A FREE INVESTOR GUIDE

The Paraguay Playbook

How foreigners actually invest in Asunción real estate, from anywhere in the world, without moving there.

Powered by **MOA Real Estate**

INTRODUCTION

Asunción, the market most investors have not looked at yet

Paraguay is one of the steadiest economies in Latin America: growth has stayed positive for over a decade, 6.0% in 2025 and a projected 4.2% in 2026, with inflation close to the central bank's 3.5% target, low public debt, and some of the cheapest energy on the continent. Its capital, Asunción, is going vertical fast. Towers are rising in Villa Morra, Recoleta and the Las Lomas corridor around Shopping del Sol, where there was almost nothing ten years ago.

Three things make it unusual for a foreign investor:

Priced in dollars

Your value is not exposed to the local currency.

Open to foreigners

Buy in your own name. No residency, no local company.

A real price gap

Launch price vs delivered price. That gap is the opportunity.

This guide walks through it like I would for a friend: the market, the honest drawbacks, the two strategies that work here (real numbers, charges deducted), and how the Investor Pass fits in. No hype, no "guaranteed 15%".

6.0%	USD	100+
GDP growth 2025	**priced market**	**investors helped**
4.2% projected for 2026	value not exposed to the guaraní	many of them 100% remotely

Sources: Banco Central del Paraguay, IMF, World Bank.

WHO IS BEHIND THIS GUIDE

A market we live in, not one we studied

Matt & Seb

Co-founders, MOA Real Estate

French, based in Asunción

We are Matt and Seb, two French co-founders based in Asunción. Together we run **MOA Real Estate**: we sell new-build property and manage a portfolio of short-term rentals. Every week we visit sites, we know the developers personally, and our team fills apartments week after week. So the occupancy rate we give you later is an observed number, not a brochure projection.

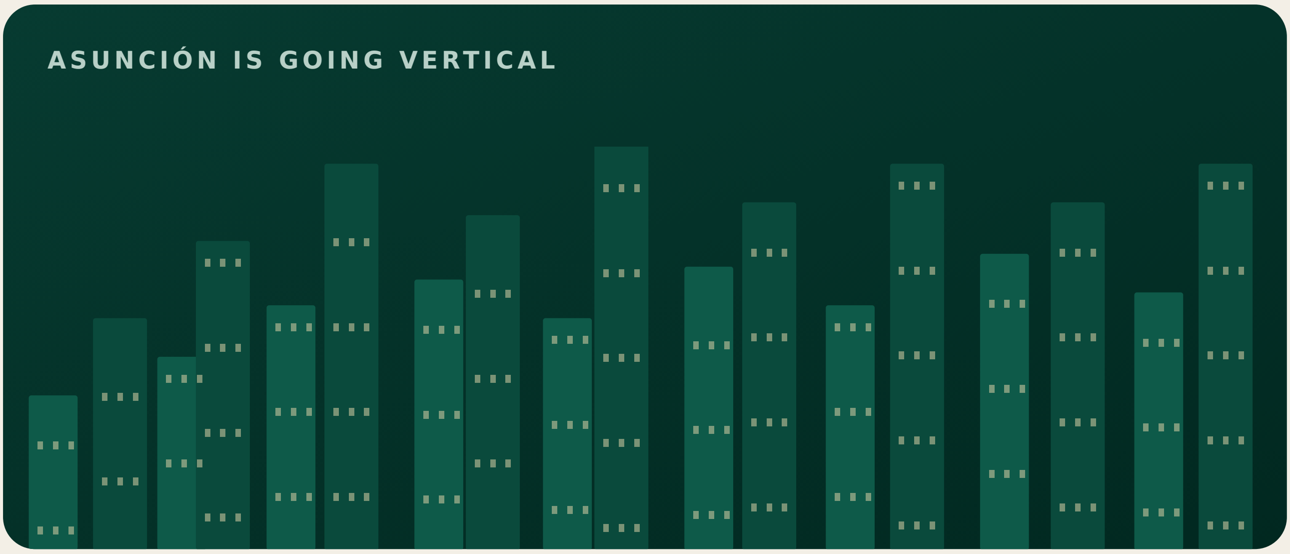
We will be direct on one point: we make our living selling real estate here. You have every right to be skeptical, that is healthy. It is exactly why this guide gives you **figures, not opinions**.

