GLOBAL LUXURY

The Puerto Vallarta Luxury Real Estate Guide

VOLUME 1 · 2026 EDITION

Hannah López & Tom Gordon

COLDWELL BANKER GLOBAL LUXURY | COLDWELL BANKER LA COSTA

#1 COLDWELL BANKER GLOBAL LUXURY TEAM IN MEXICO, 2025

CONTENTS

01 · WELCOME

The guide we wish every client had in hand.

Real estate in Puerto Vallarta is about much more than finding a beautiful property. It is about understanding Mexico, knowing the market, recognizing opportunity, and having someone you trust guiding you through every step.

We built this guide because we kept having the same conversation: with clients, with friends, and with agents like you. Someone would say, *"we're thinking about Puerto Vallarta,"* and we'd realize how much genuinely useful information there wasn't anywhere in one place.

So we wrote it down. Whether you're buying your first home here, adding an investment property, or you're an agent whose client just mentioned Mexico for the first time, this is the honest, practical version: how ownership actually works, what things actually cost, and where the market actually is.

> *You can buy a beautiful property in a lot of places. Here, you can buy into a life.*

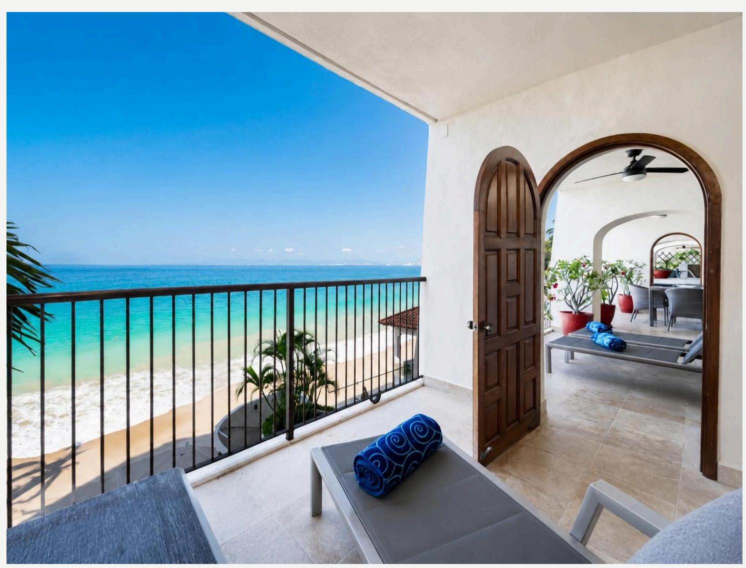
Hannah López & Tom Gordon

Coldwell Banker Global Luxury · Coldwell Banker La Costa · Puerto Vallarta

02 · WHY PUERTO VALLARTA

Mexico's most livable luxury market.

Puerto Vallarta is a real, working city with genuine culture and history, not a resort corridor built for tourists and left empty the rest of the year. That distinction is the reason values here behave differently than in newer, more manufactured developments elsewhere on the Pacific coast.



CLIMATE & SETTING

The dry season runs roughly November through May: warm, sunny, low humidity. Summer brings short, dramatic afternoon storms rather than days of gray. The Sierra Madre meets the Pacific almost directly here, giving the bay a setting far more dramatic than the flat coastline of most Mexican beach towns.

GETTING HERE

Puerto Vallarta International (PVR) has direct flights from most major hubs across the U.S. and Canada. An easy flight is one of the biggest factors in how often owners actually use a second home, and in how liquid that property stays at resale.

COST OF LIVING & HEALTHCARE

Dining, help around the house, groceries and services run meaningfully lower than most U.S. and Canadian metros, even at the luxury end. Healthcare is a genuine regional strength: well-regarded private hospitals and English-speaking physicians.

CULTURE, NOT JUST COASTLINE

Zona Romántica's cobblestone streets, the crowned tower of Our Lady of Guadalupe, the Malecón's bronze sculptures and a genuinely excellent restaurant scene give Puerto Vallarta an identity independent of its beaches.

