THE 5 R MASTERCLASS · PROFITABLE INTERNATIONAL REAL ESTATE INVESTING

LESSON 2

The Right Property

Welcome back. Yesterday, we talked about finding the Right Place. How to identify markets before the crowd and position yourself ahead of the curve.

Now that you know where the opportunities are appearing, the next question is: what exactly should you buy inside that market?

Because even in the right place, the wrong property can destroy your returns. I've seen investors get everything right — timing, price, location — and still struggle because they bought something nobody really wanted to rent or live in.

So today, we're shifting from macro to micro. From maps and airports to floor plans and front doors. We're talking about how to choose the Right Property. The kind that renters fight over, that stays full, that appreciates faster, and that gives you options when you eventually decide to sell.

And remember: RETA deals are designed with this in mind. A major part of our work with developers focuses on delivering resort-level amenities — ocean-view rooftop pools, bright coworking spaces, well-equipped gyms, spas, and saunas. These are at the heart of what makes a property irresistible to renters who are seeking not just a place to stay, but a lifestyle to experience.

Here's the single biggest mindset shift I want you to take from today: renters don't rent square footage. They rent lifestyle.

When people choose a place to live, especially overseas, they're buying a feeling. They're picturing their morning coffee on the balcony, a quick stroll to the beach, a cocktail at sunset, or a coworking lounge that feels like home. They aren't calculating price per square foot. They're imagining how their life will feel in that space.

That's why one condo rents 300 days a year and another sits empty two streets away. Because of story. The winning property tells a lifestyle story the renter wants to step into.

So, as you evaluate properties, ask: what story does this property tell? If the story is convenience, comfort, and community, you're on the right track. If it's isolation, compromise, or inconvenience, that's a red flag.

Cabo renters aren't counting bedrooms. They're picturing morning walks on the beach, sundowners by the pool, and easy access to world-class golf. Lisbon tenants aren't comparing measurements. They want a café downstairs and a tram stop nearby. Your job is to find properties that fit how people want to live — not how architects like to build.

Now, let's talk about size and layout. Over the years, we've analyzed hundreds of RETA deals, and a clear pattern keeps appearing: two-bedroom condos usually hit the sweet spot.

They offer flexibility for almost every kind of tenant. Remote workers sharing, couples with guests, small families, or retirees who want an extra room for visiting grandkids. A one-bedroom limits your audience. A three-bedroom often costs more to buy and furnish, which can soften your yield.

Two-beds, meanwhile, tend to hit the sweet spot — offering the best mix of flexibility, affordability, and rental appeal. In many markets, they attract the widest range of tenants and are easier to keep occupied year-round. On resale, performance varies by destination, but demand for well-designed two-beds remains consistently strong because they appeal to both investors and end-users alike.

It's the "Goldilocks" unit. Not too big. Not too small. Just right.

But there are exceptions. In some markets — like Porto, for instance — we've seen a flood of two-bedroom Airbnbs, leaving a gap for larger homes or villas that can host families or groups. In cases like that, the niche becomes the opportunity. So while two-beds remain the rule of thumb, the real key is to spot where local demand tells a different story, and buy the property that fills the gap others ignore.

In Playa del Carmen, both one- and two-bedroom condos perform strongly. One-beds appeal to digital nomads and short-term renters, while two-beds attract couples and small families. In the Algarve, the strongest performers year after year are still two-bed, two-bath condos with light, open plans and a touch of outdoor space. A balcony or terrace where renters can enjoy that morning coffee with a view.

When in doubt, start your search in that middle lane. You'll hit more targets, rent faster, and sleep easier knowing your property always has demand.

Now let's go deeper into what I call the invisible multipliers. The details that make renters say "yes" instantly and that add tens of thousands in value when you sell.

