



LIFE IN MÉRIDA™

A trusted resource for visitors and residents of the beautiful city of Mérida, Mexico. Inspiration, insight, and answers to all things Mérida!

lifeinmerida.com | amy@lifeinmerida.com

Image: Rafael Heredia-Abuxapqui available exclusively at SoHo Galleries





Company Facts

- Started in January 2020 by Amy Jones.
- Angel Rodriguez joined the company full-time in August 2022.
- Life in Mérida™ is the ONLY comprehensive website that provides information and resources for those researching a move to Mérida.
- Mérida Retirement Tours™ is the ONLY service that provides tours for potential residents, including neighborhoods, hospitals, clinics, pharmacies, grocery stores, and real estate consulting.
- Mérida Retirement Tours™ was the FIRST and ONLY company to host a retirement conference in January 2023.
- Mérida Retirement Tours™ was granted a trademark in February 2023.
- Life in Mérida™ was granted a trademark in July 2023.
- 180+ articles have been published on the Life in Mérida website and relevant sites.
- Coming in 2024:
 - Free Q & A monthly events for extranjeros at SoHo Galleries and other locations in Centro.
 - Official launch of YouTube Channel @lifeinmerida
 - Spotify Podcast @lifeinmerida



Amy Jones

After 30 years in Dallas, Texas, I moved to Mérida three months after my research trip. There's something about this magical city that's hard to describe. It's a feeling. It's an energy. It's a fusion of cultures, history, and surprises. People feel it, or they don't. They love it, or they don't. For those of us that feel it and love it, Mérida is enchanting.

I find something new to fall in love with every single day. I feel incredibly fortunate and grateful to be able to help others learn and experience the beauty, the magic, and the uniqueness of the city and country I now call home.

For Angel and I, Life in Mérida™ is a labor of love. We've accomplished our goal if we've helped one person. We are here to help you through challenges.

Contact

amy@lifeinmerida.com | U.S. 901.257.9209 | Mexico 999.192.6197



Angel Rodriguez

I was born in Tabasco and my family moved to Mérida in 1993 when I was two. I have made it my priority to learn about culture, history, and especially the gastronomy of Mérida. Once we meet, you'll understand my love of Yucatecan food. It's one of the reasons I've spent most of my years in the food and customer service industry.

Attending clients, providing helpful information, interesting facts, and a quick Spanish lesson is always a joy. I joined Amy full-time in 2022 to create a variety of services and tours to improve our client's understanding of the culture, the differences, and the details they need to integrate and thrive in Mérida.

Once you take a tour or read one of Amy's guides, you'll understand why we take great pride in the beautiful city of Mérida. You may find you love it as much as we do.

Contact

Mexico 999.330.7080

Statistics

Specifically targeted for Mérida, our business is built on referrals and word of mouth, guaranteeing quality vs. quantity. We do not pay for any advertising.



83% Organic Search
3.3% Click Through Rate
202K Views: Reviews Submitted for Local Businesses



@amyjones.theamyjones
@meridaretirementtours
@lifeinmeridareviewsandinformation
@groups/lifeinmerida