> **A yield is never truly guaranteed. What you can count on is clear math, and that is exactly what this guide gives you.**
>
> Matt & Seb, MOA Real Estate

01 · THE FUNDAMENTALS

Why Paraguay, for an investor

Not the tourist brochure. You do not place capital in a country because the weather is nice. You place it because a few things hold up.



01

Priced in US dollars

Property is bought, resold and rented largely in dollars. Your asset value is not exposed to the local guaraní. You step out of your home currency into the dollar. For you, the single most important line here.

02

Almost free to hold

Property tax sits on a very low cadastral value: a few tens of dollars a year on a $60k unit. No wealth tax, no retroactive energy rules. A property you can keep for a long time without pressure.

03

Open access

A foreigner buys in their own name. No prior authorization, no mandatory local company, no residency requirement, no ownership cap. Many countries in the region do not allow that.

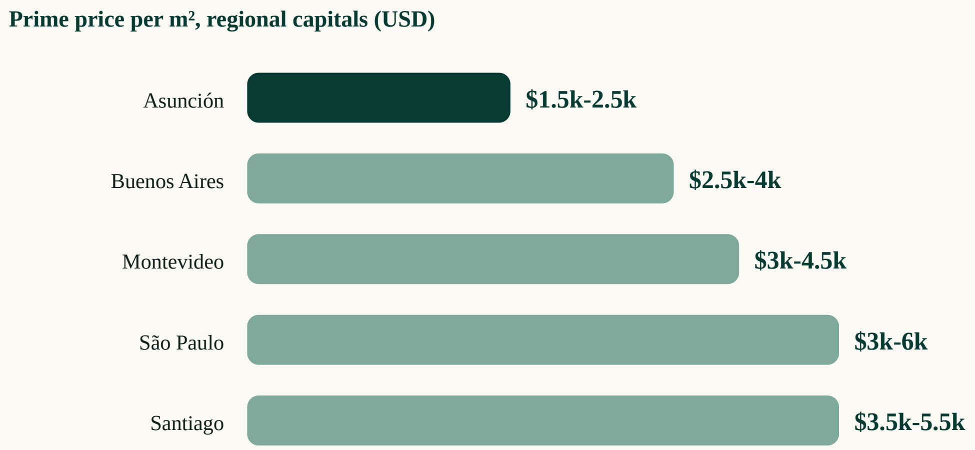
04

Fundamentals hold

Growth has held above 4% for a decade (6.0% in 2025), a young population, some of the cheapest energy on the continent thanks to Itaipú, low public debt. Asunción is going vertical fast.

How Asunción compares on price

At the prime end, Asunción runs roughly 30% to 60% cheaper per m^2 than the other capitals of the region. You are buying quality square meters at a fraction of Santiago or Montevideo prices.



Indicative prime ranges, 2026. Asunción is early in its cycle, which is exactly why the entry price is still low.

A genuinely simple tax system

At a country level, the system is light and easy to read: a flat 10% on VAT, personal income and corporate income (the well-known "10-10-10"), 8% on dividends, and taxation only on Paraguayan-source income.

Country	VAT	Corporate tax
Paraguay	10%	10%
United States	up to ~10% sales tax	21% + state
United Kingdom	20%	25%
Argentina	21%	30-35%
Uruguay	22%	25%

One caveat, so you are not misled. The "10%" applies to a Paraguayan tax resident. If you stay resident in your own country, that rate does not apply to you: your rental income, your capital gain at resale and your home-country filing depend on your situation and treaty. We go through them on a call rather than printing a number that could be wrong for you.

02 · REALITY CHECK

The honest drawbacks

This is the part that decides whether the market is for you or not.

No bank leverage for non-residents.

You will not get a local mortgage the way you do back home. That said, there are plenty of financing options: developers offer real payment plans on off-plan, a deposit then staged instalments spread across the construction, and other arrangements exist. So even without bank leverage, the entry stays very accessible and the deal still works.

Everything rests on your counterparties.

There are solid developers and there are others. Without someone reliable on the ground to check title, real progress and the developer's health, you are not investing. You are betting.

Distance, language, admin slowness.

Everything happens in Spanish. A registry filing can take weeks. You either accept that, or you delegate it entirely.

