



# Monarca Property Advisors

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Founder and Managing Principal





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# Who We Are

- Our Mission: To provide premier real estate advisory services tailored for cross-border investors focused on U.S.-Mexico industrial real estate.
- Inspiration: Inspired by the monarch butterfly, we embody transformation, resilience, and the seamless flow of capital and opportunities between the U.S. and Mexico.
- Specialization: We focus on the rapidly growing U.S. / Mexico industrial market, assisting clients with tailored solutions for leasing, acquisitions, development consulting, and investment strategies.

# What We Offer

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# Leasing Services



## Property Marketing and Tenant Attraction

Develop targeted marketing strategies to showcase properties, reaching qualified tenants across U.S. and Mexico markets.

Create customized marketing materials and use platforms that highlight the property's value for industrial tenants.



## Lease Structuring and Negotiation

Structure leases based on U.S. market practices and standards, ensuring optimal terms for the landlord.

Negotiate terms that maximize income potential while balancing tenant needs for customized build-to-suit opportunities.



## Build-to-suit Structuring

Facilitate build-to-suit opportunities, working with developers and contractors to create tailored industrial spaces that meet tenant needs

Oversee project management coordination, ensuring budget adherence and timely delivery.



# Development Consulting

## Strategic Site Selection

- Identify prime sites leveraging market insights on logistics, labor, and market access along the U.S.-Mexico border.
- Align site choices with client-specific operational needs, ensuring optimal location for market reach and growth potential.

## Due Diligence and Feasibility Studies

- Manage comprehensive due diligence processes, coordinating environmental, regulatory, and market risk assessments with trusted experts.
- Oversee feasibility studies with financial modeling revenue projections to provide clients with a clear basis for decision-making.

## Design and Planning Integration

- Collaborate on design concepts that enhance functionality and tenant appeal.
- Integrate efficient layouts and future expansion options into the planning process, ensuring adaptability.

# Investment Advisory

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## Market Insights and Strategic Planning

Deliver in-depth market intelligence on U.S.-Mexico industrial real estate trends to inform client decisions.

Create tailored investment plans that align with clients' risk profiles and growth objectives.



## Joint Venture and Development Partnerships

Identify and structure joint ventures and development partnerships to maximize market presence and asset value

Facilitate partnerships that provide clients with capital efficiency and access to strategic opportunities.



## Asset Management and Portfolio Optimization

Advise on asset management strategies focused on enhancing property value and optimizing cash flow.

Monitor market conditions and asset performance to identify opportunities for portfolio adjustments and increased returns.





## **Our Competitive Advantage**

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Cross-border expertise: Bilingual, dual-citizenship advantage for seamless U.S.-Mexico navigation

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In-depth understanding of both U.S. and Mexican industrial markets and regulations.

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Long-term partnerships focused on maximizing investment returns



# Founder's Track Record

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**Nearly a Decade of Industrial Real Estate Experience:** Formerly with Affinius Capital, specializing in cross-border logistics and industrial development.

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**Expert in Nearshoring and Onshoring Trends:** Recognized thought leader with panel moderations and speaking engagements on key industry topics.

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**Bilingual Dual Citizen (U.S. and Mexico):** Unique insight and cultural fluency in U.S.-Mexico markets, enabling seamless navigation of cross-border investments.

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**Proven Project Management Skills:** Extensive experience managing complex projects from inception to completion, ensuring strategic alignment with client goals.



# Why Monarca?

- **Specialized Cross-Border Expertise**

- Deep understanding of both U.S. and Mexican industrial markets, allowing for seamless guidance in cross-border investments.
- Bilingual and culturally fluent, ensuring smooth communication and effective navigation of regulatory landscapes on both sides of the border.

- **Proven Track Record in Industrial Real Estate**

- Nearly a decade of experience managing high-impact logistics and industrial projects, with a focus on maximizing value for clients.
- Established industry presence, with thought leadership and insights on nearshoring, onshoring, and market trends that support strategic investment decisions.

- **Client-Centered, Tailored Solutions**

- Commitment to long-term partnerships with customized strategies that align with each client's objectives and evolving needs.
- Transparent, adaptive approach to advisory, ensuring clients are supported at every stage, from market entry to asset management.

# Next Steps

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- Discuss Your Vision for Mexico
- Review Your Current Portfolio
- Assess Key Market Opportunities
- Tailor an Action Plan



# Contact Us

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*“Bridging the industrial landscapes of  
the U.S. and Mexico”*

