

# The Real Estate Boom in Mazatlán, Sinaloa, Mexico: How Is the Market Moving? And Marketing Strategies

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## *El Boom Inmobiliario de Mazatlán, Sinaloa, México: ¿Cómo se Mueve el Mercado? Y estrategias de Marketing*

Liberato Cervantes Martínez<sup>1</sup>  , Víctor Manuel Martínez García<sup>2</sup>  , Yennifer Díaz Romero<sup>3</sup>  , Paola Marisela Rios Miranda<sup>4</sup>  

<sup>1</sup>Universidad Autónoma de Sinaloa, Facultad de Ciencias Económico Administrativas de Mazatlán. Mazatlán, México.

<sup>2</sup>Universidad Autónoma de Sinaloa, Facultad de Arquitectura y Diseño Mazatlán. Mazatlán, México.

<sup>3</sup>Universidad Autónoma de Sinaloa, Facultad de Educación Mazatlán. Mazatlán, México.

<sup>4</sup>Universidad Autónoma de Sinaloa, Vicerrectoría. Mazatlán, México.

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**Corresponding author:** Víctor Manuel Martínez García 

### ABSTRACT

This article analyzes the real estate boom in Mazatlán, Sinaloa, highlighting the key factors that have driven the city's recent urban and tourism development. The study examines the impact of national and foreign investment, infrastructure improvements, and public policies that have encouraged market expansion. It also explores the most effective marketing strategies used by real estate companies, emphasizing digital transformation, brand building, and personalized customer experiences. The findings suggest that competitiveness in Mazatlán's real estate market largely depends on technological innovation, professional service standards, and adaptation to emerging consumer trends. Mazatlán is projected to remain one of the most promising real estate investment destinations on Mexico's Pacific coast.

**Keywords:** Urban Development; Sales Strategies; Digital Marketing; Mazatlán; Real Estate Market; Residential Tourism.

### RESUMEN

El presente artículo analiza el auge inmobiliario en Mazatlán, Sinaloa, destacando los factores que han impulsado el desarrollo urbano y turístico de la ciudad en los últimos años. El estudio identifica el impacto de la inversión nacional y extranjera, las mejoras en infraestructura y las políticas públicas que han favorecido la expansión del mercado inmobiliario. Asimismo, se examinan las estrategias de marketing más efectivas aplicadas por las empresas del sector, con énfasis en la digitalización, la construcción de marcas sólidas y la personalización de la experiencia del cliente. Se concluye que la competitividad del mercado inmobiliario mazatleco depende en gran medida de la innovación tecnológica, la profesionalización de los servicios y la adaptación a las nuevas tendencias del consumidor. Mazatlán se proyecta como uno de los destinos más prometedores del Pacífico mexicano para la inversión en bienes raíces.

**Palabras clave:** Desarrollo Urbano; Estrategias de Venta; Marketing Digital; Mazatlán; Mercado Inmobiliario; Turismo Residencial.

## INTRODUCTION

The tourist port of Mazatlán has become a beautiful location for real estate investment, situated in northwestern Mexico, in the state of Sinaloa. In recent years, the city has experienced significant growth in construction and property sales, ranging from residential homes to major tourist developments. Why? Mazatlán offers a developing tourist infrastructure, attractive natural beauty, and a more affordable cost of living compared to other places. This has made the real estate market very dynamic and constantly changing.<sup>(1)</sup>

An 8 % growth in real estate sales was reported in the first half of the year, with more than 3 000 transactions completed and around 13 000 housing units on the market, including vertical developments, subdivisions, and tourist complexes. Consumer confidence and the participation of local and national developers have diversified and professionalized the sector. Social housing is projected to maintain sales between 70 % and 80 %, with new developments planned mainly in the eastern part of Mazatlán and its suburbs. Additionally, vertical growth predominates in the hotel zone, whereas horizontal development occurs in the suburbs. The industrial sector will also begin to see investment, especially toward the airport and nearby industrial zones.<sup>(2)</sup>

The port, one of the most important in Mexico, continues to drive trade and tourism. Recent improvements to the airport and highways have facilitated connections to other domestic and international destinations. Additionally, the real estate sector has benefited from tax incentives and government policies aimed at attracting more investors, both domestic and international. This, combined with a constantly improving economic environment, offers ideal conditions for investing in real estate.<sup>(3)</sup>

## METHOD

This research employed a qualitative-descriptive approach to analyze the phenomenon of real estate growth in Mazatlán and the marketing strategies used by companies in the sector. A documentary review of primary and secondary sources, including institutional reports, specialized websites, academic articles, and newspaper articles, was conducted between 2023 and 2025.

The procedure involved collecting and systematizing information from local and national organizations related to construction and urban development, including the Mazatlán Association of Real Estate Developers (ADIM), the Ministry of Economy, and digital publications such as Doorvel News and El Faro Noticias. Subsequently, a content analysis was conducted to identify the primary trends, growth factors, and challenges facing the real estate market.

Marketing strategies employed by local real estate companies were also examined, considering their digital presence, brand positioning, customer experience, and commercial alliances. The study used an interpretive approach, aiming to understand how promotional and sales practices influence market dynamics and the perception of Mazatlán as an investment destination.

## DEVELOPMENT

### Theoretical framework

#### *The challenge of competition*

With such rapid growth, competition among real estate companies in Mazatlán has become extremely strong. It's similar to when many businesses sell the same product: each one has to find a way to stand out. The primary challenge is to

understand what each type of buyer is looking for, whether they are individuals seeking to live here, investors, or those looking for a vacation home.

