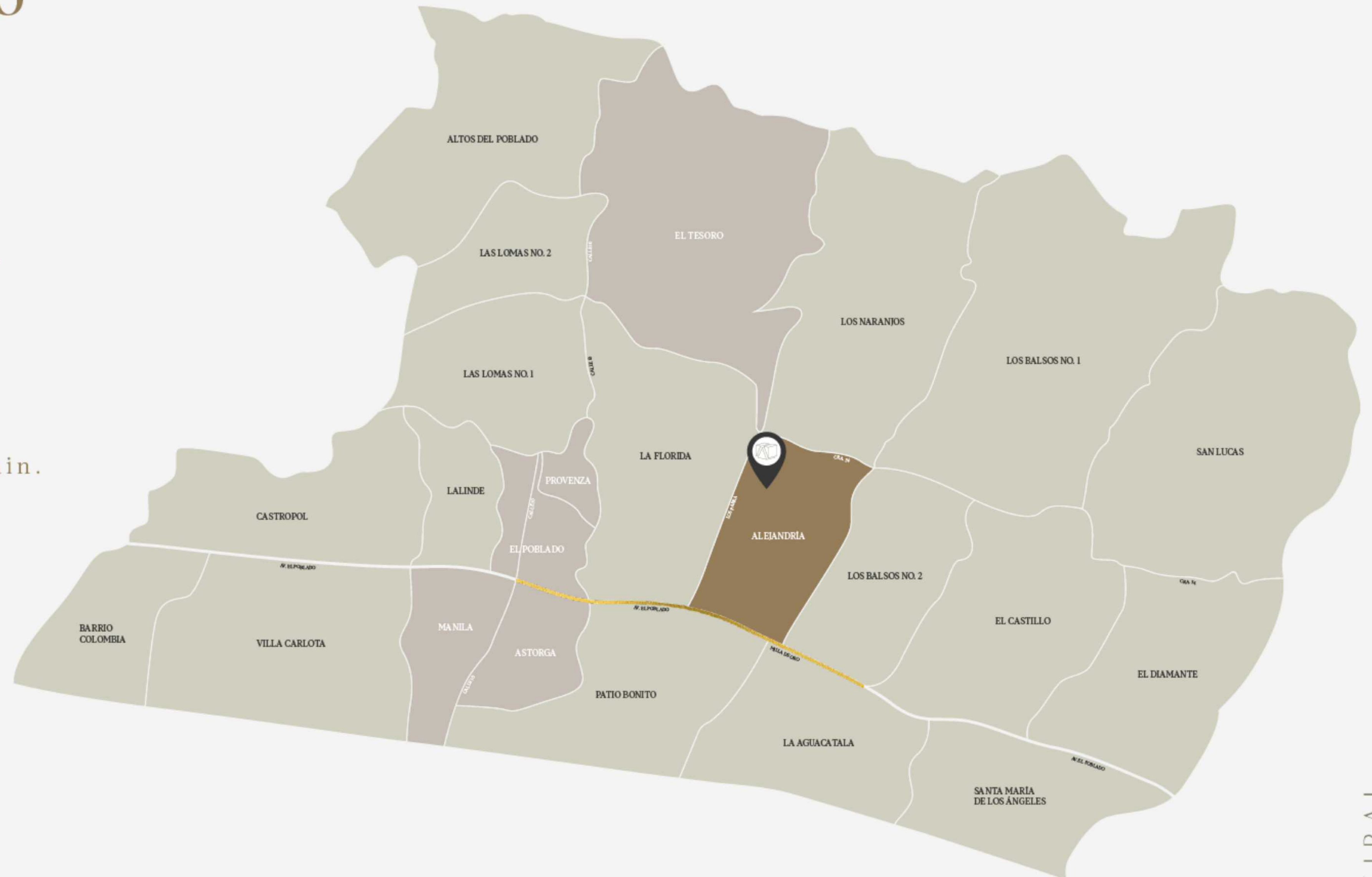
EL POBLADO 7 min.

MANILA 12 min.