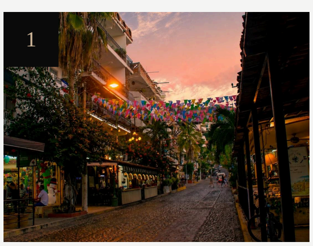
03 · THE BAY AT A GLANCE

From Punta Mita to Conchas Chinas.

Banderas Bay stretches roughly forty miles across two states: Jalisco in the south, Nayarit in the north. Every community on it has its own character, price point and buyer.

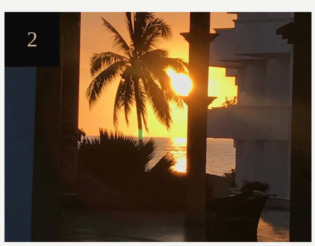
04 · COMMUNITIES

Placing yourself, or your client, on the map.



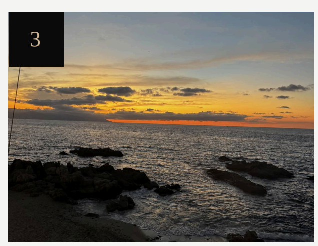
Zona Romántica

Walkable, historic, and the most in-demand rental neighborhood in Puerto Vallarta. Cobblestone streets, boutique condo buildings, and the highest concentration of restaurants and nightlife, all steps from Los Muertos Beach.



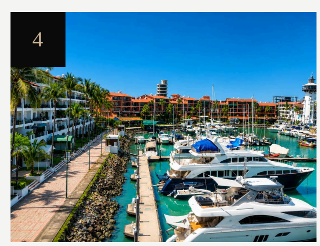
Amapas

A hillside extension of Zona Romántica. Amapas trades a little walkability for ocean views and quieter streets: luxury condos and villas climbing the hill just above the action.



Conchas Chinas

Puerto Vallarta's most prestigious hillside enclave. Estate homes and villa lots with some of the most dramatic views on the bay, where the Sierra Madre drops almost straight into the Pacific.



Marina Vallarta

A master-planned community built around a working boat basin: golf course, resort-style condo towers, and a strong base of both full-time residents and rental investors.

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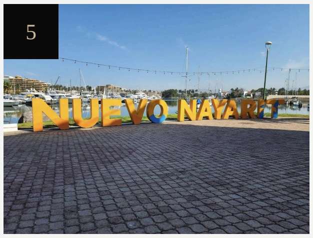

Nuevo Nayarit / Flamingos

Just across the Ameca River in Nayarit, officially renamed Nuevo Nayarit and still widely called Nuevo Vallarta. Resort-style beachfront towers and a family-oriented, turnkey lifestyle.

6

Bucerías

An emerging value play with genuine artist-town character: long beach walks, a real local community, and pricing that hasn't yet caught up to its neighbors further south.

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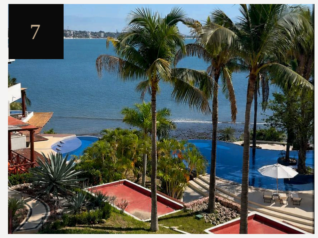

La Cruz de Huanacaxtle

A marina village growing quickly, with boutique new development and a laid-back energy that reminds long-time visitors of Puerto Vallarta twenty years ago.

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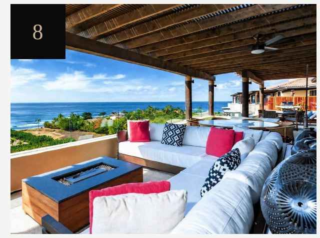


Punta Mita

Mexico's most exclusive address. Four Seasons, St. Regis, two Jack Nicklaus golf courses, and ultra-luxury estates on a private peninsula at the top of the bay.

05 · OWNERSHIP

Can foreigners own property in Mexico?

Yes. This is the single most common question we hear, from clients and from the agents referring them, and the short answer is simple: foreigners can absolutely own real estate in Mexico, including on the coast.

