

Our Goal

Recent surveys, as well as large amounts of anecdotal evidence, show increasing numbers of Americans and Canadians either relocating to live in Mexico, or buying property there for long-stay visits. Many of these people are looking for a more relaxing and economical life in their retirement years, but there are many motivating factors. In one 2006 survey, nearly 12% of American adults responded that they were either considering relocating (over 10 million households) or buying property (3 million households) outside the U.S. At **Choosing Mexico**, our goal is to provide comprehensive education detailing the many reasons for North Americans to consider Mexico in pursuing this desire: its proximity to the US and Canada, its economic and political stability, quality of services, warm climate, comparatively reasonable cost of living, openness to cultural diversity, and a more relaxed pace of life. Our strong belief is that, with accurate information presented in an educational (rather than sales-pitch) style, a large number of these people will consider relocation or property purchase in Mexico.

Trends

Several concurrent trends are encouraging this growing desire to emigrate. In the U.S, nearly three million Baby Boomers turn sixty every year, and over four million Baby Boomers turn fifty each year. This group is thinking differently than their predecessors about their retirement years, with greater emphasis placed on pursuing new experiences, self-reliance, and a concern over health-care costs and other escalating expenses. Doubts are growing that U.S. Medicare and Social Security will be sufficient for "life after work." Meanwhile, improvements in communications technology and transportation allow staying in close contact with friends and family at greater geographic distances. The North American Free Trade Agreement (NAFTA) of 1994 has made living in Mexico easier for Americans and Canadians by facilitating property purchase and availability of familiar products. Many survey participants also cited a need for adventure and continued mental stimulation as a reason for moving out of the U.S. All of these factors combine to make Mexico a welcoming place to live for Americans and Canadians.

Management Team

The management team of **Choosing Mexico**, located in the Seattle, Washington, area, have collectively more than 100 years of experience in living, traveling, and doing business in Mexico. Our strong and diverse management backgrounds include work in commercial aviation, Mexico tourism marketing, education and training, website development, and Internet marketing. We all have a deeply personal appreciation of our Southern neighbor and we all hope to relocate there ourselves at some time in the future. Because of this experience and our personal commitment, we are uniquely qualified to offer comprehensive guidance to U.S. and Canadian citizens interested in living in Mexico.

Our Products and Services

Choosing Mexico will offer live public seminars in selected cities, as well as presentations for corporations that sponsor educational opportunities for their employees. Those interested in in-depth information on relocating to and living in Mexico will also be able to take our dynamic online classes from anywhere in the world. Our customers will receive compelling, first-hand information as our seminars and classes will feature experts on subjects including immigration, health care, taxes, real estate, and much more via audio and/or video. Our online library of quality information will provide additional resources for independent research. The latest news will be available in various formats. Our representatives in Mexico will assist those who want to travel to see various locations. We will maintain a reputation of excellence and reliability as we avoid blatant sales pitches for real estate, marketing hype, and information that may be out-of-date or factually inaccurate. We will also host online message boards for the exchange of subjective information with people who already have moved to Mexico. By presenting the cultural differences while avoiding travel brochure type descriptions of "paradise," each individual can decide if Mexico is where he or she wants to relocate.

Our Partnerships

Our many partnerships with Mexico's state and federal tourism and economic development organizations, as well as with private organizations, provide **Choosing Mexico** with solid support for this common goal: to create mutually beneficial ties between Mexico and North Americans interested in living in a richly vibrant and diverse country.