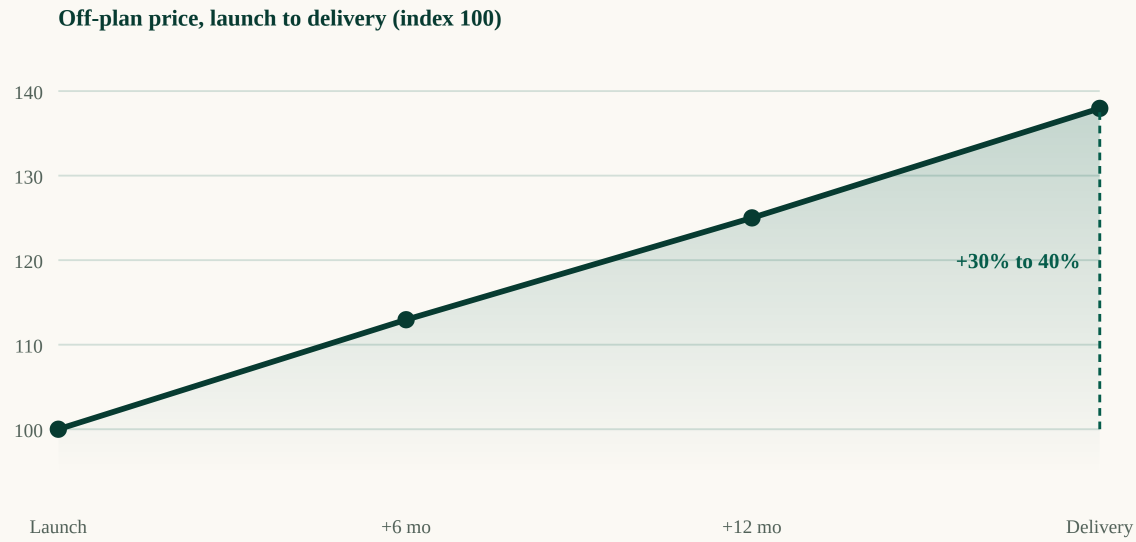
Advertised yields are not real yields.

You will meet "15% net guaranteed". Be systematically suspicious. A real net is after charges, management, vacancy and furniture renewal. The full math is two pages on.

03 · THE OPPORTUNITY

The opportunity: buying off-plan

The real opportunity today sits in one place: the gap between the off-plan price and the delivered price. You buy at launch, at the lowest price. From there, two exits: resell later for a capital gain, or keep it and rent it out with a strong yield because you bought it cheap.



The developer raises the price as construction advances. The launch-to-delivery gap is commonly 30% to 40%. Illustrative.

It is not magic. The developer is paying you to help finance their construction. Buying already-finished property, honestly, I advise against: on the secondary market prices are often overvalued, and the new projects are more complete and more attractive than the old stock.

> **The money is made at entry, off-plan, not on the secondary market.**

Where in the city the growth is

Not every district moves at the same speed. These are the three that matter most for an investor today, all in the corporate heart of the city.

Zone	USD/m²	Profile
Villa Morra	1,700-2,200	The most exclusive. Executives, expats, high-end short-term rental. The name sells itself.
Recoleta	1,700-2,200	Balanced and family-friendly. Malls, hospitals, schools, connectivity. Long-term, low vacancy.
Las Lomas (Shopping del Sol)	2,200-2,600	The corporate corridor. Office towers, Shopping del Sol and Paseo La Galería, prime executive rentals in USD.

These three sit where demand is deepest: executives, expats and companies that pay in dollars. It is the safest square footage in the city to buy and to rent.

Buy and resell

You buy off-plan at the start, pay in installments during construction, and resell before or just after delivery. You are not playing the rent, only the gap between launch and delivery price.

Real case, anonymized: bought about $49k, resold about $68k in ~15 months. The buyer only ever tied up about $33k.

