



# Grenada Real Estate Market Report

CENTURY 21 · GRENADA GRENADINES REAL ESTATE VALUATIONS DIVISION

2023



INSIGHT ON

MARKET OVERVIEW

OPPORTUNITIES

TRENDS

**CENTURY 21**  
Grenada Grenadines

the  
POINT  
at  
PETITE CALIVIGNY



**FOR  
SALE**

**THE POINT AT PETITE CALIVIGNY**

Private Residence Club and Resort

The Point at Petite Calivigny (The Point) is a luxury boutique Private Residence Club and Resort situated on the spectacular southern coast of Grenada. This entirely new development is constructed on 11 acres of private property located in the affluent community of Petite Calivigny and consists of 3 exquisite ocean view villas and 12 condominiums, gym & wellness centre, spa, secluded waterfront and marina.

The Point is a contemporary 5-star residential community perfectly suited to the well-travelled couple or family seeking a unique living or vacation experience. Located only 20 minutes from Grenada's international airport.

Luxury Villas  
Condominiums

Private Gated  
Community

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# POINT CALIVIGNY ESTATE BEAUTIFUL WATERFRONT AND OCEAN VIEW LOTS



## Where Dreams are Built

Calivigny Point Estates is a private gated development featuring prime ocean front and ocean view lots. Situated adjacent to the ultra-luxurious private, gated community of The Point at Petite Calivigny Private Residence Club, each of the parcels are uniquely positioned with stunning views of Woburn Bay and the neighboring islands of Hog and Calivigny. A Unique feature of the development is its private deep-water marina which can accommodate up to 12 yachts with drafts up to 20 feet.

Located 20 minutes from Maurice Bishop International Airport and 15 minutes from the capital of St. Georges owners will have the option to be members of the prestigious Point at Petite Calivigny Private Residence Club with access to the resort's amenities and concierge services.

### Waterfront Property



Enjoy incomparable views and the soothing tranquility of nature and the sea.

### Views



Each lot boasts spectacular ocean views

### Marina



The private deep water marina is your gateway to exploring the unparalleled beauty and mysteries of the Caribbean sea.



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# CONTENTS

From Paula's Desk	4
Market Overview & Insights	5
Real Estate Sales by Parish	6
Breakdown of Real Estate Sales	10
Foreclosures Hit Rock Bottom	12
Market Summary	13
Gamechangers	14
Spotlight on Sales	17
Grenada's Growing Rental Market	21
Citizenship by Investment Program Update	24
Grenada's Returning Diaspora	27
Professional Property Management	31

**Cover Photo - Location: Villa Kaya Boutique Hotel, at Quarantine Point, Grenada by Sonix**

**Note of Thanks:** This report takes an entire year to prepare, and could not have been completed without the support of a dynamic network of individuals and organizations. A special thanks to: Jameson Jai for the design and layout; the Government of Grenada Registry Office; the Physical Planning Department; El Sylvester and his team for their hours of data collection; The Grenada Citizenship by Investment Committee (CBIC); and the entire Century21 Team (in particular the Valuations Division) for helping to compile the report.

**Caveats:** Grenada's real estate market is very small. The small datasets are easily skewed by a single outlier. This will sometimes be noted in the body of the report and must always be considered.

There are very limited sources to obtain the data required to compile this report, and the task of collecting it is a purely manual one. Research clerks have spent weeks capturing the data in this report from the various Government of Grenada sources. The result is accurate, but less than perfect. Once gathered, data is input into our in-house database for use in compiling market reports, for providing valuation services, and in supporting our professional guidance for a range of real estate consulting services.



# FROM PAULA'S DESK

Grenada's real estate market remained stable throughout 2022. While the numbers don't clearly show it, there is robust interest and activity in Grenadian Real Estate.

The return of flights and visitors was long overdue. Grenada has seen a strong rebound in our tourism numbers in 2022 and is on-track to exceed our record-setting, pre-Covid visitor numbers. It has been such a thrill to see visitors returning to Grenada, whether Grenadians, or non-nationals, they are the foundation of our residential real estate market. Tourism in Grenada is a leading indicator of our real estate performance. We expect 2023 to show strong growth in sales volumes.

The themes of this year's report became obvious as we researched, interviewed, and analyzed all of the data and information. Firstly, the growing desire for higher quality real estate products at all price points. And secondly, the need for more condominiums and other types of multi-unit and mixed-use real estate solutions.

We also have some great interviews sharing insights on sales trends, our expanding rental market, and a profile on a returning Grenadian and her family's real estate journey.

I remain grateful for the incredible team that makes Century 21 Grenada possible, and equally humbled by the many clients that trust us to guide them in buying, selling, renting, or managing their piece of Grenada.

A handwritten signature in black ink, appearing to read 'Paula', written in a cursive style.

Paula LaTouche-Keller  
Broker/Owner

# MARKET OVERVIEW & INSIGHTS

Grenada's real estate market remained active and stable. Total sales volume for 2022 (the total value of all real estate sales) was US\$75,208,719. This was modestly lower from 2021, with a 7% decline.

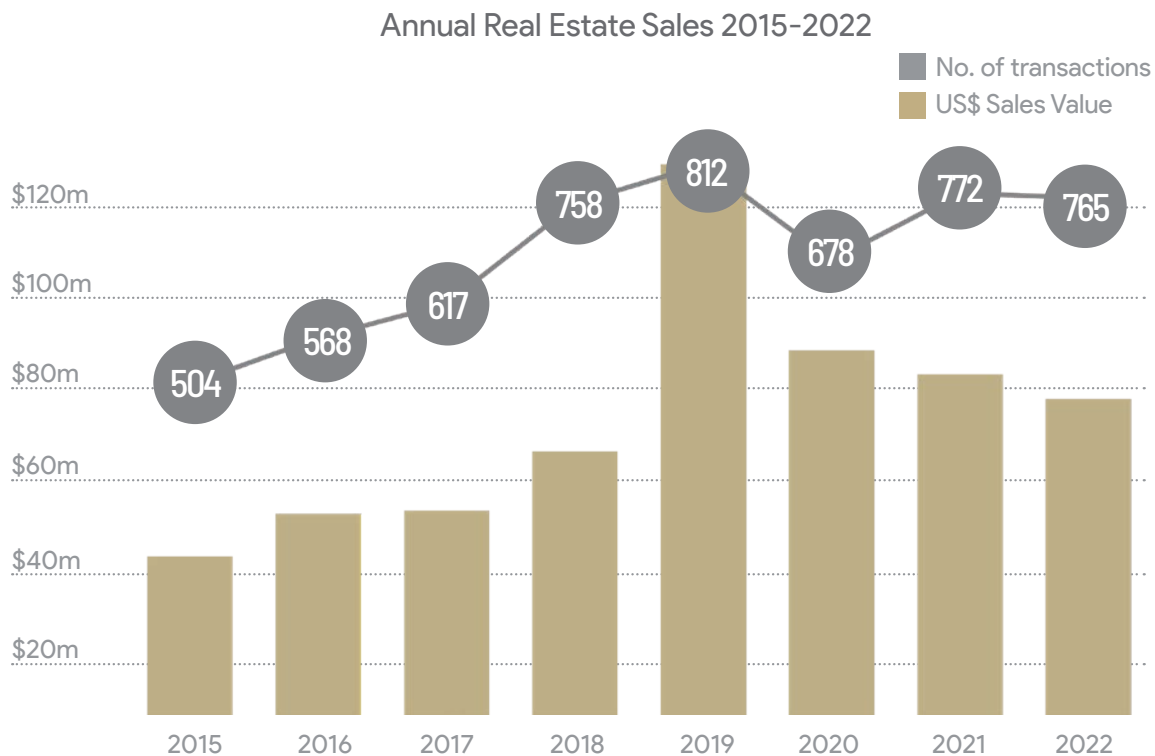


FIGURE 1 - ANNUAL REAL ESTATE SALES 2015-2022

The number of transactions (real estate sales) was virtually unchanged from the previous year at 765 (only 1% less than 2021). The small decline in the overall real estate sales value was a result of two main factors. Firstly, there has been an increase in sales of vacant land over land & building. Secondly, there has been a cooling in purchases of prime properties and development sites. Both shifts were driven by the Covid pandemic and associated travel restrictions.

