



NEWMARK

Building the Future of Newmark

CENTRAL AMERICA & THE CARIBBEAN

LATAM SUMMIT 2025

A low-angle, upward-looking photograph of a modern glass skyscraper. The building's facade is composed of a grid of dark window frames and reflective glass panels. The sky is visible through the gaps in the building's structure, showing a clear blue sky with some light clouds. A large, solid blue circle is superimposed over the center of the image, containing white text.

Welcome and thank
you for joining!

Overview

01. Where We Stand

02. Strengths & Improvement Areas

03. Newmark 2.0

04. Competition & Positioning

05. Expansion & Services

06. Roadmap: How We'll Get There

07. Ready to Scale

Where We Stand

Our Purpose

To build the most integrated and trusted commercial real estate platform across Central America and the Caribbean creating opportunity, value, and connection at every level.

The Regional Advantage

Positioned between Latin America and the U.S., our region is a bridge in logistics, talent, and opportunity.



Dominican Republic

International Airport Las Américas
Caucedo Port

Guatemala

Quetza Port

International Airport La Aurora

Panama

International Airport Juan Santamaría
Caldera Port

MIT

International Airport Tocumen

Costa Rica

PSA
Balboa Port

Our Regional Footprint



Our Team Structure



Carlos R. Robles
Managing Director & Market Leader
Central America



Diego León
Marketing Director
Central America



Jerry Faeth
Office Manager
Central America



Carlos Alvarado
Project Management
Central America



Danny Quirós
Market Research Director
Central America



Alejandro Mazariegos
Capital Markets Director
Central America



Fátima Fernández
Marketing Analyst



Rodrigo Arpide
Digital Marketing



Roxana Ruiz
Executive Assistant



Yelissa Bethancourt
Administrative Assistant



Darling Balladares
Project Manager



Vladimir Cruz
Market Research Analyst



José Mario Alvarado
Market Research Analyst



César Guerrero
Market Research Analyst



Adrián Rodríguez
Associate Director



Luis Ramírez
Associate Director



Frank Quirós
Associate Director



Pedro Sánchez
Associate Director



David Behar
Associate Director



José Velásquez
Associate Director



Jose Julio Quesada
Associate Director



Jacob Serrano
Associate



Lucrecia Ramírez
Administrative Assistant



Stephanie Villegas
Associate Leasing Agency