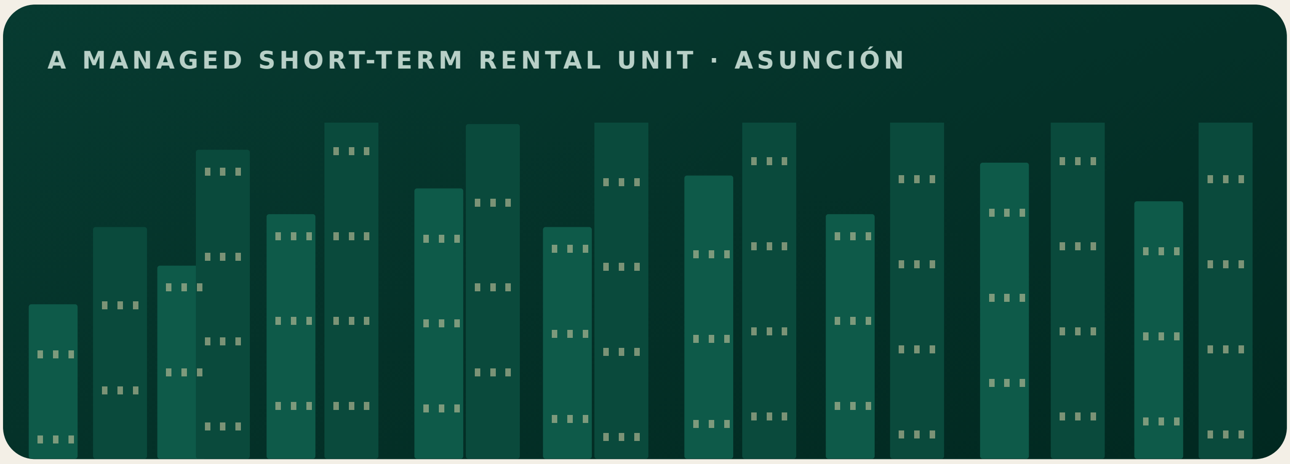
$19k **gross gain** ~39% on the unit price	**~57%** **on capital deployed** $19k gain on $33k tied up	**~45%** **per year** annualized over ~15 months

Where the risk is: the only real risk is not finding a buyer at the exit. In practice, that is not the hard part. Today we do not just help you buy, we also help you sell, so we stay partners with you the whole way through. And the market does the rest: plenty of people buy off-plan, but just as many do not want to, they want a unit that is finished or about to be delivered. So when an off-plan buyer resells, those buyers are easy to find, and that is exactly where the capital gain comes from. The ones who buy finished pay more, but that is simply the normal market price, nothing exceptional. We have already closed a good number of these resales inside our own company: the strategy works very well.

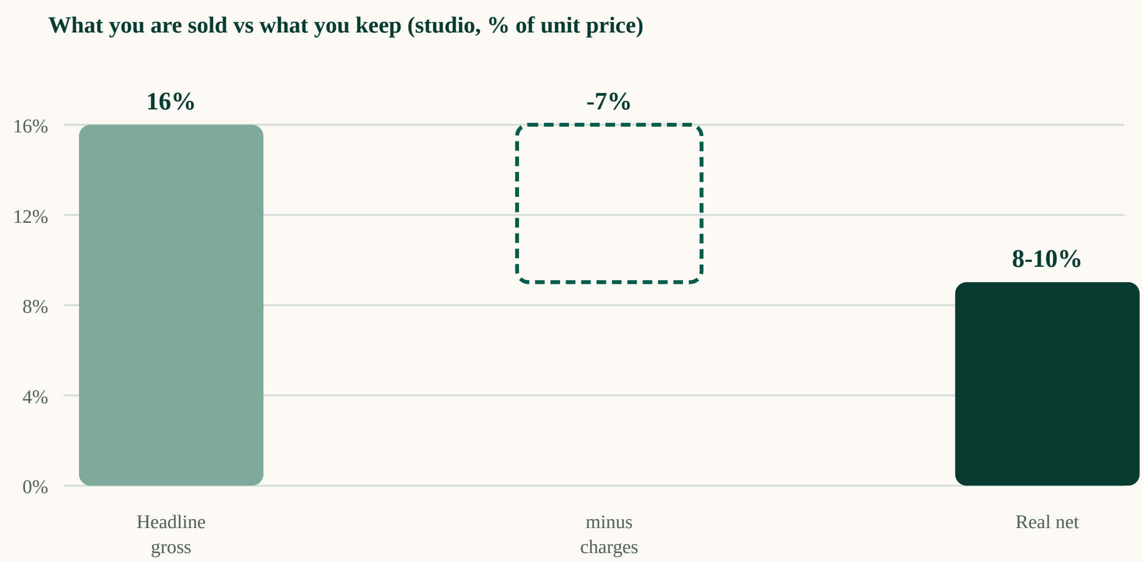
For whom: a short cycle, you want a capital gain rather than rental income, and you do not need income during the operation.