\*Note that two atypical transactions for the sale of vacant lands at Mt. Hartman were not included in the data for 2022. The inclusion of the sale of such a large tract of land by the Government would only skew the data and our efforts to monitor Grenada's standard real estate market. This is not an unusual practice, and we have noted it for transparency and clarity.

## Real Estate Sales by Parish

The distribution of real estate transactions around the country remained very consistent with previous years. The parish of St. George normally totals around 70% of the value of all real estate sales in Grenada. St. Andrew and St. David normally account for a total of 20% (generally split fairly evenly between the two parishes). This year was no exception.

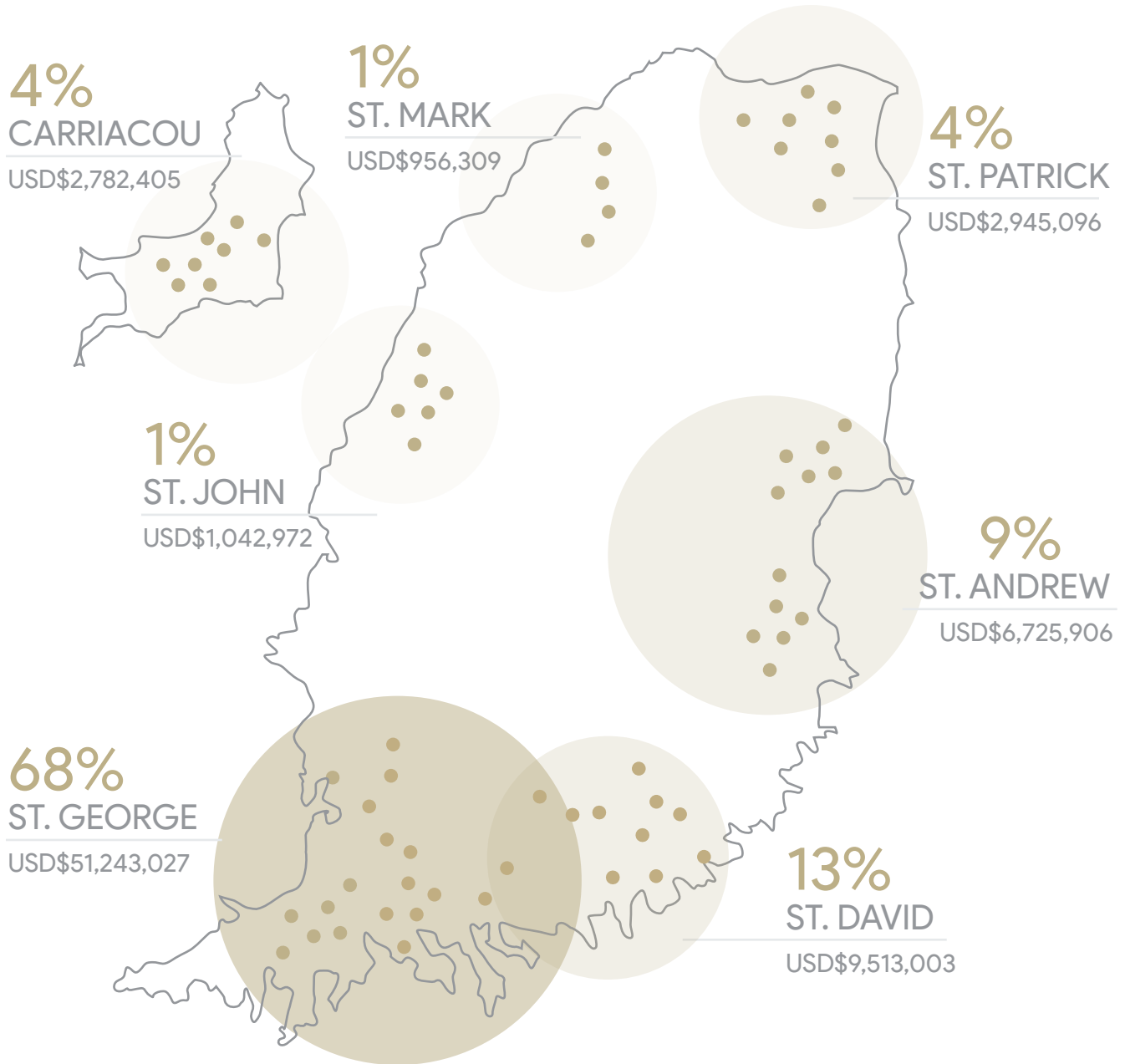
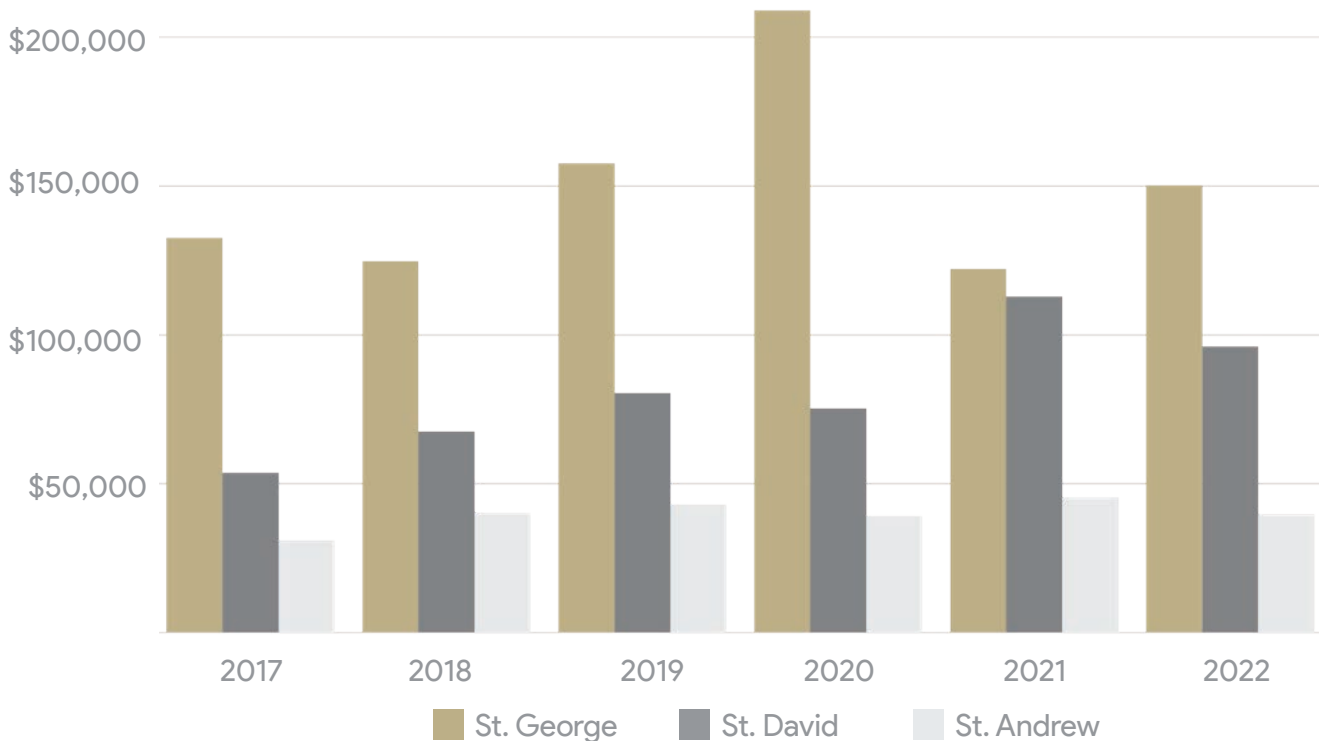


FIGURE 2 - REAL ESTATE SALES BY PARISH (US DOLLARS)

The clearest trend at the Parish-level over the past six years, has been St. David's consistent increases in its average sales transaction value. Several factors are likely driving this trend.