The Mexican Constitution restricts *direct* foreign ownership within the "restricted zone", roughly 50 kilometers of coastline and 100 kilometers of border, which covers all of Puerto Vallarta and Riviera Nayarit. Within that zone, foreign buyers purchase through a *fideicomiso*, a bank trust, or in some cases through a Mexican corporation for larger or commercial holdings.

It sounds more complicated than it is in practice. Thousands of American and Canadian buyers close on Mexican coastal property every year, and the process is well-established, well-regulated, and entirely routine for the notaries and banks involved.

06 · THE FIDEICOMISO

Understanding the bank trust.

A fideicomiso is a bank trust that holds legal title to your property on your behalf, with you, the buyer, as the beneficiary, holding full rights to use, lease, sell, renovate, or will the property to your heirs. It is not a lease. It is not a timeshare. For every practical purpose, you own the property.

TRUSTEE	A Mexican bank holds title; you hold all beneficial rights
TERM	Typically 50 years, renewable indefinitely
CONTROL	Sell, transfer or will the property at any time, without the bank's involvement in the decision
ANNUAL FEE	A modest trustee fee paid to the bank; a routine, budgeted cost of ownership
INHERITANCE	Named substitute beneficiaries pass the property without Mexican probate

Your closing team walks you through the exact structure, current fee and renewal terms for your specific property. The concept itself is straightforward once you've seen it once.

07 · CLOSING COSTS & TAXES

What it costs to close, and to own.

Closing costs in Mexico are generally comparable to, or lower than, many U.S. markets, though the components are structured differently. Expect line items for the acquisition tax, notary fees, appraisal, registration, and, for restricted-zone purchases, the fideicomiso setup.

Your notary and closing team provide an itemized estimate specific to your purchase price and property before you are ever asked to commit. In Mexico the *notario público* is not a clerk; it is a government-appointed attorney who validates the transaction, calculates the taxes and records the deed. Choosing a good one matters.

PREDIAL: ANNUAL PROPERTY TAX

Mexico's annual property tax is notably low relative to U.S. and Canadian norms, often a pleasant surprise to new owners comparing it to what they pay at home on a similarly priced property. Paying in January typically earns a discount.

CAPITAL GAINS ON RESALE

Capital gains tax applies on resale and can be calculated several different ways depending on your residency status and how the property was acquired. This is genuinely worth a conversation with a Mexican accountant or your notary *before* you buy, not after.

CURRENCY & TRANSFERS

Most luxury transactions here are negotiated in U.S. dollars but closed in pesos at the notary's recorded exchange rate. We introduce clients to established cross-border transfer services rather than relying on wire desks at retail banks.

> *A little planning at purchase can meaningfully affect your tax position at sale.*

08 · PRECONSTRUCTION VS. RESALE

Two different purchases, two different buyers.

Buying preconstruction

Buying resale

Preconstruction pricing is typically the lowest entry point into a new development, with the potential for meaningful appreciation between reservation and delivery. Payment plans are common and often more flexible than a traditional mortgage.

Before reserving, we help clients look closely at three things: the developer's track record, how deposits are held, ideally in a trust account rather than the developer's operating account, and realistic, not promotional, delivery timelines.

Resale means turnkey. You see exactly what you're getting, move in or start renting immediately, and, for income properties, evaluate actual rental history instead of a pro forma.

Hannah and Tom work both sides regularly and will tell you plainly which path fits your goals and timeline, including when the honest answer is that preconstruction isn't right for you.

09 · RENTAL & INVESTMENT

Buying for income.

Puerto Vallarta has one of the strongest short-term rental markets on Mexico's Pacific coast, driven by consistent tourism demand and a growing base of remote workers and long-stay visitors.

Rental rules vary by building, HOA and municipality; some condo buildings restrict or prohibit short-term rentals entirely. This is a *first*-question, not a last-question item when you're buying with income in mind.

Realistic gross yields vary widely by neighborhood, building quality and how actively the unit is managed. Zona Romántica and Amapas see the strongest short-term demand given their walkability; Marina Vallarta and Nuevo Nayarit see a more even mix of long-term and vacation renters.

