

URBI widens distribution channels focusing on underserved segments of the housing industry

- *Alternativa Urbi, Casa Capital Plus, Ventas Institucionales y Corporativas, Casa Habitable Plus and Opción Es Urbi, are some of the business models implemented through our independent business allies.*
- *These initiatives will be put into action nationwide and by 2010 will represent between 8% and 10% of our income.*

Mexicali, B.C., August 5th, 2010.- Urbi, the leading housing developer in Mexico, announced the widening of its distribution channels to serve new market niches within the lower -and middle- income segments by driving its business line of housing-related activities forward, which will in turn be implemented in all Urbi cities in the country.

This business line focuses on developing initiatives based on issues that are relevant to our clients, such as: comprehensive housing solutions, including equipment, customized financing plans and consulting services for purchasing power maximization; pre-owned housing; prospect recovery; internal sales; in addition to commercial alliances with public and private sector organizations.

“Urbi’s work philosophy is client-focused and its purpose is to meet their needs. This is why we are constantly analyzing our client’s purchasing patterns and behavior, looking for solutions and designing comprehensive responses through innovative strategies like ‘la casa va al cliente’ (home goes to the client), to bring them irresistible offers wherever they may be, whether at work or at home,” says Luis Elizondo, Urbi’s Housing Corporate Director.

To achieve this, the company has developed pilot programs, integrating business alliances to its productive chain and sharing Urbi’s knowledge and experience to design a model that will become a means to reactivate the economy, aside from offering a value proposition to its clients in the regions it operates.

“Becoming a part of Urbi’s value chain through these independent companies offering specialized services to new homebuyers allows us to breathe new life into our distribution network, and above all, participate in an integral solution program for the Mexican population, giving them access to a home equipped with the best items and equipment so they can start enjoying their home right away,” says Daniel Alonso, Sales Director for Whirlpool Mexico’s Construction Channel.

Alternativa Urbi, Casa Habitable Plus, Casa Capital Plus, Ventas Institucionales y Corporativas, as well as Opción Es Urbi are some of the business models implemented through our independent business allies, offering services and distribution channels to benefit the underserved segments in the housing sector.



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“Implementing new services and added-value products through the participation of our independent business allies in 32 cities in the country is a formula that contributes to increasing the strategic value of our business lines, increasing the value to our customers and bringing additional business, these initiatives will represent between 8% and 10% of our income in 2010,” noted Selene Avalos Rios, Urbi’s Chief Planning and Financing Officer.

Urbi Desarrollos Urbanos S.A.B. de C.V. (MSE: URBI) is the leading housing developer in Mexico. Currently, Urbi is present in 32 cities, covering the main metropolitan areas and the most dynamic medium-size cities in the country. In over 28 years of operations, Urbi has developed over 340,000 homes, and has always conducted its business with a strong emphasis on financial performance, making it one of the most profitable companies in the sector.*