Average Transaction Value US\$ - Three Most Active Parishes



Firstly, St. David is one of the nearest, affordable locations for the St. George workforce, as well as those simply wishing to live close to St. George. The southern end of Grenada remains its heart of commerce, its tourism hub, population base, political capital, and educational center. These are all strong upward drivers on real estate values. St. David's proximity alone makes the strongest case for having the second highest average sales values.

Secondly, St David has a high number of planned developments, such as Westerhall Point, Calivigny Gardens, La Sagesse, Point Marquis, and Belle Isle. These intentional developments, when properly planned and executed, will always generate higher values and appreciation than individual parcels.

Thirdly, there are very attractive development lands available in St. David at a fraction of the cost of St. George. These tend to be prime lands with large transaction values. Expect increased spending on development sites in St. David as the La Sagesse hotel developments come on-stream.

FIGURE 3 - AVERAGE TRANSACTION VALUE US\$ BY PARISH

*\*Note that the drop in average real estate transaction values in St. George, in 2021, was driven by the pandemic. It will continue to rebound in 2023. The parish of St. George and Carriacou, receive the highest level of non-national buyers. As the pandemic significantly interrupted travel for nearly two years, this had a sharp downward impact on purchases by non-nationals, particularly in St. George.*



The vast majority of real estate sales in 2022 were vacant lands. This is a constant in Grenada, which has three historical drivers:

- The most common route to homeownership for Grenadians is to start with vacant land and build the house over time. It is simply an economic reality that has changed little over the years.
- Due to the tax that non-nationals must pay on the purchase of real estate, many prefer to purchase vacant land (to minimize the tax burden) and build the house of their design & dreams.
- Grenadians have a long history of buying land as their primary tool for investment. The saying goes “land makes the man”.

The result is that, on average, 90% of all annual real estate sales are vacant lands. The chart below shows the 5-year average, by parish, for sales of vacant lands.

The vast majority of real estate sales in 2022 were vacant land.

On average, 90% of all annual real estate sales are vacant lands.

5-Year Avg. Sales of Vacant Land by Parish

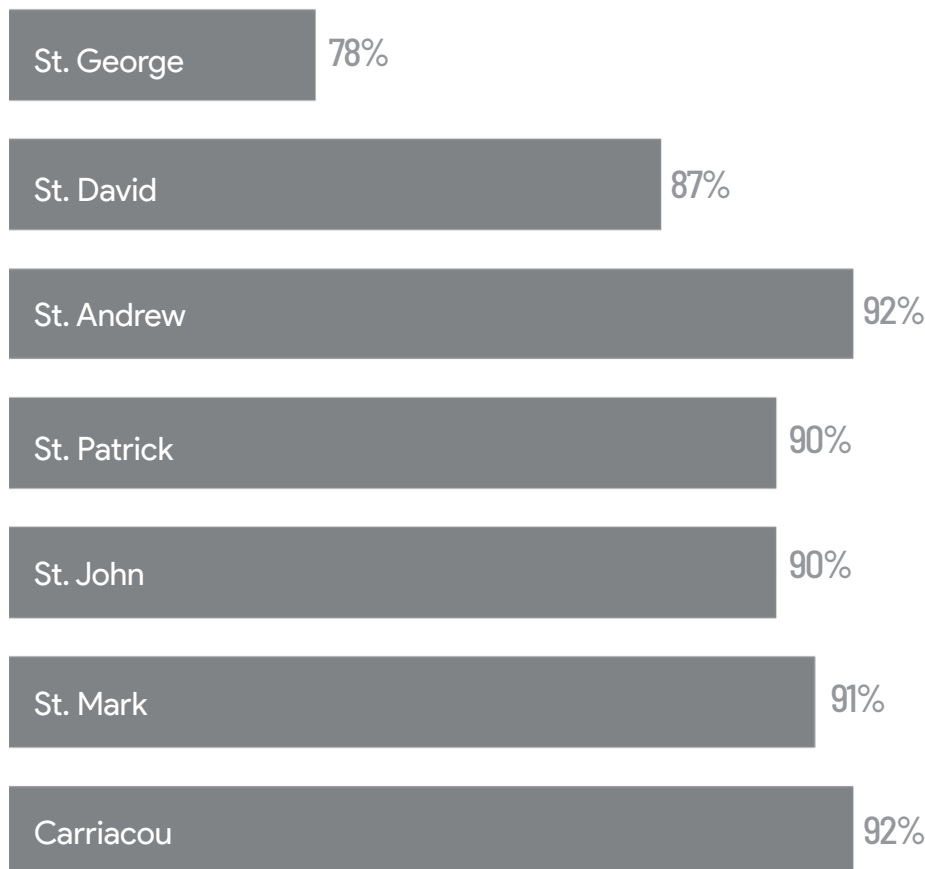


FIGURE 4 - 5-YEAR AVG. SALES OF VACANT LAND BY PARISH

Looking at sales data “by parish” can provide both clarity and confusion. It is always essential not to overlook the importance that location and quality play on property values. Certain neighborhoods within a parish can have drastically different values, as will specific properties within a neighborhood.

The table below provides the average sales value for vacant land, by parish, in 2022. The values are in US\$ per ft<sup>2</sup>.

### Average Sales Values for Vacant Land 2022

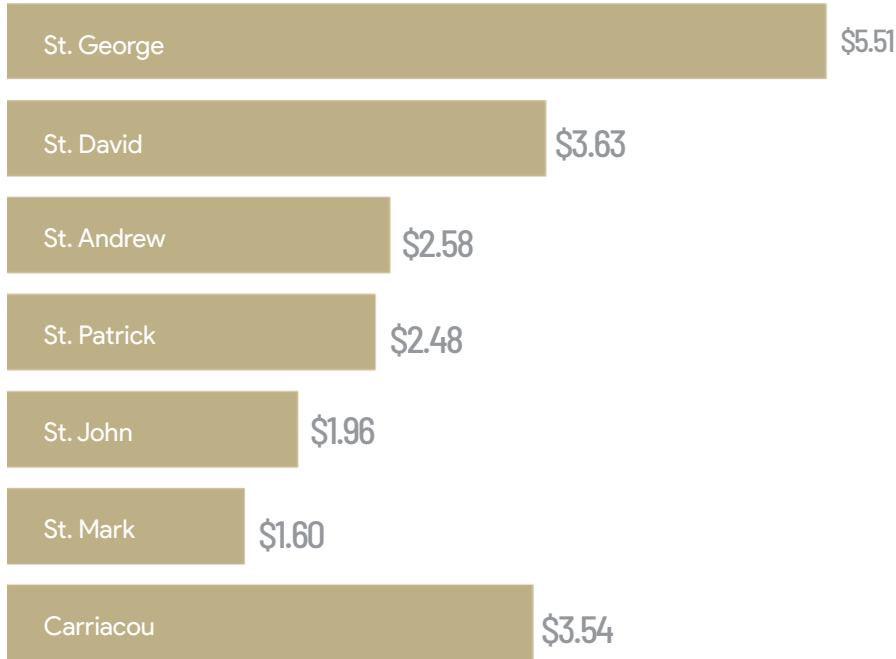
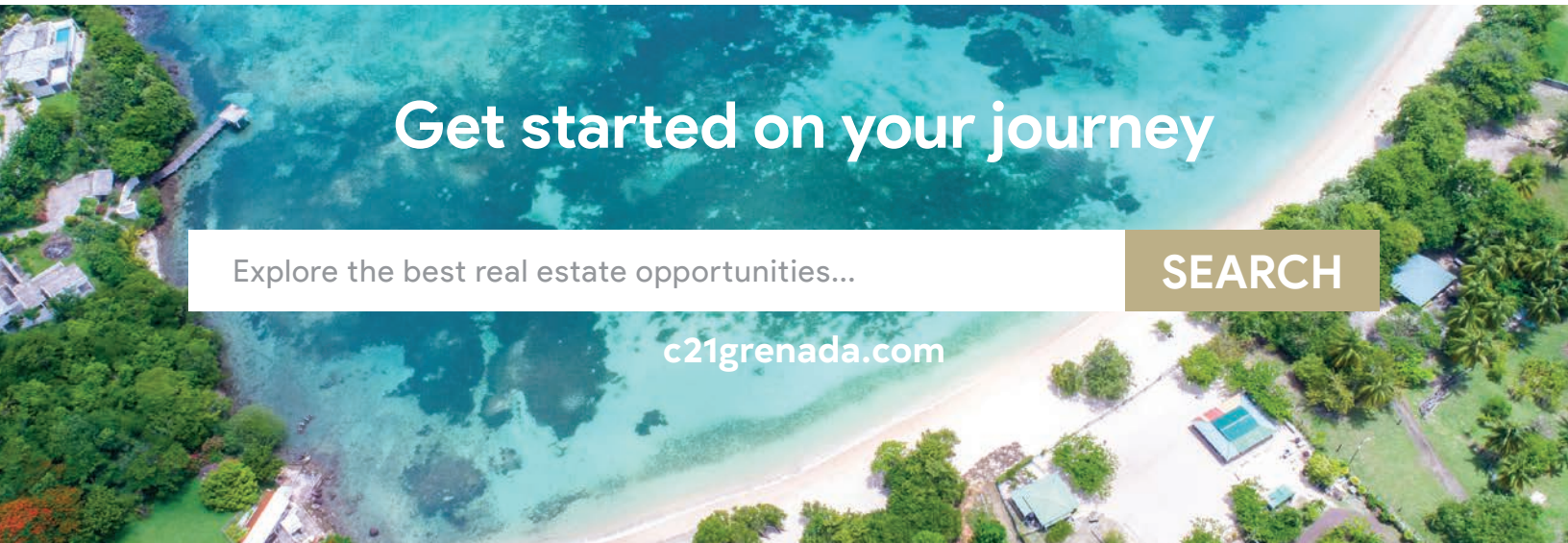


