



San Juan del Sur and Tola  
**MID-YEAR REAL ESTATE  
MARKET REPORT 2024**

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A man with a shaved head, wearing a white long-sleeved button-down shirt and a white watch, stands smiling in the foreground. Behind him is a tropical resort setting featuring a swimming pool, lounge chairs, white umbrellas, and several thatched-roof huts. The background is filled with lush greenery and palm trees under a cloudy sky.

## Introduction

The 2024 real estate market in San Juan del Sur and Tola has seen notable growth in activity, surpassing previous benchmarks set in 2021. This increase has been particularly visible during the high season, reflecting strong demand and a vibrant market.

# Key Driver

## The Coastal Highway Project



One of the key factors contributing to this growth is the development of the coastal highway, also known as the coastal road.

Stretching from the southern border with Costa Rica to Masachapa, this highway has enhanced accessibility to coastal beaches along its route, boosting interest in the region and increasing real estate demand.

# Transaction Overview

During the first half of 2024, Trinity Real Estate saw a significant increase in transaction volume. About 45% of these transactions were for built properties, such as condos and houses, while 55% involved land sales. The preference for land is mainly due to the limited inventory of built properties.

HOUSES &  
CONDOS  
**45%**



LOTS  
**55%**



# Inventory Challenges and Construction Trends

Over the past five to six years, new construction by developers has been limited, especially for condos and houses.

Most new construction activity has been driven by private buyers who are building homes on previously purchased land. This has resulted in a tight supply of built properties, while the land market remains active due to higher availability.