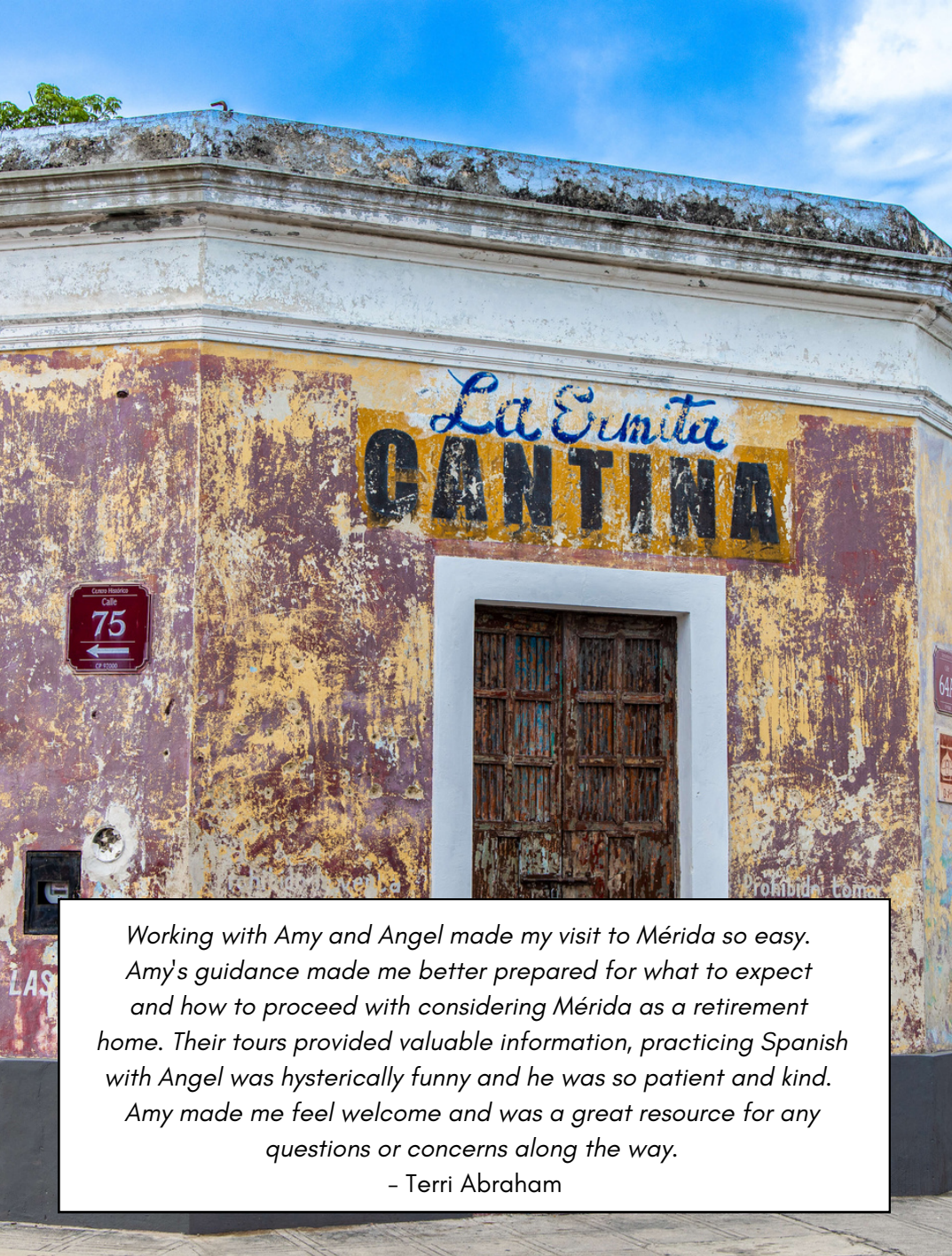
United States
Canada
Mexico
United Kingdom



1,347 Email Subscribers
59.7% Open Rate
10.4% Click Rate



Mérida Retirement Tours afforded me the knowledge to make an informed decision about retiring to Mérida. Every aspect of the tour was well planned, my questions answered, and the details were amazing.
- Kristen Valente



Publications

- Essential Packing Items List
- Learn About Mérida Guide
- Mérida Driving Guide
- Organizing 101
- Real Estate Kit
- Self-Guided Tour: 60 on Calle 60
- Self-Guided Tour: Mérida Neighborhoods
- Self-Guided Tour: Uxmal
- Welcome to Mérida Kit
- Working in Mérida Guide
- Write Your Story Course
- Yucatan Driver's License Study Guide: English

Services

- Consultation: Personal
- Consultation: Zoom Video
- Driving Lessons
- Real Estate Consultation: Half Day
- Real Estate Consultation: Full Day
- Used Car Purchase Kit
- Yucatan Driver's License
- Yucatan Driver's License: DIY

Working with Amy and Angel made my visit to Mérida so easy. Amy's guidance made me better prepared for what to expect and how to proceed with considering Mérida as a retirement home. Their tours provided valuable information, practicing Spanish with Angel was hysterically funny and he was so patient and kind. Amy made me feel welcome and was a great resource for any questions or concerns along the way.

- Terri Abraham

Coming Fall 2023



CHAPTERS INCLUDE

- Is moving to Mérida right for you?
- Mérida Research Trip
- How to Navigate Residency
- Hospitals & Clinics
- Pointers for Bringing Pets
- Finding the Best Doctors & Dentists: Tips & Recommendations
- Schools & Fun Activities
- Shipping Your Possessions
- Importing Your Car
- And much, much more!



CHAPTERS INCLUDE

- Starting a Business
- Paying Taxes
- CURP, RFC, & SAT
- Dual Citizenship
- Long-Term Rentals
- Buying Property
- Hurricanes & Tropical Storms
- Tips to Beat the Heat
- Essential Utility Providers
- Economic Development
- And much, much more!

After spending countless hours speaking to locals, expats, travelers, and business owners and scouring Facebook groups, I started compiling all the information on my website blog, other guides I've published and what you'll find here. My husband, Angel Rodriguez, has lived in Mérida since 1993. He's an exceptional resource to obtain and verify information; chatting with other locals and other expats and learning all he can about the magical city we live in. As a waiter at La Tratto in Santa Lucia Park for many years, he had the great opportunity to receive feedback from a variety of people. When I wasn't sure about something, Angel would take the driver's seat to research more thoroughly. His wisdom, dedication, and persistence is much appreciated. If you know him or have the chance to get to know him, you'll quickly understand what I'm talking about. His contribution and participation in this project is evident in the information you'll find here.