Joseline Saborio
Administrative Assistant



Nubia Hernández
Associate Director



Adrián Díez
Associate Director

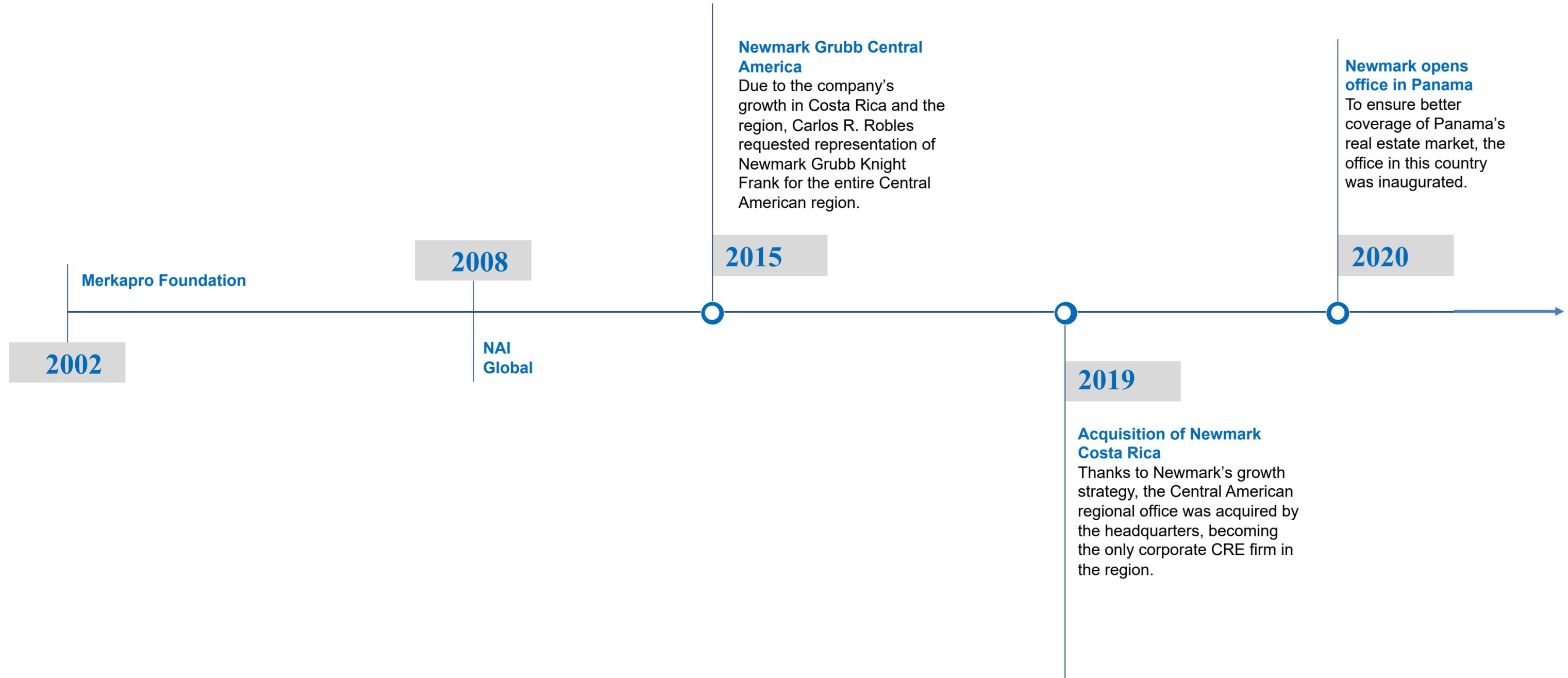


Berardo García
Associate



Luigi Bemporad
Associate Director

Our Evolution



What Sets Us Apart

Regional integration that delivers consistency

Agility to act fast, adapt faster

Long-standing client relationships

Personalized, high-touch service

Strengths & Improvement Areas

Central America & the Caribbean Summary

- Private single-owner firm, 1 office, 13 employees.
- Basic brokerage & consultancy services.
- Simple processes, trust-based relationships, decentralized systems.

2019

- Presence in 4 countries (adding Guatemala & Dominican Republic).
- Full service lines (FM, PJM, PM, Capital Markets).
- Increased autonomy and direct HQ communication.
- Implementation of CRM, Big Data, and BPM for efficiency.
- Strong talent strategy focused on alignment and retention.

Target state

Current state

- 2 offices, +30 professionals.
- Specialized services (Valuation, PM, Capital Markets).
- More structured but still limited autonomy under Mexico HQ.
- Centralized cloud systems and initial AI integration.

OUR STRENGTHS



01
Client trust and reputation



02
Operational agility



03
Deep market knowledge



04
Strong relationships and culture of service

Competition & Positioning

Demand Drivers



Competitive Landscape Costa Rica

Office

Amazon
We Work
IBM
Concentrix
Teleperformance
HP
Walmart
British American Tobacco
Microsoft
Pfizer
Roche
KPMG
PwC
Western Union
Johnson & Johnson
Oracle

Industrial

Boston Scientific
Philips Healtech
ICU Medical
Saint Jude
Moog
DHL
Smith & Nephew
Panduit
Coca Cola
Kimberly Clark
Abbot
Bimbo
Bayer
Carguill
Heineken
Fedex

Hospitality

Four Seasons
Riu
W Hotels
Marriot
Holiday Inn
Hyatt
Waldorf
Westin
Wyndham
Sheraton
Aloft
Radisson
Best Western
Dreams
Ritz Carlton
Barceló

Competitive Landscape Panama

Office

3M
Adidas
Boeing
Caterpillar
Dell
Huawei
LG
Loreal
McKinsey
Nestle
Red Bull
Roche
Samsung
Sanofi Aventis
Sony Corporation
Visa

Industrial

DHL
Kuehne Nagel
Skechers
Hankook
Crowley
Kimberly Clark
Heinz
JCain
Canon
Ceva Logistics
Ricoh
Liebheer
Pepsico
BASF
Cummins
BP Logistics

Hospitality

Hilton
Bristol
W Hotels
Marriot
Holiday Inn
Hyatt
Waldorf
Westin
Wyndham
Sheraton
Aloft
Radisson
Best Western
Riande
Dreams
Riu