FIGURE 5 - AVERAGE SALES VALUES FOR VACANT LAND 2022  
PRICE PER FT<sup>2</sup> - US DOLLARS

It must be made clear that the data that generated these figures include all properties sold within the parish. In a parish such as St. George, these values per ft<sup>2</sup> can range from US\$2.50 for a residential lot in Mt. Parnasses, to US\$35.00 for a development plot in True Blue, and even significantly higher for prime commercial lots. The data is most useful to offer a yardstick by which to compare general land values in and between the parishes.



Get started on your journey

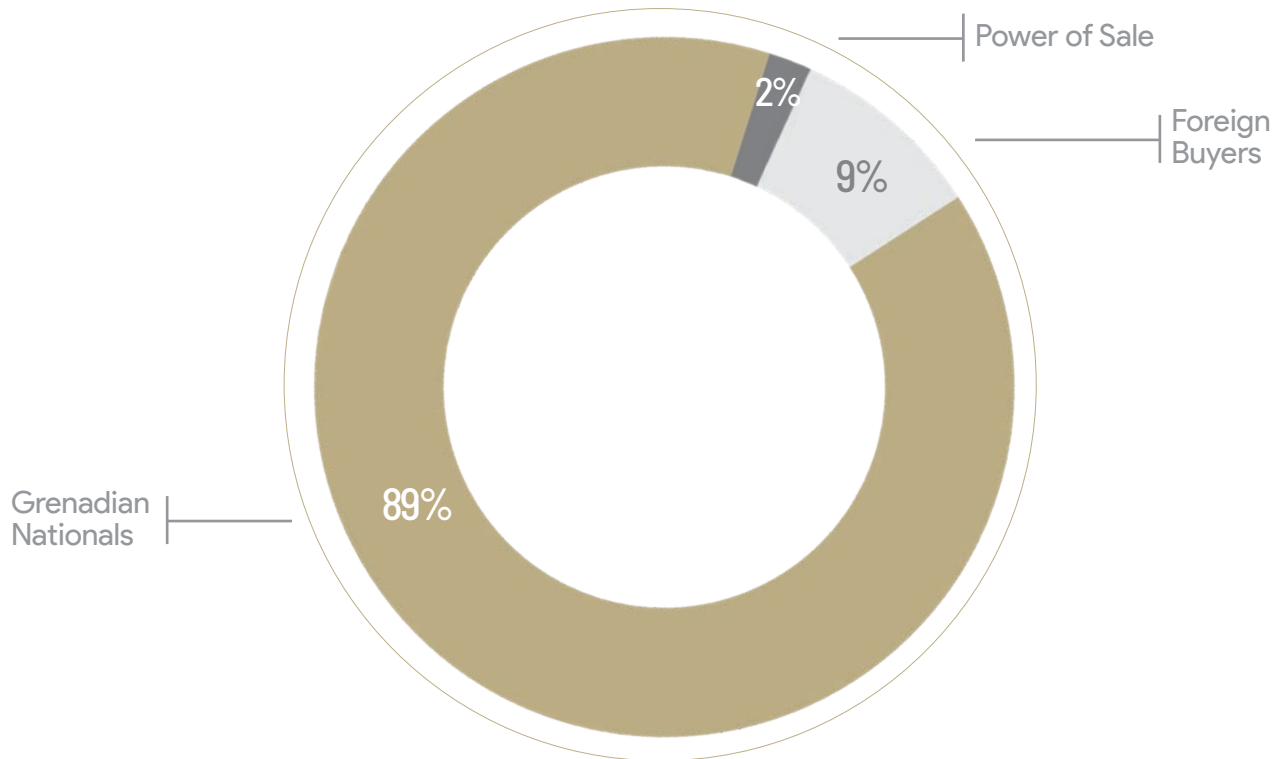
Explore the best real estate opportunities...

SEARCH

c21grenada.com

# Breakdown of Real Estate Sales

By US Dollar Value – 2022



Two of the most notable changes in Grenada’s real estate market over the last three years have been the decrease in foreign buyers and the virtual disappearance of properties sold through foreclosure (Power of Sale).

The reduction in foreign buyers has two components. The first was noted previously, they simply have been unable to travel to Grenada over the last two years. The connection between our tourism numbers and real estate sales is strong. Tourism is about to have one of its best years ever in 2023, we expect this to bode well for real estate sales.

But the trend for foreign buyers is larger than that. We are seeing a reduction in purchases by corporate entities, i.e., developers. Individual foreign buyers have remained relatively stable, even during the pandemic. But there appears to have been a sharp pullback in development acquisitions. While some of this can be blamed on global trepidation to plunge into hospitality developments during and after the pandemic, this is not the entire issue.

FIGURE 6 - BREAKDOWN OF REAL ESTATE SALES

Tourism is about to have one of its best years **ever** in 2023, we expect this to bode well for real estate sales.

Grenada’s Citizenship by Investment Program (CBI) has changed the landscape. Developers can now become Grenadian citizens prior to making a large property acquisition.

In addition, the CBI Program impacts purchases by individual buyers. For those that choose to purchase real estate in Grenada, they will do so as part of, or after, becoming a Grenadian Citizen. As such, they will no longer be identified in the data as non-nationals.

These two impacts of the CBI Program have reduced the number of real estate transactions identifiable as “non-national buyers”, for the purpose of this report. This is raised only to point out that the statistics above and below must be considered in conjunction with the section on Grenada’s CBI performance in 2022 (see page 24).