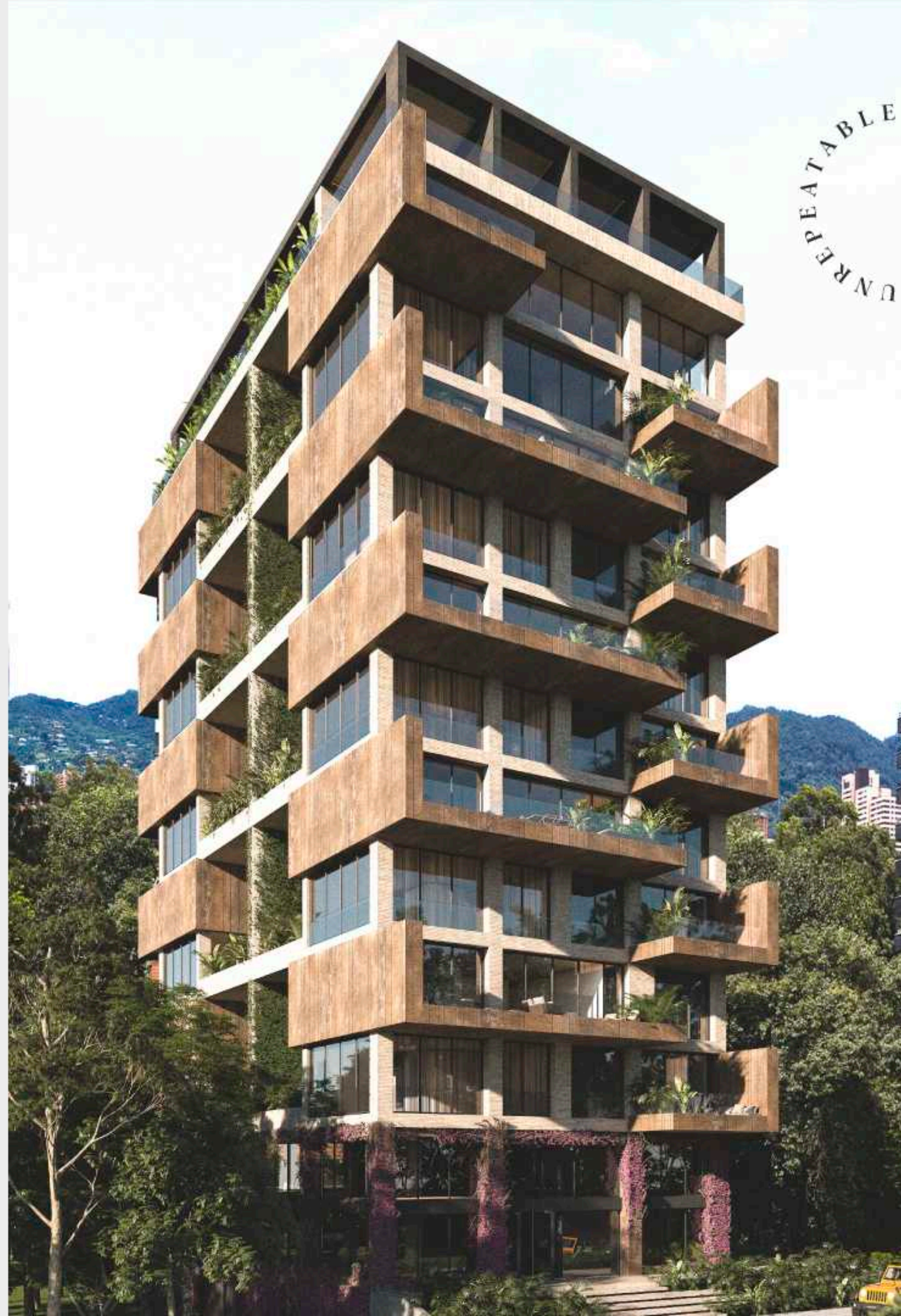
ASTORGA 10 min.

MILLA DE ORO 4 min.

EL TESORO 11 min.



PROJECT



UNREPEATABLE EXPERIENCES

18 apartments designed with
a single purpose, creating
UNREPEATABLE
EXPERIENCES,
EVEN IN
THE SAME
SPACE.



KIRAL



SOPHISTICATION
ALWAYS REQUIRES
SPACE TO EMERGE.



PERSONALIZATION

PROJECT

The large areas have been designed to allow the personalization of each apartment, inviting inhabitants to draw their own line of refinement.

KIRAL



KIRAL
EMBODIES
A CLEAR LINE
OF MODERN
DESIGN WITH
CLASSIC
NUANCES.



PROJECT

TIMELESS
LUXURY

KIRAL



AMENITIES • AMENITIES



LOBBY



GARDENS



GYM



OFFICE SPACE



ROMAN BATH



SPA





AMENITIES • AMENITIES
AMENITIES • AMENITIES



PROJECT

ROMAN BATH

KIRAL



TARGET • TARGET • TARGET • TARGET • TARGET • TARGET • TARGET • TARGET • TARGET • TARGET



Adults between 30 and 65 years of age who seek to settle temporarily or permanently in Medellín.

People of high socioeconomic status with interest in business, travel, and luxury.





CUSTOMIZED.C
CUSTOMIZED.C

CUSTOMIZED
DESIGN
BY OUR TEAM
OF ARCHITECTS

OFFICE SPACE

Sold out

18 APARTMENTS

160 m² to 180 m² (1,722 ft² to 1,937 ft²) approx.
Price U\$ 360,000 approx.

ROI

7% to 8% annual - Valuation 5% annual

ROE

12% to 13% annual



OUR OTHER PROJECTS



nükâk

UNDER CONSTRUCTION

Gutiérrez
GROUP



nükâk

UNDER CONSTRUCTION

Gutiérrez
GROUP



nükâk

UNDER CONSTRUCTION



3450
LIVING



UNDER CONSTRUCTION

Gutierrez
GROUP



OPPORTUNITIES

- Exchange rate
- Economic growth of the country



10 YEARS OF EXPERIENCE • 1.800+ CLIENTS • 350+ INVESTORS

WE CARE ABOUT YOU

CONTACT US

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