Competitive Landscape

Costa Rica		Transaction		Consultancy & Valuation		FM & PM		PjM	
	Operates as		Market Share		Market Share		Market Share		Market Share
CBRE	Owned	yes	medium-high	yes	medium-low	yes	medium	yes	medium-low
Colliers International	Affiliate	yes	low	yes	low	no	none	yes	none
JLL	Owned	yes	low	yes	low	yes	high	yes	medium-high
Cushman & Wakefield	Affiliate	Affiliate	high	Affiliate	medium	Corporate Owned	high	Corporate Owned	high
Newmark	Owned	yes	high	yes	medium-high	no	none	yes	low

Panama		Transaction		Consultancy & Valuation		FM & PM		PjM	
	Operates as		Market Share		Market Share		Market Share		Market Share
CBRE	None	none	none	none	none	yes	medium	none	none
Colliers International	Affiliate	yes	low	yes	low	yes	low	yes	medium-low
JLL	Owned	yes	low	none	none	yes	medium	none	none
Cushman & Wakefield	Affiliate	none	none	none	none	yes	low	yes	low
Newmark	Owned	yes	high	yes	medium	no	none	none	none

Competitive Advantages



Regional Coverage

Offices in 2 countries with a strong presence in key regional markets.



Specialized Approach

Dedicated, personalized services tailored to each country.



Recognition and Reputation

Over 10 years as an industry benchmark.



Client Flexibility

Solutions for large multinationals, SMEs, BPOs, logistics, and free zones.



Technological Innovation

Digital platforms and proprietary tools for efficiency and management.



Comprehensive and Agile Management

Full-service portfolio: consulting, brokerage, property management, valuation, and project management.



Market Intelligence

Trend reports and local analyses for informed investment decisions.



Alliances and Regional Network

Collaboration with experts, local partners, and multinational connectivity.

Newmark 2.0

Newmark 2.0

2026–2030

By 2030, we aim to become the natural hub between Central America, the Caribbean, and the U.S.

Delivering integrated services, exportable expertise, and sustained leadership.



Three Strategic Pillars

01

Regional Integration

Strengthening collaboration and shared standards.

02

Service Diversification

Expanding high-value offerings.

03

Talent Retention & Attraction

Investing in people and retaining top talent across markets.

Expansion & Services



Valuations & Research

Project Management

Capital Markets

Consulting

Property Management

Facility Management

Growth Services

We see strong potential to expand into additional business lines, leveraging small, agile teams to capture market share from larger competitors like JLL and CBRE. Our strategy centers on personalized service and building a distinct competitive advantage through agility and client focus.

Roadmap: How We'll Get There

Opportunities for Growth

Dominican Republic

- Dynamic Caribbean business hub
 - Strategic location and pro-investment climate
 - Strong trade routes, ports, and airports
 - Agile, cost-effective operations
 - Expanding logistics and tourism sectors
 - Rising demand for commercial real estate
-

Guatemala

- Key hub in the Triángulo Norte Hub (Guatemala, Honduras, and El Salvador)
- Strategic location for regional expansion
- Modern infrastructure and market access
- Business-friendly and cost-efficient
- Skilled workforce and flexible operations
- Growth in manufacturing, logistics, tech

Our Growth Path



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Project Manager



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Capital Markets Director
 Central America



New Position
Capital Markets



New Position
Assistant Back Office
 Dominican Republic



New Position
Assistant Back Office
 Guatemala



New Position
Market Research
 Dominican Republic



New Position
Market Research
 Guatemala



César Guerrero
Market Research Analyst



New Position
Senior Broker
 Guatemala



New Position
Broker
 Guatemala



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Jacob Serrano
Associate



New Position
Industrial



New Position
Hospitality



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New Position
Senior Broker
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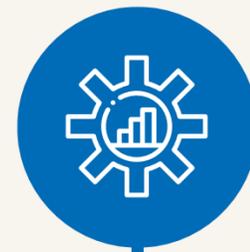


Berardo García
Associate

Proposed Coverage Plan for Central America



Five Pillars of Execution



1

People

2

Process

3

Promotion

4

Partnership

5

Performance

Strategic Support from Global Leadership



Ready to Scale

- ✓ A region with solid foundations.
- ✓ A team with passion and commitment.
- ✓ Clear opportunities on the horizon.