> *A good local property manager is not optional; it's the difference between a relaxing investment and a stressful one.*

10 · WHAT YOUR BUDGET BUYS

The shorthand, in broad strokes.

Every market has a shorthand for what a given budget actually gets you. Here is ours. Your agent can get considerably more specific once we know what you're looking for.

$300,000	$500,000	$1,000,000	$2,000,000+
A well-located condo in an entry-level neighborhood, often 1–2 bedrooms.	A 2-bedroom ocean-view or marina-view condo in a well-regarded building.	A hillside villa, or a premium new-construction unit in one of the bay's better developments.	Estate-level property in Conchas Chinas, or in Punta de Mita just outside the gates. Homes inside the gated Punta Mita community typically start well above this range.

11 · LIFE IN PUERTO VALLARTA

More than a view.

A working marina, a championship golf course, cobblestone streets that still smell like fresh tortillas, and a bay where whales pass close enough to hear them breathe.

Tee Time at Punta Mita

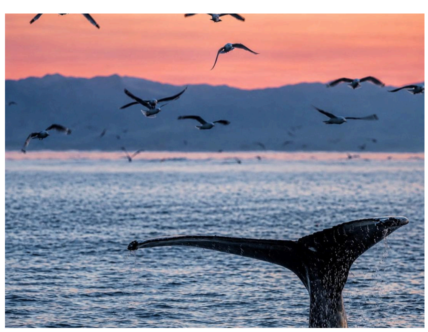
Jack Nicklaus's Punta Mita courses include Pacífico's famous "Tail of the Whale," the only natural island green in golf. It's less a round of golf than a reason to buy here.

Old Town, Golden Hour

The crowned tower of Our Lady of Guadalupe, papel picado strung across cobblestone streets, the Malecón's bronze sculptures at sunset, and open-air tables filling in for dinner.

A Day in the Life

Morning coffee overlooking the bay, an afternoon on the water, and an evening that ends the way almost every evening here does: everyone on the beach, facing west.



On the Trail

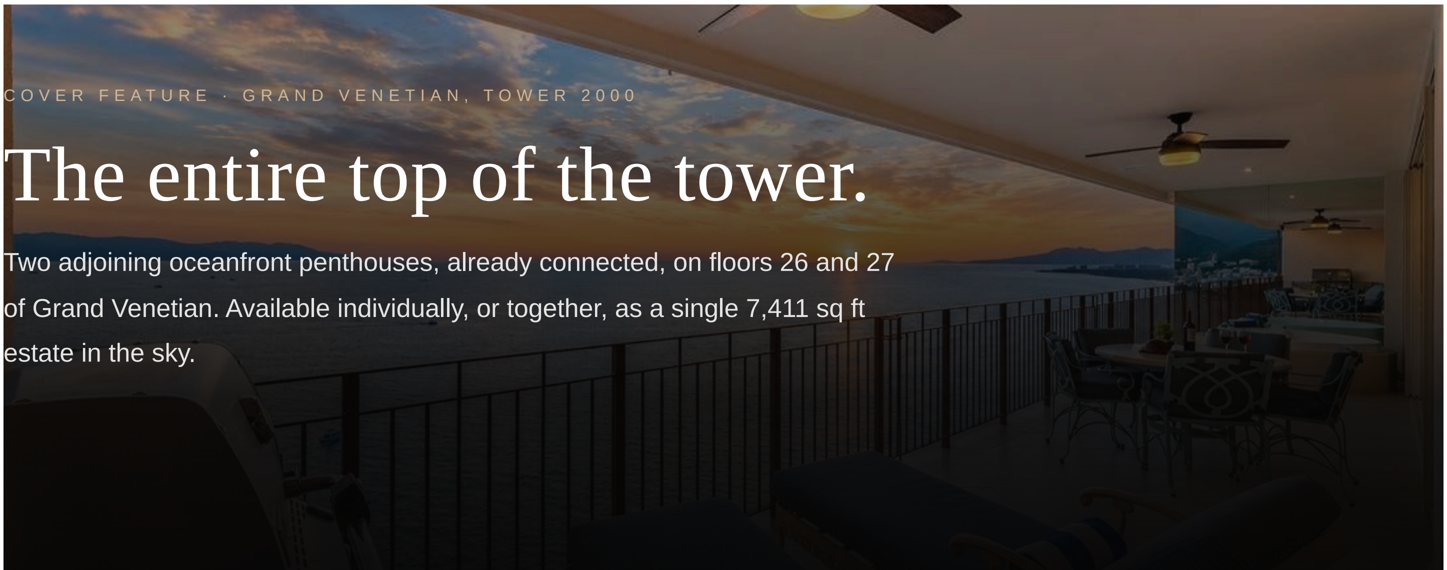
Horseback rides along the shore at sunset, jungle trails into the Sierra Madre, and river towns twenty minutes from the Malecón. The lifestyle here isn't confined to the pool deck.