### Foreign Buyers of Grenada Real Estate

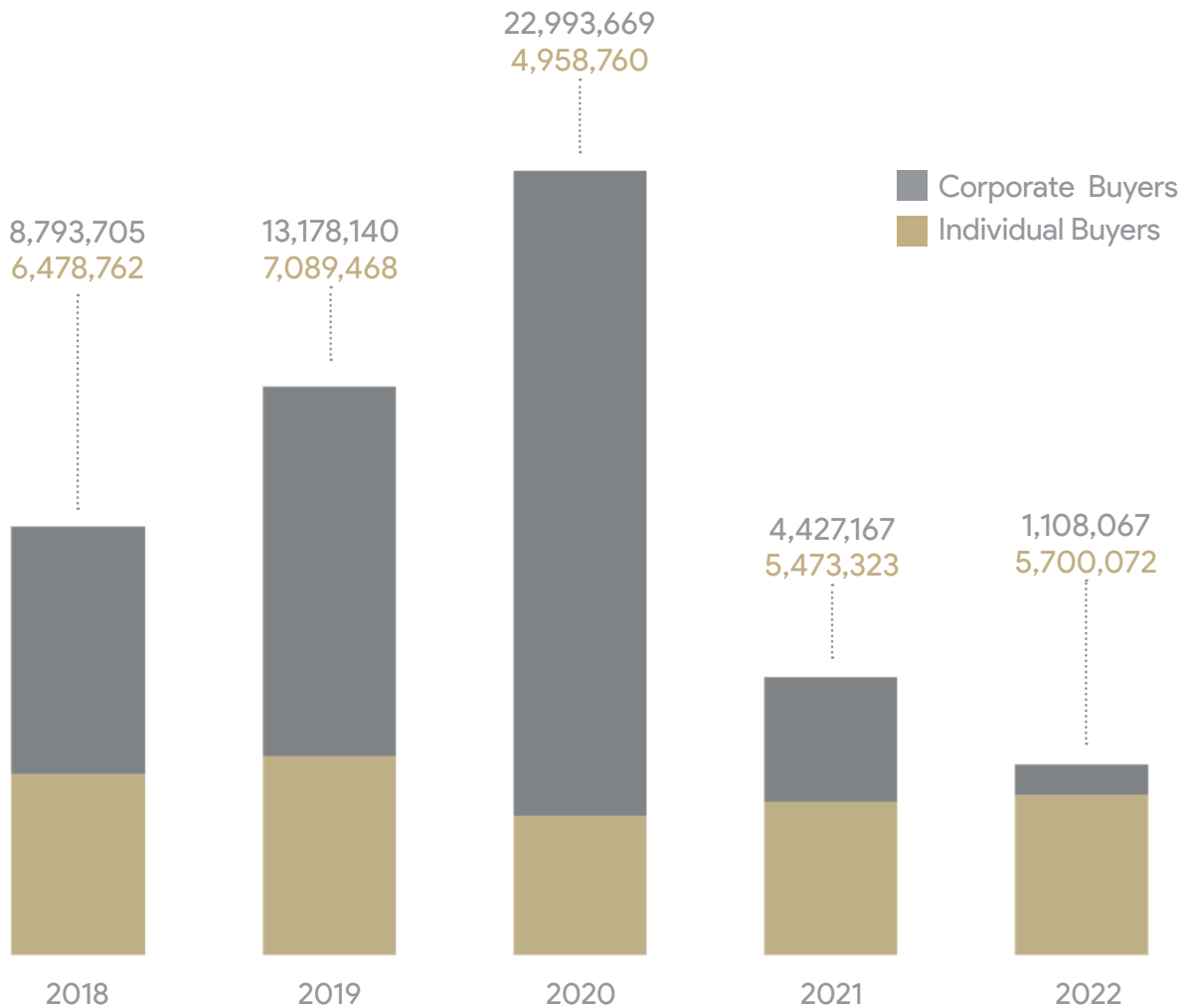


FIGURE 7 - FOREIGN BUYERS OF GRENADA REAL ESTATE

## Foreclosures Hit Rock Bottom

The following graph demonstrates the sharp and continued decline in the value of properties sold through foreclosure and their percentage of total real estate sales. This has been a remarkable accomplishment, considering that 2020 and 2021 included all of the disruptions, closures, and challenges of the pandemic. This bodes well for Grenada’s real estate market as foreclosures are a nagging presence that can undermine property values and constrict lending.

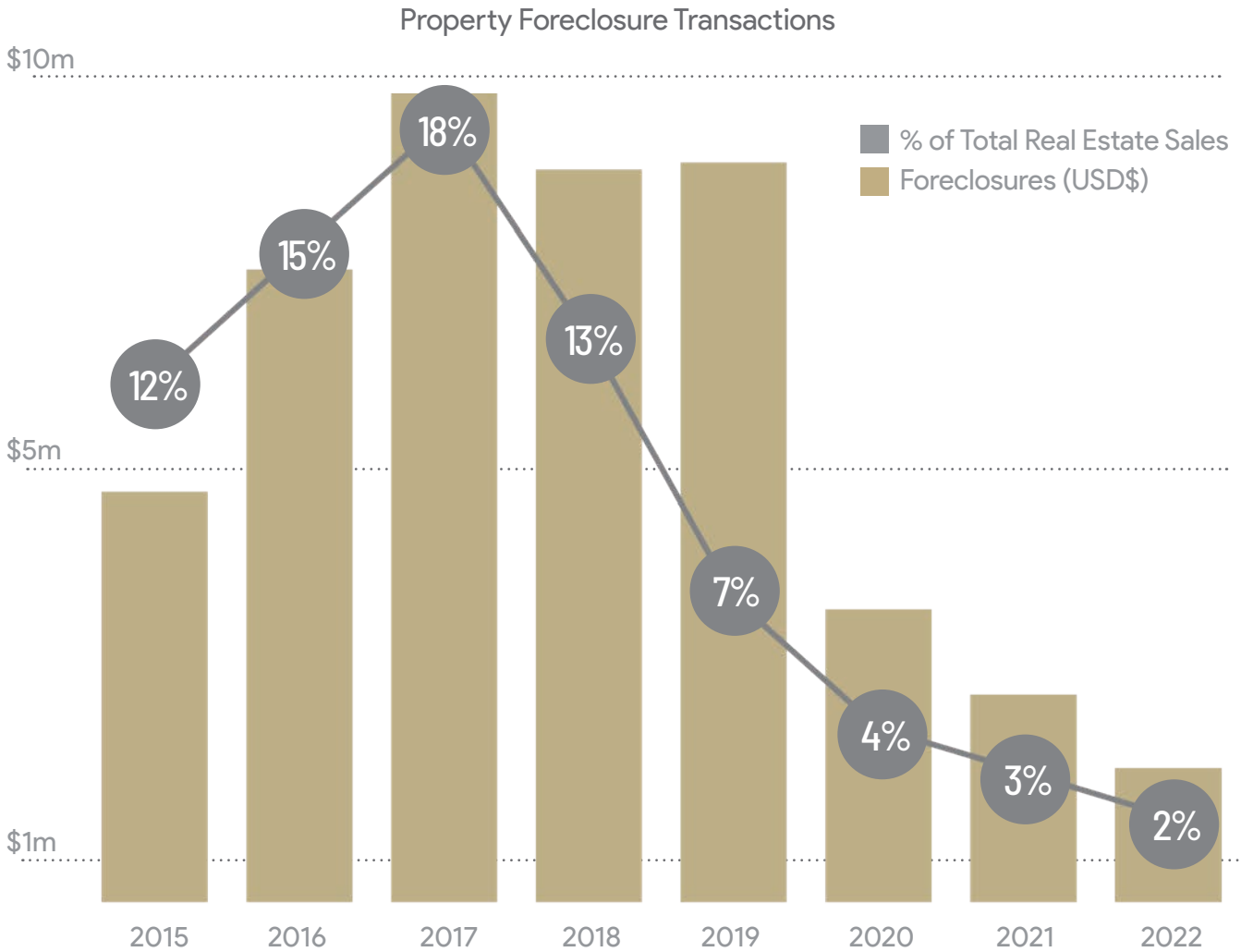


FIGURE 8 - PROPERTY FORECLOSURE TRANSACTIONS

The graphic above illustrates the extremely limited volume of foreclosures at US\$1.5 million, making up less than 2% of total real estate sales in 2022. This deserves notice, considering in 2017 foreclosures (known locally as Power of Sale) made up nearly 20% of all real estate sales for the year.

# MARKET SUMMARY

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Grenada's real estate market has continually proven to be resilient and stable in the face of massive global impacts.

There is no denying that the record highs set in 2019 were subsequently undercut by the Covid pandemic and nearly two years of travel constraints and challenges. This, in turn, made clear the tight linkage between travel to Grenada and real estate activity. Grenadians living abroad, and those in Grenada, maintained a stable real estate market throughout the pandemic and its lingering impacts. All indications are that 2023 will see a record number of travelers to Grenada. This mixture of diaspora and non-nationals, now more than ever from the US and Canada, are coming back after two to three years of record real estate appreciation in both of those markets. They often have experience investing in real estate, and they are ready to buy into Grenada. Early indicators in the final months of 2022 and first months of 2023 appear to confirm this. Expect 2023 to have strong sales volumes. Don't expect strong appreciation just yet, as bargain hunting and strong negotiating persist.