Additionally, many companies are still not maximizing the potential of digital tools and data analysis in their marketing strategies. They stick to traditional methods or basic social media use, missing out on the opportunity to reach more people effectively. There is also a lack of detailed information about the local market, which sometimes leads to marketing decisions that are not the most appropriate.<sup>(4)</sup>

### Keys to success in Mazatlán real estate marketing

To succeed in this highly competitive market, real estate companies are using several strategies:

- **In-Depth Digital Marketing:** This involves having well-designed websites, appearing in Google search results (known as SEO), advertising on social media platforms such as Facebook and Instagram with high-quality photos and videos, and sending targeted emails with information of interest to those searching for properties. The goal is to make it easy for people to find you online.
- **Building a Strong Brand:** Creating an image that people recognize and associate with quality and trust. This includes everything from a good logo to the way they communicate. It is also key to use professional photos and videos to showcase properties in the best possible light, even using drones for spectacular views.
- **Unique and Personalized Experiences:** Offer virtual tours so people can “walk through” a property from the comfort of their own homes, which is particularly useful for buyers from other countries. Additionally, when the client is already in Mazatlán, please provide them with guided tours that not only showcase the house but also the surrounding area and available services.
- **Form Strategic Alliances:** Collaborate with other real estate agencies, both local and international (especially in the United States and Canada), to expand your client base. It is also essential to attend trade shows and industry events to network and stay current with industry trends.
- **First-Class Customer Service:** Provide comprehensive support to buyers, from the moment they begin their search until they close the sale, and even after. This includes assistance in several languages, as well as legal, tax, and financial advice. Good service builds trust and recommendations.<sup>(5)</sup>

### Challenges for the real estate sector in Mexico

Although Mazatlán shines in the real estate landscape, it is essential to remember that this boom is part of a broader context in Mexico, where the sector faces significant challenges. At the national level, growth and competition are not the only factors to consider; specific issues can also impact market stability and equity.

One of the primary challenges is saturation in specific market segments, particularly in rapidly growing cities. This can lead to an oversupply of properties, which in turn puts downward pressure on prices and reduces profit margins for developers and investors. Differentiation becomes crucial, but not all companies manage to stand out effectively in a sea of

similar offers. Additionally, the Mexican real estate market is diverse and heterogeneous. Buyers' needs and expectations vary greatly from region to region, and even within the same city. This requires particular and tailored marketing strategies, which are not always implemented systematically. Many agents and developers still rely on general approaches, limiting their ability to connect with diverse customer profiles.

Another significant challenge is the slow adoption of technology and data analysis. While digital marketing is gaining ground, most companies are not fully leveraging advanced tools such as predictive consumer behavior analysis and process automation. This reduces the efficiency of their campaigns and limits their reach to key market segments that are predominantly digital. The lack of in-depth local research is another barrier. Marketing decisions are often made without a clear understanding of specific local market dynamics and emerging trends. This can lead to strategies that are out of step with reality, resulting in misallocated resources and missed opportunities.

On the other hand, perception and reputation of real estate developments are fundamental. The confidence of buyers, especially foreign buyers, depends mainly on transparency in the purchase process and the soundness of the development companies. The absence of clear and effective communication can raise doubts and negatively affect purchasing decisions, making the sector vulnerable to mistrust and, at times, unethical practices. Addressing these issues is crucial to ensuring more stable and equitable growth in the real estate sector throughout Mexico, complemented by the prospect of economic growth in the region.<sup>(6)</sup>

### **Mazatlán, Sinaloa: a bright future**

Mazatlán remains a beautiful destination for real estate investment. The sector is growing thanks to tourism, foreign investment, and the lifestyle it offers. For companies, the key is to be innovative in digital marketing, build a strong brand, offer surprising experiences, form good partnerships, and provide exceptional customer service.

Those who manage to adapt to new ways of selling and offer something different and of value will be the ones who take full advantage of the great opportunities that Mazatlán has for the future of the real estate market.

### **CONCLUSIONS**

The analysis of the real estate boom in Mazatlán, Sinaloa, shows that this phenomenon is the result of a combination of

economic, tourism, and strategic factors that have positioned the port as a hub for development and investment attraction. Improvements in urban infrastructure, favorable government policies, and increased domestic and international tourism have significantly driven the expansion of the real estate market.

It has been identified that the success of local real estate companies increasingly depends on their ability to adapt to digital environments, leverage technological tools, and design marketing strategies focused on the customer experience. Actions aimed at strengthening the brand, promoting transparent communication, and driving innovation in property marketing are consolidating as key differentiating factors in a highly competitive market.

However, challenges persist in specific segments due to saturation, the lack of local market research, and limited professionalization in data analysis. Overcoming these limitations will not only maintain the sector's sustained growth but also ensure more balanced and sustainable development.

In short, Mazatlán is emerging as a benchmark for real estate development on the Mexican Pacific coast, provided that the sector continues to prioritize innovation, professional ethics, and a long-term vision.

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### **CONFLICT OF INTEREST**

The authors declare that there is no conflict of interest.

### **AUTHOR CONTRIBUTION**

*Conceptualization:* Liberato Cervantes Martínez.

*Data curation:* Yennifer Díaz Romero.

*Formal analysis:* Víctor Manuel Martínez García.

*Research:* Liberato Cervantes Martínez.

*Methodology:* Paola Marisela Rios Miranda.

*Project management:* Yennifer Díaz Romero.

*Resources:* Yennifer Díaz Romero.

*Software:* Víctor Manuel Martínez García.

*Supervision:* Liberato Cervantes Martínez.

*Validation:* Paola Marisela Rios Miranda.

*Visualization:* Yennifer Díaz Romero.

*Writing – original draft:* Liberato Cervantes Martínez.

*Writing – review and editing:* Paola Marisela Rios Miranda.

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