In the Water

Migrating humpbacks pass through Banderas Bay every winter, close enough to see from a terrace. Sport fishing, diving at Los Arcos, and some of the warmest swimming water on the Pacific coast.

On the Water

Marina Vallarta's boat basin is a working marina first and a lifestyle second: sport fishing charters, sunset sails, and a front-row seat to some of the most serious yachts on the Pacific coast.



COVER FEATURE · GRAND VENETIAN, TOWER 2000

The entire top of the tower.

Two adjoining oceanfront penthouses, already connected, on floors 26 and 27 of Grand Venetian. Available individually, or together, as a single 7,411 sq ft estate in the sky.

Penthouses of this scale come to market in Puerto Vallarta perhaps once a decade. Two of them, side by side, sharing a wall and an interior door, held by the same seller: that has no precedent on this bay.

Grand Venetian is a landmark beachfront community in Puerto Vallarta's Hotel Zone, sitting on one of the widest stretches of sand in the bay. Penthouses 2 and 3 occupy floors 26 and 27 of Tower 2000, the middle and most sought-after of its three towers.

They are mirror plans. Each measures 344.26 m² / 3,706 sq ft, a figure taken line by line from the escritura, not estimated from a listing sheet. Each is a two-story residence with its own interior stair, five bedrooms and five baths. Each sells fully furnished.

The main level of each is built for company: entry vestibule, living and dining rooms, a kitchen with its own pantry and service patio, and a wall of glass opening onto the ocean terrace and its jacuzzi. Three bedroom suites open off that same floor, each with a full bath and its own terrace. The stair climbs to the 27th floor, where the primary suite has the level to itself: dressing room, full bath, private terrace and pool.

Late afternoon is when they show best. The sun goes down into the Pacific straight ahead, the Sierra Madre turns violet behind you, and the lights come up along the coast to the south.


PENTHOUSE 3

Unit 2603

MLS #44636 · FLOORS 26 & 27

Photographed and market-ready. Conveys with an assembled collection of original works by Beatriz Hidalgo de la Garza, the Puerto Vallarta painter known for her *Alma de México* series; the art stays on the walls at close.

PRICE	$2,400,000 USD
INTERIOR + TERRACE	344.26 m² · 3,706 sq ft
BEDROOMS / BATHS	5 / 5
STORAGE	Bodega 63 · 2.71 m², deeded
PARKING	Two spaces, exclusive use
HOA	$18,539 MXN / month