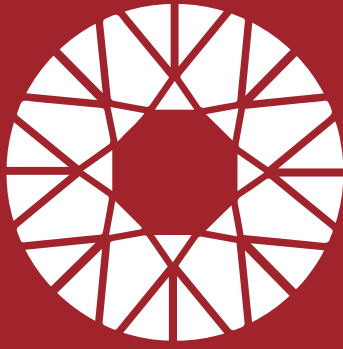


## Gamechangers

**The Return of Travel** – Likely the greatest impact on the real estate market in 2023 and 2024 will be the return of visitors to Grenada. Our visitor numbers and real estate activity are tightly linked. The Grenada Tourism Authority is projecting that 2023 will see our highest visitor numbers yet. The previous high was in 2019, which also saw record real estate sales. Early sales numbers in January and February point to an exceptionally strong year.

**Multi-Unit Development** – Grenada has been extremely slow to shift towards condominium developments, townhomes, and mixed-use developments. This is changing. There are several condominium projects in advanced planning, under construction, and some recently completed. Multi-unit and mixed-use developments will be critical to achieve affordability and maximize our limited land available for development.

**La Sagesse Project** – This project, by Range Development, is slated to include both a Six Senses and Intercontinental Hotel. It is the first major hotel development in St. David. The scale of the project will certainly drive increased employment and further development in the area. The Six Senses is one of the most highly respected luxury hospitality brands. While Intercontinental is one of the world's most recognized. Expect considerable spin-off investment and development as this project becomes operational.



# RUBY

RESIDENCES

LUXURY CONDO/APARTMENT BUILDING





Ocean View



Steps to Grooms Beach



Contemporary Design



1 & 2-bedroom units



Swimming Pool



Underground Parking



STARTING AT

USD\$400,000

Reserve your unit today!

LIMITED TIME OFFER

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Grenada Grenadines

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customer@century21grenada.com

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MLS 1150312

# SPOT- LIGHT ON SALES

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Beverly Renwick is one of the best-known names in Grenada Real Estate. We sat with her to get her insight on sales trends and opportunities.

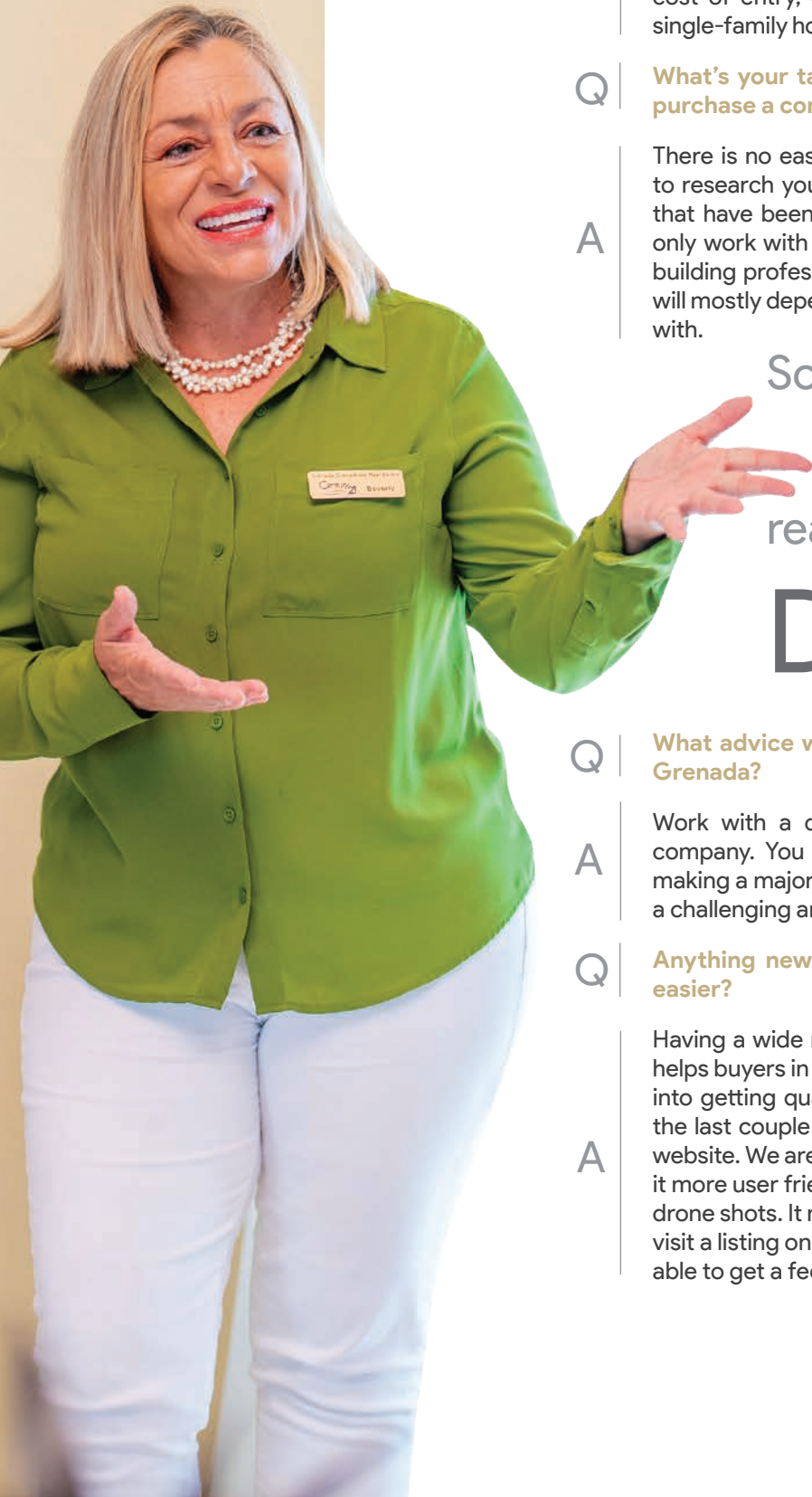
**Q** | **The pandemic is over, and Grenada's tourism numbers are on-pace to be one of its best years ever. What are you seeing in real estate sales?**

**A** | There has been a noticeable increase from the Grenadian Diaspora, particularly those living in the USA. Traditionally, the diaspora's return home was part of retirement. We are now seeing Grenadians living abroad of all ages looking to buy into Grenada for a range of reasons. They are impressed with how Grenada is developing, and often want to be a part of that growth and development. Others have simply become disenchanted with life in the USA or UK.

Another trend that kicked off during the pandemic, and continues, is the purchase of agricultural lands. This seems to be driven by concerns over food security brought on by the pandemic, heightened by Russia's war against Ukraine, and further spurred on by record high inflation in food prices.

**Q** | **What are some up-and-coming areas in Grenada?**

**A** | Definitely, St. David. Development has been headed in that way for some time. The hotel development at La Sagesse (Six Senses and Intercontinental Hotels) will only accelerate the pace.



**Q | What's missing in our real estate product?**

**A**

Condos! We need a range of condominium products, from more affordable units starting at around US\$250,000 to more luxurious units up to US\$600,000. There is demand from expats, tourists, locals, and the diaspora. Generally, a condominium offers a lower cost of entry, ease of ownership, and better amenities than a single-family home. That is what much of the market is looking for.

**Q**

**What's your take on "should I buy vacant land and build, or purchase a completed house"?**

**A**

There is no easy answer. You will need to put in time and effort to research your options, run some numbers, and talk to others that have been through those processes. But whatever you do, only work with qualified, proven, and recommended design and building professionals. The success or failure of either approach will mostly depend on the design and construction team you work with.

So, is the dream of owning a "piece of paradise" still a major driver of Grenada's real estate market?

# Definitely!

**Q | What advice would you give someone planning on buying in Grenada?**

**A**

Work with a qualified, licensed, and experienced real estate company. You will need to rely on your agent to guide you in making a major investment and to help you navigate what can be a challenging and sometimes lengthy process.

