THE 5 R MASTERCLASS · PROFITABLE INTERNATIONAL REAL ESTATE INVESTING

LESSON 4

The Right Price

Welcome back. Yesterday we talked about the Right Developer, and how to identify trustworthy developers with proven track records who can actually deliver what they promise.

Today, we're moving from the developer's side of the equation to the buyer's advantage. Because even the best developer and the best property won't make you rich if you overpay.

This is where RETA's secret weapon comes into play. Our ability to buy below value. It's a simple idea, but it's one that separates ordinary investors from extraordinary ones.

Because profit in real estate isn't made when you sell. It's made when you buy. Get that part right, and everything else — income, appreciation, and flexibility — falls into place.

If you only remember one thing from this entire masterclass, make it this. Three simple words. Buy Below Value.

Every RETA member hears me say that over and over again. It's our mantra because it captures the single greatest advantage you can give yourself as an investor. When you buy below value, you lock in your profit from day one. It's like starting a marathon already a few miles ahead of the pack.

Imagine two investors buying in the same development. One pays retail. In other words, the price the public sees on the billboard or website. The other, a RETA member, buys early at RETA-negotiated pricing, often well below what the public later pays.

Same property. Same developer. Same timeline. Completely different outcomes. The retail buyer spends the next five years hoping for appreciation. The RETA buyer starts with appreciation built in.

That's how we create instant equity and superior yields. And that's why we never chase markets that are already hot. We go where the value still exists. Where we can buy the Right Property, in the Right Place, from the Right Developer, at the Right Price.

So, how do we actually get those prices? It’s not luck. It’s leverage.

Developers need certainty. Before they break ground, they need to know that units are sold, that cash flow is coming in, and that momentum is real. That’s where RETA steps in. Because we have a select group of serious, active investors, we can give developers what they crave most. A block of pre-sales, quickly and efficiently.

In exchange, we negotiate off-market pricing. Deals that never hit the open market and never appear on real estate websites.

Think of it like a win-win. Developers get speed and certainty. RETA members get early-bird pricing that retail buyers will never see. It’s group buying power applied to international real estate.

When a developer sees that RETA members can move inventory in days instead of months, they understand the power of partnering with us. Which is why they’re so willing to reward RETA members with deep discounts, often tens or even hundreds of thousands of dollars below what the public will eventually pay.

That’s the RETA edge. Pure negotiation leverage, earned over decades of trust and performance.

Let’s talk about what that actually means for you. When you buy below value, you’re not just saving money. You’re creating equity.

Say a property’s true market value is $400,000. If you buy it at $320,000 through a RETA deal, you’ve just built $80,000 in instant equity. Wealth that’s baked in the day you sign the contract.

Now add rental income on top of that. Suppose that property rents for $24,000 a year. At retail, that’s a 6% yield. But because you bought through RETA at $320,000, your yield jumps to 7.5% — without earning a dollar more in rent.

And when it’s time to sell, you’ve got more room to maneuver. You can undercut the retail market and still make a profit. They can’t.

This is why we call buying below value a double win. Equity and yield from Day One. That’s how you build lasting wealth, safely.

Let me give you a concrete example. A few years ago in Playa del Carmen, RETA negotiated early access in the Siempre Playa development, right in the Zona Dorada. Members locked in two-bed condos for around $198,600 USD, while similar units nearby were selling for roughly $264,000 USD — about a 25% premium.

Fast-forward five years. Retail buyers were happy just to break even, reselling close to what they paid. RETA members, on the other hand, saw resale listings near $371,000 USD. An 85% gain plus years of strong rental income in between. Average nightly rents ran $150 to $200 with occupancy around 90%.

Same location, same developer, same building — different entry price. That's the RETA effect.

We've seen the same story unfold again and again — for instance, in Cabo San Lucas. Back in 2015, RETA members bought ocean-view condos in the five-star Quivira resort's Copala community for $336,000 USD, while the retail price hovered near $428,000 USD. Today, comparable units list for $699K to $725K USD. Some members rent theirs long-term for $3,000 to $3,400 a month, or short-term for up to $350 a night.

Retail buyers who came later paid full price and saw modest appreciation. RETA members made their money the day they bought.

That's the power of access. And why Buy Below Value isn't just a slogan. It's a disciplined, data-driven strategy that transforms ordinary opportunities into extraordinary results.

Retail buyers simply can't compete with the terms we negotiate. They walk into a sales office and pay the sticker price. They don't have group leverage. They don't have early access. And they don't have the track record that makes developers pick up the phone when we call.

At RETA, every deal we bring to members is the result of years of credibility and billions of dollars in collective purchasing power. Developers know that if they give our members an exceptional deal, they'll earn trust, exposure, and long-term partnership. That's worth far more to them than an extra few percentage points of profit on one sale.

And that's why you'll never see RETA deals advertised on mainstream property websites. They're exclusive, time-sensitive opportunities for members who understand that the real profit happens quietly, before the crowds ever find out. That's the beauty of buying below value.

Here's a quick checklist to help you stay focused on the Right Price every time you evaluate a deal:

Buy Below Value. Profit when you buy, not when you sell.

Confirm True Market Value. Compare against nearby listings and completed sales.

Use Group Leverage. Whenever possible, align with others — strength in numbers.

Prioritize Off-Market Deals. Avoid public listings, and focus on pre-construction or private opportunities.

Lock in Equity from Day One. The bigger the discount, the faster your ROI compounds.

Run the Math. Understand how purchase price affects rental yield and resale potential.

Stay Disciplined. Don't let emotion or fear of missing out push you to pay retail.

Open your worksheet to the section titled "Right Price Calculator." This exercise will show you, in black and white, how buying below value transforms your returns.

Step 1: Write down the current market price for a property you're interested in.

Step 2: Estimate what a 20–30% RETA-style discount would look like.

Step 3: Calculate your rental yield and ROI for both scenarios — retail price vs. RETA price.

You'll see instantly how much faster your money grows when you buy below value.

If you don't already have a property in mind, use one of the case studies from today's lesson — Cabo or Playa del Carmen. Run the numbers, plug them into the calculator, and see how a small difference in purchase price can add up to life-changing results over time. That's the power of buying smart.

By now, you've mastered four of the five "R's": the Right Place, the Right Property, the Right Developer, and now, the Right Price. Each one builds on the last, and together they create a framework that's bulletproof.

> ✓ **Remember:** three simple words. Buy Below Value. That's how RETA members make money when others are just hoping for it. That's how you protect yourself in any market. And that's how you build equity and freedom that lasts.

Tomorrow, we'll move to the final "R" — the Right Time. We'll talk about when to enter, when to hold, and when to exit, and how timing can amplify everything you've learned so far.

I'll see you there.