- *Rafael Heredia-Abuxapqui of Bessanova Producciones, a UNESCO certified photographer, is providing images for all covers and interiors.*
- *We are collaborating with Adele Aguirre of SoHo Galleries for promotions and marketing activities for the books. Originals of Rafael Heredia-Abuxapqui's work can be purchased or custom ordered at SoHo Galleries.*

As a recognized expert on moving to Mérida, Amy has been featured in:



Clients

60%

couples

20%

individuals

20%

tourism groups

Charity

Since January of 2020, we've donated \$6,950 U.S. to individuals and local organizations in need from a portion of our publications & guides sales:

- Car purchase for local family
- Art school supplies for Kanaj - Estudio de Arte
- Yucatan Giving Outreach (YGO)
- American Legion Mérida
- Local family support during COVID-19
- Mérida Teens Club
- A variety of other charities and non-profits

Amy and Angel are more than professional, they are courteous and deeply invested in our successful transition to the area. We consider this more than a business transaction, it is the beginning of a lifelong friendship. We highly recommend Mérida Retirement Tours to anyone interested to moving to Mérida as a wonderful first step to understanding the city, culture, history, and neighborhoods.

- Chris Samples

Testimonials

What a wealth of knowledge and help Amy and Angel are! We got to see, smell, taste and learn all about living and moving to magical Mérida! A thoroughly enjoyable and informative time which played an invaluable part in our decision -making. I absolutely recommend Mérida Retirement Tours to anyone wishing to check Mérida out for relocating to or just a great time discovering the true cultural heart of the city.

- Ellie Olliff

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- Terri Abraham

Mérida Tours hit all the highlights and beyond of what we had asked to receive when considering Mérida. Well thought out planning of time spent daily to ensure all our questions were answered and our needs were met. Super professional with the most generous hospitality to make the city a very exciting and vibrant retirement community.

- Bill & Peggy Duerr

Amy and Angel are a wealth of information about Mérida, especially for expats or people considering a move there. They provide clear, concise, and practical information about Mérida neighborhoods, culture, gastronomy, and the sometimes complicated process and qualifications for residency/work/citizenship.

- Danny Holloman

More About Amy

Here's more about me and when my love of Mexico began. I was a top-producing Realtor for Dallas' largest Keller Williams office. Recruited by RE/MAX, I started learning how to represent international properties to local buyers looking to invest abroad. While at RE/MAX, I had a portfolio of \$400M of international properties I represented from Turkey to Panama to Costa Rica to Turks and Caicos to various locations in Mexico. At a RE/MAX convention, I met and was recruited by a RE/MAX broker in the Riviera Maya who represented a new development at the Bahia Principe resort. I moved to Puerto Aventuras and began to work for the Bahia Principe development. During my time there, I initiated a program and workshop to help people understand how to buy property in Mexico under a fideicomiso. Part of my services included connecting buyers with international and local moving companies and other resources they would need to set up their house, such as furniture, housewares, appliances, etc. During this time in Riviera Maya, I realized how out of balance my life was.

Once I returned to Dallas, I decided to continue what I began at Bahia Principe; helping people move. Fortunately, I had many connections with Realtors I did business with. Because they trusted me and my work ethic, they became my clients who, in turn, referred their clients. It takes a lot to understand how hard Realtors work and the lengths they go to for their clients. Unless you've been in real estate, it cannot be understood. Not only did I understand, it was my intention to help make their job a little easier. It was a win-win.

Over time, I recognized that Realtors would refer a specific type of client: those who needed extra care. The clients were making emotionally stressful decisions about what could possibly be their last move. Some were downsizing. Others were post-divorce or after the death of a spouse. A few were diagnosed as terminally ill. A number of them also dealt with the loss of identity after retirement. Most of them had one thing in common: they were stuck and didn't know how to move forward. After working with these clients for several years, I was introduced to the Senior Access/Generations Group Director at Methodist Health Systems in Dallas, Texas. She asked me to create a program to help people begin the process of downsizing. Over 18 months, I spoke to over 1,000 people on how to move forward into the next new chapter of life.

I helped hundreds of clients move locally and internationally, including my father and his wife, to Costa Rica in 2022. Therefore, it was natural to continue the program and services I first began in Mexico and then Dallas, adjusting them to Mérida. Using my 30+ years of experience living, traveling, and moving overseas, I have a wealth of knowledge, understand the logistics, and established relationships for local resources to assist those moving to Mérida. While working with clients, they began to call me an Ambassador of Mérida. It's an honor and one that I take very seriously.

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