**Q**

**Anything new at C21 to make buying or selling a property easier?**

**A**

Having a wide range of listings for sale, at all price points, really helps buyers in finding the right property, so we put a lot of effort into getting quality listings. We have really focused on this over the last couple of years, and the results are impressive. And the website. We are constantly updating and adding features to make it more user friendly, update listings with new photos, videos, and drone shots. It makes a huge difference when prospective buyers visit a listing on our website and get accurate information and are able to get a feel for the property.

# LIFESTYLE + INVESTMENT

MLS 1138591





Ocean Front



## Jengle Villa

Calivigny · St. George

USD\$1,980,000

 13,660ft<sup>2</sup>  4,000ft<sup>2</sup>  4  4½

Perfect waterfront villa.

MLS 1150105

Ocean View



## Caribbean Home Clarkes Court Bay

Petit Calivigny · St. George

USD\$720,000

 8,900ft<sup>2</sup>  2,800ft<sup>2</sup>  3  3

Lifestyle and income generation.

# DON'T SETTLE



# GRENADA'S GROWING RENTAL MARKET

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Renee La Touche is the Rental Team Manager and a highly experienced rental specialist. She has matched 100's of clients with properties that suit their needs, wants, and budgets.



**Q** | Renee, what do you think is the biggest misconception people have regarding Grenada's rental market?

Many people think our rental market is only SGU-students and villa rentals. It is much bigger than that. On a weekly basis our rental team deals with commercial leases for retail and office space, residential rentals for local families, long-term executive rentals, and so much more.

**A**

There is also a misconception that we only offer luxury properties. This is simply not the case. We often have local rentals starting as low as EC\$650 a month, and a range of budget-friendly commercial properties. The problem is that demand for affordable properties is much higher than supply. Often the more affordable properties are rented as quickly as they are listed.

**Q | What are some trends in the rental markets you mentioned?**

**A** **Local Residential Housing:** It is becoming more common for locals to rent, and it is far more likely they will use a real estate agent in the process (both to list a property and to find one). There is intense demand for more affordable housing solutions, like condos and apartments. Often from young, working, professionals with a budget of EC\$1,500-2,000. They expect quality and value for money, and the closer to Grand Anse the better.

**SGU Student Accommodations:** There are some ongoing trends that are becoming clear to everyone. The students generally want to live as close to the university as possible. They want larger, well-designed spaces, and amenities - almost a hotel-like setting. Many of the landlords have made their properties pet-friendly, as this has become a major selling point for many of the students.

We have consulted several of the newer properties during design and in setting up operations, and they have been extremely successful. Some of the newer trends for student accommodations, post-Covid, are a preference for studios and one-bedroom units, a willingness to continually move when a better unit or building becomes available, and an increased concern for personal safety (such as on-site security or access control to the building).

**Commercial:** There is strong demand for commercial property in Grand Anse. By the end of 2023 there will be considerable commercial space coming on-stream that will absorb some of that demand. In the longer term, Grand Anse is clearly becoming a commercial center. We can expect it to continue to attract new businesses and see more commercial buildings in the pipeline.”

**Q | What is your favorite part of the rental process?**

**A** That’s an easy one! When I am working with a client and find them the perfect place. There is a moment when I am showing them the property for the first time, and they realize it is the perfect place for them. You can feel the excitement in the room. It gives me goosebumps every time.

**Q | Any recent improvements at C21 in serving the rental market?**

**A** “Our free, No-Hassle Listing Service, for sure. It allows owners to quickly and easily list their properties with us, through a transparent and professional process, and have a high-quality listing on our website in a matter of days. All at no cost!

Even more important is all the work we put in throughout the year to remain the industry knowledge leaders. It takes a lot of team effort to constantly stay on top of trends, spot opportunities, and identify ways to serve our clients better.”

# FEATURED RENTAL PROPERTIES



### Luxe Modern Residential

Lance Aux Epines · St. George

USD\$1,500 - \$2,500 /mth



Newly constructed luxury apartments built for the SGU Students, features a pool, gym, private jacuzzis, and a large lobby area.



### Sanaseta Cottage

Petite Calivigny · St. George

USD\$2,500 /mth



Lovely cottage with views of the yachts anchored in Benjy Bay, and a short walk to a private jetty allows for a swim in the sea.



### Galleria Mall

Grand Anse · St. George

USD\$1,000 - 10,000 /mth

Formerly known as 'South City Plaza,' this commercial building is undergoing renovations in 2023. Featuring over 20 rental units of office and retail space.



01 NORTH ELEVATION SCALE 1/4" = 1'-0"

### Morne Rouge Commercial

Morne Rouge · St. George

UNIT STARTS AT USD\$6,000 /mth

Commercial Building under construction in the commercial district, located near hotels and popular beaches like Grand Anse.

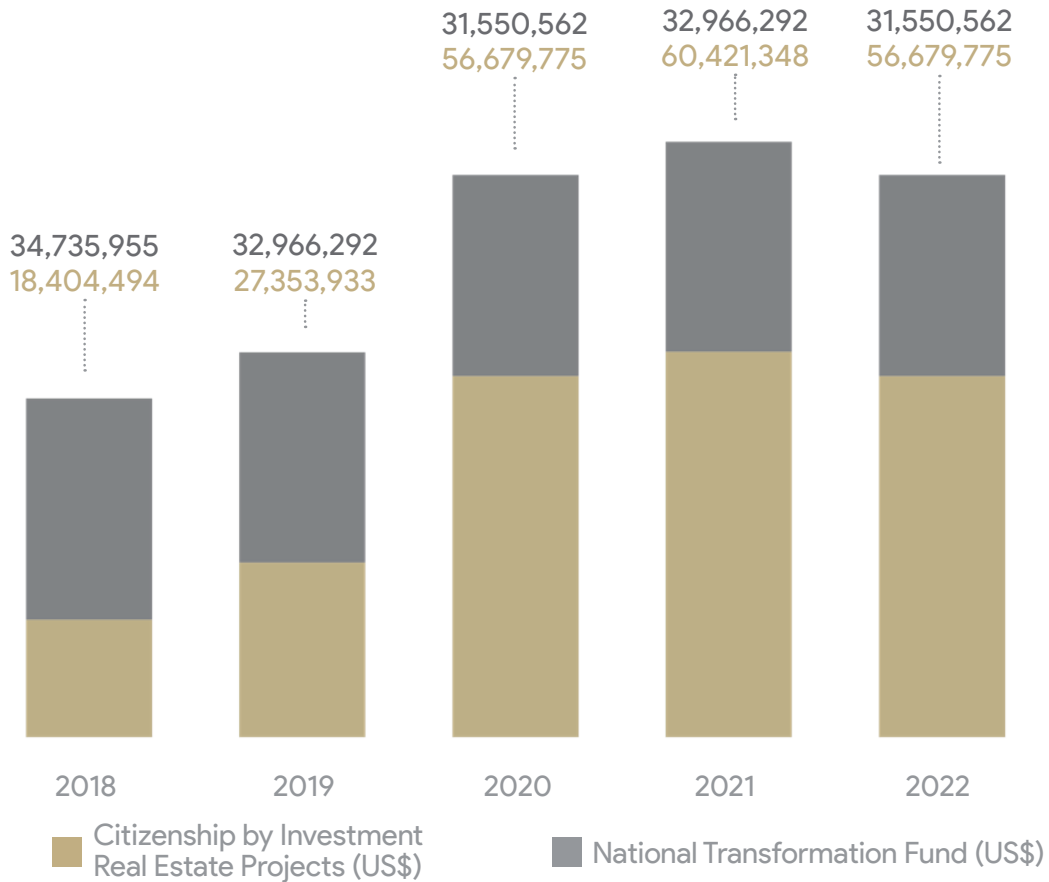




# CITIZENSHIP BY INVESTMENT PROGRAM UPDATE

In its ten years of existence, Grenada's Citizenship by Investment (CBI) program has seen consistent growth. The two main pathways of the program are the National Transformation Fund (NTF), or an investment in an approved real estate project. The chart on the following page (fig. 9) shows there has been steady growth since 2018, where the majority of this growth is the real estate component of the program (CBI Approved Projects).

