

# Eleva Capital Launches Village BLU: A Strategic Shift Toward Smart Luxury Investment in Puerto Morelos, Cancun Riviera

*Responding to market saturation in southern Cancun Riviera Maya, the developer introduces a defensive asset class with 24 "Grand One-Bedroom" boutique condos.*

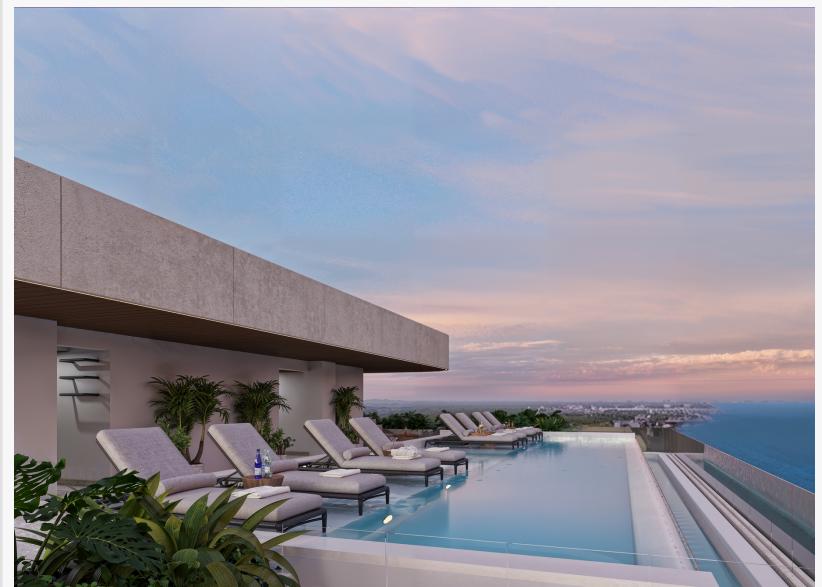
PUERTO MORELOS, QUINTANA ROO, MEXICO, January 15, 2026

/EINPresswire.com/ -- [Eleva Capital Group](#) today announced the presale launch of Village BLU Beach Apartments, a 24-unit condo development located in the coastal zone of Puerto Morelos, Riviera Maya. Scheduled for delivery in Winter 2027, the project represents a calculated move to capitalize on the region's growing demand for lower-density, generous spaces, high-quality assets. This launch positions the development as a smart luxury investment in Puerto Morelos, offering an alternative to the highly saturated markets of Tulum and Playa del Carmen.

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*said Roberta Wohler, Sales Manager at Eleva Capital Group*



As capital flows shift within the Riviera Maya Cancun, savvy investors are prioritizing [presale Puerto Morelos](#), Cancun Riviera Maya opportunities that offer stability and tangible appreciation. [Village BLU Beach Condos](#) differentiates itself by rejecting the high-turnover "micro-studio" model. Instead, it features "Grand One-Bedroom" condos starting at \$289,000 USD. These units are engineered to secure higher ROI for vacation rentals in Riviera Maya by attracting a more stable demographic of mid-term tenants, such as digital nomads and retirees, who require full home functionality.

"The investment logic in the Mexican Caribbean has matured. It is no longer about buying the smallest unit for the lowest price; it is about buying the asset that retains the best tenant," said Roberta Wohler, Sales Manager at Eleva Capital Group. "Village BLU Beach Apartments is designed as a defensive asset. By offering larger floor plans, a unique location surrounded by infrastructure, and superior finishes in a boutique setting, we protect the owner's value against market volatility and ensure consistent demand."

The project is part of the "BLU Residences Collection," leveraging Eleva Capital's verified track record of on-time delivery.

For investment analysis and presale pricing, visit Eleva Capital Projects or Village BLU Official Site.

#### About Eleva Capital Group

Eleva Capital Group is a Mexican and local real estate development firm and master broker focused on creating high-value residential projects in Cancun and Riviera Maya. With a philosophy centered on transparency and execution, and legal certainty, Eleva Capital Group develops properties that serve as solid financial assets for international investors.

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