The moment to invest is **now**.



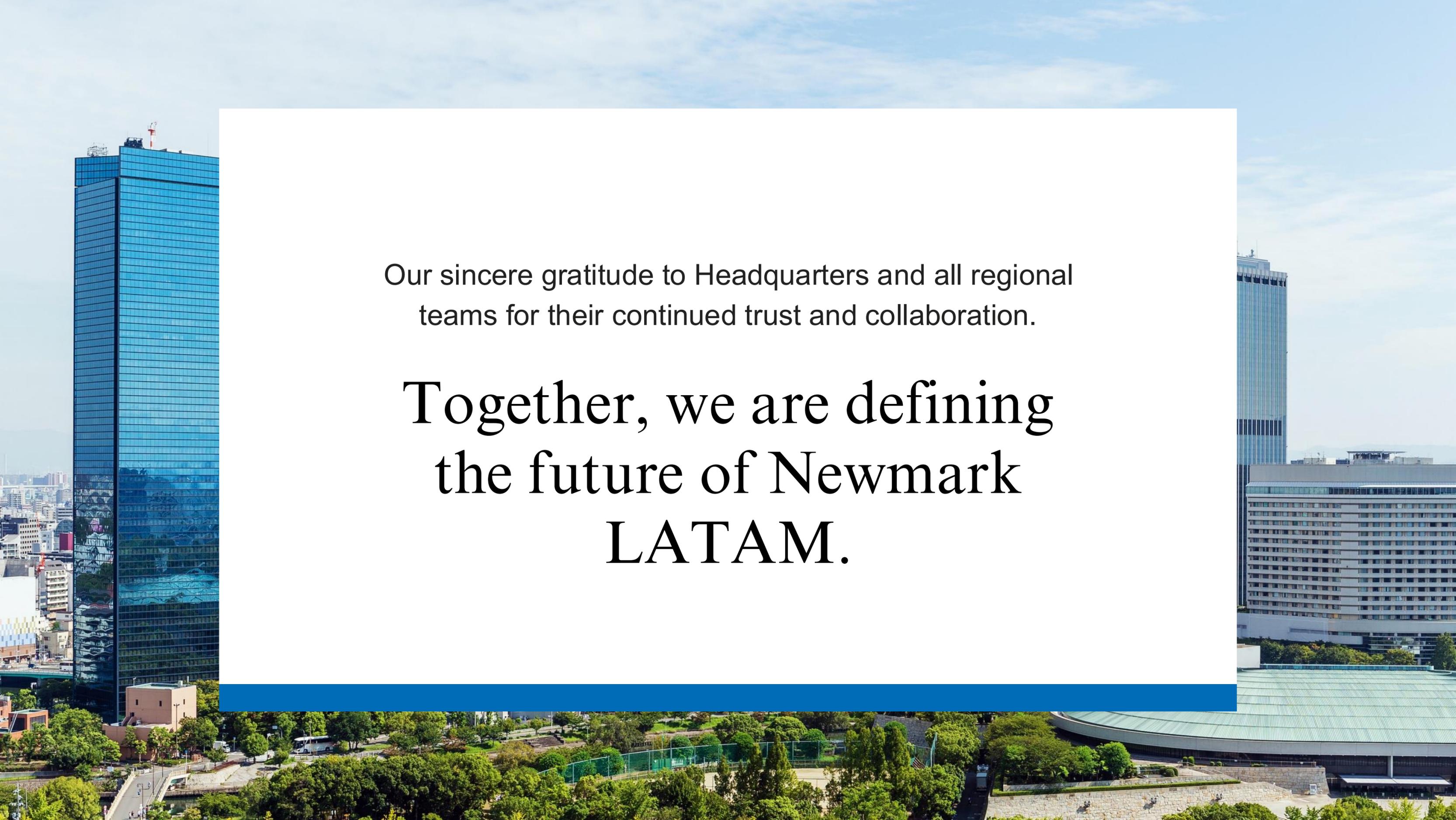
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Our growth is no coincidence; it's the result of a shared vision and the commitment of every person who builds Newmark every day.

Carlos Robles

*Managing Director - Market Leader
Central America & the Caribbean*

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Our sincere gratitude to Headquarters and all regional teams for their continued trust and collaboration.

Together, we are defining
the future of Newmark
LATAM.

NEWMARK

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