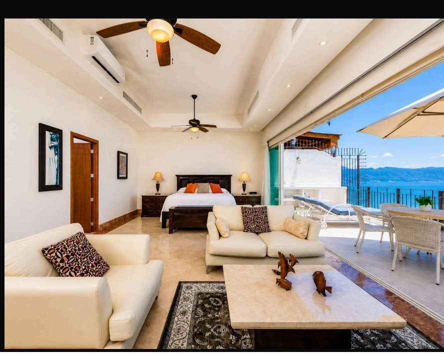
PENTHOUSE 2

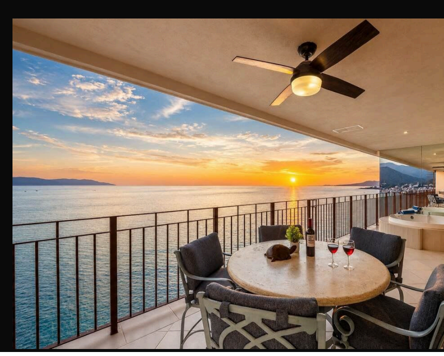
Unit 2602

MLS #44747 · FLOORS 26 & 27

The mirror residence, sharing the wall, and an existing interior connecting door on Floor 26. Identical to 2603 to the digit: same footprint, same terrace areas, same seller.

PRICE	$2,400,000 USD
INTERIOR + TERRACE	344.26 m² · 3,706 sq ft
BEDROOMS / BATHS	5 / 5
STORAGE	Bodega 62 · 2.73 m², deeded
PARKING	Two spaces, exclusive use
HOA	$18,539 MXN / month





THE COMBINED ESTATE

10 bedrooms. 10 baths. 7,411 square feet. One floor plate.

The two residences are already joined by an existing interior connecting door on Floor 26, so the halves can be lived in as one household from day one: no renovation, no waiting on approvals. A buyer who takes both owns the entire crown of Tower 2000: 688.52 m² / 7,411 sq ft, ten bedrooms, ten baths, and no neighbor above, beside or across from them.

Ocean views come from both primary suites, both great rooms, and one guest suite per side, with the remaining guest suites facing the Sierra Madre. For a multigenerational family, an executive residence with a genuinely separate guest wing, or a legacy property meant to be held for decades, this is an opportunity that exists only because one seller happens to own both halves of the same floor.

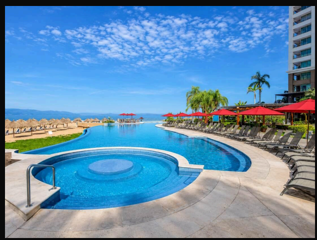
UNITS	2602 + 2603 · MLS #44747 & #44636
COMBINED AREA	688.52 m² · 7,411 sq ft
BEDROOMS / BATHS	10 / 10 (incl. two service suites)
STORAGE / PARKING	Two bodegas, 5.44 m² · 4 spaces
COMBINED HOA	$37,078 MXN / month
TITLE	Fideicomiso with clean escritura title
BOTH LIST PRICES	$4,800,000 USD

That figure is simply the two list prices side by side; it is not a package price. Each residence stands on its own at $2,400,000 USD. Buyers considering both should speak with Tom or Hannah directly.

The building around them

Grand Venetian is a full-service beachfront community, not a boutique building, which matters for a residence this size, because the amenity base and the staffing are already there.

WATER	Five pools, heated and infinity-style · jacuzzis · private beach club with direct beach access
SPORT	Tennis and multipurpose courts with pickleball
WELLNESS	Fitness center, spa
DINING	Restaurant and snack bar




ALSO	Game room, children's area, landscaped gardens and picnic areas, elevators, on-property parking
SECURITY	24-hour gated

THE FULL PRESENTATION

Floor plans, the complete galleries, and a side-by-side of both residences.

We built a dedicated site for these two penthouses, with a toggle between Penthouse 3, Penthouse 2 and the combined estate, full floor plans, and a private tour request form.

Exclusive representation across the bay.

Hannah and Tom are the exclusive listing agents for three preconstruction developments in Puerto Vallarta's most sought-after neighborhoods, alongside a curated selection of individual listings.

51% SOLD

VELŌA RESIDENCES

ZONA ROMÁNTICA · EXCLUSIVE LISTING AGENTS

An 11-story boutique residence in the heart of the Romantic Zone, steps from Los Muertos Beach and the Malecón. Ninety-four contemporary 1–3 bedroom condos with a rooftop infinity pool, jacuzzi, sun deck, cabanas, bar and dual fitness centers.