Rental yield

You buy, furnish, rent short-term, and collect every month. You are not chasing an exit, you are chasing cash flow. Real case: a 39 m² studio bought off-plan, about $65k plus $5k to furnish.



8-10%	5-7%	90%+
net yield, Airbnb	**net yield, long term**	**occupancy**
real, in USD, after all charges	less work, steadier income	with an active team on the ground



Gross yield is the number you are sold. After all real charges (management, platform fees, building, utilities, tax, maintenance, provision), the honest net lands around 8 to 10% on the amount invested. In dollars.

Where the risk is: occupancy. We hit 90% because a team fills the calendar every week, on the platforms and directly. A studio left to itself from abroad does not fill on its own. At 50% occupancy, the net drops toward 4-5%. If you prefer no short-term management, the same studio on a long lease returns around 7% net, with less work.

THE TEAM THAT FILLS THE CALENDAR

MOA Properties

MOA Properties is our short-term-rental arm in Asunción, the operation that turns Strategy B into a hands-off investment. You own the apartment; we prepare, operate and monitor it for you, even if you live abroad: listing, guests, cleaning, dynamic pricing and monthly reporting. You collect the income.

15 apartments managed **4.96/5** guest rating **187** verified reviews

20% commission, no surprises **24/7** guest support, team on the ground

Because MOA Real Estate sells the property and MOA Properties manages it, the same people take you from purchase to rented and reported. Few operators do both.

06 · DECIDE

Which one is for you

	A · Buy and resell	B · Rental yield
Horizon	Short, 1 to 3 years	Long, 7 years and up
Capital	Fractioned over the schedule	Committed in full, up front
Income during	None	Monthly
Main risk	The resale (finding a buyer)	The occupancy rate

There is no universal right answer, only a right answer for your horizon, your need for liquidity and the share of your wealth you move out of your home region. That does not get decided in a guide.

What it takes to start

You do not need a fortune. Entry tickets cover a wide range, and off-plan spreads the effort over the construction period.

Product	Approximate ticket
Studio	from $50,000
1-bedroom	from $70,000
2-bedroom	from $100,000
Other product types	custom quote

For anything beyond these, we build a custom quote: the price depends mainly on the standing and quality of the project and on how far along the construction is.

07 · RESIDENCY

A word on the Investor Pass

Pairing a real-estate investment with Paraguay's investment-based residency route can change your entire tax equation. That is a different game from investing purely as a non-resident. The thresholds have been moving, so I will not print a number here that could be outdated by the time you read this. If residency is part of what you are weighing, it is one of the first things we map out on the call.

08 · GET STARTED

How to get started

How the purchase works, step by step

1. **Check eligibility.**
   A valid passport is enough for urban property. Only rural land within 50 km of a border is restricted, which does not apply to urban Asunción.
2. **Reserve the unit.**
   A reservation agreement with a deposit of 1% to 5% (often around $1,000) locks the unit at its current price.
3. **Title check.**
   A notary (escribano) verifies debts, liens, mortgages and any dispute before you pay a cent.
4. **Public deed (escritura).**
   You pay the balance and fees. It can be signed remotely through a notarized, apostilled power of attorney.
5. **Registration.**
   The transfer is filed at the Public Registry. Total time 30 to 60 days, and the whole purchase can be done 100% remotely.

Three things you might be telling yourself

"I do not have $50,000 to pay upfront."

You do not need it all at once. That is exactly what off-plan is for: it can be financed, a deposit then staged instalments spread across the construction, so you build the investment over time instead of paying everything on day one. We look at what is possible with what you have.

"I do not want to move to Paraguay."

You do not have to, and it is not the point. Most of our buyers have never set foot here. You stay where you are, part of your capital works somewhere else.

"I am afraid of getting scammed."

The right reaction, honestly. An unfamiliar market, from a distance. It is exactly why we exist: someone on the ground to verify the project, the developer and the title before you commit a single dollar.

Your next step

Want us to look at your situation? Book a short call with our team, 20 to 30 minutes, no strings attached. We answer all your questions and give you everything you need to see whether this can fit your goals.

Book a call →