1. **Amenities.** People want convenience. A pool, a small gym, maybe a coworking or community space. These aren't luxuries anymore. They're expectations. In vacation markets, a well-designed pool or outdoor lounge often separates the fully-booked properties from those that sit idle. They're amenities guests actively search for when choosing where to stay. In urban markets, secure parking or high-speed internet can do the same. Choose developments with a few meaningful amenities rather than a long list of gimmicks.

2. **Walkability.** This is the number-one factor driving rental decisions worldwide. If a renter can walk to groceries, cafés, restaurants, or the beach in under ten minutes, you've just added an invisible premium to your property. Even in car-friendly places like Mexico, being able to walk to daily conveniences is gold.

3. **Design and finishes.** Good design photographs well. And in the digital age, photos are what rent your property. When your photos pop, you win the click — and the booking.

The takeaway? Renters and buyers are drawn to ease, beauty, and lifestyle. If a property feels effortless and inviting, it will always outperform one that feels like hard work.

A few years ago in Playa del Carmen, we analyzed two new developments only a few blocks apart. Both were close to the beach. Both claimed "luxury." But the results couldn't have been more different.

The first development — the one heavily advertised — was a high-rise tower packed with small studio apartments. It had a rooftop pool, neon lights, and a flashy lobby that looked more like a nightclub than a home. Investors loved the renderings. But when it opened, reality didn't match the brochure. Occupancy hovered around 60 percent. Too much supply. Too little soul. Average sale price: about $190,000 USD per studio. Average nightly rent: roughly $100 USD.

Now compare that with the RETA-exclusive Siempre Playa project just a few streets away. Smaller scale. Better layout. Two-bedroom units with natural light, private balconies, and a quieter, more residential vibe. Still walkable to the beach but far enough from the nightlife noise.

Early RETA buyers paid around $198,600 USD for their two-bed condos in 2017. Within five years, resales and listings were averaging $370,000 to $375,000 USD — nearly an 85 percent uplift. Average nightly rents ran between $150 and $200 USD, with occupancy around 85 to 90 percent.

The difference was lifestyle alignment. Our project matched what renters actually wanted — space, peace, and proximity to the beach — while the other project sold hype and density.

This is why RETA members succeed where others don't. We ignore the marketing gloss and focus on human behavior. We ask: would I want to stay here? Would I feel comfortable recommending this to a friend? If the answer's yes, that's the Right Property.

Here's a quick checklist to evaluate any property you're considering:

Lifestyle first, layout second — does it deliver comfort and convenience?

Two-bedroom flexibility — or a niche that fills a gap in the market.

Walkability — within a ten-minute stroll of life's essentials.

Meaningful amenities — one or two real perks tenants actually use.

Good design — bright, neutral, easy to photograph.

Sound management — professional property manager or clear plan for upkeep.

Value entry price — buy below comparable listings so your profit is baked in.

When you find a property that checks most of those boxes, you're positioning yourself in the heart of demand.

Open your worksheet now to the section titled "Defining My Right Property." Write down the location you're most interested in — the one that caught your attention yesterday. Then answer three quick prompts:

What lifestyle attracts renters there?

What property type best delivers that lifestyle?

What amenities or features would make that property irresistible?

Once you've written those answers, read the bonus report linked below: "How to Maximize Your Rental Income (or Hire a Property Manager)." Inside, you'll learn how to price your rental smartly for both short- and long-term markets, how to furnish strategically for higher yields, and how to screen or manage tenants remotely without headaches. It's a short read, but it will help you turn what you've learned today into real-world action, and real-world income.

Real-estate wealth isn't created by guessing or luck. It's created by alignment. The Right Place gives you momentum. The Right Property multiplies it.

When you buy a property that renters genuinely desire — that fits the rhythm of their lives — you'll never worry about vacancy or resale. It will perform because it's in harmony with how people want to live.

So, as you scroll listings or walk developments this week, keep asking: does this property tell the right lifestyle story? If it does, you're already thinking like a RETA insider.

Tomorrow we'll move on to The Right Developer, where we'll look at who builds your investment, how to vet them, and how to protect yourself from costly mistakes.