UNITS	94 · 1–3 bedroom
PRICE RANGE	$185,603 – $1,100,000 USD
DELIVERY	Targeted 2028
DEVELOPER	Grupo Solcon

50% SOLD

MAYĀMAR

AMAPAS · EXCLUSIVE LISTING AGENTS

Two boutique towers set into the hillside of Amapas, minutes above Zona Romántica and Los Muertos Beach, with ocean views from every one of its 71 residences. A heated rooftop infinity pool, jacuzzi, fire pit, spa, fitness center and EV charging.

RESIDENCES	71
PRICE RANGE	$415,000 – $1,400,000 USD
PARKING	Deeded, included
DEVELOPER	Grupo Solcon

FINAL RESIDENCE AVAILABLE

PALMARÉ

5 DE DICIEMBRE · EXCLUSIVE LISTING AGENTS

A boutique 50-unit building a few blocks from Playa Camarones, in the flat, walkable heart of 5 de Diciembre. Palmaré pairs modern design with traditional Mexican warmth: a heated rooftop infinity pool, jacuzzi, social lounge, BBQ area and fitness center.

> *Forty-nine of fifty residences are sold. One remains.*


LAS PALMAS I

MARINA VALLARTA · 3 BED / 3 BATH

$799,999 USD

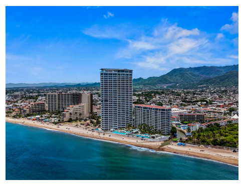
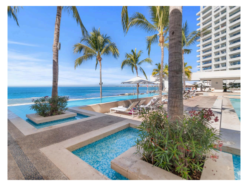
A beautifully remodeled three-bedroom residence in Marina Vallarta, offering 2,259 square feet of refined living space, custom finishes, and tranquil views over the marina and the yachts.

HARBOR 171

19TH FLOOR · BEACHFRONT RESIDENCE

$469,000 USD

A stunning 19th-floor beachfront residence with floor-to-ceiling windows, a spacious terrace, and sweeping views of Banderas Bay, the Puerto Vallarta skyline and the Sierra Madre mountains.



THE COLONIAL

1403 BOLIVIA 405 · 2 BED / 2 BATH

$319,900 USD

A beautifully furnished two-bedroom residence with stylish finishes, a private balcony framing city and mountain views, and exceptional rooftop amenities, three blocks from the beach.

Ask us about similar listings across Zona Romántica, Amapas and Marina Vallarta; inventory moves quickly at this price point.

When your client asks about Puerto Vallarta, you already have a team here.

Your client just said the word every agent outside Mexico dreads a little: *Puerto Vallarta*. You don't know the market, you don't have a local team, and you don't want to lose the client, or the relationship.

You don't have to. Hannah López and Tom Gordon are the #1 Coldwell Banker Global Luxury Team in Mexico for 2025, based full-time in Puerto Vallarta. Refer your client and we represent them here, under a referral agreement countersigned before the first showing. We handle everything on the ground, keep you copied at every stage, and pay you on the closed transaction. You keep the relationship; we take the market you aren't licensed to practice in.

HOW IT WORKS

1. Submit your client through the form below: sixty seconds, from your phone. Or email us directly at team.hannahtom@cblacosta.com.

2. We confirm receipt with you and reach out to your client within 24 hours. You are copied on that first contact.

3. We countersign the bilingual CB/AMPI Referral Form (F-CBAM-124) and send it back to you, so the fee is documented before any showing.

4. You stay copied on major milestones through closing, and your 25% referral fee is paid brokerage to brokerage on the closed transaction, less Mexican tax.

Why agents refer to us

- #1 Coldwell Banker Global Luxury Team in Mexico, 2025
- Coldwell Banker International President's Elite: top 2% of CB agents worldwide
- Certified Luxury Home Marketing Specialists, CB Global Luxury certified
- Full-time, on-the-ground Puerto Vallarta specialists, not a referral desk
- Exclusive representation on select preconstruction developments across the bay

The terms, plainly

REFERRAL FEE	25% of our side of the commission, less Mexican tax
PAID	Brokerage to brokerage, on closed and funded transactions
DOCUMENTED BY	CB/AMPI Form F-CBAM-124, bilingual
SIGNED	Before the first showing, not after
APPLIES TO	Resale and preconstruction alike
COVERAGE	Puerto Vallarta, Riviera Nayarit, Punta Mita

— AMPI members; Tom holds a Lawgic accreditation in Mexican real estate legal and fiscal fundamentals

— Bilingual, fully licensed, and experienced with cross-border buyers from the U.S. and Canada

Some brokerages want the form on file before anything moves. If yours is one of them, take it with you now.

