

# A MEXodus is coming

Mexico full-time living is a logical solution for millions of US adults in retirement need. Living longer with fewer sustainable lifestyle choices, US 55+ seniors are considering overseas living to achieve adult-living peace-of-mind.



**28% of Americans  
over  
55 have NO  
Retirement Savings**



As US citizens age, uncertainty impacts their quality of life and future happiness; millions will reach retirement with insufficient savings, disappearing pensions, and Social Security/Medicare uncertainty. Others are seeking senior living experiences they can't find back home.

Some two million foreign nationals now call Mexico home.

## Popular retirement regions



Access and influence  
US adults about Mexico living



Operating from Seattle, WA, Jalisco State and Mexico City, Choosing Mexico showcases the realities (truths and myths) of adult living across Mexico. Get your destination or brand in the retire-in-Mexico marketplace. Let's talk!

[www.mexicoforretirement.com](http://www.mexicoforretirement.com)  
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TRAVELERS GUIDE  
TO MEXICO

Choosing Mexico LLC SA de CV (pending)

We do not conduct any facility management nor construction services, nor do we operate senior living facilities, nor sell real estate or residency agreements. Our role is to connect adult-living facilities, destinations and ancillary service providers with a qualified network of adults wanting to explore the realities of living in Mexico. It is understood that, while we do not intend to be a seller of real estate, nor contract directly with Americans pursuing adult-living options in a foreign country, opportunities do exist to create affiliations with companies that have those objectives.

# CHOOSING MEXICO

*Curated Mexico Living*



Your New Life in México

Vetted Destinations,  
Communities and Resources  
Lifestyle Migration Planning

## The problem for many: “Where do I start?”

US citizens (even experienced Mexico travelers) are not widely aware of the benefits and advantages of living full-time in Mexico.

## WHAT WE DO

WE connect US adults with curated adult-living opportunities across Mexico.

Founded in 2007, Choosing Mexico LLC produces content and products to enable “lifestyle migration” by US adults facing an array of adult living challenges. We reach B2B and B2C audiences around the retire-in-Mexico tourism opportunity. As educators, we leverage our 50+ years of Mexico travel and living experience to create, market, and manage a storehouse of high-tech/high-touch informational resources, insights, and consultative services.



## Our Audience

We reach US adults wanting to explore lifestyle and living opportunities in Mexico.

Using digital/social/print marketing and our unique online community we help your destination or brand engage with:

- ☀️ An expansive audience, growing exponentially.
- ☀️ Expats living full-time in Mexico; totaling over **two million**.
- ☀️ US adults exploring Mexico-for-retirement; over **50 million** age 65+ American adults by 2025.
- ☀️ A US-based **Choosing Mexico Advisors network**, wanting to know about your destination or services.

## Expatriates in Mexico How many are here?\*



\*Source: Yucatan Living, 2017

## Our Services

Put your destination or brand on the retire-in-Mexico “map”, including lead generation and placement services.

We provide your destination or business with marketing services (both B2B and B2C) to connect with millions of aged 55+ US adults.

- ☀️ Retire-in-Mexico content creation > publishing > measurement, sponsored by your brand or destination.
- Content marketing (stories, blogs, polling, videos, tourism/adult-living offers), published at [www.choosingmexicoadvisors.com](http://www.choosingmexicoadvisors.com)
- Print advertising, 2021:
  - **Travelers Guide to Mexico**,
  - **Choosing Mexico for Retirement Pocket Guide**
- Social media campaigns
- B2B and B2C webinars and virtual tradeshows
- B2B online education
- Discovery Trips, bringing retire-in-Mexico customers to your destination or brand

## Engagement Paths to Adult Living Audience