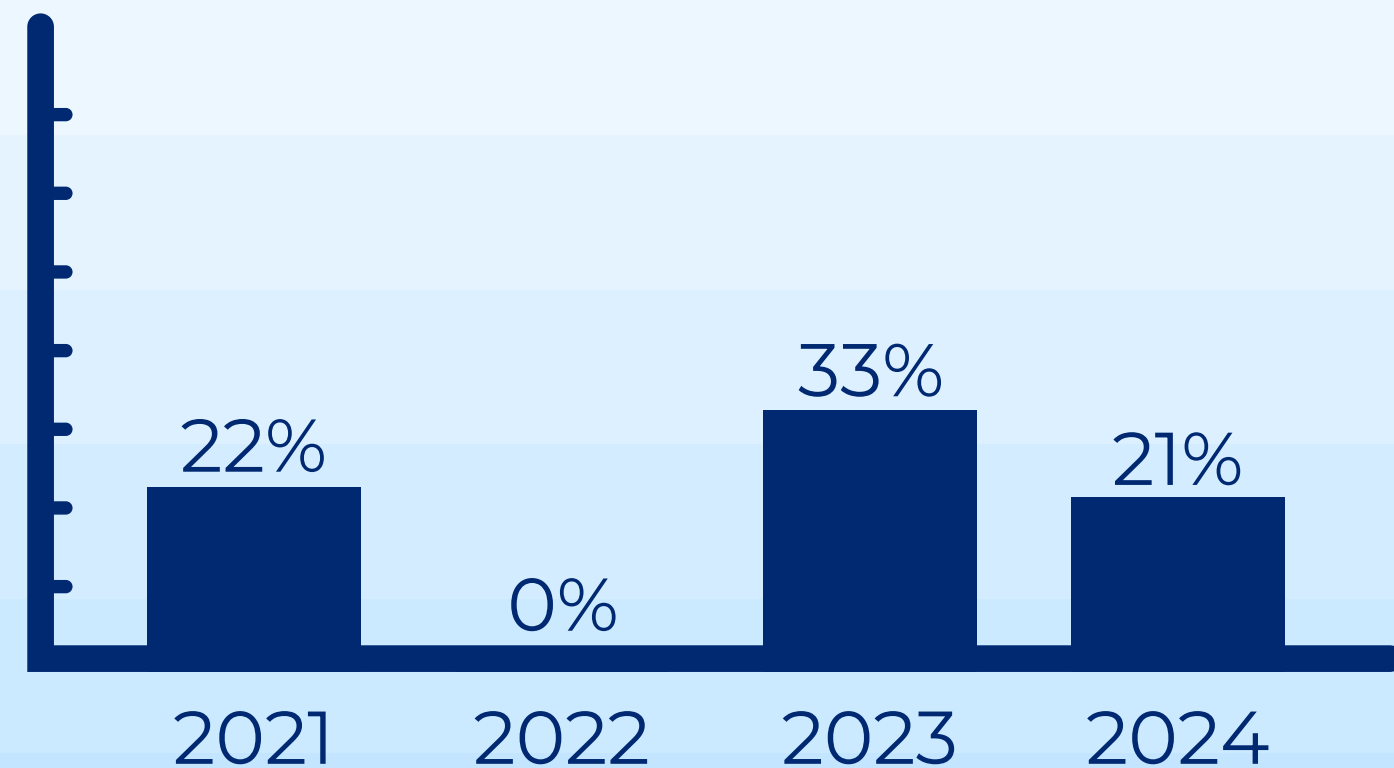


# Market Overview



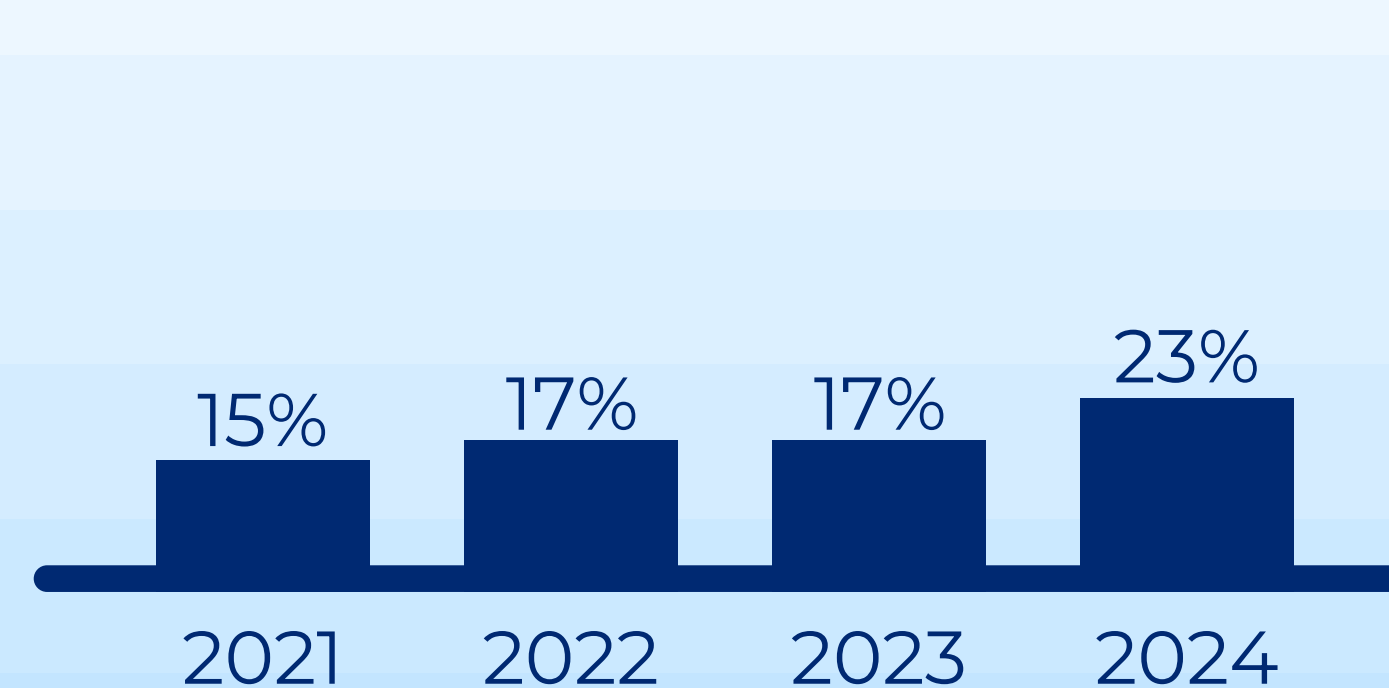
## Condo Market

Average sales prices for condos have risen, though the average price per square meter has slightly decreased due to the sale of larger units.