DOWNLOAD FORM F-CBAM-124 →

A note on the fee. Payment is made brokerage to brokerage. Because an agent outside Mexico cannot issue a Mexican tax receipt (factura), we cannot record your referral as a deductible expense: Mexican tax is assessed on our full commission, and your 25% is paid from the after-tax amount. We are glad to walk through the numbers with you directly.

Otherwise we countersign it and send it back once your referral comes in, before any showing. Referral arrangements are subject to the licensing rules of your own jurisdiction and brokerage, and we are happy to work directly with your broker's referral coordinator where that is required.

15 · SUBMIT A REFERRAL

Send us your client. We'll do the rest.

Fill this out and you're done. We confirm with you the same day, send the signed referral form back for your file, and take it from there.

About you

YOUR FIRST NAME *

YOUR LAST NAME *

YOUR EMAIL *

YOUR PHONE

BROKERAGE *

CITY / STATE / COUNTRY *

LICENSE NUMBER (OPTIONAL)

About your client

CLIENT NAME *

CLIENT EMAIL *

CLIENT PHONE

TIMELINE

Ready now, actively looking

BUDGET RANGE (USD)

Under $300,000

WHAT THEY'RE AFTER

Second home / vacation property

AREA OF INTEREST

Open, needs guidance

ANYTHING WE SHOULD KNOW

How you know them, what they've told you, dates they may be traveling down, prior visits to Puerto Vallarta: anything that helps us take good care of them.

Prefer to send it by email? Write to team.hannahtom@cblacosta.com and we'll send the bilingual referral form straight back.
Or call Tom at +1 512 569 6371 · Hannah at +52 322 127 1893

They live it, they love it.

As a top-producing team with Coldwell Banker La Costa, Hannah and Tom specialize in luxury properties, preconstruction developments, investment opportunities and international real estate throughout Puerto Vallarta and Riviera Nayarit.

Together they have been recognized with the Coldwell Banker International President's Elite Award, the top 2% of Coldwell Banker agents worldwide, and as the #1 Coldwell Banker Global Luxury Team in Mexico. Both are Certified Luxury Home Marketing Specialists and Coldwell Banker Global Luxury certified.

Hannah López

For Hannah, Puerto Vallarta is not simply a market she works in; it is home. Originally from Portland, Oregon, she has lived in Mexico for more than 15 years and has developed an intimate understanding of the city, its neighborhoods, its culture and its constantly evolving real estate market. Fully bilingual, Hannah is an invaluable bridge for international clients navigating the process of buying, selling or investing in Mexico.

Tom Gordon

Tom brings more than 14 years of real estate experience to the team: eight years in Austin, Texas, and the past six specializing in Puerto Vallarta. After earning his degree in Business Management from the University of Central Florida, he spent 25 years in the corporate world before building a career around real estate. Tom purchased and transformed a historic Puerto Vallarta hacienda into Casa Tamarindo, a multi-residence property and successful guest house.

#1 CB Global Luxury Team in Mexico, 2025	President's Elite Top 2% Worldwide	Certified Luxury Home Marketing Specialists	AMPI Members · Lawgic Accredited

> *They are not simply selling Puerto Vallarta. They live it, they love it, and they would be honored to help you make it yours.*

Ready to make Puerto Vallarta yours?

Hannah López +52 322 127 1893 Tom Gordon +1 512 569 6371

team.hannahtom@cblacosta.com luxuryvallartarealty.com grandvenetianpenthouse.com @selling.PuertoVallarta