

VINTE Viviendas Integrales



“ VINTE provides affordable, eco-friendly housing to low and middle income families in Mexico. ”

COMPANY INFORMATION

★ Headquarters

Mexico

Countries of operation

Mexico

Year founded

2001

Annual revenue

~US\$95 million

Employees

>1,000

Sector

Housing

COMPANY HISTORY

VINTE Group began operations in 2003. In 2005, it reached an agreement with Intel and Microsoft to include a free computer in each house. As of 2011, VINTE had sold more than 11,000 houses. Between 2008 and 2011, VINTE's net revenues increased by 27 percent annually, while its profits grew by 36 percent each year, demonstrating that a company focused on providing affordable housing to the base of the pyramid can compete with the largest publicly-traded homebuilding companies in Mexico. VINTE also has operations in green and social businesses, including recharging wells and lagoons, telemetry systems to digitally measure consumption, solar energy water heaters, photovoltaic systems, and Internet service.

WHO THEY ARE

VINTE is a homebuilder in Mexico that specializes in affordable, sustainable housing for low and middle income families. VINTE is engaged in all phases of the development process from acquiring land to designing, planning, building, marketing, and selling houses. VINTE is currently developing eight housing developments in four states, mainly of central Mexico.

Mexico has a shortage of an estimated 8.9 million houses, of which 75 percent are in the affordable housing segment. By 2030, Mexico's population will reach 121 million people, creating a need for an additional 11 million new houses.

HOW THEY REACH THE BOP

VINTE is helping to address the shortage of affordable housing, working with the government of Mexico through programs designed to enable lower-income customers to access housing finance. The Mexican government sees the housing sector as an instrument for social and economic development, and, together with INFONAVIT and FOVISSSTE, it offers mortgage credits to more than 6 million families who earn less than US\$920 per month. Since VINTE's houses increase in value over time, appreciating up to 10 percent per year, owning these houses is an important way for low and middle income families to build equity over time.

VINTE offers eight types of houses, from entry-level to middle-income. A typical entry-level home is about 450 square feet and consists of a kitchen, a living-dining area, two bedrooms, and one bathroom. A middle-income home consists of a kitchen, a dining room, a living room, three bedrooms, and two bathrooms. VINTE's housing developments also feature gated courtyards, schools, water treatment plants, playgrounds, and recreational areas. Residents pay community fees toward the maintenance of these communal facilities, and VINTE trains new homeowners in how to jointly manage the development.

VINTE'S IMPACT

Customers are young working adults, schoolteachers, bus drivers, factory workers, and office workers, with annual household incomes ranging from US\$6,000 to \$27,000. About 75 percent of them rely on integral government-sponsored programs to finance their purchase. Many are first-time homebuyers, and many come from Mexico City's informal housing settlements, where they had limited access to clean water, electricity, sanitation, roads, schools, and parks.

VINTE's houses start at US\$23,000, and the company uses modern infrastructure services and innovative technologies such as rooftop solar cells to help homebuyers save money on electricity bills and other maintenance costs. VINTE also encourages homeowners to use water, gas, and lighting efficiently, enabling them to save money on utility bills. The company has won six national housing awards, most recently for building environmentally-friendly communities.

LINKS AND RESOURCES

Official website <http://www.vinte.com.mx> (Spanish and English)

Achievements <http://www.realparaiso.com/Vinte/Achievements.html>

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GEOGRAPHY/EXPANSION

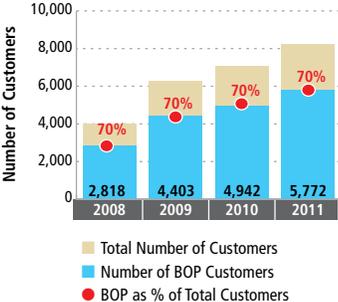


“ VINTE helps empower low and middle income families by including a free Internet-enabled computer in every house it builds. ”



KEY DEVELOPMENT RESULTS

The firm defines BOP customers as customers who purchase a house for less than US\$39,000.



“ VINTE’s continuing commercial success demonstrates that a company focused on providing affordable housing to low-income families can compete with the largest publicly-traded homebuilding companies in Mexico. ”