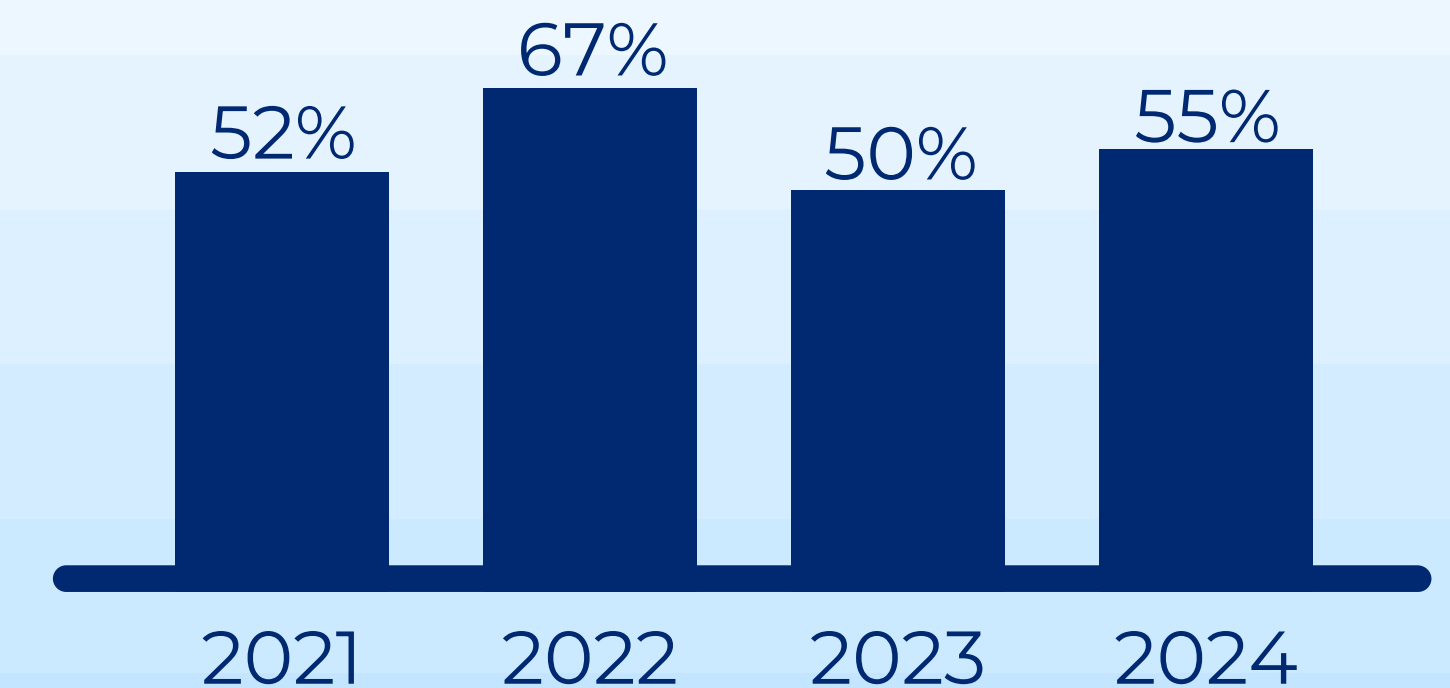
## House Market

Demand for larger and more luxurious homes, including oceanfront properties, has led to an increase in both average sales prices and price per square meter.



## Land Market

Growing interest in larger, premium lots with added amenities has pushed up both the average sales value and price per square meter for land.





## **Major News**

### **Guacalito de la Isla Development**

A highlight of the first half of 2024 is the activity in the Guacalito de la Isla development, an exclusive project managed by Trinity Real Estate. All available condos have been sold, and several lots have also been purchased, indicating renewed interest in this premium area. This is a positive sign for the region, reflecting confidence in high-value projects.

# Looking Ahead

With the continued development of the coastal road, we remain optimistic about sustained market growth in Nicaragua. This improved infrastructure is expected to support rising property values and transaction numbers, driving ongoing growth across the region.







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## THANKS

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