### Citizenship By Investment Government Revenue 2018-2022 (US\$)



There are 24 approved projects listed on the Government of Grenada Citizenship by Investment webpage (<https://cbi.gov.gd/>). Of those projects, five do not appear to be relevant to the report. The remaining 19 are listed below with very brief status updates. Please note that the statuses indicated are based solely on observation. There does not appear to be any publicly available, government document that provides information on the status or progress of its CBI approved projects. It should also be noted that the 24 approved projects are all the projects that have ever been approved by the CBI Board (with the exception of one project that was removed for questionable dealings).

The table below focuses on the construction status of the projects. It is important to note that CBI projects are extremely complex and burdensome for the developers. It is very possible that a project with no visible construction works is well advanced in its design, funding, procurement, and marketing efforts. However, the commencement or completion of construction works are major project milestones and do provide an objective benchmark to measure a project's status.

FIGURE 9 - CITIZENSHIP BY INVESTMENT GOVERNMENT REVENUE 2018-2022

\* ALL DATA TAKEN FROM THE GRENADA MINISTRY OF FINANCE CITIZENSHIP BY INVESTMENT (CBI) STATISTICS [www.finance.gd/index.php/cbi](http://www.finance.gd/index.php/cbi)

Development	Project Status
The Point At Petite Calivigny	Completed, Operational
Hideaway True Blue	Completed, Operational
Silver Sands	Completed, Operational
Mount Cinnamon	Completed, Operational
Mariposa Condominiums	Completed, Operational
Six Senses, Range Development	Major Construction Works Underway
Intercontinental Hotel & Villas Grenada	Major Construction Works Underway
The Beach House Resort	Major Construction Works Underway
The Sanctuary At Fiji Beach	Infrastructure Works Completed
Hartman Education Enterprise Ltd.	Mobilization & Construction on Sales Center
Hartman Hotel Development Ltd.	Mobilization & Construction on Sales Center
Grenada National Resort Project	Mobilization Ongoing
Bacolet Bay Resort & Spa	Construction Works Suspended
Emerald Suites	Construction Works Suspended
Kawana Bay Resort	Construction Works Suspended
Coral Cove Hotel	No Significant Construction Works Commenced
La Pointe	No Significant Construction Works Commenced
Port Louis	No Significant Construction Works Commenced
The View	No Significant Construction Works Commenced

FIGURE 10 - CITIZENSHIP BY  
INVESTMENT PROJECT STATUS

In researching and assessing the status of Grenada's approved CBI projects, some keys to success become clear:

- Projects must have a competitive product. Simply being approved for the CBI program is not sufficient to ensure the successful completion of a project.
- It is critical that project funding does not rely on sales to complete construction. Projects must have solid financial backing.
- A recognizable hotel brand provides a powerful advantage in marketing. CBI investors are often shrewd and experienced and will scrutinize the project's chances of success with the same diligence they would approach any investment.

If you are considering developing a CBI project in Grenada, Century 21 Grenada will guide you through the selection and purchase of the ideal development site, application to the CBI Program, market analysis and valuations, all the way through to managing the finished project.

If you are trying to select which CBI-approved project to purchase, contact us for a free consultation. We know the products that sell, the developers, and construction status of every project.



# GRENADA'S RETURNING DIASPORA

For many Grenadians living abroad, there is often a simmering desire to return home. We spoke with akasha, Annesa, and their son Dakari about the process of coming back to Grenada.

**Q | When did the idea, maybe even the “dream”, of returning to Grenada begin?**

**A** “In 2012 it was something we just started talking and thinking about as a family. We created a vision board with a photo of a home in Grenada. We weren’t really sure where in Grenada... but the photo was enough to hold our focus and help the intention to grow.” Five years later, in 2017, akasha brought his wife and son to Grenada to accompany him for one year while he worked on his dissertation. “We stayed in La Digue, St. Andrews. It immediately reminded me of my childhood in Portland, Jamaica.”

“After a year we left, and to be honest we kind of lost focus on making the move” noted Annesa. “Then, in 2020, Covid struck. Like so many we were stuck at home and had time to really focus on the life we wanted to live. The urge to return to Grenada intensified. Once we fully committed to making the leap the process went fairly quickly. Keeping in mind that over the years we had really gotten a good feel for the place” she added. “We purchased a home in Fort Jeudy, which Dakari found, that required some superficial renovations and have happily lived there since.”

Like many younger returning diaspora, it is not just about buying real estate. Its about being a part of the further development of Grenada. And this is certainly the case with akasha, Annesa, and Dakari. They have started a new business, Akasha Metaphysical, and are in the process of expanding on the concept and offering.

Akasha explains, “we are in the process of purchasing a property in Telescope, St. Andrews to create a center for retreats and wellness activities. Working with Lucille (Century21 Sales Agent) was amazing. She spent a lot of time getting to know what we were looking for. Most importantly, she didn’t rush the process. I think this is what really separated her and Century21 from the others. She gave us the time and information we needed to make an informed decision. When we visited the property in Telescope we know that was it.”

“

Working with  
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were looking for.

”

A photograph of three people in a shop. On the left, a man with a beard and glasses wears a green cap and a white shirt. In the center, a woman with dark hair pulled back wears a blue and yellow patterned dress. On the right, a woman with short blonde hair and glasses wears a blue polo shirt. They are all smiling and looking at each other. The background shows shelves with various items.

**Q** | Annesa, has the return to Grenada met your expectations?

**A** | “Grenada has opened up the opportunity for a different type of experience, a personal reinvention, a new way of living and being, so yes, definitely. I feel a part of Grenada in every way, like no other country has ever allowed me. We feel like a part of the place.” added akasha.

**Q** | What real estate recommendations would you give a fellow Grenadian in the UK, US, or Canada planning to return home?

**A** | “Be patient. Put in the time. Spend time here. Get to know Grenada all over again” was Aneesa’s advice. “Involve your family in the process and final choice. And come with an intention to contribute and be a part of Grenada” added akasha.

**Q** | If you had to do it over again, what would you do differently?

**A** | “I think we did it pretty well” the three agreed.

# Grenada



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# PROFESSIONAL PROPERTY MANAGEMENT

Since taking over the Property Management Division in 2020, Llewellyn Frederick has had a vision of increasing the level of service provided and growing the division. Below he outlines his plans and what makes Century 21 the industry leader in property management.

**Q | What did you find when you took over the Century21 Property Management Division in 2020?**

**A |** I found a solid foundation, and a great team giving great customer care.

**So, what did you do?**

I had been exposed to property management in the UK and could see that there was room for expanding on services and increasing efficiency. It was really about moving from strength to strength. The first thing we did was integrate a state-of-the-art property management system. This really takes our service to another level on multi-tenant buildings. It also delivers financial reports that are transparent, client-focused, and easy to understand. We have also standardized our service to be a consistent and reliable service.

**Why would someone use a property manager?**

The goal is to provide hassle-free ownership to our clients. Being a landlord is an exhausting job. Our goal as the property manager is to provide clients effortless ownership of the property, while maximizing their return on investment.

**What would the profile of one of your clients look like?**

We specialize in managing villas, apartment buildings, and commercial complexes. The most common aspect of all of our clients is that they understand the value in using a professional property manager.

**What do you mean by specialized?**

We are a standalone division within Century21. We have our own staff, vehicle, operating procedures, management software, etc. But mostly, I mean our high service level, professional standards, and established operating procedures.

**What is your biggest challenge in the industry?**

There are a lot of fly-by-night operations in Grenada, and they have given the industry a bad name. The stories of building owners entrusting a family member to look after their villa or apartment building usually do not end well. We are working to educate the market about the benefits of working with a professional property management team.

**Give me a success story?**

We manage a large apartment building. The tenants often tell me that they are so pleased with the level of service we provide, that they recommend the building to their friends. In fact, we have maintained 100% occupancy since taking on the property management of the building. Even during Covid!



## PROPERTY MANAGEMENT

Our goal at **Century 21 Grenada** is to be your partner in providing hassle-free ownership while maximizing your return on investment. We do this by:

- 01 Custom-tailored management plans
- 02 Transparent, monthly financial reporting
- 03 Responsive customer service
- 04 Expert advice & support
- 05 Preventive & regular maintenance
- 06 Safety & cleaning inspections

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